

SHILP SAMAGAM MELA 2026-Guwahati

Several Thousand Visitors Witness India's Rich And Diverse Heritage Of Traditional Handicrafts And Handloom Products At The Mela Underway At Farm Gate, Khanapara, Guwahati

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The ongoing Shilp Samagam Mela (SSM) is generating enthusiasm among locals with several thousand visitors witnessed India's rich and diverse heritage of traditional handicrafts and handloom products in Guwahati.

Started on October 21, the Mela is attracting visitors from adjoining areas on the 5th straight day in the State Capital Guwahati of Assam.

In addition, the stall owners are generating good amount of income as visitors throng the Mela while going for shopping of different kinds of unique and colourful handcraft and handloom items. The Mela offers opportunity to customers with direct access to purchase items that help in encouraging women and other artisans to strengthen their livelihoods.



Shilp Samagam Mela
"Celebrating Crafts, Empowering Artisans"

8 Days
Shilp Samagam Mela 2026

75 Artisans
including 31 Women
to showcase around
40 Varieties of
Handloom and Handcraft
Products

Promotes Market Access, Entrepreneurship and Sustainable Livelihoods
for artisans belonging to
Scheduled Castes (SCs),
Other Backward Classes (OBCs),
Safai Mitras and Denotified Tribes (DNTs).

Venue
Farm Gate, Khanapara,
Guwahati, Assam

21st – 28th October, 2026
11:00 AM to 9:00 PM

Experience India's Rich Handloom & Handicraft Heritage
From the North-East and across the country

BHARAT-TULIP
Traditional Artisans' Livelihoods Programme

A key focus of the Mela is the promotion of **BHARAT-TULIP**, facilitating marketing of products through physical outlets and e-commerce platforms, expanding customer outreach and creating more earning opportunities for artisans.

From Local Crafts to Global Markets

An Initiative for Economic Empowerment
Shilp Samagam Mela (SSM-2026) provides a platform for artisans and beneficiaries of

- NSFDC
- NBCFDC
- NSKFCDC

Showcase skills & products
Build market linkages
Strengthen self-reliance
Support sustainable livelihoods

Aligned with the vision of the Union Minister, Skill Development and Entrepreneurship

Support for SCs, OBCs, Safai Mitras and DNTs

Assessment on welfare, financial assistance and development schemes of the Ministry and its Corporations

Preserving traditional knowledge, skills and cultural heritage

Support Artisans | Preserve Heritage | Build a Self-Reliant India

The 08 days **Shilp Samagam Mela 2026** is underway at Farm Gate, Khanapara, in Guwahati, that remains open to public from 11 A.M. onwards till 9 O' Clock.



The Mela is 2nd of the Shilp Samagam Mela Series being organized by the Ministry of Social Justice And Empowerment, during Financial Year 2026-27.



Ministry of Social
Justice & Empowerment
Govt. of India



Shilp Samagam



"Celebrating Crafts,
Empowering Artisans"

Mela



21st - 28th October, 2026
Farm Campus Playground
at Khanapara, Guwahati, Assam

11:00 AM to 9:00 PM



National Backward Classes Finance
& Development Corporation
Govt. of India



National Scheduled Castes Finance
& Development Corporation
Govt. of India



National Santhal Karamchhari Finance
& Development Corporation
Govt. of India

A Senior Official in the Ministry said the **Mela** showcases India's rich and diverse heritage of traditional handicrafts and handloom products adding the Mela is bringing together artisans from across the country, including the North-Eastern States.



The Official informed the Mela will continue until October 28 Wednesday.



He said the visitors are exploring the diverse range of traditional products to purchase the creations and support the artisans.



The Official said the visitors also witness and enjoy traditional musical and dance programmes presented by a galaxy of artists from North Eastern States.







Visitors witnessing Music & Dance Presentations at the Shilp Samagam Mela Guwahati

The Official said a total of **75 artisans, including 31 women artisans, are participating in the Mela**, displaying approximately 40 varieties of handloom and handicraft products.



He said the event is providing participating artisans with a platform to exhibit and sell their products directly to visitors, establish connections with prospective customers and explore opportunities to expand their market reach.



By facilitating direct interaction between artisans and consumers, the Mela seeks to strengthen market access, encourage entrepreneurship and improve livelihood opportunities for participating artisans, he added.



The Official said the Guwahati edition features a wide range of traditional crafts and handloom products representing different regions of India.



The participation of artisans from the North-Eastern States, alongside those from other parts of the country, will provide visitors with an opportunity to appreciate the diversity of India's artistic traditions, indigenous craftsmanship and cultural heritage, he added.

He said the event aims to also encourage greater appreciation of the skills and creativity of artisans whose work contributes to preserving traditional knowledge and craft practices.



The Official further said a key focus of the Mela is the promotion of **BHARAT-TULIP (Traditional Artisans' Upliftment Livelihood Programme)**, an initiative aimed at facilitating the marketing of products made by artisans belonging to the target groups through physical outlets and e-commerce platforms.

By promoting access to wider markets and digital channels, the initiative is aimed to strengthen market linkages, expand customer outreach and create additional opportunities for artisans to enhance their earnings.



It also supports the preservation and promotion of traditional arts and crafts by connecting artisans and their products with evolving consumer markets, he said.



The Shilp Samagam Mela (SSM-2026) is an important initiative of the Ministry to provide marketing support to artisans and beneficiaries associated with its three National Corporations: the National Scheduled Castes Finance and Development Corporation (NSFDC), the National Safai Karamcharis Finance and Development Corporation (NSKFDC), and the National Backward Classes Finance and Development Corporation (NBCFDC).





The first edition of SSM 2026 concluded in Mysuru on October 19, with thousands of visitors thronging the nine days Mela at Dasara Exhibition Ground, Mysuru in Karnataka.



Guided by the vision of Hon'ble Prime Minister Shri Narendra Modi's principle of "*Sabka Saath, Sabka Vikas*", the Mela is promoting the economic empowerment of artisans belonging to Scheduled Castes (SCs), Other Backward Classes (OBCs), Safai Mitras and Denotified Tribes (DNTs).



The Mela is providing a dedicated platform for these communities to showcase their skills, market their products and strengthen their economic self-reliance through sustainable livelihood opportunities.



In addition to promoting the sale of traditional products, the Mela is creating awareness among visitors and participating communities about the welfare, financial assistance and development schemes implemented by the Ministry and its three National Corporations.

The initiative is complementing financial and developmental support with market-oriented interventions, enabling artisans to translate their traditional skills and craftsmanship into viable livelihood opportunities, the official said.



It is pertinent to mention that through initiatives such as Shilp Samagam Mela, the Ministry of Social Justice and Empowerment continues to advance its efforts towards the socio-economic empowerment of communities having financial constraints, by promoting entrepreneurship, facilitating market access and supporting sustainable livelihoods.

The Mela is enhancing the visibility of participating artisans, expanding awareness of their products and encouraging greater public engagement with India's rich handloom and handicraft traditions.

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