

SHILP SAMAGAM MELA 2026 – GUWAHATI

**Shilp Samagam Mela Draws Thousands of Visitors in Guwahati,
Promotes Traditional Artisans and Indigenous Crafts**

**Ministry Pavilion, Digital Campaigns, Local Publicity and Cultural
Programmes Expand Public Outreach**

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The ongoing Shilp Samagam Mela (SSM) 2026 in Guwahati continues to attract visitors, offering a vibrant showcase of India's diverse traditional handicrafts, handloom products and indigenous craftsmanship.

A Senior Official in the Ministry said the Mela, which commenced on October 21, is providing artisans from across the country with an opportunity to display and sell their products directly to consumers while promoting entrepreneurship, market access and sustainable livelihood opportunities.



The banner for Shilp Samagam Mela 2026 features a central image of a woman in a red and gold sari weaving on a handloom. The background shows a scenic view of Guwahati with a bridge and mountains. The banner includes the following text and graphics:

- Ministry of Social Justice & Empowerment, Govt. of India**
- 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 Handicraft Products**
- Promotes Market Access, Entrepreneurship and Sustainable Livelihoods** for artisans belonging to Scheduled Castes (SCs), Other Backward Classes (OBCs), Sati 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' Livelihood Programme
- An Initiative for Economic Empowerment** (Shilp Samagam Mela 2026) provides a platform for artisans and beneficiaries of NSDFC, NBFDC, NSFDC, and NKFDC.
- From Local Crafts to Global Markets**
- Support Artisans | Preserve Heritage | Build a Self-Reliant India**

Organised by the Ministry of Social Justice and Empowerment, Government of India, the eight-day Mela is continuing at Farm Gate, Khanapara, Guwahati, and will continue until October 28, 2026. The Mela remains open to visitors from 11:00 AM to 9:00 PM.

The Official said the Guwahati edition is the second Mela in the Shilp Samagam Series for the financial year 2026–27, following the successful conclusion of the first edition at Dasara Exhibition Grounds in Mysuru, Karnataka, on October 19, 2026.



75 Artisans Showcase Traditional Products

A total of 75 artisans, including 31 women artisans, are participating in the Guwahati Mela, showcasing approximately 40 varieties of handloom and handicraft products. The exhibits reflect India's rich artistic traditions, indigenous skills and regional diversity, with participation from artisans representing the North-Eastern States and other parts of the country.

Visitors are exploring a wide range of colourful and distinctive products, providing participating artisans with opportunities to generate income through direct sales, establish relationships with prospective customers and expand their market reach. The Mela also encourages greater public appreciation of traditional craftsmanship and the skills involved in preserving India's cultural heritage.



Daily cultural programmes featuring local and other artists, including music and dance performances representing the North-Eastern States, are adding to the Mela's appeal. The performances provide visitors with an opportunity to experience the region's cultural traditions alongside the country's diverse handicrafts and handloom products. The cultural programmes are also being livestreamed to extend their reach beyond the physical venue.



Dedicated Ministry Pavilion Highlights Welfare Schemes

A dedicated Ministry Pavilion has been established at the Mela to disseminate information about the welfare, financial assistance and development schemes of the Ministry of Social Justice and Empowerment.

The pavilion also showcases schemes and programmes implemented by the Ministry's three National Corporations, enabling visitors to learn about the support available to eligible beneficiaries.



LED displays have been installed at the pavilion to continuously screen informational content on the Ministry's schemes and programmes. The initiative aims to improve public awareness of government interventions supporting social and economic empowerment, entrepreneurship and livelihood generation.

By bringing information about welfare schemes directly to visitors, the pavilion complements the Mela's market-oriented activities with greater awareness of the institutional support available to artisans and eligible communities.



Promoting BHARAT-TULIP and Market Linkages

A key focus of Shilp Samagam Mela is the promotion of **BHARAT-TULIP (Traditional Artisans' Upliftment Livelihood Programme)**, which seeks to facilitate the marketing of products made by artisans belonging to the target groups through physical outlets and e-commerce platforms.

By supporting access to wider markets and digital sales channels, the initiative seeks to expand customer outreach, strengthen market linkages and create additional opportunities for artisans to improve their earnings. It also supports the continued promotion of traditional arts and crafts by connecting artisans and their products with evolving consumer markets.



The Mela provides participating artisans with a dedicated platform to demonstrate their skills, receive direct consumer feedback and explore opportunities for sustained business growth. This approach combines the promotion of traditional craftsmanship with market-oriented interventions to support economic self-reliance.



Advancing Socio-Economic Empowerment

Shilp Samagam Mela is an important initiative of the Ministry of Social Justice and Empowerment 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).

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



Alongside providing a platform for the sale of traditional products, the Mela seeks to increase awareness of government welfare and development schemes, strengthen entrepreneurship and facilitate sustainable livelihood opportunities. It brings together market access, public engagement and information dissemination to help artisans convert their traditional skills into viable economic opportunities.



Through initiatives such as Shilp Samagam Mela, the Ministry continues to advance its efforts towards the socio-economic empowerment of eligible communities by enhancing the visibility of their products, encouraging direct interaction between artisans and consumers, and supporting the preservation of India's rich handloom, handicraft and cultural traditions.

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