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Subhadra Shakti Mela 2025: A Grand Celebration of Women's Entrepreneurship and Odisha's Cultural Heritage

Bhubaneswar, 21st February 2025: In a press conference held at Mission Shakti Bhawan, Deputy Chief Minister Smt. Pravati Parida announced that Subhadra Shakti Mela is scheduled to take place at Janata Maidan from 22nd February to 2nd March. The mela aims to celebrate the success women entrepreneurs across Odisha, providing them with a platform to showcase their products and skills.

Addressing the media, Smt. Pravati Parida highlighted the details and objectives of the Subhadra Shakti Mela, which is organized in the state for the first time from 22nd February to 2nd March 2025 at Janata Maidan, Bhubaneswar. It will bring together over 300 stalls by Self-Help Groups (SHGs) and Producer Groups (PGs) from across the state. The 9-days grand exhibition, which will continue till 2nd March 2025, will showcase a diverse range of handcrafted and organic products, offering visitors a unique opportunity to experience the creativity, skill, and entrepreneurial spirit of women self help groups.

This nine-day grand festival will be inaugurated by the Hon'ble Chief Minister of Odisha, Shri Mohan Charan Majhi. Hon'ble Deputy Chief Minister and Minister for Women and Child Development, Mission Shakti and Tourism, Smt. Pravati Parida and Hon'ble Deputy Chief Minister and Minister for Agriculture and Farmers Empowerment and Energy, Shri Kanak Vardhan Singh Deo will join the program as the chief guests. Senior officials of the Odisha Government will also be present at the program.

From handicrafts, terracotta, bamboo crafts, handloom textiles and home essentials to health & wellness products, organic food items, spices, condiments, and millet-based delicacies, the mela will feature an array of authentic, high-quality, and sustainable products. Residents of Bhubaneswar and visitors from across Odisha will have the chance to explore and purchase unique products directly from women entrepreneurs, contributing empowerment to their economic

Subhadra Shakti Mela is more than just an exhibition; it is a celebration of women's entrepreneurship and a powerful platform for SHG and PG members. The event will connect rural women entrepreneurs with buyers, businesses, and market leaders, opening doors for business expansion, financial growth, and networking opportunities. By showcasing their products on such a large scale, SHGs will not only gain visibility but also develop long-term market linkages, helping them increase their incomes and move closer to becoming Lakhpati Didis, aligning with Hon'ble Prime Minister Shri Narendra Modi's vision of empowering women through financial independence.

To ensure state-wide participation and maximum reach, four regional melas will also be organized in different parts of Odisha simultaneously i.e. at Puri, Malkangiri, Sambalpur & Bolangir. These regional melas aim to boost SHG products, attract visitors locally, and provide more SHG members the opportunity to showcase their products beyond their districts. By expanding these exhibitions across regions, Mission Shakti department is ensuring that women entrepreneurs from every corner of Odisha receive equal opportunities for growth and success.

Subhadra Shakti Mela 2025 is a reflection of the Odisha Government's commitment to women's empowerment and financial inclusion. Under the able leadership of Hon'ble Chief Minister Shri Mohan Charan Majhi, the state has taken significant strides in strengthening SHG-led entrepreneurship, providing market access, and capacity building. The Lakhpati Didi initiative has been pivotal in helping women achieve economic self-sufficiency, and this mela is another step towards that goal.

This event will provide an opportunity to explore their exceptional craftsmanship, experience a diverse range of organic and millet-based products and contribute to the promotion of self-reliance and sustainable livelihoods.



Tanuja Mohanty
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