



National Council For Handloom & Handicraft Development

राष्ट्रीय हथकरघा एवं हस्तशिल्प विकास परिषद



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To,

VP & Country Head, India,

Etsy India

Subject: Regarding partnership between NCHHD & Etsy, India.

Dear Sir,

We are reaching out to express our interest in partnering with Etsy for the promotion and sales of handcrafted products made by over 40,000 artisans working across our 55 clusters. As the Voice President & Country Head India for Etsy, we believe that you share our passion for promoting and supporting the handicrafts and handloom industry in India.

NCHHD, or the National Council for Handloom and Handicraft Development is a national level organization that works towards promoting and supporting the handicrafts and handloom industry in India. Established in 1983-84 under the Ministry of Textiles, Office of Development Commissioner (Handicrafts), NCHHD serves as the apex body for 30 state and central government handicrafts and handloom development corporations.

Our primary goal is to assist grass-root level organizations, NGOs, Self Help Groups, and small entrepreneurs engaged in handicrafts. We act as a facilitator, providing necessary support and direction to the trade while preserving and protecting the intellectual rights of marginalized regions and communities. We are committed to maintaining high quality and cultural heritage and work to promote handicrafts and handloom in both the domestic and global markets.

As mentioned earlier, we have over 55 artisan clusters across India which are supported by the Ministry of MSME, Government of India. These clusters represent more than 40,000 skilled artisans working on various types of traditional crafts such as bamboo, terracotta, silk etc. We work on artisan clusters in a major way, acting as the Nodal Agency with the support of our resources, outreach, experience, and planning.

We regularly organize and participate in various marketing events, workshops, craft demonstration programs, and other marketing activities etc. to empower over 5 lakh artisans of India. We are associated with various ministries of Government of India such as Ministry of Culture, Ministry of Textile and Ministry of MSME.

NCHHD has active partnerships with Amazon, Axis Bank, and many government bodies for the promotion and sales of handcrafted products. We believe that partnering with Etsy will not only help promote the unique and high-quality products created by our artisans but also provide them with access to a global market, a better livelihood, and a brighter future in the end. It will greatly benefit Etsy as well, bringing thousands of high-quality, unique, and handmade products to your storefront.



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As a facilitator, we would connect Etsy to the artisan clusters directly and assist in support, guidance, and onboarding to help ensure high-quality listings and excellent customer experience.

A profile of NCHHD to is attached with this letter, and we would love to continue this discussion over a video or phone call. Thank you for considering this partnership opportunity, and we look forward to hearing from you soon.

Sincerely,

Executive Director, NCHHD

& Regional Director Northern Region o/o DC(H),

Ministry of Textile, GoI