



## 24th Divya Kala Mela

### Why in News?

[The Department of Empowerment of Persons with Disabilities \(DEPWD\)](#), under the **Ministry of Social Justice and Empowerment**, is organizing the **24<sup>th</sup> Divya Kala Mela** in collaboration with [the National Divyangjan Finance and Development Corporation \(NDFDC\)](#).

- The event will take place at **Gulshan Ground, Jammu**, from **14<sup>th</sup> to 24<sup>th</sup> February 2025**.

Ministry of Social Justice and Empowerment  
Department of Empowerment of Persons with Disabilities (Divyangjan)  
Government of India

# DIVYA KALA MELA

A Unique Fair for Promoting Craftsmanship & Products of more than 100 Divyang Entrepreneurs

14 to 24 February, 2025 | 11 AM to 9 PM | Gulshan Ground, Jammu (J&K)

### Highlights

- Exhibition & Sale of Swadeshi Products of the Divyang Artisans & Craftsmen from Various States
- Traditional Cultural Programme (6:00 PM Onwards Everyday)
- Delicious Cuisines

**SASHAKT DIVYANGJAN, SAMARTH BHARAT**

In the past 10 years, we have laid a strong foundation for the progress of the Divyangjans, and today, our Divyang companions are making us proud by becoming dedicated partners in the nation's journey towards development  
- Narendra Modi, Prime Minister

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### Key Points

- **Promoting 'Vocal for Local':**
  - The Divya Kala Mela reflects the Prime Minister's vision of **promoting local artisans and entrepreneurs**.
  - The event highlights handmade products, skills, and craftsmanship of **Divyang (PwD) entrepreneurs** from across India.
  - Visitors can explore a diverse range of products, including **handicrafts, handlooms, embroidery, packaged food, eco-friendly goods, jewelry, and more**.
- **Aim:**
  - The Mela **aims to empower Divyang artisans** by providing them with **marketing opportunities and a platform** to showcase their talent.
  - Previous editions have been **successfully held in Delhi, Mumbai, Bhopal, Guwahati, Jaipur, Bengaluru, Chennai, Patna, Nagpur, Pune, and other cities**.
  - The Jammu edition will feature around **100 Divyang artisans and entrepreneurs** from

20 states and Union Territories.

▪ **An Inclusive Experience for All:**

- The event will include interactive experience zones tailored for different disabilities.
- Special attractions include **Divyangjan sports activities and exhibitions** of new assistive aids and appliances.
- The Mela is more than just a marketplace—it is a **celebration of ability, inclusion, and empowerment.**

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