ORGANISED BY
SWARNIM BHARATVARSH FOUNDATION

UNDER THE AEGIS OF
SWADESHI JAGRAN MANCH







INDIA'S LARGEST
PLATFORM CELEBRATING

SWADESHI MELA

स्वदेशी मेला

26th February to 7th March 2027
Guwahati, Assam

पूर्वोत्तर का उत्थान, भारत की उड़ान

ENTREPRENEURSHIP • INNOVATION • INDIGENOUS ENTERPRISE • SELF-RELIANCE

WHERE INDIA'S ENTERPRISE COMES TOGETHER

Swadeshi Mela

A Swadeshi Mela organised by Swadeshi Jagran Manch (SJM) is a people-centric economic and cultural fair designed to promote indigenous products, local enterprises, and the spirit of self-reliance (Swadeshi). It blends market access, awareness, culture, and dialogue, turning Swadeshi ideology into practical economic action.

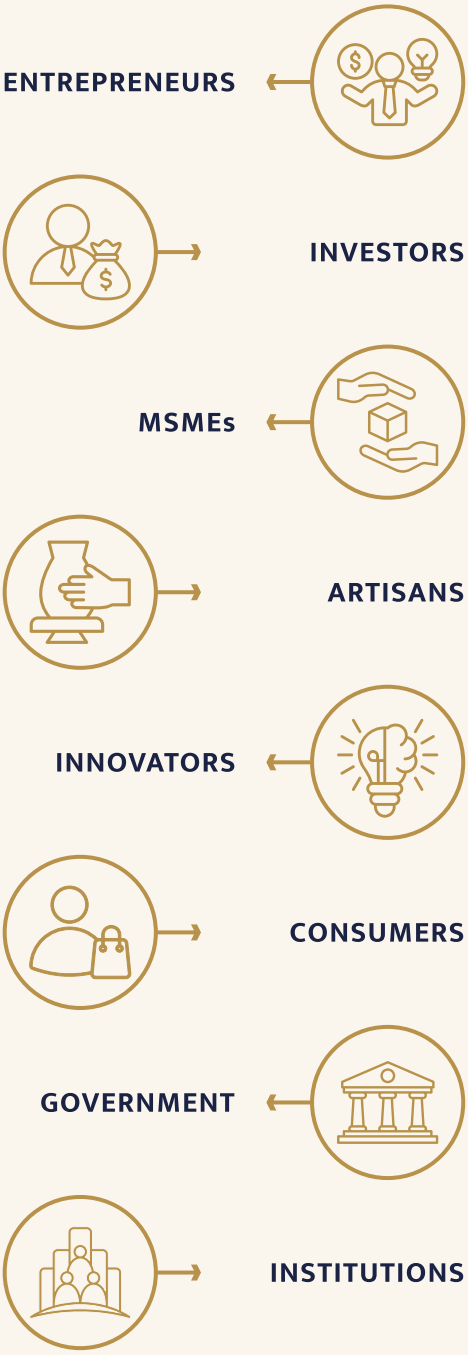
For ten days in Guwahati, the Mela brings the entrepreneurs, industries, artisans, innovators, policymakers, investors, institutions and consumers come together to strengthen India's indigenous economy.

Our Vision

To create India's most impactful platform that celebrates indigenous enterprise while empowering businesses, generating employment, promoting innovation and strengthening local economies.

Our Mission

Promote Indian Businesses
Support MSMEs
Encourage Startups
Empower Artisans
Build Market Access
Connect Investors
Create Employment
Celebrate Culture



THE FOOTPRINT

Swadeshi Mela

800+
MELAS IN INDIA

745+
SWADESHI ENTREPRENEURS RECOGNISED

200+
DISTRICTS COVERED

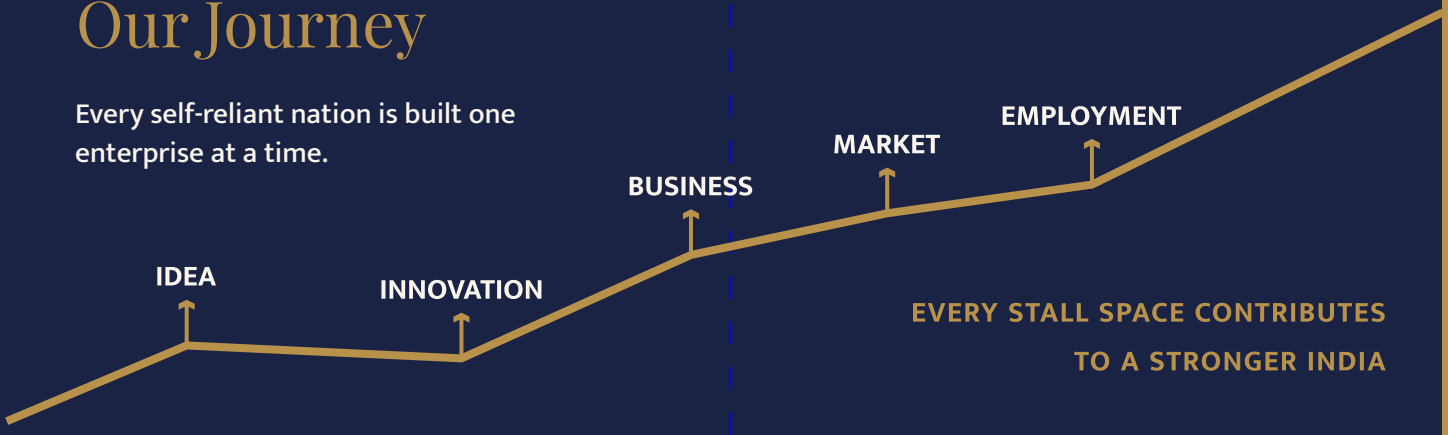
13000+
EMPLOYMENT SUPPORTED





Our Journey

Every self-reliant nation is built one enterprise at a time.



EVERY STALL SPACE CONTRIBUTES TO A STRONGER INDIA

THE ORGANISATIONS BEHIND SWADESHI MELA

Swadeshi Jagran Manch

The movement for Swadeshi and economic self-reliance. Founded on **22 November 1991** by Shri Dattopant Thengadi, Swadeshi Jagran Manch (SJM) works towards strengthening India's indigenous economy through economic self-reliance, entrepreneurship, employment and sustainable development.

Over the years, SJM has built a nationwide network through entrepreneurship initiatives, research, awareness programmes and platforms promoting Indian enterprise and indigenous products.

In North East India:

- Operational since 1991
- National Council Meeting held in Guwahati in 2012
- 400+ college programmes across 20+ universities
- Dedicated Guwahati branch established in 2024

Swarnim Bharatvarsh Foundation

From vision to ground-level impact.
Established in May 2023 as a Section 8 company, Swarnim Bharatvarsh Foundation (SBF) works to translate the vision of Swavalambi Bharat into meaningful programmes and ground-level impact.

Its work focuses on entrepreneurship, employment, self-reliance and community development, creating platforms that connect ideas with opportunities.

Legally registered and compliant with : ROC, Delhi • 12A • 80G • CSR-1 • Darpan

One vision.
One platform.

Swadeshi Mela 2027

1ST MEGA MELA OF NORTHEAST INDIA - A NEW BEGINNING IN THE REGION

400+
STALLS



NATIONAL EXPOSURE

3–5 Lakh
VISITORS



SWAVALAMBAN BHARAT

10
DAYS



BUSINESS OPPORTUNITIES

Guwahati – The Venue

Set on the banks of the Brahmaputra, Guwahati is where the North-East meets the rest of India. It is the region's commercial heart and a city on the rise.



GATEWAY & CONNECTIVITY

GROWING MSME ECOSYSTEM & EMERGING CONSUMER MARKET

TOURISM HUB & CULTURAL HERITAGE

GOVERNMENT FOCUS & STRATEGIC LOCATION

What makes this mela unique

BUSINESS



- MSMEs
- Manufacturing
- Agriculture
- Startups
- Handloom
- Bamboo
- Food Processing

NETWORKING



- Business Matching
- Dealership Opportunities
- Franchise Models
- Government Connect
- Buyer–Seller Meets
- Investor Interactions
- CSR Partnerships

KNOWLEDGE



- Panel Discussions
- Expert Sessions
- Skill Development
- Innovation Talks
- Entrepreneurship Guidance

CULTURE



- Traditional & Celebrity Performances
- Regional Cuisine
- Craft Demonstrations
- Youth Activities
- Competitions
- Live Entertainment like Magic shows

GOVERNMENT



- Scheme Awareness
- PSUs
- Banks
- Financial Institutions
- Skill Missions
- Public Outreach

TOURISM



- Heritage Attractions
- Eco Tourism
- Cultural Experiences
- Authentic Local Cuisine
- Handloom & Handicraft Shopping
- Homestay Experiences

NATION BUILDING

Stall Categories

- Government Departments & PSUs
- Handloom, Handicrafts & Cottage Industries
- Electricals & Electronics
- Auto/EV/Ancilliary
- FMCG & Consumer Goods
- Agriculture & Agri-Value Added Products
- Startups & Innovation
- Banks & Insurance
- Food Court & Regional Delicacies
- Indigenous Garments
- Cultural Stalls

Become a Partner in Nation Building

Swadeshi Mela is built by many hands. Whether you represent government, a CSR programme, an industry or the public, there is a meaningful role for you in shaping a self-reliant Bharat.

Partner Benefits

BRAND VISIBILITY	MARKET EXPOSURE	REGIONAL EXPANSION
BUSINESS NETWORKING	CONSUMER ENGAGEMENT	MEDIA COVERAGE
CSR IMPACT	EMPLOYMENT GENERATION	NATIONAL RECOGNITION



Under the leadership of -

SRI BIMAL BORAH, CHIEF PATRON
Minister, Cultural Affairs, Industries, Commerce, and Public Enterprise, Act East Policy Affairs

SRI PRADEEP KUMAR, PATRON
IPS, DGP (Retd. , Govt of Assam)

SRI JAHNU BARUA, PATRON
Film-maker and Padma Bhushan Awardee

DR. UMESH CHAKRABORTY, PATRON
Hon'ble Kshetra Sanghchalak,
North-East Region, RSS

SRI PSVLN MURTY, PATRON
CMD, NEDFi

Advisory Board -

SRI PARTHA PRATIM PATHAK
President | Laghu Udyog Bharti, Assam

SRI SHEKHAR AGARWAL
Businessman & Social Worker

SRI RAHUL DEV SARMA
Businessman & Social Worker

SRI S. C. KEYAL
Sr. Advocate | Former Assistant Attorney General, Govt of Assam

SRI ARUN SHARMA
Businessman & Social Worker

Driven by dedication & commitment of -

DR. TARANEE DEKA
VC, Bongaigaon University
State Convenor - NE, Swadeshi Jagran Manch

SRI DEEPJYOTI BARUAH
Businessman
Convenor, Swadeshi Mela NE

SRI VIVEK CHHAWCHHARIA
Businessman
Co-Convenor, Swadeshi Mela NE

CA ARUN CHOUDHARY
Professional
Treasurer - NE, Swarnim Bharat Foundation

CA PRABESH AGARWAL
Professional
Treasurer, Swadeshi Mela NE

SRI PRAKASH GUPTA
Businessman
Chairman, Operations & Management

SRI AMAL BAISHYA
Co-Convenor, NE
Swadeshi Jagran Manch

SRI BISWAJEET KAKOTI
Prant Sah Sampark Pramukh
RSS, Assam

SRI ANUP BARMAN
State General Secretary,
BJP Assam Pradesh

CA SANJAY JAIN
Professional
Chairman, Sponsorship & Fund Raising

CA VEEKASH AGARWAL
GM, CS & CFO, NEDFi
Member, Sponsorship & Fund Raising

SRI ROHIT SARAWGI
Businessman
Member, Sponsorship & Fund Raising

CA MUKESH AGARWAL
Professional
Chairman, Venue & Stall Management

SRI PRATIK AGARWAL
Businessman
Co-Chairman, Venue & Stall Management

SRI ANUJ CHOUDHARY
Businessman
Member, Stage & Cultural Events

CA LOKESH AGARWAL
Professional
Chairman, IT & Database

CA SNEHA JALLAN
Professional
Chairperson, Media & Publicity

CS ANKITA PAREEK
Professional
Co-Chairperson, Media & Publicity

CA ANSHUL KHEMKA
Professional
Chairman, Health & Emergency Services

CA NILESH AGARWAL
Businessman
Co-Chairman, Health & Emergency Services

SRI VIKASH MAHESHWARI
Businessman
Member, Sponsorship & Fund Raising

SMT. VINITA CHOUDHARY
Social Worker
Chairperson, Hospitality & Public Relations

SMT. KRISHNA BARUAH
Social Worker
Member, Hospitality & Public Relations

DR CHINMOY CHAKRAVORTY
Social Worker
Member, Hospitality & Public Relations

When local enterprises grow, India grows.

BOOK YOUR STALL | PARTNER WITH US

Write to swadeshimela.ne@gmail.com or visit ne.swadeshimela.org

Instagram



Facebook



Design by Colours & Patterns