Private E-Sevai Center
CSC Center
STAR RAINBOW SERVICES
VADAPALANI
8144337349

HELLO MADRAS
hellomadrasdaily@gmail.com
HELLO MIRROR MADRAS
RNI No.TNBIL/2021/81709
Daily Morning Newspaper
The Truth

RS Polyclinic
OUR EXTREMED DOCTORS
Dr M. Rajkumar 9410 25996
Dr K. Nanitha Shenoswai 9444 288784
Dr Sathish Rajkumar 9445 401793
Dr Shanthi R 9884 650945
Dr Salma R 97780 87742
Dr Praveena E 9944 100443

Reflecting Strong Consumer Response to Indigenous Products and Traditional Craftsmanship Trade Fair To Conclude on November 27, 2026

CHENNAI – 21 Nov, 2026 The pavilion of the Ministry of Social Justice and Empowerment at the ongoing 45th India International Trade Fair (IITF) 2026 at Bharat Mandapam, New Delhi, continues to receive an encouraging response from visitors, with cumulative sales reaching over ₹ 60.78 lakh as of November 19, 2026.

The continued rise in sales reflects growing consumer appreciation for India's traditional craftsmanship, indigenous products, entrepreneurial talent of artisans from diverse communities and sustainable livelihood generation, across the country.

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

The Ministry's pavilion offers visitors 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.

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 remarked that the participation of the Ministry's three Apex Corporations underscores the continued efforts towards strengthening market linkages, promoting entrepreneurship and advancing the socio-economic empowerment of artisans and entrepreneurs belonging to Scheduled Castes, Backward Classes, Safai Mitras and De-Notified, Nomadic and Semi-Nomadic Tribes (DNTs), in line with the vision of Prime Minister Narendra Modi and the principle of ' Sabka Saath, Sabka Vikas'.

The Official 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.

Participation in national-level exhibitions such as IITF provides artisans an opportunity to enhance product visibility, engage directly with customers, understand evolving consumer preferences, establish business networks and explore newer market opportunities, he said.