



The Power to Empower

Saksham

REVIVING CRAFTS, RESTORING
LIVELIHOODS



A FLO NATIONAL TEXTILES, HANDLOOMS AND HANDICRAFTS INITIATIVE





READY RECKONER

on

Government Schemes for the Promotion of

Handlooms and Handicrafts

A Comprehensive Compendium of Central & State Government Initiatives,
Financial Assistance · GI Protection · Export Frameworks · Institutional
Support

Ministry of Textiles | Ministry of MSME | Ministry of Tribal Affairs
Ministry of Commerce & Industry | Ministry of Skill Development

2025–26 Edition



FOREWORD

POONAM SHARMA NATIONAL PRESIDENT, FICCI LADIES ORGANISATION (FLO), 2025–26

India's handloom and handicraft traditions are not merely economic sectors they are living embodiments of our civilisational heritage, creativity, and community resilience. Every thread and every craft carries a story of identity, legacy, and livelihood.

As we navigate a rapidly evolving global economy, it is imperative to preserve these traditions while empowering the artisans who sustain them. This ecosystem, engaging millions across rural India, is not only a vital source of employment but also a powerful driver of inclusive growth, women's empowerment, and sustainable development.



Under my vision for 2025–26, the FLO Handloom, Textile & Handicrafts Initiative has been identified as a key national priority. Through this, we aim to bridge tradition with transformation enhancing access to policy support, market linkages, design innovation, digital platforms, and financial inclusion.

This publication, Saksham, Reviving Crafts, Restoring Livelihoods, is a step in that direction. It brings together key government schemes, institutional support, export frameworks, and state initiatives in a simplified, accessible format to empower stakeholders with knowledge and opportunity.

At FLO, we believe true empowerment lies in enabling self-reliance. By strengthening the artisan ecosystem, especially for women, we are preserving heritage while building pathways for economic independence and dignity.

I commend everyone who has contributed to this initiative and hope this publication serves as a valuable resource for all.

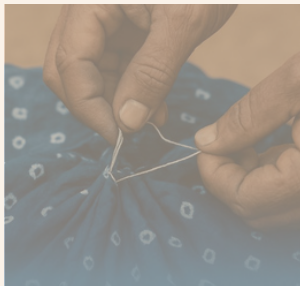
Together, let us ensure India's timeless crafts continue to thrive and inspire generations to come.

**Poonam Sharma,
National President, FICCI Ladies
Organisation (FLO) 2025–26**

TABLE OF CONTENTS

- 01 Overview of the Handloom & Handicraft Ecosystem
- 02 Ministry of Textiles - Handloom Schemes
- 03 Ministry of Textiles Handicraft Schemes
- 04 Ministry of MSME Key Schemes
- 05 Ministry of Tribal Affairs TRIFED Schemes
- 06 Geographical Indication (GI) Tagging-Framework &
Process
- 07 Export Promotion Framework for Handicrafts
- 08 Digital & Market Platforms
- 09 Key Institutions & Helplines
- 10 Quick-Reference Summary All Central Schemes
- 11 State-wise Schemes for Promotion of Handlooms &
Handicrafts





HANDLOOM & HANDICRAFT ECOSYSTEM



01 | OVERVIEW OF THE HANDLOOM & HANDICRAFT ECOSYSTEM

India's handloom and handicraft sectors form the backbone of rural livelihood systems and represent the country's most vibrant living heritage. Together, they are the second-largest source of rural employment after agriculture, engaging over 35 lakh handloom weavers and more than 70 lakh artisans across the country.

1.1 HANDLOOM SECTOR – KEY FACTS

Indicator	Data
Total Weavers & Allied Workers	35,22,512 (4th All India Handloom Census 2019-20)
Women Weavers	Over 70% of the total workforce
Share in National Fabric Production	Approx. 19%
Primary Nodal Ministry	Ministry of Textiles — Office of DC (Handlooms)
Helpline	1800 208 9988 (Bunkar Mitra — Toll Free)
National Handloom Day	7th August (observed since 2015)
Weaver Identity Card	Pehchan Card (issued to registered weavers)
Budget Allocation FY 2024-25	Rs. 192.06 crore for the handloom sector

1.2 HANDICRAFT SECTOR – KEY FACTS

Indicator	Data
Artisans Mobilised under 'Pahchan' Initiative	32.03 lakh (20 lakh women, 9.56 lakh men)
Handicraft Market Size (India, 2024)	USD 4.56 billion

Projected Market Size by 2033	USD 8.19 billion (CAGR ~6.4%)
Total Exports FY 2024-25	Rs. 33,122.79 crore (excl. hand-knotted carpets)
Primary Nodal Ministry	Ministry of Textiles — Office of DC (Handicrafts)
Helpline	1800 208 4800 (Handicraft Helpline — Toll Free)
Key Export Markets	USA (~37%), UAE, UK, Germany, France
ITC HS Codes Covered (EPCH data)	179 HS Codes across multiple chapters

1.3 INSTITUTIONAL ECOSYSTEM MAP

Multiple ministries, autonomous bodies, and statutory organisations jointly implement programmes for handlooms and handicrafts. Key actors include:

- Ministry of Textiles, Primary ministry; houses O/o DC (Handlooms) and O/o DC (Handicrafts)
- National Handloom Development Corporation (NHDC) - Implements Raw Material Supply Scheme and yarn depots
- Weavers' Service Centres (WSCs) - Provide design, technology, and training support; 25 WSCs across India
- Indian Institute of Handloom Technology (IIHT) - Technical education for handloom sector; 6 IIHTs
- Ministry of MSME - PM Vishwakarma, PMEGP, SFURTI schemes
- KVIC - Nodal agency for PMEGP; promotes khadi and village industries
- TRIFED / Ministry of Tribal Affairs - Van Dhan Vikas Kendras; tribal craft promotion
- DPIIT / GI Registry - Geographical Indication registration and protection
- EPCH - Apex export body; organises IHGF; trade fairs and market intelligence
- HHEC - Government trading house for textile and handicraft exports
- Ministry of Commerce / DGFT - Export policy, IEC, RoDTEP, Foreign Trade Policy

The Office of the Development Commissioner for Handlooms (O/o DCH), under the Ministry of Textiles, is the central implementing authority for all handloom welfare and development schemes. The flagship umbrella programme is the National Handloom Development Programme (NHDP), operative from FY 2021-22 to FY 2025-26.

2.1 NATIONAL HANDLOOM DEVELOPMENT PROGRAMME (NHDP)

SCHEME AT A GLANCE

NHDP is the flagship Central Sector Scheme for handloom development. It provides financial assistance for infrastructure, skill upgradation, product development, marketing, and weaver welfare.

2.1.1 BLOCK LEVEL CLUSTER (BLC)

Parameter	Detail
Maximum Grant per Cluster	Up to Rs. 2.00 crore per BLC
Eligible Activities	Skill upgradation, Hathkargha Samvardhan Sahayata, product development, workshed construction, project management, design development, Common Facility Centres (CFCs)
Dye House Support	Additional Rs. 50 lakh for setting up one dye house at district level
Implementing Agency	State Governments / Handloom Corporations / Cooperatives

2.1.2 HATHKARGHA SAMVARDHAN SAHAYATA (HSS)

Parameter	Detail
Government Share	90% of the cost of loom / accessory
Beneficiary Share	10% of the cost
Purpose	Supply of improved looms, accessories, solar lighting units, and ancillary equipment
Beneficiaries	Individual weavers, SHGs, cooperatives, handloom organisations

2.1.3 HANDLOOM MARKETING ASSISTANCE

Type of Event	Description
National Handloom Expos (NHEs)	Large national-level expos organised by national handloom agencies
Special Handloom Expos (SHEs)	State-level or region-specific expos for targeted marketing
District Level Events (DLEs)	Local events at district level to reach grassroots weavers
e-Commerce Linkages	23+ e-commerce companies engaged for online promotion and sales
Marketing Incentive	10% of average sales turnover of last 3 years, in 50:50 ratio between GoI and State
GeM Onboarding	Weavers facilitated to register and sell on Government e-Marketplace (GeM)

2.1.4 DESIGN RESOURCE CENTRES (DRCS)

- 8 DRCs set up in WSCs: Varanasi, Guwahati, Hyderabad, Mumbai, Bengaluru, Bhubaneswar, Chandigarh, and Jaipur
- Provide design support, sample development, and trend forecasting to weavers
- Facilitate collaboration between professional designers and traditional weavers

2.1.5 PRODUCER COMPANIES & GOVERNMENT PROCUREMENT

- 151 Handloom Producer Companies (PCs) formed across India
- PCs aggregate weavers working as SHGs / Producer Groups for collective production and marketing
- Central Government departments mandated to procure at least 20% of textile requirements from handloom sources

2.1.6 CRAFT VILLAGES

Location	State
Kanihama	Jammu & Kashmir
Mohpara	Assam
Sharan	Himachal Pradesh
Kovalam	Kerala
Rampur	Bihar
Moirang	Manipur
Pranpur, Chanderi	Madhya Pradesh

2.1.7 EDUCATION & SCHOLARSHIPS

- MoUs with NIOS and IGNOU for secondary and continuing education for weaver families
- 75% fee reimbursement for SC, ST, BPL, and women learners from weaver families
- Scholarships up to Rs. 2 lakh per annum for children of weavers at recognised textile institutions

2.2 RAW MATERIAL SUPPLY SCHEME (RMSS)

SCHEME AT A GLANCE

RMSS provides yarn and raw materials to handloom weavers at competitive prices through a network of yarn depots managed by NHDC, ensuring cost-effective access to essential inputs.

Parameter	Detail
Nodal Implementing Agency	National Handloom Development Corporation (NHDC)
Transport Subsidy	15% price subsidy + freight reimbursement at doorstep
Coverage	All types of yarn required for handloom production
Yarn Passbook System	Issued to individual weavers and cooperatives for transparent procurement
Yarn Depots	383 yarn depots set up across the country; expanded since inception
Budget FY 2024-25	Rs. 171.98 crore (increased from Rs. 159.72 crore in 2023-24)

2.3 HANDLOOM WEAVERS COMPREHENSIVE WELFARE SCHEME (HWCWS)

SCHEME AT A GLANCE

HWCWS provides life, accidental, and disability insurance coverage to handloom weavers through three converged insurance programmes, ensuring financial security for weaving families.

Component	Coverage	Annual Premium
PM Jeevan Jyoti Bima Yojana (PMJJBY)	Rs. 2 lakh on natural death	Rs. 436 (fully paid by Govt)
PM Suraksha Bima Yojana (PMSBY)	Rs. 2 lakh accidental death; Rs. 1 lakh partial disability	Rs. 20 (fully paid by Govt)
Mahatma Gandhi Bunkar Bima Yojana (MGBBY)	Additional death and disability cover; scholarship for children	Fully subsidised by Govt

- Awardee Weaver Support: Rs. 8,000 per month to award-winning weavers above 60 years in indigent circumstances
- All registered weavers holding the Pehchan Card are eligible for welfare benefits

2.4 WEAVERS' MUDRA / CONCESSIONAL CREDIT SCHEME

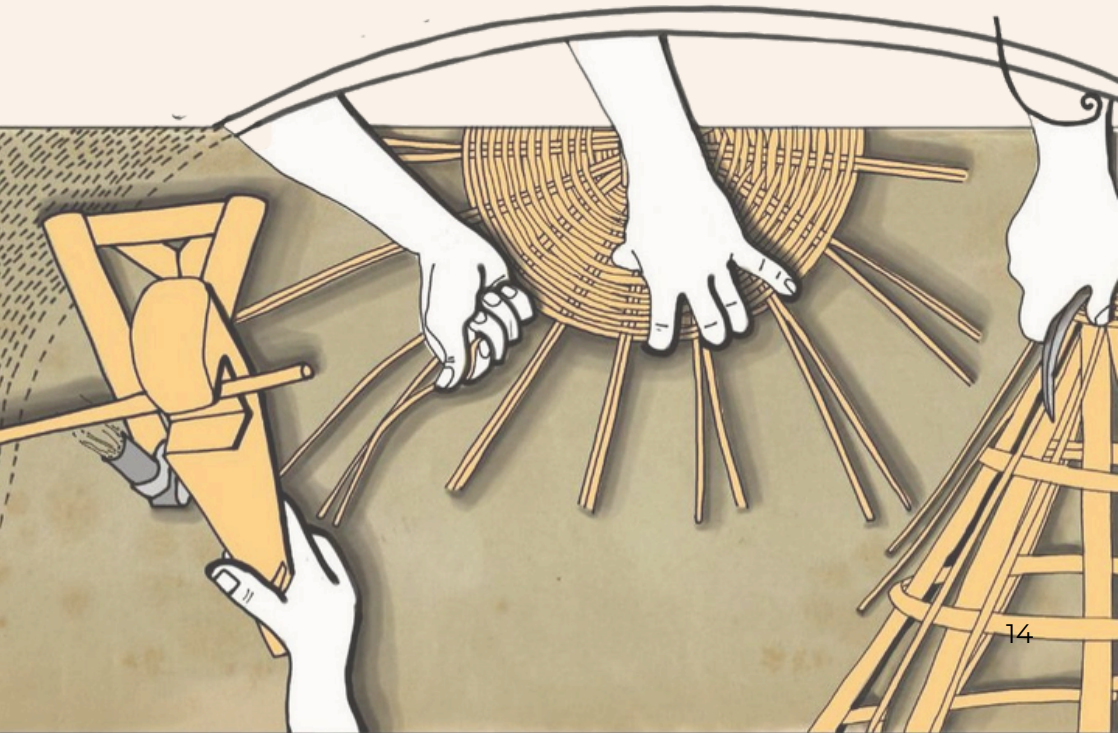
Parameter	Detail
Concessional Interest Rate	6% per annum (government subsidises the remainder)
Margin Money - Individual	Up to Rs. 25,000 per weaver (revised)
Margin Money - Organisation	Up to Rs. 20 lakh per handloom organisation
Credit Guarantee Coverage	For a period of 3 years (credit guarantee fee borne by Ministry)
Implementing Banks	All scheduled commercial banks and MFIs empanelled under MUDRA

2.5 COMPREHENSIVE HANDLOOM CLUSTER DEVELOPMENT SCHEME (CHCDS)

Parameter	Detail
Eligibility	Clusters with at least 15,000 handlooms in a clearly identifiable geographical location
Gol Contribution	Up to Rs. 40 crore per cluster over 5 years
Activities Covered	Infrastructure, Common Facility Centres, technology upgradation, skill development, market linkages
Implementing Agency	State Handloom Development Corporation / Apex Cooperatives in partnership with Gol

2.6 INDIA HANDLOOM BRAND

- Certified products carry a unique hologram tag with QR code traceability
- Targets premium and niche market segments, domestic and international
- Promotes authentic traditional designs and sustainable production practices
- Registered weavers / organisations apply for brand certification through Weavers' Service Centres
- Aligned with 'Vocal for Handmade' and 'Vocal for Local' campaigns



The Office of the Development Commissioner (Handicrafts) [O/o DC(H)], under the Ministry of Textiles, is the nodal authority for Central Government initiatives for the handicraft sector. It operates through 67 Handicraft Service Centres (HSCs) and 6 Regional Offices across India.

Scheme	Budget (FY 2021-22 to 2025-26)
National Handicraft Development Programme (NHDP)	Rs. 837 crore
Comprehensive Handicrafts Cluster Development Scheme (CHCDS)	Rs. 142.50 crore

3.1 NATIONAL HANDICRAFT DEVELOPMENT PROGRAMME (NHDP)

SCHEME AT A GLANCE

NHDP is the primary Central Sector Scheme for handicraft development, providing financial assistance for cluster development, skill upgradation, design innovation, marketing, and export promotion.

- Design & Technology Upgradation: Grants for design studios, technology improvement, and prototyping
- Human Resource Development: Training of artisans, design capacity building, master craftsperson programmes
- Infrastructure & Technology Support: Common Facility Centres (CFCs), tool rooms, and technology parks
- Marketing Support: Urban Haats, Craft Bazaars, national and international fairs
- Pahchan Initiative: Artisan identity card programme; 32.03 lakh artisans biometrically registered

- Bunkar & Karigar Utthan Programme: Skill development across 100 clusters (launched 2024)

3.1.1 URBAN HAATS

- Operational in Delhi, Mumbai, Bengaluru, Bhubaneswar, Ranchi, Ahmedabad, Patna, and other cities
- Artisans pay minimal stall fees and sell directly to urban consumers; participation is rotated

3.1.2 NATIONAL ARTISAN AWARDS

- National Award for outstanding artisans — cash award and certificate
- National Merit Certificate for promising artisans
- Guru Shishya Parampara Award — preserving traditional craft knowledge transmission
- Sant Kabir Handloom Award (handloom sector)

3.2 AMBEDKAR HASTSHILP VIKAS YOJANA (AHVY)

SCHEME AT A GLANCE

AHVY is the flagship cluster-based scheme for handicraft development under O/o DC(H). It targets integrated and participatory development of artisan clusters with a focus on social empowerment, skill upgradation, and market access.

3.2.1 SOCIAL INTERVENTIONS

- Artisan mobilisation and survey: Rs. 300 per artisan for baseline survey
- Jan Dhan bank account opening and Aadhaar linkage for all artisans
- Enrolment under social security schemes (PMSBY, PMJJBY, RSBY, AABY)
- Issuance of Artisan Identity Cards ('Pahchan' cards) with photo, Aadhaar, and EPIC details

3.2.2 TECHNICAL INTERVENTIONS

- Toolkit Assistance: Up to Rs. 5,000 per artisan for modern / improved tools
- Prototype Development & Skill Upgradation: Up to Rs. 18 lakh per workshop
- Research & Development: Up to Rs. 10 lakh for cluster / market studies
- Training Support: Up to Rs. 1.81 lakh per batch (general crafts); up to Rs. 57.55 lakh (carpet training)

3.2.3 MARKETING INTERVENTIONS

- Domestic Marketing: Craft melas, exhibitions, Urban Haats, GeM portal
- International Marketing: IHGF, Maison & Objet Paris, Ambiente Frankfurt
- E-Commerce Facilitation: Onboarding artisans on Amazon, Flipkart, Craftsvilla, and others
- Buyer-Seller Meets organised by EPCH and O/o DC(H) for B2B connections

3.2.4 FINANCIAL INTERVENTIONS

- Credit Linkage: Facilitating bank loans through SHG-Bank linkage model
- Interest Subvention: Reduced cost of credit for artisan SHGs
- Infrastructure Support: Assistance for workshed construction and CFCs

3.2.5 ELIGIBLE IMPLEMENTING AGENCIES

- State Handicraft Corporations / Departments
- Registered NGOs and non-profit societies with relevant track record
- Cooperatives and SHG Federations
- National and State Tribal Development Corporations

3.3 COMPREHENSIVE HANDICRAFTS CLUSTER DEVELOPMENT SCHEME (CHCDS)

Parameter	Detail
Cluster Size Requirement	Minimum 500 artisans in a geographically identified area
Gol Contribution	Up to Rs. 5–10 crore per cluster depending on scale
Duration	Up to 5 years
Activities Supported	CFCs, training infrastructure, display centres, technology upgradation, raw material banks, market linkages
Budget (2021-26)	Rs. 142.50 crore

3.4 DESIGN & EXPORT PROMOTION

- Designer Empanelment Programme: Empanelled designers work with artisan clusters on product redesign
- Design Resource Centres: Collaboration with NID and NIFT
- Craft Documentation: Financial support for documenting languishing and endangered crafts
- Marketing Development Assistance (MDA): Financial support for international fair participation
- IHGF Delhi Fair: Asia's largest handicraft trade fair; biannual event (Spring and Autumn editions)

The Ministry of MSME implements several critical schemes directly relevant to artisans, craftspersons, and handloom weavers operating as small enterprises or self-employed individuals.

4.1 PM VISHWAKARMA YOJANA

SCHEME AT A GLANCE

Launched on 17th September 2023, PM Vishwakarma is a Central Sector Scheme providing end-to-end support to traditional artisans and craftspeople through recognition, skill training, toolkit assistance, credit support, and market linkages. Budget: Rs. 13,000 crore (FY 2023-24 to 2027-28).

Parameter	Detail
Launch Date	17th September 2023 (PM Modi's 73rd birthday)
Budget Outlay	Rs. 13,000 crore over FY 2023-24 to 2027-28
Coverage	18 traditional trades
Target Beneficiaries	61+ lakh artisans including women, SC, ST, OBC
Registration Portal	pmvishwakarma.gov.in
Registration Mode	Common Service Centres (CSC) with Aadhaar-based biometric authentication

4.1.1 EIGHTEEN TRADES COVERED

Trade	Trade
1. Carpenter (Suthar / Badhai)	10. Stone Breaker / Stone Carver (Moortikar)
2. Boat Maker	11. Cobbler / Shoemaker / Footwear Artisan (Charmkar)
3. Armourer	12. Mason (Rajmistri)
4. Blacksmith (Lohar)	13. Basket / Mat / Broom Maker / Coir Weaver
5. Hammer and Tool Kit Maker	14. Doll & Toy Maker (Traditional)
6. Locksmith	15. Barber (Naai)

7. Goldsmith (Sonar)	16. Garland Maker (Malakaar)
8. Potter (Kumhaar)	17. Washerman (Dhobi)
9. Sculptor (Moortikar)	18. Tailor (Darzi) & Fishing Net Maker

4.1.2 BENEFITS UNDER PM VISHWAKARMA

Benefit Component	Details
Recognition	PM Vishwakarma Certificate + Photo ID Card; registration as 'Vishwakarma'
Basic Skill Training	5–7 days; stipend of Rs. 500 per day
Advanced Skill Training	15+ days; Rs. 500 per day stipend
Toolkit Incentive	e-Voucher of up to Rs. 15,000 for modern tools at start of Basic Training
Credit — 1st Tranche	Collateral-free loan up to Rs. 1 lakh at 5% interest; 18-month tenure; 8% GoI subvention
Credit — 2nd Tranche	Collateral-free loan up to Rs. 2 lakh at 5% interest; 30-month tenure
Digital Transaction Incentive	Rs. 1 per transaction; up to Rs. 100/month for digital payments adoption
Market Linkage	Quality certification, branding, onboarding on GeM, advertising, publicity

4.1.3 ELIGIBILITY

- Working with hands and tools in one of the 18 listed trades; engaged in self-employment in the unorganised sector
- Minimum age: 18 years at time of registration
- Only one member per family (husband, wife, unmarried children) eligible
- Government employees and their family members not eligible
- Should not have availed PMEGP in past 5 years; exception for fully repaid MUDRA / SVANidhi loans

4.2 PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)

SCHEME AT A GLANCE

PMEGP is a credit-linked subsidy programme for generating self-employment through establishment of micro-enterprises. It directly targets traditional artisans and rural youth and provides subsidised capital for setting up small production units.

Parameter	Detail
Nodal Agency (National Level)	Khadi and Village Industries Commission (KVIC)
State Level Agencies	State KVIC Directorates, State KVIBs, District Industries Centres (DICs)
Maximum Project Cost — Manufacturing	Rs. 50 lakh
Maximum Project Cost — Service / Trading	Rs. 20 lakh

4.2.1 SUBSIDY STRUCTURE

Beneficiary Category	Urban Area Subsidy	Rural Area Subsidy
General Category	15%	25%
Special Category (SC/ST/OBC/Women/Ex-Servicemen/Minorities/PWD/N ER/Hilly/Border)	25%	35%
Beneficiary Contribution	10% of project cost	5% of project cost


4.2.2 ELIGIBILITY

- Individuals above 18 years; VIII standard pass required for projects above Rs. 10 lakh (manufacturing) or Rs. 5 lakh (service)
- Self Help Groups, Charitable Trusts, Societies registered under Societies Registration Act 1860
- Production Cooperative Societies; only new units (no existing or prior-subsidy units)
- Only one person per family (self + spouse); apply at kviconline.gov.in/pmeggp

4.3 SFURTI SCHEME

SCHEME AT A GLANCE

SFURTI (Scheme of Fund for Regeneration of Traditional Industries) organises traditional industries and artisans into clusters to make them competitive, sustainable, and scalable.



Parameter	Detail
Nodal Agencies	KVIC, Coir Board, KVIB
Regular Cluster (500–2,500 artisans)	Grant up to Rs. 2.5 crore
Major Cluster (2,500+ artisans)	Grant up to Rs. 5 crore
Target Sectors	Khadi, Coir, Bamboo, Honey, Village Pottery, Handmade Paper, and other traditional crafts
Activities Supported	Machinery, equipment, infrastructure, training, design, packaging, branding, market linkages

The Tribal Cooperative Marketing Development Federation of India (TRIFED), under the Ministry of Tribal Affairs, plays a key role in promoting tribal handicrafts, traditional knowledge, and forest-based livelihoods across India.

5.1 PM VAN DHAN YOJANA / VAN DHAN VIKAS KENDRAS

SCHEME AT A GLANCE

PM Van Dhan Yojana creates tribal community-owned enterprise clusters (Van Dhan Vikas Kendras, VDVKs) for value addition of Minor Forest Produce (MFP) and tribal crafts. Launched 14th April 2018; 100% Central Government funded.

Parameter	Detail
Grant per VDVK	Rs. 15 lakh per Van Dhan Vikas Kendra (300 members)
Structure	15 SHGs × 20 tribal members = 300 beneficiaries per VDVK
Coverage	52,976 VDVKs; 9.27 lakh tribal gatherers covered
Member Contribution	Rs. 1,000 per member to instil ownership and accountability

- Converts tribal gatherers into micro-entrepreneurs through value addition of MFPs
- Provides branding, packaging, and marketing support for forest and artisanal products
- Well-performing VDVKs being upgraded into Van Dhan Producer Enterprises (VDPEs), profit-oriented legal entities

5.2 OTHER TRIFED INITIATIVES

5.2.1 TRIBES INDIA RETAIL CHAIN

- Tribes India branded retail stores operated by TRIFED at 100+ locations
- Online store: www.tribesindia.com for e-commerce reach of tribal products

5.2.2 AADI MAHOTSAV - NATIONAL TRIBAL FESTIVAL

- National-level tribal festival in Delhi and other cities showcasing tribal crafts, cuisine, and culture
- 2024 edition saw participation from artisans across 30+ states and UTs

5.2.3 TECH FOR TRIBALS PROGRAMME

- Entrepreneurship and digital skill development for tribal artisans in partnership with IITs and IIMs
- Covers packaging design, e-commerce operations, digital payments, and business planning

5.2.4 MSP FOR MINOR FOREST PRODUCE (MFP)

- Minimum Support Price declared for 87 MFP items to protect tribal gatherers from market exploitation
- Directly supports tribal artisans who use MFPs as raw materials in craft production

GEOGRAPHICAL INDICATION (GI) TAGGING



06

GEOGRAPHICAL INDICATION (GI) TAGGING-FRAMEWORK & PROCESS

WHAT IS A GI TAG?

A Geographical Indication (GI) tag is a sign used on products that have a specific geographical origin and possess qualities, reputation, or characteristics essentially attributable to that place of origin. It is a form of Intellectual Property Right (IPR) governed by the GI of Goods (Registration and Protection) Act, 1999.

6.1 LEGAL FRAMEWORK

Element	Details
Governing Act	Geographical Indications of Goods (Registration and Protection) Act, 1999
Effective Date	15th September 2003
Issuing Authority	GI Registry, under Controller General of Patents, Designs & Trade Marks (CGPDTM), DPIIT
Ministry	DPIIT, Ministry of Commerce & Industry
WTO Compliance	Governed by TRIPS Agreement, Article 22(1)
Validity	10 years; renewable thereafter
GI Tags in India (as of 2025-26)	658+ registered GIs; UP leads with 77+ tags

6.2 KEY BENEFITS OF GI REGISTRATION

Benefit	Description
Legal Protection	Prevents unauthorised use of the GI name by non-registered producers
Brand Premium	GI-tagged products command higher prices in domestic and export markets
Market Access	Facilitates entry into premium retail chains, e-commerce platforms, and foreign markets
Cultural Heritage	Officially recognises and preserves traditional knowledge and craft techniques

Exclusive Rights	Registered proprietors can take legal action against imitation and misuse
Export Positioning	GI Logo (DPIIT tricolour tag) enables traceability and authenticity certification
Artisan Empowerment	Ensures only genuine regional producers can commercially exploit the GI

6.3 GI REGISTRATION – STEP BY STEP

Step	Action	Details
1	Application Filing	Submit Form GI-1 to GI Registry, Chennai; prescribed fee applicable
2	Initial Scrutiny	GI Registrar examines for completeness and statutory compliance
3	Examination Report	Registrar may raise objections; applicant must respond within stipulated time
4	Advertisement	Published in GI Journal for public opposition (3-month window)
5	Opposition Period	Any person may oppose the application during the window
6	Hearing	If opposed, hearing is scheduled; applicant defends the application
7	Registration	If unopposed or objections resolved, GI registered; certificate issued
8	Authorised User Registration	Individual producers within the region apply as 'Authorised Users'
9	Renewal	Registration renewed every 10 years on payment of prescribed fee

6.4 EXAMPLES OF GI-TAGGED HANDICRAFTS & TEXTILES (APPROX.605 IN TOTAL)

GI-Tagged Product	State / Region	Category
Banarasi Brocades and Sarees	Uttar Pradesh	Textile
Kanchipuram Silk Sarees	Tamil Nadu	Textile
Phulkari	Punjab	Textile / Embroidery
Madhubani Paintings	Bihar	Handicraft / Art
Channapatna Toys	Karnataka	Handicraft
Blue Pottery of Jaipur	Rajasthan	Handicraft

Bidri Ware	Karnataka / Telangana	Handicraft / Metal
Patan Patola	Gujarat	Textile
Kashmiri Pashmina / Shawls	Jammu & Kashmir	Textile
Kullu Shawl	Himachal Pradesh	Textile
Kota Doria Sarees	Rajasthan	Textile
Pochampally Ikat	Telangana	Textile
Kondapalli Toys	Andhra Pradesh	Handicraft
Muga Silk of Assam	Assam	Textile
Kolhapuri Chappal	Maharashtra / Karnataka	Leather Handicraft
Bishnupur Baluchari Saree	West Bengal	Textile
Thanjavur Paintings	Tamil Nadu	Handicraft / Art
Dhaniakhali Saree	West Bengal	Textile

6.5 GI AND EXPORT – INTERNATIONAL CONSIDERATIONS

- GI tags internationally recognised under TRIPS Agreement and enforceable in WTO member countries
- India and EU negotiating enhanced bilateral GI protection in India-EU FTA discussions
- Additional registration or trademark protection in target export markets may be needed for enforcement
- GI-tagged products eligible for premium positioning in international retail and e-commerce
- EPCH provides assistance to GI-tagged product exporters for branding and certification

EXPORT PROMOTION FOR HANDICRAFTS



07

EXPORT PROMOTION FRAMEWORK FOR HANDICRAFTS

India's handicraft exports reached Rs. 33,122.79 crore in FY 2024-25, making it one of the key foreign exchange earners in the labour-intensive sector. The USA remains the largest market (~37%), followed by the UAE, UK, Germany, and France.

7.1 EXPORT PROMOTION COUNCIL FOR HANDICRAFTS (EPCH)

ABOUT EPCH

EPCH was established under the Companies Act in 1986-87 as a non-profit organisation with the mandate to promote, support, and increase the export of handicrafts. It is the apex body of handicraft exporters and serves as the bridge between Indian exporters and international buyers.

Parameter	Details
Established	1986-87 under Companies Act
Headquarters	EPCH House, Pocket 6&7, Sector C, LSC, Vasant Kunj, New Delhi 110070
Website	www.epch.in
Contact	011-26135256 mails@epch.com
Flagship Event	Indian Handicrafts & Gifts Fair (IHGF Delhi Fair) Asia's largest handicrafts B2B fair; biannual
Membership Fee (First Year)	Entrance: Rs. 2,500 + Annual: Rs. 5,000 + 18% GST = Rs. 8,850

- Market intelligence and commercially useful information for export development
- Organisation of international trade fair participation Ambiente (Frankfurt), Maison & Objet (Paris), Arte (Milan)

- Buyer-Seller Meets in India and abroad; workshops on export procedures, packaging, and design
- EPCH Design Register — protects member designs / IPR from infringement

7.2 HS CODES FOR INDIAN HANDICRAFTS

WHAT ARE HS CODES?

HS (Harmonised System) codes are international classification codes assigned to products for customs and trade purposes. India uses ITC-HS codes. EPCH tracks exports across 179 ITC-HS codes for handicrafts.

HS Chapter	Product Category	Key Items
Chapter 44	Wood and articles of wood	Woodenwares, carved furniture, decorative items, toys; HSN 44219990 commonly used
Chapter 46	Plaiting materials	Cane, bamboo, wicker, rattan products; baskets, mats, furniture
Chapter 57	Carpets and floor coverings	Hand-knotted carpets, durries, namdas, gabba (tracked separately)
Chapter 63	Made-up textile articles	Embroidered articles, quilts, handprinted textiles, crocheted goods
Chapter 68	Stone, plaster, cement articles	Stone carvings, statues, marble items, terracotta
Chapter 69	Ceramic products	Pottery, terracotta products, blue pottery
Chapter 71	Precious metals, jewellery	Imitation jewellery, gold/silver craft, lac jewellery, meenakari
Chapter 74	Copper and articles	Dhokra work, bell metal, copper craft
Chapter 94	Furniture and lighting	Carved wooden furniture, decorative lamps, chandeliers
Chapter 95	Toys, games, sports	Traditional toys, dolls, chess sets
Chapter 97	Works of art	Paintings (Madhubani, Pichwai, Pattachitra), sculptures

7.3 EXPORT INCENTIVE SCHEMES

7.3.1 REMISSION OF DUTIES AND TAXES ON EXPORTED PRODUCTS (RODTEP)


Parameter	Details
Effective From	1st January 2021 (replaced MEIS; WTO-compliant)
Benefit Rate	0.3% to 4.3% of FOB value, or fixed amount per unit
Claim Mechanism	Declared in shipping bill; electronic scrip issued via ICEGATE
Applicable to Handicrafts	Yes — handicraft exports covered under relevant HS codes
Exclusion	Chapter 61, 62, 63 apparel / made-ups covered under RoSCTL, not RoDTEP

7.3.2 OTHER EXPORT INCENTIVES

- RoSCTL: Applicable to export of Apparel / Garments (Ch. 61 & 62) and Made-ups (Ch. 63)
- Interest Equalisation Scheme (IES): Reduces interest rates on pre and post-shipment credit for MSME exporters
- Marketing Development Assistance (MDA): Partial reimbursement of stall rental, airfare, and freight for trade fair participation; administered by EPCH

7.4 STEP-BY-STEP EXPORT PROCESS

Step	Action	Key Requirement
1	PAN and Business Registration	Obtain PAN; register as proprietorship / partnership / Pvt. Ltd. / LLP
2	GST Registration	Mandatory for all exporters; obtain GSTIN
3	Import Export Code (IEC)	Apply at dgft.gov.in; mandatory for all exports and imports
4	MSME Udyam Registration	Register at udyamregistration.gov.in; required for EPCH manufacturer membership
5	EPCH / EPC Membership	Register with EPCH for RCMC; access trade fairs, MDA, market intelligence
6	LUT Filing (GST Portal)	File Letter of Undertaking for zero-rated exports without IGST payment
7	Identify Buyer / Purchase Order	Through trade fairs, B2B portals (Alibaba, IndiaMart, IHGF), or direct outreach
8	Classify Product Under HS Code	Determine correct ITC-HS code via DGFT portal or EPCH guidance
9	Prepare Export Documents	Commercial invoice, packing list, shipping bill, certificate of origin
10	Book Freight & Insurance	Arrange with shipping line / air cargo; insure consignment
11	File Shipping Bill on ICEGATE	File electronically; declare RoDTEP claim if eligible

A decorative graphic of a plant branch with several leaves and two small circular buds, rendered in a light beige color, is positioned on the left side of the page.

12	Customs Examination & LEO	Goods examined at port; customs issues Let Export Order (LEO)
13	Realise Export Proceeds	Submit documents to bank; realise proceeds within FEMA timelines (9 months)
14	Claim Export Incentives	Claim RoDTEP scrip on ICEGATE; apply for MDA reimbursement through EPCH

The Government of India has developed and promoted multiple digital platforms and online marketplaces to provide artisans and weavers direct access to domestic and global buyers without dependence on traditional intermediaries

Platform	Purpose	Ministry / Agency	Relevance to Artisans
GeM (Government e-Marketplace)	Direct selling to government departments	MoC&I / DPIIT	High — mandatory 20% textile procurement from handlooms
Tribes India (tribesindia.com)	Online store for tribal handicraft products	TRIFED	High for tribal artisans and SHGs
Amazon Saheli / Karigar	Platform for women artisans and rural craftspersons	Amazon India	High for SHGs, women artisans
Flipkart Samarth	MSME and artisan seller programme	Flipkart	Useful for small artisan producers
GoCoop	Cooperative weaver marketplace	Private / Govt. support	Relevant for handloom cooperatives
ONDC	Open digital commerce protocol for artisan product listing	DPIIT	Emerging platform; long-term relevance
IHGF Delhi Fair Portal (ihgfdelhifair.in)	Asia's largest handicrafts B2B platform	EPCH	High for exporters and bulk buyers
handlooms.nic.in	Official O/o DCH portal; scheme applications	O/o DC Handlooms	Scheme application, Pehchan card
handicrafts.nic.in	Official O/o DC(H) portal; AHVY applications	O/o DC Handicrafts	Scheme application, Pahchan card
pmvishwakarma.gov.in	PM Vishwakarma registration and tracking	Ministry of MSME	Registration, training, credit
kviconline.gov.in/pmegp	PMEGP online application portal	KVIC / Ministry of MSME	PMEGP scheme applications

8.1 HANDLOOM MARK & CERTIFICATION

- Awardee Weaver Support: Rs. 8,000 per month to award-winning weavers above 60 years in indigent circumstances
- Handloom Mark certifies that a product is genuinely handloom-woven (not machine-made)
- Governed by the Handlooms (Reservation of Articles for Production) Act, 1985
- Protects handloom weavers from powerloom competition for reserved products
- Issued by O/o DC Handlooms through Weavers' Service Centres



09

KEY INSTITUTIONS & HELPLINES

The Government of India has developed and promoted multiple digital platforms and online marketplaces to provide artisans and weavers direct access to domestic and global buyers without dependence on traditional intermediaries

Institution	Role	Contact / Portal
O/o DC Handlooms (Ministry of Textiles)	Nodal body for all handloom schemes; NHDP, RMSS, HWCWS	handlooms.nic.in Bunkar Mitra: 1800-208-9988
O/o DC Handicrafts (Ministry of Textiles)	Nodal body for all handicraft schemes; NHDP, AHVY, CHCDS	handicrafts.nic.in 1800-208-4800
NHDC	Yarn supply; Raw Material Supply Scheme	nhdc.nic.in
Weavers' Service Centres (25 WSCs)	Design, technology, training support for weavers	O/o DC Handlooms
KVIC	Nodal agency for PMEGP; khadi promotion	kviconline.gov.in
TRIFED	Tribal craft promotion; Van Dhan Kendras; Tribes India	trifed.tribal.gov.in
GI Registry / CGPDTM (DPIIT)	GI tag registration and protection	ipindia.gov.in
EPCH	Apex handicraft export body; IHGF; RCMC	epch.in 011-26135256
HHEC	Government trading house for handicraft exports	hhec.co.in
DGFT (Ministry of Commerce)	IEC issuance; Foreign Trade Policy; RoDTEP	dgft.gov.in
ICEGATE (Customs)	Shipping bill filing; RoDTEP claims	icegate.gov.in
GeM Portal	Direct selling to government bodies	gem.gov.in

Scheme	Ministry / Agency	Target Beneficiary	Key Benefit	How to Apply
NHDP (Handlooms)	Min. of Textiles / DCH	Weavers, cooperatives	Infrastructure, marketing, skill, design; up to Rs. 2 cr per cluster	handlooms.nic.in
RMSS	Min. of Textiles / NHDC	All handloom weavers	Yarn at subsidised prices; 15% subsidy + freight	NHDC depots / yarn passbook
HWCWS	Min. of Textiles	Registered weavers	Life + accident insurance (PMJJBY + PMSBY + MGBBY)	Via Pehchan Card registration
Weavers MUDRA	Min. of Textiles / Banks	Individual weavers & orgs	Loan at 6% p.a.; margin money; credit guarantee 3 yrs	MUDRA portal / bank branches
CHCDS (Handloom)	Min. of Textiles	Mega clusters (15,000+ looms)	Up to Rs. 40 cr / cluster over 5 years	State government / O/o DCH
India Handloom Brand	Min. of Textiles	Weavers and handloom orgs	Brand premium, certification, QR-coded hologram tag	Through Weavers' Service Centres
NHDP (Handicrafts)	Min. of Textiles / DC(H)	Artisans, craftspersons, SHGs	Marketing, CFCs, skill, Urban Haats; Rs. 837 cr overall	handicrafts.nic.in
AHVV	Min. of Textiles / DC(H)	Artisan clusters, NGOs, cooperatives	Toolkit (Rs. 5,000), training, design, marketing, credit linkage	handicrafts.nic.in / regional offices
CHCDS (Handicrafts)	Min. of Textiles / DC(H)	Large clusters (500+ artisans)	Rs. 5-10 cr / cluster; CFCs, training infra, market links	State / O/o DC(H)
PM Vishwakarma	Min. MSME	18-trade artisans in unorg. sector	Rs. 3 lakh loan @ 5%; Rs. 15,000 toolkit; Rs. 500/day stipend	pmvishwakarma.gov.in / CSC
PMEGP	Min. MSME / KVIC	Individuals, SHGs, trusts, societies	15-35% subsidy on project cost up to Rs. 50 lakh	kviconline.gov.in/pmegp
SFURTI	Min. MSME	Khadi, coir, village industry clusters	Up to Rs. 5 cr per cluster; machinery, infra, training	KVIC / MSME offices
PM Van Dhan Yojana	Min. Tribal / TRIFED	Tribal gatherers & artisans	Rs. 15 lakh per 300-member VDVK; training, branding, market links	trifed.tribal.gov.in
PM Vishwakarma	Min. MSME	18-trade artisans in unorg. sector	Rs. 3 lakh loan @ 5%; Rs. 15,000 toolkit; Rs. 500/day stipend	pmvishwakarma.gov.in / CSC
PMEGP	Min. MSME / KVIC	Individuals, SHGs, trusts, societies	15-35% subsidy on project cost up to Rs. 50 lakh	kviconline.gov.in/pmegp
SFURTI	Min. MSME	Khadi, coir, village industry clusters	Up to Rs. 5 cr per cluster; machinery, infra, training	KVIC / MSME offices

PM Van Dhan Yojana	Min. Tribal / TRIFED	Tribal gatherers & artisans	Rs. 15 lakh per 300-member VDVK; training, branding, market links	trifed.tribal.gov.in
RoDTEP	Min. Commerce / Revenue	All handicraft exporters	0.3–4.3% FOB value rebate on embedded taxes	Declare in shipping bill at ICEGATE
GI Registration	DPIIT / GI Registry	Producer organisations of regional products	Legal protection, brand premium, exclusive use rights	ipindia.gov.in — Form GI-1

STATE-WISE SCHEMES FOR PROMOTION OF HANDLOOMS & HANDICRAFTS



10

STATE-WISE SCHEMES FOR PROMOTION OF HANDLOOMS & HANDICRAFTS

In addition to Central Government schemes, several state governments have instituted dedicated schemes, policies, and institutional mechanisms for the promotion of handloom weavers and handicraft artisans. These are typically administered by State Handicraft / Handloom Corporations, State Directorates of Industries, or the State Textiles / MSME Departments. States with no publicly available state-specific schemes (beyond implementation of Central schemes through their state agencies) are noted accordingly.

Note: State-level scheme details are subject to revision by respective state governments. Information compiled from publicly available sources as of 2024-25. Artisans and weavers should verify current status with the respective State Directorate / Corporation.

11.1 UTTAR PRADESH

Uttar Pradesh is the largest state in terms of handloom diversity encompassing Banarasi silk (Varanasi), carpet weaving (Bhadohi / Mirzapur), Chikankari embroidery (Lucknow), Khurja pottery, and Moradabad brassware. The state leads India with 77+ GI tags and has approximately 1.99 lakh handloom weavers.

Scheme / Initiative	Implementing Body	Key Benefit
UP Handlooms, Powerlooms, Silk, Textile & Garmenting Policy 2022	UP Textiles Dept.	Capital subsidy, interest subsidy, and marketing support for textile and handloom units; incentives for infrastructure and technology upgradation
Silk Yarn Bank, Varanasi	State Textiles Dept. / UP Handloom Corp.	Silk yarn bank to ensure steady, affordable supply of silk to Banarasi saree manufacturers and handloom weavers
Mukhyamantri Hastship Pension Yojana	Directorate of Handicrafts, UP	Monthly pension support to aged artisans with no other income source
UP Handicrafts Development & Marketing Corporation (UPHDC)	State PSU	Procurement, marketing, and export of UP handicrafts; operates Gangotri emporia chain across India
GI Protection Drive	UP Govt. / UPHDC	Active facilitation of GI registration for new UP products; legal and documentation support to applicant organisations
Integrated Cluster Development Scheme (State Component)	State Directorate / DICs	State-funded cluster development, skill training, and marketing infrastructure for artisan groups not covered under Central CHCDS

11.2 TAMIL NADU

Tamil Nadu has one of India's most organised handloom cooperative sectors with 852 Primary Handloom Weavers Co-operative Societies and approximately 3.19 lakh active weavers. The state is renowned for Kanchipuram silk, Madurai Sungudi, Chettinad cotton, and Thanjavur handicrafts.

Scheme / Initiative	Key Benefit
Rebate Subsidy Scheme	20% rebate on handloom cloth sales; Rs. 250 crore allocated (2023-24) to 852 societies and Co-optex
Free Electricity Scheme for Handloom Weavers	300 units free electricity per weaver household every two months; Rs. 12.48 crore for 75,364 weavers (2023-24)
Co-operative Handloom Weavers' Savings and Security Scheme	Long-term savings and security fund for cooperative weavers via Co-optex (since 1975)
Co-operative Handloom Weavers' Family Pension Scheme	Monthly pension to weaver families on weaver's death or retirement; administered through Co-optex
Health Insurance Scheme for Weavers	Group health insurance (since 2005-06) covering weaver family of 4 (self, spouse, 2 children)
Dr. M.G.R. Handloom Weavers' Welfare Trust Scholarships	Scholarships for children of handloom weavers pursuing higher education
6% Interest Subsidy to Cooperative Societies	6% interest subvention for cash credit availed by Primary Weavers' Cooperative Societies from DCCBs
Saree & Dhoti Distribution Scheme	Free distribution of handloom sarees and dhoties to Old Age Pensioners; provides continuous employment to weavers
School Uniform Supply Scheme	523.84 lakh metres of uniform cloth supplied for school children (2023-24) through Co-optex; Rs. 408.63 crore in value



Mini Handloom Parks (2024 Initiative)	Mini parks at Coimbatore, Gudiyatham, Jayankondam, and Kancheepuram; each housing 100-150 weavers for niche market production
House Construction Subsidy for BPL Weavers	Additional Rs. 4 lakh subsidy (dovetailed with PMAY) for BPL weaver families constructing homes
Handloom Support Programme (Rs. 180 crore)	Technology upgradation (looms/accessories) and working capital support to 434 Handloom Weavers' Cooperative Societies
Tamil Nadu Handicrafts Development Corporation (Poompohar)	State PSU for artisan welfare, training, design, and retail marketing; operates Poompohar emporia chain

11.3 WEST BENGAL

West Bengal has a rich handloom heritage including Baluchari sarees, Tant cotton, Muslin, Kantha embroidery, and Dhaniakhali sarees. The state also has significant jute and Dokra metal craft traditions. The MSME & Textiles Department (WBMSMET) and Directorate of Textiles implement state-specific schemes.

Scheme / Initiative	Key Benefit
West Bengal Handloom and Khadi Weavers Financial Benefit Scheme 2025 (launched March 2024)	Rs. 5,000 for workshed/loom repair and Rs. 10,000 for yarn raw material to individual weavers not covered by any Primary Weavers' Cooperative Society (PWCS)
West Bengal Handloom Circuit Scheme	Launched 2014; trains weavers and allied workers; builds skill pathways for handloom sector employment
RSBY for Handloom Weaver Families	Rashtriya Swasthya Bima Yojana health insurance; covers up to 5 family members for hospitalisation
State & District Level Handicraft Competitions	Annual District and State Level Handicraft Competitions organised by MSME Directorate to recognise and promote artisan excellence
Old Age Pension to Handicraft & Village Industries Artisans	Monthly pension to eligible artisans above 60 years with no alternate source of income
Tantuja (Apex Handloom Cooperative)	State apex body for procurement and marketing of handloom products from cooperatives; distributes yarn under RMSS
Biswa Bangla Brand	State branding initiative for WB handicrafts and textiles; marketed through Biswa Bangla stores and online; supports Bengal craft clusters
Advance Training — Baruiপুর Institute	State-run Experimental Workshop-cum-Research Institute, Baruiপুর; training in jute craft, soft toys, batik, embroidery, dry flowers, fabric painting, and copper repose work

11.4 RAJASTHAN

Rajasthan is one of India's leading handicraft export states with over 6 lakh craftsmen working in blue pottery, block printing, leatherwork, miniature paintings,



Bandhej tie-dye, stone carving, and jewellery.

Scheme / Initiative	Key Benefit
Rajasthan Handicraft Policy 2022	Comprehensive state policy covering GI promotion, artisan registration, export-unit incentives, design bank creation, skill development, and positioning Rajasthan as a 'World Craft City' destination
Integrated Cluster Development Scheme Rajasthan (Notified December 2024)	Supports handicraft, handloom, and MSME clusters; technical upgradation, skill development, quality enhancement, and infrastructure in cluster areas
RAJSICO — Rajshilp	State PSU for handicraft procurement, marketing, and export promotion; operates Rajshilp emporia and manages state participation in national and international trade fairs
Shilpkar Card Scheme	Identity and benefit card for registered Rajasthani artisans enabling access to state welfare schemes, credit linkages, and scheme entitlements
GI Promotion and Artisan Support	Active facilitation for new GI registrations (Blue Pottery, Kota Doria, Bagru Block Print, etc.); legal and documentation support through RAJSICO

11.5 GUJARAT

Gujarat is home to unique crafts including Patola weaving, Kutchi embroidery, Bandhani tie-dye, ajrakh block printing, and rogan painting. The state's handicraft sector is driven by the Gujarat State Handloom and Handicrafts Development Corporation (GSHHDC), popularly known as Gurjari.

Scheme / Initiative	Key Benefit
Gujarat State Handloom & Handicrafts Development Corporation (GSHHDC) — Gurjari	State PSU established 1973; identifies, revives, and develops handicrafts and handlooms of Gujarat; covers thousands of artisans in training, design development, and marketing; operates Gurjari stores
iNDEXTb — Urban Haat (Gujarat)	Urban Haat established under Gol 70:30 scheme in Gujarat; provides artisans with direct urban market access, stall space, and marketing infrastructure
Gujarat Textile Policy	Capital subsidies, power tariff concessions, and cluster development support for handloom and textile enterprises
GI Promotion — Kutch Crafts	State-facilitated GI Authorised User camps at Bhuj (November 2025); facilitates GI AU registration for Patola, Bandhani, Kutch Shawl, and other crafts
GSHHDC Artisan Training Programme	Regular skill training in Patola weaving, Kutch embroidery, rogan painting, and terracotta pottery; collaboration with NIFT and NID for design inputs
Craft of Gujarat Portal (craftofgujarat.gujarat.gov.in)	State portal for showcasing and marketing Gujarat crafts online; artisan-to-consumer digital marketplace maintained by iNDEXTb

11.6 ODISHA



Odisha is renowned for Pattachitra paintings, Dhokra metal casting, Pipili applique, Sambalpuri and Bomkai handloom textiles, Tarakasi silver filigree, and stone carvings. The Odisha Handicraft and Handloom Development Corporation (OHHDC) is the nodal state body.

Scheme / Initiative	Key Benefit
Workshed-cum-Housing for Handicraft Artisans	Financial assistance of Rs. 1,20,000–1,30,000 for construction of combined workshop and housing facility (270 sq. ft.) for artisans
Assistance to Handicraft Co-operatives (State Scheme)	Financial assistance to registered handicraft cooperatives for infrastructure, raw material procurement, and marketing support
Assistance to Individual Artisans (State Scheme)	Direct financial assistance to individual craftspersons not covered under cooperatives, for toolkits and workshed improvements
Skill Training — District and State Level	Training programmes at district level for carpet weaving, stone carving, Pattachitra, Dhokra; State Level Handicrafts Awards recognise excellence
Exposure Visits (State Scheme)	Financial support for artisans to visit national-level institutes, buyer-seller meets, and Gol fairs; short-term training up to 1 month at national institutes
Utkalika (Marketing Arm — Cooperatives)	Odisha State Co-operative Handicraft Corporation's retail brand; marketing arm for Odishan handicrafts with branches inside and outside the state
Boyanika (Handloom Marketing)	State handloom retail brand for Sambalpuri, Bomkai, and other Odishan handlooms; cooperative-linked retail chain for weavers

11.7 ANDHRA PRADESH

Andhra Pradesh has a strong handloom tradition centered around Pochampally, Venkatagiri, Guntur, and Prakasam districts. APCO (AP State Handloom Weavers Co-operative Society) is the apex marketing body. The state is also noted for Kondapalli toys, Etikoppaka lacquerware, and Lepakshi crafts.

Scheme / Initiative	Key Benefit
Weaver Welfare Pension Scheme	Rs. 4,000 per month state pension to handloom weavers who have crossed 50 years of age; 3,217 weavers benefited as of June 2024; disbursed by Village Secretariat staff at doorstep
Financial Assistance for Weaver Families (Rs. 24,000)	One-time assistance of Rs. 24,000 to BPL weaver families owning a handloom; one benefit per family irrespective of number of looms
APCO (AP State Handloom Weavers Co-operative Society)	Apex cooperative marketing body with 100+ sales emporiums across AP, Telangana, Tamil Nadu, Karnataka, West Bengal, Odisha, and Delhi; links 952 Primary Handloom Weavers Cooperative Societies
Andhra Pradesh Handicrafts Development Corporation (APHDC)	State PSU for handicraft promotion; training, design, and marketing of Kondapalli toys, Etikoppaka lacquerware, and Lepakshi paintings

Society for Weavers Welfare in AP (SWWAP)	Implements cluster development and welfare programmes for AP weavers; administers central scheme components at state level
---	--

11.8 TELANGANA

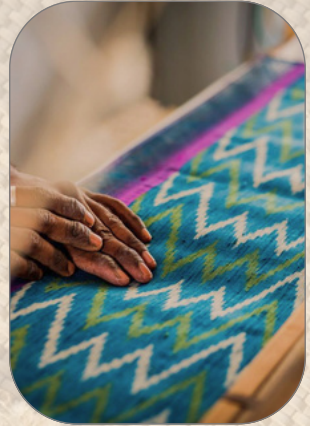
Telangana has a vibrant handloom tradition with Pochampally ikat (GI-tagged), Narayanpet silk, and Gadwal sarees as signature products. The Telangana State Handloom Weavers Cooperative Society (TGSCO) is the apex cooperative body.

Scheme / Initiative	Key Benefit
Netannaku Cheyutha Scheme	Rs. 290.09 crore disbursed to over 36,000 handloom workers as direct financial support; aims to improve livelihoods and prevent weaver distress migration
Telangana Cheneta Abhayahasta Scheme	Rs. 168 crore allocation (January 2025); direct financial support to handloom weavers as part of sectoral revival strategy
Loan Waiver for Handloom Weavers	State government waived loans up to Rs. 1 lakh for individual weavers; Rs. 33 crore allocated for financial relief
Mandatory Government Procurement from TGSCO	State directive to all government departments to procure textiles from TGSCO for uniforms and institutional requirements
Konda Laxman Bapuji IIHT (Hyderabad)	State-established IIHT in Hyderabad; 3-year Diploma in Handloom & Textile Technology; 60 seats per year; skill development for next-generation weavers
Yarn Depot — Rajanna Sircilla (Vemulawada)	Rs. 50 crore corpus fund yarn depot in Vemulawada to ensure steady yarn supply for powerloom workers in Rajanna Sircilla textile belt
TGSCO Pending Dues Clearance	State released Rs. 494.48 crore to TGSCO to clear pending dues to handloom cooperative societies; ensures artisans receive timely compensation

11.9 KARNATAKA

Karnataka has a diverse craft landscape including Mysore silk, Ilkal sarees, Lambani embroidery, Bidri ware, Channapatna toys, Dhokra, and Sandalwood carving. The Karnataka State Handicrafts Development Corporation (KSHDC) is the nodal state body.

Scheme / Initiative	Key Benefit
Karnataka State Handicrafts Development Corporation (KSHDC)	State PSU for handicraft promotion, training, design, and marketing; operates Cauvery Arts & Crafts emporia for Karnataka handicrafts
Gadag-Betgeri IIHT (State Sector)	IIHT under Karnataka state government; Diploma in Handloom & Textile Technology; key skill institution for Karnataka weavers
Karnataka Silk Industries Corporation (KSIC)	Promotes Mysore silk; provides raw material (silk yarn) support, training, and quality testing; exports Mysore silk products



Channapatna Toy Cluster Support	Dedicated cluster development and skill training for Channapatna lacquerware toy artisans (GI-protected); KSHDC facilitates export and retail market access
Lambani Embroidery Artisan Support	Targeted support for Banjara / Lambani embroidery artisans in northern Karnataka; design development, SHG formation, and fair participation support

11.10 JAMMU & KASHMIR (UT)

Jammu & Kashmir is among the most prominent craft-producing regions of India, known globally for Pashmina shawls, Kashmiri carpets, paper mache, walnut wood carving, crewel embroidery, and Kani shawls. The J&K Handicraft Development Corporation (JKHDC) is the state nodal body.

Scheme / Initiative	Key Benefit
J&K Wool Processing Handloom and Handicrafts Policy 2020	Comprehensive state policy for socio-economic upliftment of craftsmen, wool farmers, artisans, and weavers; focus on working capital access and domestic/international market linkages
Credit Card Scheme for Artisans and Weavers 2020	Artisan-specific credit card for easy access to working capital; linked to state and central banks
Export Subsidy Scheme 2021	Financial support for export of J&K handicrafts and handloom products; enables artisans and cooperatives to access export incentives
MSP Scheme for Artisans (J&K)	Minimum Support Price mechanism for J&K artisans (Pashmina, carpets, etc.) to protect against market price exploitation
Pashmina Dehairing Centre, Srinagar	Rs. 5.50 crore Centre to modernise Pashmina fibre processing; quality upgradation under NHDP
Wool Processing Common Facility Centre, Srinagar	Rs. 5 crore sanctioned by Ministry of Textiles; improves post-harvest processing of Pashmina and woollen products
Weavers MUDRA — State-Level Implementation	6,718 cases sponsored; 3,037 sanctioned; 2,171 disbursed in J&K (Rs. 2,536.85 crore total); state-level coordination with O/o DC Handlooms
Craft Village — Kanihama (Budgam)	Gol-state joint Craft Handloom Village at Kanihama, Srinagar; completed and inaugurated; Rs. 233.05 lakh released by Gol
J&K Handicraft Development Corporation (JKHDC)	State PSU; promotes Pashmina, carpets, paper mache, and wood carving; facilitates market linkages domestically and internationally

11.11 NORTH-EASTERN STATES

The North-Eastern region of India has a uniquely rich handloom and handicraft tradition, with weaving being central to the cultural identity of Assam, Manipur,

Meghalaya, Nagaland, Mizoram, Arunachal Pradesh, Tripura, and Sikkim. The North Eastern Handicrafts and Handlooms Development Corporation (NEHDC) serves as the apex regional marketing body.

11.11.1 ASSAM

Scheme / Initiative	Key Benefit
Assam Handloom and Textile Policy	State policy for development of Muga, Pat, and Eri silk handlooms; incentives for weavers and cooperatives
Assam Government Marketing Corporation — Agomoni	State PSU for marketing Assam handicrafts including Muga silk, Eri silk, and bamboo crafts
Mega Handloom Cluster — Sivasagar	Central-state jointly funded mega cluster for integrated development of Assam silk and cotton handlooms
Craft Handloom Village — Mohpara	Craft village development at Mohpara as part of Gol-State handloom-tourism circuit initiative

11.11.2 MANIPUR

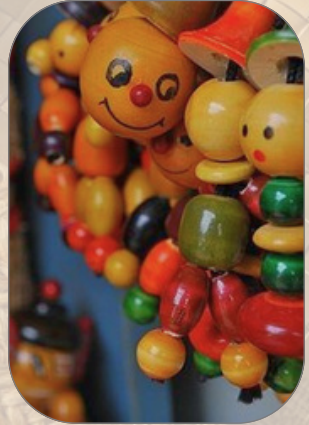
Scheme / Initiative	Key Benefit
Manipur Handloom & Handicraft Corporation (MHHC)	State agency for craft promotion, marketing, and export linkages for Manipuri textiles and crafts
Moirang Craft Handloom Village	Gol-State Craft Village at Moirang integrating weaving, craft, and tourism
State Awards for Handicraft Artisans 2025-26	State-level artisan awards competition notified by Directorate of Handlooms & Textiles, Manipur
Yarn Delivery Scheme	MHHC delivers yarn at doorstep for weavers; maintains yarn availability for weaver households during supply disruptions

11.11.3 NEHDC — REGIONAL BODY (ALL NE STATES)

Initiative	Details
North Eastern Handicrafts and Handlooms Development Corporation (NEHDC)	Apex marketing and development body for handloom and handicrafts of all 8 NE states; facilitates IHGF and national fair participation; operates Purbashree branded products
Purbashree Emporium	Retail outlet for NE handloom and handicraft products marketed under the 'Purbashree' brand; branches in major cities providing urban market access to NE artisans
PM Vishwakarma — Special NE Drive (2024)	PM Vishwakarma training launched in Guwahati for gems and jewellery artisans from Northeast (September 2024); skill development + credit support tailored for NE context



Artisanal Products of
Karnataka, Jammu & Kashmir,
and Northeast India.



11.12 HIMACHAL PRADESH

Himachal Pradesh is known for Kullu shawls, Kangra miniature paintings, Chamba rumal embroidery, and Lahaul weaving traditions. HP State Handicrafts & Handloom Corporation (Himcrafts) is the implementing state body.

Scheme / Initiative	Key Benefit
HP State Handicrafts & Handloom Corporation (Himcrafts)	State PSU established 1974; provides training, design inputs, raw materials, revives languishing crafts, and provides marketing through emporia; benefited 420 artisans in 2023-24; distributed toolkits to 340 artisans
CHCDS Implementation — HP (Rs. 23.38 crore cluster)	Rs. 23.38 crore CHCDS project (central-sponsored, 3-year duration) for comprehensive cluster development of HP handicraft artisans
Tana Bana Handloom Expos	Biannual handloom expos at Shimla and Dharamshala; 25 weavers provided free stall space for direct sales to consumers
Design & Technical Development Workshops	107 design and technical workshops in 2024-25 benefiting ~2,500 artisans; 6 Entrepreneurship Development Programmes also conducted
Craft Handloom Village — Sharan, Mandi	Gol-State jointly developed Craft Village at Sharan, HP; inaugurated December 2024; Rs. 106.77 lakh released by Gol
Integrated Handloom Cluster — Mandi and Kullu	State-run Integrated Handloom Cluster Development Scheme; formed 150 SHGs covering 3,072 weavers

11.13 MADHYA PRADESH

Madhya Pradesh is home to Chanderi silk, Maheshwar textiles, Bagh block prints, Gond art, and Dhokra craft traditions. The Madhya Pradesh Handicraft and Handloom Development Corporation manages state-level promotion.

Scheme / Initiative	Key Benefit
MP Handicraft and Handloom Development Corporation (MPHDC)	State PSU (established 1981, merged with Handloom in 1999); promotes handicraft development, training, and marketing; retail brand 'Mrignayanee' for MP crafts
Mrignayanee Emporium Chain	State retail emporium brand for MP handicrafts and handlooms; outlets across major cities promoting Chanderi, Maheshwar, and Bagh crafts
Craft Handloom Village — Pranpur, Chanderi	Gol-State jointly developed Craft Village integrating weaving, craft, and tourism; positions Chanderi as a craft tourism destination
Bagh Print GI Protection	State government actively supports GI registration and market development for Bagh block print artisans in Dhar district



Artisanal Products of
Himachal Pradesh, Madhya
Pradesh & Kerala



11.14 KERALA

Kerala's handloom sector is known for Kasavu sarees and Balaramapuram weaving traditions. The state also has significant coir craft and pottery production. Kerala State Handloom Development Corporation (HanTex) supports weavers.

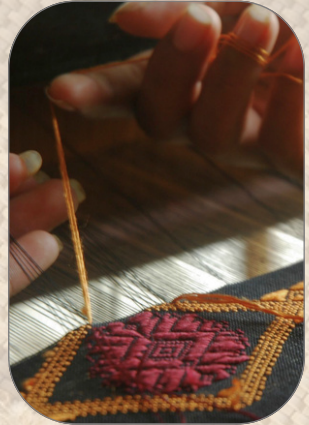
Scheme / Initiative	Key Benefit
Kerala State Handloom Development Corporation (HanTex)	State PSU for handloom promotion; procurement, marketing, and welfare support for Kerala weavers; operates HanTex showrooms
Welfare Fund for Handloom Workers (Kerala)	State welfare fund providing medical assistance, maternity benefits, housing loans, and educational assistance to handloom workers
Craft Village — Kovalam	Gol-State jointly developed Craft Village at Kovalam as part of handloom-tourism integration programme
IIHT Kannur (State Sector)	IIHT at Kannur under Kerala state government; Diploma in Handloom & Textile Technology; key skill institution for Kerala weavers
Coir Board Schemes (National, Kerala-centric)	Coir Board HQ at Kochi; REMOT scheme for coir artisans; deeply concentrated in Kerala — essential reference for coir craft artisans

11.15 OTHER STATES — SUMMARY OVERVIEW

The following states primarily implement Central Government schemes through their respective state corporations and directorates. State-specific schemes beyond Central scheme implementation are limited or not publicly documented in granular detail as of 2024-25.

State	State Nodal Body	Notable Craft Context	State Scheme Status
Bihar	Bihar State Small Industries Corporation Ltd.; State Handicrafts Dept.	Madhubani paintings, Sujuni quilts, Sikki grass craft; Craft Village at Rampur (Gol-State initiative)	Primarily implements Central schemes (NHDP, AHVY, PMEGP); craft village development ongoing
Jharkhand	Jharkhand Silk, Textile & Handicraft Dev. Corp. (JHARCRAFT)	Dhokra metal craft, Sohrai painting, Pattachitra, bamboo craft	Central schemes implemented via JHARCRAFT; no distinct state-specific scheme publicly documented
Chhattisgarh	Chhattisgarh Hasthashilp Vikas Board	Dhokra metalwork, Godna art, bamboo and wrought iron crafts; IIHT at Champa for handloom	Central schemes implemented; IIHT Champa provides Diploma in Handloom & Textile Technology

Haryana	Haryana Khadi & Village Industries Board; DICs	Phulkari embroidery, pottery, terracotta	Central SFURTI and PMEGP implemented through state agencies
Punjab	Punjab Small Industries & Export Corp. (PSIEC); Directorate of Handloom	Phulkari embroidery (GI-tagged), Khes weaving, Ludhiana knitwear	Central schemes implemented; GI protection active for Phulkari
Maharashtra	Maharashtra State Khadi & Village Industries Board; Directorate of Textiles	Paithani silk, Himroo fabric, Kolhapuri chappals (GI-tagged), Warli painting, Bidri	Central schemes implemented; Maharashtra Khadi Board active in village industry clusters
Goa	Goa Handicrafts Rural & Small Scale Industries Dev. Corp. (GHRSSIDC)	Azulejo pottery, coir products, bamboo craft; Craft Village at Kunbi (Rs. 1,738.69 lakh)	GoI-State Craft Village at Kunbi under development; Central schemes implemented
Uttarakhand	Uttarakhand Khadi & Village Industries Board; SIDCUL	Ring shawl, Aipan art, Tehri embroidery, wood carving	Central SFURTI, PMEGP, and NHDP implemented; no distinct state-specific scheme documented
Nagaland	Nagaland Handicrafts & Handloom Dev. Corp. (NHHLDCC)	Naga tribal textiles, shawls, cane and bamboo crafts	Central NHDP and AHVY implemented through NHHLDCC
Mizoram	Mizoram Handicrafts & Handloom Dev. Corp. (MHHDC)	Puan textiles, bamboo and cane craft	Central NHDP and AHVY implemented through MHHDC
Meghalaya	State cooperative bodies; Meghalaya Basin Dev. Authority	Eri silk, bamboo crafts, Khasi textiles	Central NHDP and AHVY implemented; no dedicated state scheme documented
Tripura	Directorate of Handlooms; District-level Autonomous Councils	Rignai and Risa textiles (tribal weaves), bamboo and cane crafts	Central schemes implemented; tribal craft promotion via TRIFED linkage
Sikkim	State MSME Department and Khadi Board	Thangka paintings, Lepcha weaves, wood carving	Primarily implements Central schemes (PM Vishwakarma, PMEGP)
Arunachal Pradesh	Arunachal Pradesh Handicrafts & Handloom Dev. Corp.	Tribal textiles, cane and bamboo crafts	Central NHDP implemented; PM Vishwakarma NE Drive (2024) covers AP artisans
Delhi (UT)	DSIIDC; Dilli Haat	Craft promotion; Dilli Haat as flagship marketing platform	Dilli Haat operated by DSIIDC; Urban Haat; platform for artisans from all states

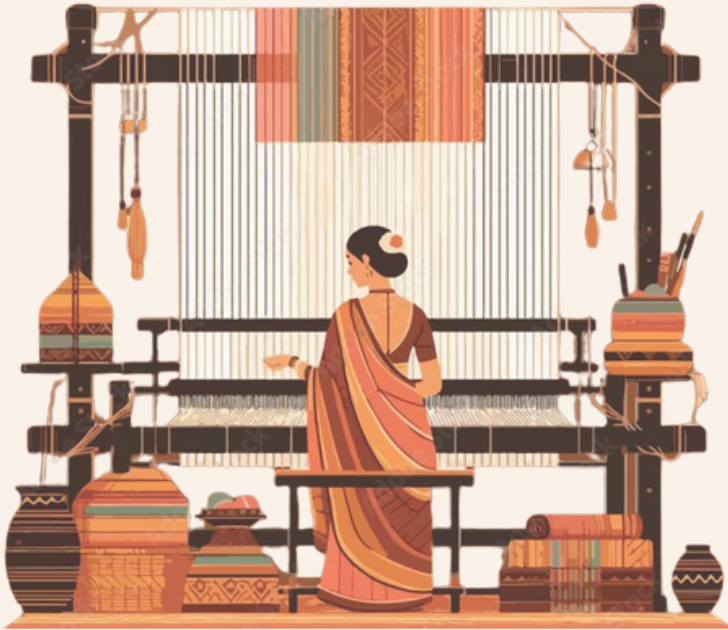


For states listed above, artisans should contact the respective State Directorate of Handicrafts / Handlooms or the State Handicraft Corporation for the most current information on state-specific benefits and scheme entitlements. State budget announcements frequently introduce new artisan-focused schemes.

— End of Ready Reckoner —

For scheme-specific queries, contact the relevant helplines listed in Section 9. Scheme guidelines are subject to revision by the concerned ministries and state governments.





**COMPENDIUM CONCEPTUALIZED,
DESIGNED AND EXECUTED BY**

Swati Verma

FLO National Initiative
Head - Textiles and
Handlooms

Sunita Kanoria

FLO National Initiative
Head - Handicrafts

Researched by : Anya Rastogi



The Power to Empower

FICCI LADIES ORGANISATION

Federation House, Tansen Marg, New Delhi 110001

T: +91 11 23736311

E: flo@ficci.com

W: www.ficci.com, www.ficciflo.com