

# 'Linking Textile with Tourism' programme

August 1, 2022

**In news**– Eight craft villages have been taken under the 'Linking Textile with Tourism' programme, benefitting around 1,000 artisans to promote craft and tourism at a single location.

## **About the programme-**

- Under the programme, **major tourist places are being linked with handicraft clusters** and infrastructure support combined with **soft interventions**.
- **Eight villages selected under the programme include** Raghurajpur(Odisha), Tirupati (Andhra Pradesh), Vadaj (Gujarat), Naini (Uttar Pradesh), Anegundi (Karnataka), Mahabalipuram (Tamil Nadu), Taj Ganj (Uttar Pradesh), Amer (Rajasthan).
- **Craft Village will develop handicrafts as a sustainable and remunerative livelihood option** for artisans in the clusters and thus protecting the rich artisanal heritage of the country.
- Through this programme, around 1000 artisans will be benefited directly across the country.
- The concept of a crafts village emerged to serve the purpose of gathering most of the craft specimens and craftsmen under one roof.
- **Note:** In 2000, Indian National Trust for Art and Cultural Heritage (INTACH) declared Raghurajpur as a 'heritage village'.