Shilp Samagam Mela 2026 at Dilli Haat Records Cumulative Sales of Over ₹ 55.46 Lakh, Reflecting Strong Public Response and Growing Market Opportunities for Artisans

Mela Showcases India's Traditional Craftsmanship, Cultural Diversity and Inclusive Entrepreneurship

More Than 130 Stalls Showcase Handicrafts, Handloom Products, Traditional Textiles and Indigenous Creations Across 07 Thematic Zones

Union Ministers and Secretary, Ministry of Social Justice and Empowerment, Visit the Mela and Interact with Artisans

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The ongoing 15 day Shilp Samagam Mela 2026, being organised by the Ministry of Social Justice and Empowerment, Government of India, at Dilli Haat, INA, in the National Capital, has emerged as a vibrant platform showcasing India's rich traditional craftsmanship, cultural heritage and entrepreneurial spirit.



The Mela, to continue until November 15, 2026, provides an opportunity for 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 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 initiative aims to promote self-employment, encourage entrepreneurship and facilitate the socio-economic empowerment of beneficiary communities.



Organised around the theme ‘प्रकाश और परंपरा – ज्योति से ज्योति जलाएँ’, the two week 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.

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



He said the four participating corporations, namely 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), have recorded cumulative sales of approximately **₹ 55.46 Lakh** between November 1 and November 8, 2026.



The sales figures reflect the positive market response to the products showcased at the Mela and the growing market opportunities for participating artisans.



The Ministry facilitates the participation of beneficiaries by providing free stalls, travel expenses, daily allowances and transportation facilities for their goods. These support measures help artisans overcome logistical and financial barriers while enabling them to access new markets and customers.

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.



The exhibition provides an accessible marketing platform for artisans and beneficiaries to connect directly with consumers, expand their market reach and strengthen their entrepreneurial capabilities.

The Mela also provides opportunities 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.



The Mela has witnessed visits by Hon'ble Union Minister for Social Justice and Empowerment, Dr. Virendra Kumar; Union Minister of State for Social Justice and Empowerment, Shri Ramdas Athawale; Union Minister of State for Consumer Affairs, Food and Public Distribution, Smt. Nimuben Jayantibhai Bambhaniya; and Secretary, Ministry of Social Justice and Empowerment, Shri Sudhansh Pant, along with other senior officials.



During their visits, the dignitaries toured the exhibition stalls, appreciated the traditional craftsmanship and interacted with participating artisans, reaffirming the Government's commitment to promoting inclusive entrepreneurship, economic empowerment and sustainable livelihood opportunities for disadvantaged communities.





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

performances offer audiences a glimpse into India's pluralistic cultural expressions on a single platform, creating a festive atmosphere and fostering regional cultural exchange.









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







The common visitors are enjoying different colours of the Mela, and experience India's rich cultural heritage while supporting the artisans and entrepreneurs contributing to the vision of an inclusive and self-reliant India.

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