

National Handicraft Development Programme

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About National Handicraft Development Programme

The Government of India implements various schemes for upliftment and development of handicrafts artisans through National Handicraft Development Programme(NHDP)

The objective of the programme is to increase the knowledge of the entire handicrafts sector about the new design trends & color forecasts so as to increase the exports from the country by increasing the new design led product.

Components of NHDP

Following are the components of NHDP:

1. Baseline Survey & Mobilization of Artisans under Ambedkar Hastshilp Vikas Yojana,
2. Design & Technology Upgradation
3. Human Resource Development
4. Direct Benefit to Artisans
5. Infrastructure and Technology Support
6. Marketing Support & Services
7. Research & Development

Details of the components

1. **Baseline Survey & Mobilization of Artisans under Ambedkar Hastshilp Vikas Yojana:**The Scheme aims to promote Indian handicrafts by developing artisans' clusters into professionally managed and self-reliant community enterprise on the principles of effective member participation and mutual cooperation.
2. **Design & Technology upgradation (DTU):**The Scheme aims to upgrade artisan's skills through development of

innovative designs and prototypes products for overseas market, revival of endangered crafts and preservation of heritage etc.

3. **Human Resource Development (HRD):** The Scheme has been formulated to provide qualified and trained workforce to the handicraft sector.
4. **Direct Benefit to Artisans (DBA):** The Scheme envisages welfare measures like Health and Life insurance, recognition, extending credit facilities, supply of modern tools and equipment to the artisans etc.
5. **Infrastructure and Technology Support (ITS):** The Scheme aims to develop world class infrastructure in the country to support handicraft production, and enhance the product quality and cost to enable it to compete in the global market.
6. **Research and Development (R&D):** The Scheme was introduced to conduct surveys and studies of important crafts and make in-depth analysis of specific aspects and problems of Handicrafts in order to generate useful inputs to aid policy planning and fine tune the ongoing initiatives.
7. **Marketing Support & Services (MSS):** The Scheme was introduced to promote and provide financial assistance is provided to artisans to participate in domestic and international craft exhibitions/seminars in metropolitan cities/state capitals / places of tourist or commercial interest/other places.

Implementation

At present, the office of Development Commissioner (Handicraft) is implementing these seven schemes for promotion and development of handicraft sector