

Indiahandmade: A Digital Platform for India's Craft Heritage

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Indiahandmade is a dedicated digital marketplace that brings India's handloom and handicraft traditions into the online economy. The platform connects artisans and weavers directly with buyers, expanding market access while supporting livelihoods and cultural preservation. It showcases diverse handmade products, including GI-tagged and ODOP items, giving regional crafts greater visibility.

A Digital India Bridge for Handmade Livelihoods

India is home to one of the world's richest handloom and handicraft traditions. The sector represents not only India's cultural heritage, but is also an important source of inclusive livelihoods.

India currently has an estimated **64.66 lakh** handloom and handicraft artisans. Women form a major part of this workforce, accounting for **71%** of handloom weavers and **64%** of total artisans as of August 2025. This strong participation highlights the sector's role in supporting employment and empowerment, especially in rural communities.

With a large number of artisans and weavers, the sector continues to hold an important place in India's evolving marketplace. As commerce becomes increasingly digital, online access is helping these craft communities participate more directly in the market. Through the Digital India initiative, traditional livelihoods are increasingly gaining access to digital commerce opportunities.



Launched in 2023, **Indiahandmade** turns this vision into a dedicated digital marketplace. Developed by **Digital India Corporation** under the Ministry of Textiles, the platform strengthens the visibility of handmade products and opens wider market opportunities for sellers.

Salient features of Indiahandmade Platform

Indiahandmade brings traditions into the online marketplace through a set of features designed to support sellers, buyers and craft heritage:

- **Specialised Online Marketplace** : It enables weavers and artisans to sell their handloom and handicraft products online.

- **Direct Buyer Access:** Artisans and weavers are directly connected with buyers, helping reduce intermediaries and support fair compensation.
- **Greater Visibility:** The platform showcases handmade products to a broader customer base, expanding market opportunities for sellers.
- **Digital Empowerment:** Artisans and weavers are provided with digital tools and visibility to participate more effectively in online commerce.
- **Financial and Social Empowerment:** Wider market access strengthens livelihoods and supports income opportunities.
- **Cultural Preservation:** A diverse range of craft-based products keeps India's handmade heritage visible and helps preserve traditional skills for future generations.



What Makes Indiahandmade Stand Out

The portal is designed around trust, accessibility and seller empowerment. It offers a seamless marketplace where artisans and weavers can reach buyers, and buyers can discover handmade products with greater confidence.



Craft Diversity and Regional Identity

The platform provides a **curated** digital space for everyday handmade products and recognised regional crafts. It offers a wide range of products, including **apparel, home décor, furnishings, paintings, furniture, religious items, stationery, musical instruments, jewellery, bags and footwear**.

It also highlights special product categories such as **GI-tagged** and **ODOP** products. This gives recognised regional crafts greater visibility and a distinct identity.

 GI-Tagged Products GI-tagged products carry a Geographical Indication, linking them to a specific region, quality and reputation. The platform offers variety of GI-tagged products such as Aipan art, pure Pashmina shawls, Dokra décor and Mundu products.	 ODOP Products The One District One Product (ODOP) initiative identifies and promotes a unique product from each district to support balanced regional growth. The platform features Tangail sarees, Banarasi silk products, Ikat, Tussar silk sarees, Chanderi silk and terracotta products.
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Building Trust and Easing Seller Participation

Better Access, Better Assurance: Buyers benefit from a more reliable shopping experience through free shipping, purchase protection, secure payments and buyer support mechanisms. It also reinforces trust by offering handcrafted products at competitive prices.

Simple Onboarding for Sellers: The platform provides a guided onboarding pathway for artisans, weavers and producer organisations to access the marketplace.

No GSTIN? No Problem! You can still sell on Indiahandmade.	Bringing Small Sellers into Digital Commerce Sellers without GST registration can register using an Enrolment ID, with a mandate to sell only within their own state. This makes the portal more inclusive and accessible for smaller artisans and first-time digital sellers.
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Success Stories Behind the Marketplace

Behind the platform are artisans, weavers and enterprises whose craft traditions continue to thrive through digital commerce.

	Santarms brings the warmth of handmade craft into everyday living. From wooden décor and scented candles to terracotta diyas, marble idols and handloom sarees, each piece reflects care, tradition and a quiet sense of beauty.
	Dastkar Craft carries the skill of over 500 artisans into modern homes through cane and bamboo products. They create high-quality, export-worthy pieces that celebrate India's heritage while seamlessly fitting into contemporary homes.
	Villages Craft celebrates the simplicity and strength of handloom traditions. Its cotton towels, gamchas and bedsheets are made with care by skilled artisans, turning everyday essentials into products rooted in comfort, quality and heritage.

These stories give handmade products a human face, showing how tradition, skill and livelihood come together in the digital marketplace.

Carrying India's Heritage into the Digital Future

Indiahandmade reflects the spirit of Digital India, recognising crafts as both a livelihood source and a reflection of India's cultural identity. With plans to onboard 60 lakh+ artisans, the platform supports the vision of Atmanirbhar Bharat. It gives artisans and weavers wider market access while helping buyers discover handmade products with trust and ease.

With every handmade product, it ensures that India's handmade legacy continues to inspire livelihoods and opportunity for generations to come.

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