

ADJUTANT GENERAL'S BRANCH
ARMY WELFARE EDUCATION SOCIETY

Divya Kala Mela at Jabalpur from 17th -27th October being organised by DEPwD, MSJ&E.

1. **Department of Empowerment of Persons with Disability, Ministry of Social justice and empowerment Govt of India, is organising a Divya Kala Mela in Jabalpur between 17th-27th October.** Events like Divya Kala Mela play a crucial role in bridging the gap between economic independence and social inclusion for Divyangjan, contributing to a more inclusive and empowered society.

2. **The objective** of the Divya Kala Mela is to provide a prominent platform for persons with disabilities (Divyangjan) to showcase their entrepreneurial skills, creativity, and craftsmanship, while fostering greater social inclusion, empowerment, and economic independence. The event aims to:

- i. Promote the economic empowerment of Divyangjan by facilitating the sale of their products and services.
- ii. Enhance visibility and recognition for the talents and capabilities of persons with disabilities.
- iii. Create a space for interaction and networking between Divyangjan entrepreneurs, potential buyers, investors, and the general public.
- iv. Foster social inclusion by raising awareness about the potential of Divyangjan, encouraging societal support, and challenging existing stereotypes about disability.

3. Key Components of the Divya Kala Mela:

- i. **Artisanal and Craft Exhibitions:** Divyangjan entrepreneurs and artisans display a variety of handcrafted products, including textiles, handicrafts, handlooms, accessories, home décor, and more.
- ii. **Live Demonstrations and Workshops:** Engaging workshops and demonstrations to showcase the skills of Divyangjan artisans, allowing visitors to interact with them directly.
- iii. **Cultural Programs:** Performances by Divyangjan in music, dance, and other performing arts to highlight their artistic talents and enrich the visitor experience.
- iv. **Job Fairs:** Dedicated job fairs to connect Divyangjan with employers, offering opportunities for professional growth and employment. These fairs aim to match Divyangjan with suitable roles, fostering career development and financial independence.
- v. **Loan Mela:** Special sessions where Divyangjan can access information and assistance regarding loans and financial support from banks and other institutions. This facilitates entrepreneurship by offering financial resources for business expansion or new ventures.
- vi. **Divya Kala Shakti:** A key cultural highlight where Divyangjan showcase their extraordinary talents in performing arts, reinforcing their creative potential and artistic capabilities on a national platform.
- vii. **Networking Opportunities:** Interaction sessions for Divyangjan entrepreneurs to connect with potential buyers, corporate partners, and government officials to explore future business opportunities.
- viii. **Inclusive Environment:** The Mela promotes an accessible and inclusive environment for visitors of all abilities, ensuring participation and engagement of the entire community.

3. How Divya Kala Mela Empowers Divyangjan Financially and Socially:

- i. **Economic Empowerment:**
 - a) **Direct Sales:** Divyangjan entrepreneurs can sell their products directly to consumers, which provides them with immediate income and the opportunity to reach new markets.

b) **Business Growth:** The exposure gained during the Mela allows entrepreneurs to expand their customer base, form new business partnerships, and secure long-term financial stability.

c) **Access to Grants and Support:** The Mela can facilitate connections with government schemes, financial institutions, and organizations that provide grants, loans, and other support mechanisms for Divyang entrepreneurs.

ii. **Social Empowerment:**

a) **Awareness and Recognition:** The event helps challenge societal perceptions of disability by showcasing the talents and contributions of Divyangjan. It fosters greater respect and acceptance, contributing to their social inclusion.

b) **Networking and Collaboration:** Divyangjan has the chance to collaborate with other artisans, professionals, and stakeholders, which helps build social connections and support systems.

c) **Confidence and Motivation:** Participation in such a large-scale event boosts the confidence and self-esteem of Divyangjan, encouraging them to pursue their entrepreneurial dreams and social roles more actively.

iii. **Inclusive Growth:**

a) **Policy Advocacy:** By providing a public platform for Divyangjan, the event advocates for more inclusive policies and actions that focus on accessibility, entrepreneurship, and equal opportunities for persons with disabilities.

4. It is requested that the information may be shared with the different organisations in command and the schools in Jabalpur are requested to share and promote the event with the students and the parents.

5. The organizations/ individuals who want to participate must give

a. No. of stalls they want to be reserved for them

b. Names and products specific each want to display and sales

c. Any events they want to execute needs to be given so that days and time could be planned

d. Any other basic information they feel are necessary for smooth executions of the ideas/ products

6. The details of participation are to be shared with **Mr. Nithali Ram, Deputy Secretary, DEPwD and Ms Maitrayee, Consultant, DEPwD** at the email ID: [nithali.ram@nic.in/](mailto:nithali.ram@nic.in) maitrayee.depwd@gmail.com and for any further details please contact Mr. Nithali Ram **Mob No: +91 98181 84091/** Maitrayee Mob: **+91 9422665642**