

GOVERNMENT OF INDIA
MINISTRY OF CULTURE

LOK SABHA
STARRED QUESTION NO. 353
ANSWERED ON 18.08.2025

COMMERCIAL VIABILITY OF TRADITIONAL CRAFTS

†*353. SMT. BHARTI PARDHI:
SHRI SHRIRANG APPACHANDU BARNE:

Will the Minister of CULTURE be pleased to state:

- (a) the manner in which the Government is working with National Rural Livelihoods Mission (NRLM) to provide specialized training and capacity building to Self-Help Group (SHG) members to enhance the commercial viability of traditional crafts;
- (b) the details of the awareness campaigns or outreach programmes being conducted by the Government to sensitize rural communities about the importance of preserving their cultural heritage and the livelihood opportunities therefrom;
- (c) whether the Government has any plans to integrate cultural literacy and appreciation into the Community Resource Person (CRP) training modules under NRLM to identify and nurture cultural talents at the grassroots level;
- (d) if so, the details thereof; and
- (e) the details of the mechanisms put in place to monitor the impact of cultural promotion initiatives undertaken by NRLM-affiliated SHGs and the manner in which these impacts documented and reported by the Government?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e) A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS(a) to (e) IN RESPECT OF
LOK SABHA STARRED QUESTION NO. 353 FOR REPLY ON 18.08.2025
REGARDING COMMERCIAL VIABILITY OF TRADITIONAL CRAFTS ASKED
BY SMT. BHARTI PARDHI AND SHRI SHRIRANG APPA CHANDU BARNE**

(a) Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM) launched in June 2011 by Ministry of Rural Development, is a Centrally Sponsored Scheme of Government of India aims at mobilizing rural poor women households into Self Help Groups (SHGs) and provide them long-term support so that they diversify their livelihoods, improve their incomes and lead a better-quality life. DAY-NRLM is being implemented in 28 States and 6 UTs (except Delhi and Chandigarh). As of 30th June, 2025, the Mission is being implemented in 7145 blocks in 745 districts across 28 States and 6 UTs. Cumulatively, 10.05 crore rural households have been organised into more than 90.90 lakh SHGs.

Under the DAY-NRLM, non-farm livelihoods offer diverse avenues for rural communities, fostering economic resilience beyond agriculture and allied activities. Through micro enterprises like handicrafts, handloom, food processing, small-scale manufacturing and services, NRLM empowers individuals to create sustainable income streams. Non-Farm Livelihoods are primarily implemented through the various components of the SVEP umbrella projects which has following components – Micro Enterprise Development (MED), Start-up Village Entrepreneurship Programme (SVEP), One Stop Facility (OSF), Clusters etc.

The Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM) emphasizes capacity building and training as core strategies to strengthen community institutions, enhance livelihoods and ensure sustainable rural development. The training strategy under DAY-NRLM is structured, need-based and inclusive, covering all levels of stakeholders from grassroot to national level. The training intends to strengthen community institutions, improved financial literacy and access to entitlements, enhanced entrepreneurial skills and livelihood diversification, greater inclusion of vulnerable groups through awareness and sensitization.

The Focus of the training is to build skill, knowledge and awareness among members, Cadres, Community Resource Persons (CRPs) and empower the community institutions-SHG, Village Organizations (VOs), Cluster Level Federations (CLFs), Producer Groups, Producer Enterprises/Food Producer Organisations through structured training modules using pedagogy for adult learning.

Training is conducted at multiple levels – National, State, District, Block and Village – for different target groups. Modules are tailored to the needs of SHG members, Community Cadres, PRI members and SRLM staff on various thematic Institution Building (IB), Financial Inclusion (FI), Livelihoods (farm and non-farm), Social Development and Inclusion, Enterprise development and Value Chains etc.

The Ministry of Rural Development has undertaken tie-ups with e-commerce Players for promotion of SHG products. Also, Memoranda of Understanding (MoUs) have been entered between the Ministry and Flipkart Internet Pvt. Ltd., Amazon, Fashnear Technologies Pvt. Ltd. (Meesho) and Jiomart respectively to allow the Self Help Groups (SHGs) producers including the artisans, weavers and craftsmen to access national markets through the Flipkart Samarth programme, Amazon Saheli initiative, Meesho and Jiomart for marketing of SHGs products. An e-Commerce platform (www.esaras.in) is operational for online marketing of SHG products. e-SARAS is also live as a Seller Network Participant on ONDC. Curated products of women SHGs are available on the Apps of ONDC network.

Further, SARAS Aajeevika Mela is organized under DAY-NRLM scheme every year, at National and State level for marketing of SHG products including traditional crafts prepared by SHG members to support traditional products and items. In addition, the States of Assam, Maharashtra, Bihar, Kerala and Madhya Pradesh have developed websites/ e-commerce platforms to support SHGs. Cluster components under DAY-NRLM to support Artisans and Sectoral clusters through a value chain approach. All these efforts support traditional activities and crafts culture. The key cluster activities are summarised below:

- i. Uttar Pradesh - There are two clusters which are being supported – Zari Zardosi and Tharu cluster. These crafts are supporting the local culture to gain market attention.
- ii. Chhattisgarh – In Dhamtari of Chhattisgarh, a handloom weaving cluster, especially cotton and kosa silk products, is supported which is valued for eco-friendly production and organic appeal in sustainable fashion markets.
- iii. Madhya Pradesh – There are two clusters which is supported – Handloom cluster in Dindori which is known for natural dye weaving and tribal patterns that appeal to eco-conscious buyers and Jacket Making in Shivpuri in which the traditional hand-stitched jackets with tribal designs are gaining a niche in ethnic and fusion wear.
- iv. Odisha – The handloom cluster in Sambalpur and Applique cluster in Puri is supported which supports the unique tie-dye in Ikat sarees and developing vibrant decorative textiles.
- v. Gujarat – Tribal pottery cluster is supported in Dahod, which is sought after in both urban homes and export markets.
- vi. Maharashtra – Kolhapuri chappals cluster is supported in Kolhapur.
- vii. Jharkhand – In Godda&Sahibganj, Handloom cluster supporting tussar silk weaving which has a strong presence in premium textile exports.
- viii. Karnataka – Jute products are supported in Bagalkot and wooden toys (GI tagged) cluster is being supported in Ramnagara.
- ix. Rajasthan - Leather Cluster is being supported which is famous for camel leather products, footwear and accessories with intricate embossing and is in demand across fashion and decor markets.
- x. Himachal Pradesh – In Kullu, Simla–Solan, Handloom cluster is supported for promoting Kullu shawls and stoles, known for vibrant geometric designs and also have high tourist and export value.

(b) To protect, promote and preserve various forms of folkart and culture throughout the country the Government of India has set up seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. These ZCCs organize various cultural activities and programmes on regular basis in their member States.

To sensitize rural communities about the importance of preserving their cultural heritage and the livelihood opportunities, all the ZCCs also conduct various outreach programmes in far-flung areas which includes Bol Bum, Birha Utsav, Janjatiya Utsav, Seemanchal Yatra, Dharohar-Chain Programme, Tribal Dance Festivals, Lok Kala Yatra, Traditional Fair, Lok Nrutya Bharat Bharti, Guru Shishya Parampara, Workshop for making dancing doll, Sunlight Art, Bharat Ko Jano, Border Area Cultural Exchange Programme, Folk Dance Workshops etc.

Ministry of Culture also organizes Rashtriya Sanskriti Mahotsavs (RSMs) at national level through these ZCCs where a large number of artisans from all over India are engaged who display their handmade products for sale to earn their livelihood. From November, 2015

onwards, fourteen (14) RSMs and four (04) Zonal Level RSMs have been organized by Ministry of Culture, in which 1618 artisans participated. Besides, on the request of Government of Uttar Pradesh, Ministry of Culture had set up a cultural village viz. Kalagram during Maha Kumbh-2025, 98 artisans sold traditional Indian handicrafts and handlooms for an amount of Rs. 48.26 lakh in the courtyards for a period of 45 days.

(c) & (d) No such plan is under consideration of the Government.

(e) Presently, under DAY-NRLM, there is no established mechanism to monitor the impact of cultural promotion initiatives undertaken by NRLM-affiliated SHGs. However, the Ministry has developed the following monitoring mechanisms to track and evaluate the overall implementation of DAY-NRLM activities:

- Monitoring through MIS data: DAY-NRLM has a centralized MIS in which data entry has been enabled right from the block level. The MIS data is used for monitoring progress at various levels of program implementation.
- Reviews with the SRLMs: Performance is reviewed on a quarterly basis at the senior level of administration of all the States. This gives an opportunity to bring out pending issues or areas that are lagging behind and act upon them.
- Performance Review Committee: The performance of the programme is also reviewed with Secretary (Rural Development) of States/UTs on annual basis during the Performance Review Committee Meetings of the Ministry.
- National Level Monitors, Common Review Missions and Officers of the Ministry visit States/UTs at regular interval to review implementation of the programme. After the field visits, the findings/shortcomings and recommendations are shared with the States/UTs for appropriate action.
