Union Minister of State Shri Ramdas Athawale Visits Shilp Samagam Mela 2026 at Dilli Haat, INA

Mela Records Cumulative Sales of Approximately ₹ 37.90 Lakh, Reflecting Strong Public Response and Growing Market Opportunities for Artisans

Cultural Evening Programmes Offer Audiences A Mesmerizing Window Into India's Pluralistic Cultural Expressions, Creating A Festive Atmosphere And Fostering Regional Cultural Exchange

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Union Minister of State for Social Justice and Empowerment, Shri Ramdas Athawale visited the ongoing Shilp Samagam Mela 2026 at Dilli Haat INA, in the National Capital, here this evening. The Mela is being organised by the Ministry of Social Justice and Empowerment, Government of India.





Smt Nimuben Jayantibhai Bambhaniya, Union Minister of State for Consumer Affairs, Food and Public Distribution; Chairman-cum-Managing Director, National Scheduled Castes Finance and Development Corporation (NSFDC), Shri Prabhat Tyagi; GM, NSFDC, Shri Sapan Barua; DGM, NSFDC Rajnish Banker, AGM NSFDC, Shri Gulshan Pahadiya; Manager NSFDC, Shri P. K. Jha; Assistant Manager, NSFDC, Shri Mahesh Chand besides other senior officials of the Ministry were present on the occasion.




ASSAM







Organized around the theme ‘प्रकाश और परंपरा – ज्योति से ज्योति जलाएँ’, the 15-day Mela brings together India's rich cultural heritage and traditional craftsmanship through seven distinct thematic zones. These include कला आँगन, प्रकाश चौक, पूजा पथ, सजावट बाज़ार, घराना, स्वाद चौक and मंच, offering visitors a comprehensive experience of India's artistic, cultural and culinary diversity.





Shri Ramdas Athawale toured and inspected the stalls, showcasing the Ministry's continued commitment towards promoting the entrepreneurial capabilities of artisans and beneficiaries belonging to Scheduled Castes, Other Backward Classes, Safai Karamcharis and persons with disabilities by providing them with an accessible platform to showcase and market their products.





Shri Ramdas Athawale said the Shilp Samagam Mela has emerged as an important platform for connecting traditional artisans and entrepreneurs with consumers, creating market linkages and strengthening livelihood opportunities.





He said the Central Government led by Hon’ble Prime Shri Narendra Modi, is committed to work for the inclusive socio economic development of all the sections of the people particularly the sections which need adequate opportunities to earn dignified livelihoods.





The Minister said the Mela showcases a diverse range of handicrafts, handloom products, traditional textiles, festive decorations, lamps, home décor items and other indigenous products through more than 130 stalls.





He added the Ministry has been organising Shilp Samagam Melas since 2022. Through these fairs, more than 1,000 artisans from Scheduled Castes, Other Backward Classes and Safai Karamchari communities have benefited from opportunities to exhibit and market their products.

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



Shri Athawale said the artisans are provided with free stalls, travel expenses, daily allowances, and transportation facilities for their goods.



Citizens, families and young visitors are thronging the Mela to explore the diverse range of traditional products, enjoy and apptreciate the craftsmanship of participating artisans and support their efforts towards entrepreneurship, economic empowerment and self-reliance.



A Senior Official in the Ministry said the Mela has witnessed encouraging sales since its commencement, reflecting the enthusiastic response of visitors and the growing appreciation for products crafted by beneficiary communities.



He said the total sales of approximately ₹37.90 Lakh have been recorded on the part of the four participating corporations, namely NSFDC, National Backward Classes Finance and Development Corporation (NBCFDC), National Safai Karamcharis Finance and Development Corporation (NSKFDC) and National Divyangjan Finance and Development Corporation (NDFDC), between November 1 and November 5, 2026. The cumulative sales reflect the positive market response to the products showcased at the Mela and the growing market opportunities for participating artisans, he said.





He added the Mela also provides an opportunity for artisans to expand their market reach through initiatives such as Bharat TULIP, which connects artisans with e-commerce platforms, and Purple Fest, which celebrates the creativity and capabilities of persons with disabilities while promoting inclusion and equal opportunities.





A major attraction captivating visitors every evening is the series of cultural activities and programmes hosted at the Manch. Artists and troupe performers from different States come together to present colourful folk dances, traditional music, and regional art forms.


प्रकाश और परम्परा


ज्योति से ज्योति जलाएँ



These evening programmes offer audiences a mesmerizing window into India's pluralistic cultural expressions on a single platform, creating a festive atmosphere and fostering regional cultural exchange.









The participating beneficiaries are supported by the Ministry's apex corporations, including the National Scheduled Castes Finance and Development Corporation (NSFDC), National Backward Classes Finance and Development Corporation (NBCFDC), National Safai Karamcharis Finance and Development Corporation (NSKFDC) and National Divyangjan Finance and Development Corporation (NDFDC). The Ministry facilitates their participation by providing free stalls, travel expenses, daily allowances and transportation facilities for their goods.

The Shilp Samagam Mela 2026 will continue at Dilli Haat, INA, until November 15, 2026.

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