Dr. Virendra Kumar Inaugurates Shilp Samagam Mela 2026 at Dilli Haat, In National Capital This Evening

More Than 1,000 Artisans Have Benefited from Shilp Samagam Melas Since 2022: Dr Virendra Kumar

First-Ever Joint Shilp Utsav By DoSJE And DEPwD Brings Traditional Artisans And Persons With Disabilities Together On An Inclusive Platform

Around 150 Stalls Showcase Traditional Crafts, Handloom Products And Creative Talent Under Bharat TULIP And Purple Fest

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The 15-day Shilp Samagam Mela 2026 was inaugurated by Hon'ble Union Minister for Social Justice and Empowerment, Dr Virendra Kumar, at Dilli Haat, INA, in the National Capital, this evening. The Mela will remain open to visitors at Dilli Haat, INA, New Delhi, until November 15, 2026.



Organised by the Ministry of Social Justice and Empowerment, Government of India, the Mela will provide a dedicated marketing platform to artisans and beneficiaries belonging to Scheduled Castes, Other Backward Classes, Safai Karamcharis and persons with disabilities to showcase and market their products to a wider audience.



The Minister toured the stalls and interacted with the stall managers and the people visiting the Mela.



The inaugural ceremony was attended by Shri Prabhat Tyagi, Chairman-cum-Managing Director, National Scheduled Castes Finance and Development Corporation (NSFDC); Shri Ashutosh Jain, Chairman-cum-Managing Director, National Divyangjan Finance and Development Corporation (NDFDC, Ms. Monali P. Dhakate, Joint Secretary, Ministry of Social Justice and Empowerment; Ms. Richa Shankar, Deputy Director General, DEPwD, several foreign visitors besides other senior officers and officials of the Ministry.



Addressing the gathering, Dr Virendra Kumar said this year's Mela is being organised around the theme **'प्रकाश और परंपरा – ज्योति से ज्योति जलाएँ'**, celebrating India's traditional crafts, festive lighting and rich cultural heritage.



He said the event brings together traditional craftsmanship, handloom products, live craft demonstrations and cultural programmes, while promoting entrepreneurship, livelihood generation and inclusive participation.



The Minister said in a significant initiative, the Department of Social Justice and Empowerment (DoSJE) and the Department of Empowerment of Persons with Disabilities (DEPwD) are organising **Shilp Utsav** together for the first time.



Dr Kumar said with approximately 150 stalls for participating male and female artisans to showcase their handicraft and handloom products, under Bharat TULIP and Purple Fest, the initiative brings traditional artisans, creative talent and persons with disabilities together on a common platform, encouraging wider market access and equal opportunities for participation.



He said the participating beneficiaries are being provided free stalls along with facilities such as travel expenses, daily allowance and transportation of goods to facilitate their participation in the Mela.



The Union Minister said the Mela brings together beneficiaries supported by the three National Corporations functioning under the Ministry, namely the National Scheduled Castes Finance and Development Corporation (NSFDC), National Safai Karamcharis Finance and Development Corporation (NSKFDC) and National Backward Classes Finance and Development Corporation (NBCFDC).



It also features beneficiaries representing the National Divyangjan Finance and Development Corporation (NDFDC), functioning under DEPwD, he added.



The Minister said the Ministry has been organising Shilp Samagam Melas since 2022 and through 15 such fairs, more than 1,000 artisans from Scheduled Castes, Other Backward Classes and Safai Karamcharis have benefited from opportunities to exhibit and market their products.



The Minister noted that the initiative seeks to strengthen the livelihoods of artisans by connecting them with consumers and providing greater visibility to their traditional skills and craftsmanship.



The Mela has been curated around seven thematic zones, each offering a distinctive experience showcasing India's crafts, traditions, food and cultural expressions. **कला आँगन** will feature live craft demonstrations; **प्रकाश चौक** will showcase lamps and lights; **पूजा पथ** will present devotional products; **सजावट बाज़ार** will focus on home décor; **घराना** will feature textiles and fashion; **स्वाद चौक** will offer food; and **मंच** will host cultural activities and performances.



A key attraction of the event is **Bharat TULIP (Traditional Artisans' Upliftment Livelihood Programme)**, an initiative aimed at marketing products made by artisans and other target groups to consumers in India and abroad through e-commerce platforms.



The Bharat TULIP brand provides artisans with an online marketplace to sell their products, expand their market reach and strengthen their economic empowerment, while contributing to the preservation of India's traditional arts and crafts.

The Mela also highlights **Purple Fest**, a multidimensional celebration of disability, creativity, talent and equal participation. It brings together persons with disabilities, organisations, institutions, businesses, artists, professionals and other stakeholders to celebrate achievements, encourage participation and promote greater understanding of inclusion in society.



The event will also serve as a platform to create awareness about the welfare schemes and initiatives of the Ministry and its four National Corporations—NSFDC, NBCFDC, NSKFDC and NDFDC—while highlighting opportunities for entrepreneurship, livelihood generation and economic empowerment among the target communities.

Through Shilp Samagam Mela 2026, the Ministry of Social Justice and Empowerment continues its efforts to provide greater visibility to traditional artisans and their products, promote sustainable livelihood opportunities, encourage traditional craftsmanship and foster inclusive economic growth.

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