

Gujarat Crafts and Heritage Celebrated in 7th Edition of Prime Minister's Mementos e-Auction

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Gujarat's rich history of craft and culture shines in the 7th edition of the PM Mementos e-Auction, which features 86 special items from the state among more than 1,300 gifts presented to the Hon'ble Prime Minister Sh. Narendra Modi.

Launched in 2019, the e-Auction allows citizens across India to bid for special items gifted to the Hon'ble Prime Minister. All proceeds from the auction directly benefit the Namami Gange Project, a flagship initiative to rejuvenate the Ganga River. The mementos up for auction include paintings, sculptures, textiles, folk and tribal artifacts, sports memorabilia, and ceremonial objects from every region of India. The Gujarat collection perfectly illustrates this diversity:

- The vibrant Lippan art frame from Kutch captures the divine presence of Lord Ganesha, while mirror-inlaid motifs reflect harmony with nature and community traditions. Originating from the Kutch region of Gujarat, Lippan art is a unique blend of clay relief work and mirror embellishment, practiced by communities such as the Rabari and Mutwa. Traditionally, it is used to adorn home walls, believed to ward off evil spirits, while its motifs embody local folklore, spirituality, and cultural beliefs. This exquisite frame, combining the divine presence of Lord Ganesha with the elegance of natural elements



- A striking Bhil tribal jacket showcases bold colors and fine embroidery, celebrating the artistic legacy of Gujarat's tribal communities. The jacket is beautifully decorated with fine white embroidery featuring circular motifs around the collar and shoulders, dotted vertical lines along the front, and stylized floral designs with circular blossoms across the body and pockets. A testament to the artistry of Bhil Tribe, this garment carries forward their distinctive visual language and cultural heritage.



- A meticulously crafted frame featuring a rare form of textile art, Mata ni Pachedi, is set to be auctioned. Originating from Gujarat, this vibrant art form literally translates to behind the mother goddess. Traditionally created by the marginalized Vaghari community, it serves as a portable shrine adorned with intricate depictions of the Mother Goddess and her narratives. This vibrant and richly decorated frame consists of nine compartments showcasing Devi Lakshmi as the central goddess. The other compartments show the other deities like Lord Ganesha and the regional manifestation of the mother goddess. Mythological figures along with devotees can also be seen adorning the cloth. An ornamental double lined background surrounds the nine compartments and an interplay of contrasting colors such as red and black takes place.



Other items also include Rogan art, textile shawls, and paintings, each telling a story of faith, craft, and daily life across Gujarat.

All items are on display at the NGMA, Delhi, and bidding is open online at pmmementos.gov.in till October 2, 2025.

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