



Prime Minister shares an article on how traditional Indian craftsmanship can drive economic growth

प्रविष्टि तिथि: 19 JUL 2026 12:57PM by PIB Delhi

The Prime Minister, Shri Narendra Modi today, shared an article written by Union Minister Smt. Nirmala Sitharaman, highlighting how traditional Indian craftsmanship can drive economic growth through innovation and global partnerships.

Shri Modi remarked that 'One District, One Product' initiative is helping local crafts gain market access, create sustainable livelihoods, preserve heritage and strengthen India's global competitiveness.

Shri Modi posted on X:

Union Minister Smt. @nsitharaman highlights how traditional Indian craftsmanship can drive economic growth through innovation and global partnerships.

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The 'One District, One Product' initiative is helping local crafts gain market access, create sustainable livelihoods, preserve... <https://t.co/idUMMgPSbq>

— PMO India (@PMOIndia) July 19, 2026

MJPS/SS/VJ

(रिलीज आईडी: 2286270) आगंतुक पटल : 785

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