PM Vishwakarma Artisans Showcase India's Traditional Crafts at BRICS Cultural Bazar

Traditional craftsmanship takes centre stage at the 12th BRICS Parliamentary Forum at Parliament House Complex, New Delhi

Posted On: 27 OCT 2026 4:28PM by PIB Delhi

Artisans and craftspeople under the PM Vishwakarma Scheme of the Ministry of Micro, Small and Medium Enterprises participated at the two-day Cultural Bazar organised during the 12th BRICS Parliamentary Forum at the Parliament House Complex, New Delhi, on 26–27 October 2026.

The Cultural Bazar provided a platform to showcase India's rich cultural heritage, traditional crafts, artisan-made products and indigenous skills to national and international delegates attending the BRICS Parliamentary Forum.

The participation highlighted the diversity of India's traditional craftsmanship and the contribution of artisan communities to preserving the country's cultural legacy. BRICS delegates also appreciated the products made by Vishwakarmas.





Eight Artisans from Eight States Showcase India's Craftsmanship

- Eight PM Vishwakarma artisans and craftspeople from Rajasthan, Jammu and Kashmir, Bihar, Madhya Pradesh, Jharkhand, Nagaland, Karnataka and Maharashtra participated in the Cultural Bazar, showcasing India's diverse traditional craftsmanship.
- Representing traditional trades such as Tailor, Goldsmith, Sculptor/Stone Carver, Doll and Toy Maker, and Cobbler, the artisans displayed their handcrafted products

at the PM Vishwakarma stall. Selected artisans also conducted live demonstrations of traditional craft-making techniques, offering visitors an opportunity to witness the skills and craftsmanship involved in creating these products.

- The participation provided a valuable platform to enhance the visibility and recognition of traditional artisans, expand market exposure and highlight the impact of the PM Vishwakarma Scheme in preserving traditional skills and empowering artisan communities.



1. Makbul Jadu Patiya | Jharkhand | Dokra Artisan

Makbul Jadu Patiya showcases the traditional Dokra metal craft, known for its intricate designs and the ancient lost-wax casting technique. Through the PM Vishwakarma Scheme, he participated in exhibitions, including Dilli Haat and the State Trade Fair, gaining wider market exposure. His onboarding on Amazon has further opened opportunities to expand his customer base and strengthen his livelihood.



2. Anurag Sahu | Madhya Pradesh | Stone Sculptor

Anurag Sahu specialises in hand-carved marble statues, pooja articles, souvenirs and home décor products made from New Bhedaghat Marble of Jabalpur. Practising the GI-tagged Jabalpur Stone Craft, he combines traditional artistry with intricate detailing. With support under the PM Vishwakarma Scheme, he has been onboarded on Amazon and Flipkart, helping him take his products online and expand his business.



3. Bajirao Shamrao Satpute | Maharashtra | Cobbler

Bajirao Shamrao Satpute preserves the traditional leather craftsmanship of Kolhapur through handcrafted Kolhapuri chappals, featuring intricate detailing and the distinctive Nach Mauri Patta design. Through the PM Vishwakarma Scheme, he participated in a state-level exhibition and was onboarded on Amazon, gaining opportunities for better product branding, wider market reach and greater social recognition while preserving traditional craftsmanship.



4. Deepu S | Karnataka | Doll and Toy Maker

Deepu S specialises in traditional Channapatna toys and Kinhal toys, reflecting Karnataka's rich toy-making heritage. Under the PM Vishwakarma Scheme, he received a toolkit, completed skill training and was onboarded on the Meesho e-commerce platform, creating opportunities to showcase his traditional products to a wider customer base.



5. Dheeraj Kumar | Bihar | Stone Sculptor

Dheeraj Kumar creates intricate wooden and stone sculptures of Lord Buddha and other deities, reflecting Gaya's deep historical connection with Buddhism. His handcrafted creations are supplied to Bodh Gaya and other districts across Bihar. Under the PM Vishwakarma Scheme, loan assistance helped him purchase raw materials, while the toolkit improved his ability to cut, grind and polish his creations with better finishing.



6. Mohamad Nasim | Rajasthan | Goldsmith

Mohamad Nasim creates traditional lac bangles adorned with vibrant colours, decorative stones and intricate handcrafted designs, showcasing Rajasthan's rich jewellery-making heritage. Through the PM Vishwakarma Scheme, he received skill training, a modern toolkit and loan assistance, and was onboarded on Amazon. This support has helped him enhance his craftsmanship, expand his business and increase his income.



7. Masrat Fayaz | Jammu and Kashmir | Tailor

Masrat Fayaz specialises in tailoring shawls, stoles, traditional Kashmiri pherans and Pashmina shawls. Through the PM Vishwakarma Scheme, she enhanced her tailoring skills and gained access to modern tools, improving product quality, finishing and productivity. Her participation in prestigious government exhibitions has helped her showcase her creations and explore wider market opportunities while preserving Kashmir's traditional textile heritage.



8. Throngli Sangtam | Nagaland | Doll and Toy Maker

Throngli Sangtam creates handmade crochet dolls inspired by traditional Naga attire, tribal motifs and cultural symbols, bringing Nagaland's heritage to life through yarn craftsmanship. With over 100 dolls in stock, she has participated in Dilli Haat and is associated with the collective Mother's Craft. Loan assistance helped her invest in quality raw materials, while an MoU with the Department of Women Resource Development has opened opportunities to sell her products through the MyKi store.

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(Release ID: 2328975) Visitor Counter : 329
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