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Records Cumulative Sales of ₹17.37 Lakh; Growing Consumer Response Strengthens Livelihood Opportunities for Traditional Artisans Over 130 Artisans from 19 States Showcase India's Rich Handicraft, Handloom

CHENNAI – 18 Nov, 2026 Reflecting growing consumer appreciation for indigenous craftsmanship and traditional handmade products, 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 ₹17.37 lakh as of November 16, 2026.

The cumulative sales have witnessed a more than threefold increase from approximately ₹5.50 lakh recorded up to November 15, 2026, highlighting the encouraging consumer response and expanding market opportunities for participating artisans and entrepreneurs.

The Ministry's pavilion, located at Hall No. 5, Ground Floor, ITPO, continues to bring together traditional craftsmanship, cultural diversity and entrepreneurial talent from across the country, providing artisans with opportunities to connect directly with consumers, enhance product visibility and strengthen their economic prospects.

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).

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



The Official said the significant increase in cumulative sales reflects growing consumer appreciation for traditional products and highlights the importance of national-level exhibitions in creating market-oriented livelihood opportunities for artisans and small entrepreneurs.

He said beyond facilitating the direct sale of products, the Trade Fair provides an opportunity for participating artisans to understand changing consumer preferences, explore emerging market trends, establish new business connections and identify opportunities for long-term entrepreneurial growth.

The Official said such platforms play an important role in bridging the gap between traditional producers and mainstream markets, enabling artisans to translate their skills, creativity and indigenous knowledge into sustainable income-generating opportunities.

He said guided by the vision of Prime Minister Narendra Modi and the principle of 'Sabka Saath, Sabka Vikas', the Ministry continues to facilitate greater economic participation of artisans and entrepreneurs belonging to Scheduled Castes, Backward Classes, Safai Mitras and De-Notified, Nomadic and Semi-Nomadic Tribes (DNTs).