Ministry of Social Justice and Empowerment's Pavilion at 45th IITF 2026 Records Cumulative Sales of ₹ 29.56 Lakh; Growing Consumer Patronage Boosts Economic Opportunities for Artisans

Cumulative Sales Register Approximately 70% Increase Over Previous Day, Reflecting Growing Appreciation for Indigenous Craftsmanship

Over 130 Artisans from 19 States Showcase India's Rich Handicraft, Handloom and Cultural Heritage

Posted On: 18 NOV 2026 7:14PM by PIB Delhi

Continuing to witness an encouraging response from visitors, the pavilion of the Ministry of Social Justice and Empowerment at the ongoing 45th India International Trade Fair (IITF) 2026 at Bharat Mandapam, in the National Capital here, has recorded cumulative sales of approximately **₹29.56 lakh as of November 17, 2026**, reflecting growing consumer appreciation for indigenous products and traditional craftsmanship.



The cumulative sales have registered an impressive increase of approximately 70 per cent from ₹17.37 lakh recorded as of November 16, 2026, with additional sales of approximately ₹12.19 lakh in a single day. The cumulative sales have also increased more than fivefold from ₹5.50 lakh recorded up to November 15, 2026, indicating growing consumer patronage and expanding market opportunities for participating artisans and entrepreneurs.



The Ministry’s pavilion, located at Hall No. 5, Ground Floor, ITPO, has emerged as a vibrant platform for showcasing India’s diverse artistic traditions, indigenous skills and entrepreneurial talent, while facilitating direct interaction between traditional artisans and consumers.



A Senior Official in the Ministry said more than 130 artisans from 19 States are showcasing their products at the ongoing Trade Fair through the Ministry's three Apex Corporations, namely the National Scheduled Castes Finance and Development Corporation (NSFDC), National Backward Classes Finance and Development Corporation (NBCFDC) and National Safai Karamcharis Finance and Development Corporation (NSKFDC).

The participation of the Ministry's three Apex Corporations at IITF 2026 further underscores their role in strengthening market linkages, promoting entrepreneurship and advancing the socio-economic empowerment of disadvantaged and marginalised communities, the Official noted.



He said the pavilion offers a diverse range of traditional handlooms, intricately crafted handicrafts, handcrafted jewellery, textiles, footwear, handmade articles and other indigenous products, reflecting the distinct artistic traditions and rich cultural heritage of different regions of the country.

The Official said the steady rise in sales highlights the growing recognition of the skills, creativity and entrepreneurial potential of traditional artisans. National-level exhibitions such as IITF provide an enabling platform for artisans to enhance product visibility, expand their consumer base and strengthen their economic prospects.



Beyond facilitating direct sales, the Trade Fair provides participating artisans with opportunities to understand evolving consumer preferences, explore contemporary market trends, establish new business connections and identify avenues for long-term entrepreneurial growth, the Official said.

The Official said guided by the vision of Hon'ble Prime Minister Shri Narendra Modi and the principle of *'Sabka Saath, Sabka Vikas'*, the Ministry continues to promote greater economic participation and self-reliance among artisans and entrepreneurs belonging to Scheduled Castes, Backward Classes, Safai Mitras and De-Notified, Nomadic and Semi-Nomadic Tribes (DNTs).



The Official said an important highlight of the Ministry's participation at IITF 2026 is the promotion of the **TULIP (Traditional Artisans' Upliftment Livelihood Programme)** brand, which seeks to establish a distinct market identity for artisan-made products and enhance their recognition among domestic and international consumers.

The TULIP initiative was recently launched by Hon'ble Union Minister for Social Justice and Empowerment, Dr. Virendra Kumar, during the Shilp Samagam Mela at Dilli Haat in the National Capital, he said.



He said the initiative aims to integrate traditional craftsmanship with contemporary market requirements, encourage innovation and entrepreneurship, and facilitate sustainable income-generating opportunities for artisans.

Through the promotion of the TULIP brand and participation in prominent national-level exhibitions, the Ministry is working towards strengthening an inclusive entrepreneurial ecosystem that enables traditional artisans to translate their skills and indigenous knowledge into sustainable economic opportunities, the Official remarked.



The Official said the visitors to the Ministry's pavilion have an opportunity to experience India's diverse cultural and artistic heritage, interact directly with artisans and contribute to their economic empowerment by purchasing authentic, indigenous and handcrafted products.



The ongoing 45th India International Trade Fair 2026, inaugurated on November 13, 2026, offers a prominent platform for trade, commerce, entrepreneurship and cultural exchange, bringing together producers and consumers from diverse backgrounds.

With the encouraging sales performance and sustained consumer engagement at IITF 2026, the Ministry of Social Justice and Empowerment continues to reaffirm its commitment to preserving India's traditional artistic heritage, promoting indigenous products, strengthening sustainable livelihoods and fostering inclusive socio-economic development in line with the vision of *Viksit Bharat@2047*.

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PR-233-TAR/KV/GA/RK

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