



SCHEMES TO INCREASE HANDICRAFT EXPORTS

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The Office of the Development Commissioner (Handicrafts) under the aegis of Ministry of Textiles implements two schemes namely National Handicrafts Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for overall development and promotion of handicrafts sector across the country including the state of Rajasthan. International Marketing Events are organized in India and abroad under Marketing Support and Services (MSS) component of the NHDP scheme to promote export of handicraft and strengthen global branding. Support is provided to eligible organizations for:

- Organizing and participating in international fairs.
- Conducting International Craft Exposure Programme,
- Buyer seller Meet & Reverse Buyer Seller Meet,
- Fairs/Exhibitions/Events on Virtual Platform, Road Show.
- Implementing overseas awareness campaigns to promote Indian Handicrafts.

In addition, awardee artisans and exporters of handicraft are nominated to participate in these international marketing events, enabling them to directly access global markets, showcase their craftsmanship, and build international buyer linkages. The financial support under the MSS component of the NHDP scheme, provides for space rent, infrastructure facilities, publicity of events, TA/DA and freight charges for participating artisans in events organized in India. Boarding/lodging charges is also provided to the artisans nominated for participation in international marketing events.

India Handmade (<https://www.indiahandmade.com>) is an e-commerce initiative of the Ministry of Textiles to showcase the work of rural Artisans & Weavers. This platform provides artisans and weavers to sell their products directly across India helping them achieve financial independence and social recognition. In addition, the Office of the Development Commissioner (Handicrafts) has been actively encouraging and providing handholding support to artisans for registration on Government e-Marketplace (GeM).

Various skill development programmes such as Guru Shishya Hastshilp Prashikshan Programme (GSHP), Comprehensive Skill Upgradation Programme (CSUP) and Design and Technology Development Workshop (DDW) are implemented under NHDP scheme to enhance skill development in handicrafts sector. These training programmes typically run for a duration of 1 to 6 months, with each batch comprising 20 to 30 artisans.

This information was provided by THE MINISTER OF STATE FOR TEXTILES SHRI PABITRA MARGHERITA in a written reply to a question in Rajya Sabha today.

MAM/VN

(Rajya Sabha US Q1759)

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