

**PROMOTION OF PHULKARI EMBROIDERY**

1183. SHRI GURMEET SINGH MEET HAYER:

Will the Minister of TEXTILES वस्त्र मंत्री  
be pleased to state :

- (a) whether the Government has taken any measures to preserve and promote Phulkari Embroidery in Punjab and if so, the details of financial support, skill development and marketing initiatives provided to artisans;
- (b) whether the Government has any plan to establish dedicated Phulkari clusters or strengthen its Geographical Indication (GI) branding and if so, the details thereof;
- (c) the steps taken to improve the welfare of Phulkari artisans including access to tools, financial aid and healthcare; and
- (d) whether any collaborations with State agencies or international platforms have been undertaken to enhance Phulkari exports and visibility and if so, the details thereof?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)  
THE MINISTER OF STATE FOR TEXTILES  
(SHRI PABITRA MARGHERITA)

(a): The Ministry of Textiles through Office of Development Commissioner (Handicrafts) implements two schemes namely National Handicrafts Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for preservation and promotion of handicraft sector across the country including Punjab. Under these schemes, need based assistance is provided for end-to-end support to the artisans through marketing events, skill development, cluster development, formation of Producer Companies, direct benefit to artisans, infrastructural and technology support, research and development support etc. which benefit the traditional crafts including phulkari crafts of Punjab. Total 1,910 artisans have been trained, 1,040 tool kits distributed and 890 artisans participated in seminar who are practicing in Phulkari embroidery craft during last 5 years.

(b): Office of DC (Handicrafts) through NHDP scheme gives preference to artisans practicing GI craft for skilling, marketing during implementation of programmes. Phulkari craft got Geographical Indication (GI) in the year 2011 for the state of Punjab, Haryana, & Rajasthan. The prominent Phulkari craft clusters in Punjab are in the district of Ropar, Nawa sahar, Fatahgarh Sahib, Patiala and Gurdaspur.

To strengthen and promote GI brand, the office of DC (HC) has already setup a help desk in every field office to assist enrolment of more authorised users for the craft. Special marketing events are also curated to promote GI crafts in big national marketing events.

(c): Total 1,040 toolkits have been distributed to Phulkari embroidery artisans and 09 financial aid in indigent circumstances is provided to the awardee artisans during the last five years in Punjab.

(d): Office of DC (Handicrafts) does not have any collaborations with State agencies or international platforms to enhance export of crafts as per the scheme guidelines, however this office provides financial support to the artisans and exporters for participating in international marketing events to improve the visibility of crafts under the marketing support subcomponent of NHDP.

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