



National Council
for Handicraft & Handloom Development
established in the year 1983-1984

National Council for Handicraft &
Handloom Development





NCHHD: An Introduction

NCHHD (National Council For Handloom & Handicraft Development) was established in the year 1983-84 under the aegis of Govt. of India, Ministry of Textiles, Office of Development Commissioner (Handicrafts). It was initially known as COHANDS (Council of Handicraft Development Corporations).

We are an apex body of 30 State /Central Govt. Handicrafts / Handlooms Development Corporations with its well-knit members throughout the country.

Summary - 2022

Total No. of Clusters
Sanctioned

55

Total No. of Functional
Clusters

39

No. of under implementation
clusters progressing on time

16



Summary - 2022

12

States Covered

51

District Covered

05

TA Involved

160.83

Fund Sanctioned
(INR in Crores)

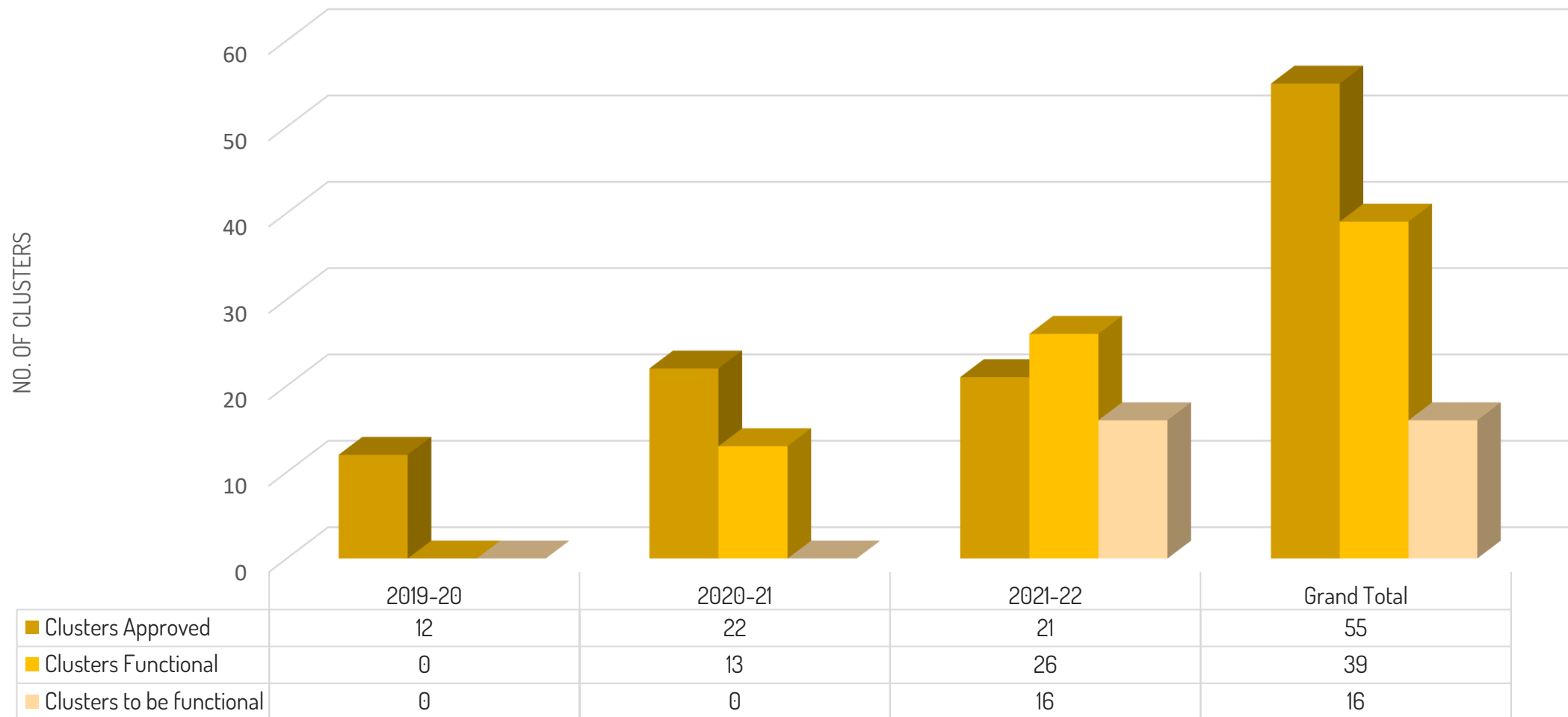
139.83

Fund Received From
Ministry (INR in Crores)

138.30

Fund Released To IA's
(INR in Crores)

Summary - 2022



Steps Taken



Workshops, seminars and webinars to strengthen our clusters




Linkages made with financial institutions



Linkages and partnerships made with subject expert organizations



Hired and Set-up Project Support unit



Developed completely digital Fund Management System, Dedicated MIS Portal and supporting software




Development of Virtual Platform for marketing and product sales



Launch of E-magazine “Karigar Gatha” and 5 design modules



Member of World Craft Council



Marketing fairs organized with Jharokha to promote marketing activities of clusters

39 Clusters

Made functional in just 2 years



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Glimpse of the CFC's



MoU's signed by NCHHD



- NCHHD has signed an MoU with Amazon on August 2nd, 2022.
- As a result of this MoU, Amazon will register cluster's of NCHHD under its Karigar Program which will benefits the clusters with the following:
- Low referral fee (8%) compared to normal sellers.
- On site product photography
- Cataloguing, training and advertising support.
- A storefront for NCHHD to showcase products from its clusters.



- On September 8th, 2022, NCHHD has signed an MoU with Axis Bank.
- Clusters of NCHHD will receive the following benefits:
 - Financial Literacy and Digital Literacy Training Programs
 - Workshops, seminars and exhibitions for supporting marketing linkages
 - Formulating the bank linkages of SHGs formed by NCHHD.
 - Banking Linkages to the Clusters and Artisans in terms of Savings and Credit
 - Providing Working Capital to the Clusters
 - Social Security Insurance

MoU's signed by NCHHD



- National Council has signed an MoU with National Institute of Fashion Technology (NIFT) on a PAN india basis.
- With this partnership, students from NIFT will be able to complete their projects at NCHHDS' SFURTI Clusters.
- In addition, NCHHD clusters will collaborate with NIFT institutions on design, marketing trends and technologies.



- NCHHD has signed MoU with MPSRLM on August 3rd, 2021 to promote livelihood of rural poor through Handicraft and Handloom related interventions.
- With the partnership between the two organizations, the following SFURTI clusters are under execution:
 - Handloom Cluster, Sidhi
 - Terracotta Cluster, Seoni

MoU's signed by NCHHD



- GSHHDC, NEHHDC is a member of the Council.
- NCHHD has done official MoU with GSHHDC to work on state specific schemes for long term.

TRI, Gujarat

- NCHHD Signed an MoU with Gujarat Tribal Research and Training Society (TRI, Gujarat) on 11th October 2022.
- The MoU will allow both organizations to collaborate for overall development and promotion of handicraft and handloom sector of Gujarat through convergence model.

MoU's signed by NCHHD



- NEHHDC is a member of the Council.
- NCHHD has done official MoU with both NEHHDC to work on state specific schemes for long term.



- An MoU has been signed between NCHHD and Entrepreneurship Development Institute of India (EDII) for promotion of Handicraft and Handlooms industry in India.
- As partners, NCHHD and EDII will:
 - Establish 'Incubation Centre' to help students, craftspeople, entrepreneurs in testing their new enterprise ideas, products and services etc;
 - Undertake projects and activities related to promotion of Handicrafts and Entrepreneurship.
 - Organize workshops, seminars exhibitions and buyer Seller meets etc.
 - Conduct training programs related to Cluster development as well as specialized program for stakeholders.

Marketing Event – Jharokha



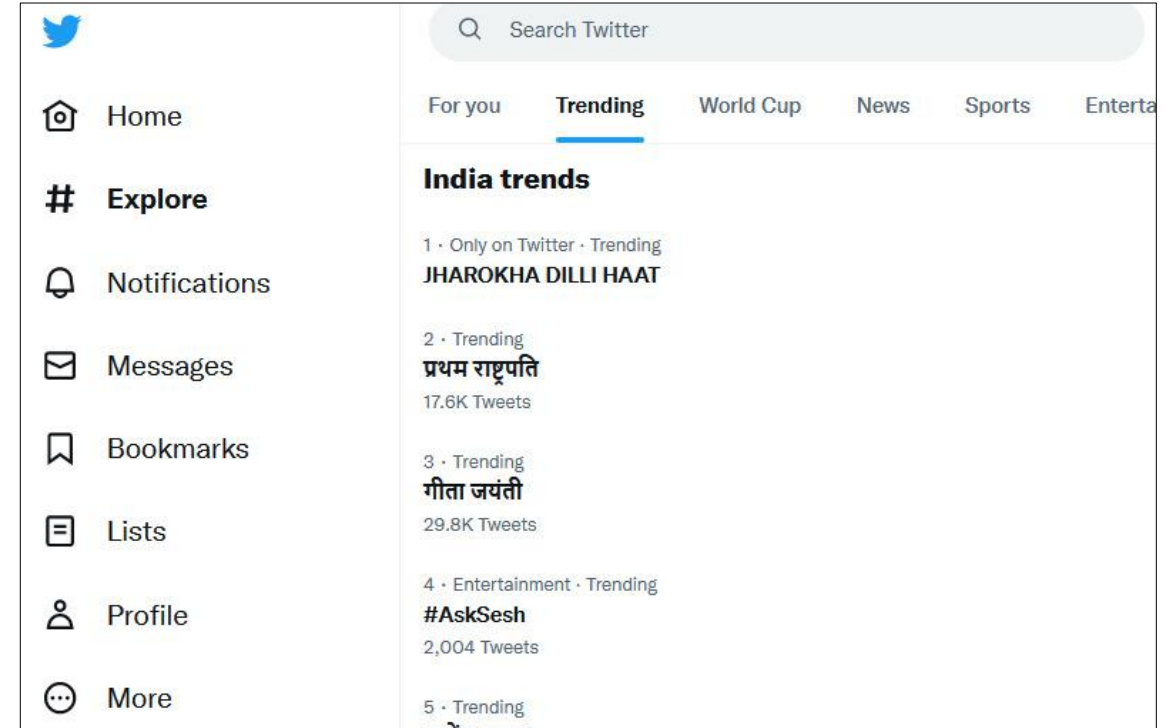
- Jharokha is a compendium of Indian handicrafts/ handlooms and art and culture of India. It is an ongoing series of PAN India events which are being held at 16 locations in 13 states and UT's. Jharokha is being organized association with NCHHD and Ministry of Culture under AKAM.



- In December 2022, a mega event under the series was successfully organized at Dilli Haat, INA.
- 16 +1 mega event have been successfully organized.

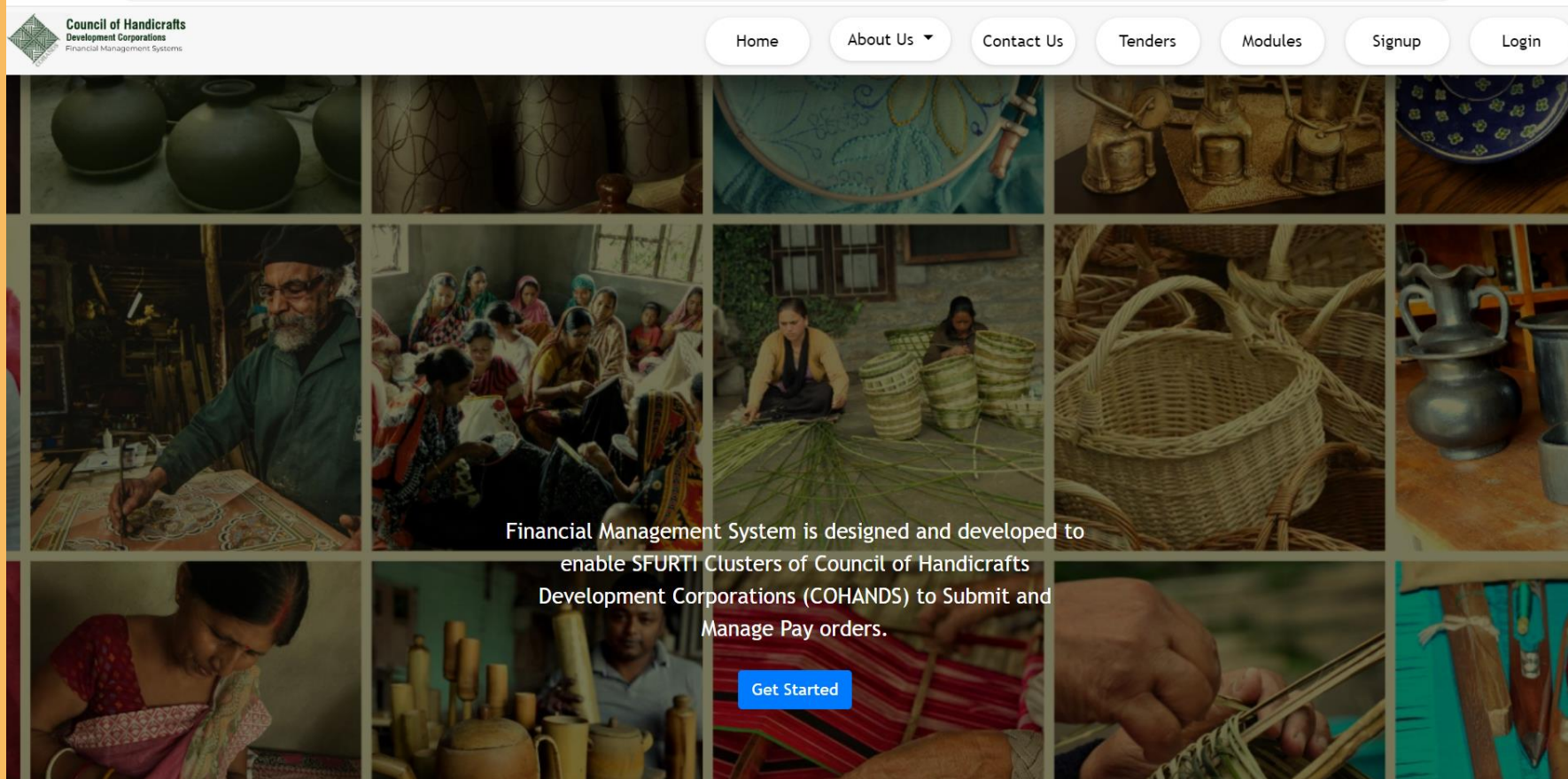


Impact of Jharokha



- Jharokha Dilli Haat trended on PAN India Twitter on 1st Position. The event was received well by multiple Social Media influencers.
- Sale of 250.49 Lakh worth of products was done in Dilli Haat.

Fund Management System (FMS)



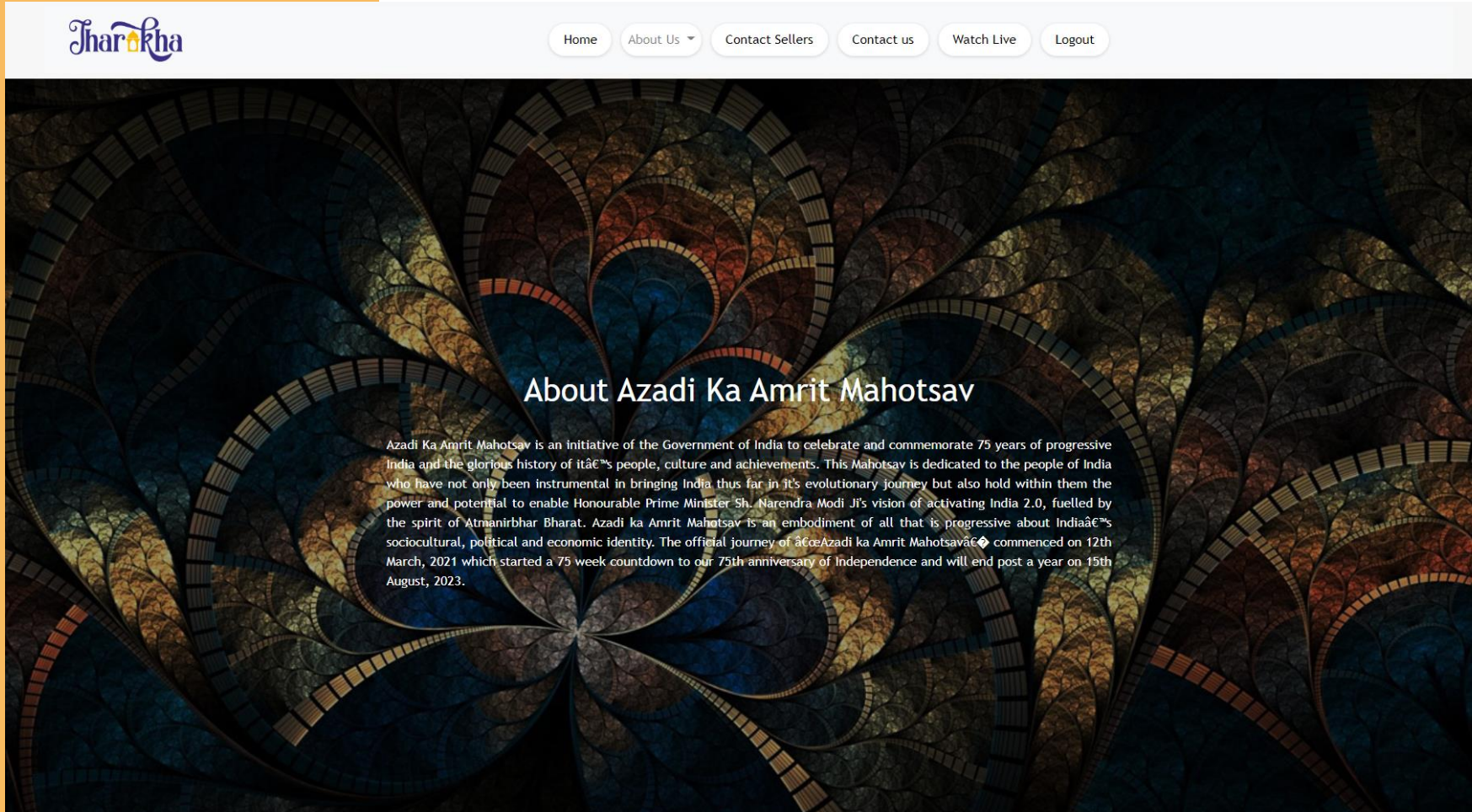
COHANDS has designed and developed the first and most feature rich fund management systems for its clusters. The portal allows the entire fund disbursement process to be done digitally in a secure, transparent and time efficient manner. Since it's launch in January 2022, 100% pay orders are being approved via COHANDS FMS.



Digitalization achieved through FMS

- Complete Fund Disbursement process
- Utilization related documentation process.
- NA instalment release management.
- Tenders and documentations.
- Fully featured MIS system that allows for enhanced reporting for Soft Intervention, Hard intervention, Sales, Raw material and other cluster activities.
- And many other features available.

Event Management system



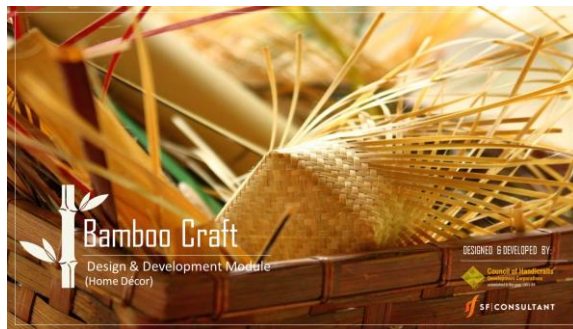
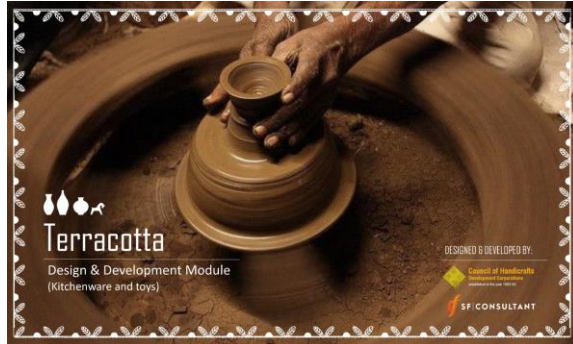
Designed and developed in house, Vocal4Handmade.com is a system that allows us to easily design and deploy websites for events of both types: Digital and Physical. Recently used in Jharokha under AKAM, the system allows Livestreaming with chat, seller contact, recorded sessions and more.

Karigar Gatha



- Karigar Gatha is an e-magazine launched by NCHHD where the readers can explore and learn about the dynamics of Indian handicrafts. The mission of the Karigar Gatha is to celebrate and preserve the tales of craft whilst educating the reader on its procedure and export quotient. We value the dignity of handmade crafts, the long hours spent by artisans and the tradition that makes culture an integral part of India. Karigar Gatha presents the stories from the lanes of the artist community.
- 3 issues of the magazine have been published to date with an immense positive response.

Design Modules



- Understanding the importance of innovation in product design and the requirement of artisan skill set improvements, design 5 modules have been created and launched for multiple types of products. These modules come with additional training material and are available free of cost to anyone seeking to conduct design workshops for artisans.
- The modules are being used in various skill related Soft Intervention Activities.



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THANK YOU

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