Ministry of Social Justice and Empowerment's Pavilion at 45th IITF 2026 Records Cumulative Sales of ₹44.55 Lakh

Cumulative Sales Register Approximately 51% Increase Over Previous Day; Additional Sales of ₹14.99 Lakh Recorded in a Single Day Reflecting Growing Consumer Appreciation for Indigenous Products

Posted On: 19 NOV 2026 7:45PM by PIB Delhi

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, continues to witness an encouraging response from visitors, with cumulative sales reaching approximately **₹44.55 lakh** as of November 18, 2026.

The increase reflects growing consumer appreciation for India's traditional craftsmanship and indigenous products.



The cumulative sales have registered a significant increase of approximately **51 per cent** over ₹29.56 lakh recorded as of November 17, 2026, with additional sales of approximately ₹14.99 lakh in a single day.

The Ministry of Social Justice and Empowerment continues to reaffirm its commitment to promoting indigenous craftsmanship, strengthening traditional livelihoods, fostering entrepreneurship and building an inclusive and self-reliant India in line with the vision of *Atmanirbhar Bharat* and *Viksit Bharat@2047*.



Notably, cumulative sales have increased more than eightfold from ₹5.50 lakh recorded as of November 15, 2026, reflecting sustained consumer patronage, growing demand for indigenous products and expanding economic 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 celebrating India's diverse artistic traditions, indigenous skills and entrepreneurial talent, while facilitating direct engagement 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 sustained growth in sales reflects the potential of traditional craftsmanship as a driver of entrepreneurship, economic self-reliance and sustainable livelihood generation, the Official noted.



He said the pavilion showcases an extensive range of traditional handlooms, intricately designed handicrafts, handcrafted jewellery, textiles, footwear, handmade articles and other indigenous products, representing the distinctive artistic identities and rich cultural heritage of different regions of the country.



Beyond facilitating direct sales, participation in national-level exhibitions such as IITF enables artisans to enhance their product visibility, understand evolving consumer preferences, establish business networks and explore newer market opportunities, the Official said.



He said the participation of the Ministry's three Apex Corporations underscores their continued efforts towards strengthening market linkages, promoting entrepreneurship and advancing the socio-economic empowerment of disadvantaged and marginalised communities.



Guided by the vision of Hon'ble Prime Minister Shri Narendra Modi and the principle of *'Sabka Saath, Sabka Vikas'*, the Ministry continues to facilitate 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.



The Official said a significant 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.



Through the promotion of the TULIP brand, the Ministry seeks to bridge the gap between traditional craftsmanship and contemporary market requirements, encourage innovation, strengthen entrepreneurial capabilities and create sustainable income-generating opportunities for artisans, the Official said.



He said the Ministry's pavilion offers visitors a unique opportunity to experience India's diverse cultural and artistic heritage, interact directly with artisans and actively 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, provides a prominent platform for trade, commerce, entrepreneurship and cultural exchange, bringing together producers and consumers from diverse backgrounds.

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PR-235-TAR/KV/GA/RK

(Release ID: 2338724) Visitor Counter : 125
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