NAMDA CRAFT

1223. SHRI SANJAY KAKA PATIL:

Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:

a)   the details of the Skill India Pilot Project that has successfully revived the Namda craft;

b)   the mechanisms or opportunities are in place to ensure sustained growth and further development of this craft in the long term;

c)   the details of financial support provided to these artisans; and

d)   the impact of the initiative on the livelihood and skill development of individuals who involved in the Namda craft?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

(SHRI RAJEEV CHANDRASEKHAR)

(a)   Under the Govt of India's Skill India Mission (SIM), the Ministry of Skill Development and Entrepreneurship (MSDE) delivers skill, re-skill and up-skill training through an extensive network of skull development centre/colleges/institutes etc. under various schemes viz. Pradhan Mantri Kaushal Vikas Yojna (PMKVY), Scheme of Support to Jan Shikshan Sansthan (JSS),   National Apprenticeship Promotion Scheme (NAPs) and Craftsman Training Scheme (CTS) through Industrial Training Institutes (it is), to all the sections of the society across the country. The SIM aims at enabling youth of India to get future ready & Industry ready skills.
Namda, a handmade woollen rug from Kashmir, excels as a floor covering with its unique felting process using unspun wool or a wool-cotton mix. Crafted by layering and pressing wool sheets with water, the eco-friendly Namda showcase exquisite Kashmiri Aari Embroidery using vegetable-dyed threads.

This traditional and heritage craft of Kashmir is being successfully revived under Skill India's Pilot Project as part of the Pradhan Mantri Kaushal Vikas Yojna (PMKVY). Under this initiative, nearly 2,200 candidates have been trained in the art of Namda craft, representing a significant milestone in preserving this traditional craft and empowering the local weavers and artisans. The project has successfully trained individuals across six districts of Kashmir, namely, Anantnag, Bandipora, Baramulla, Budgam, Ganderbal and Srinagar. The project sets

an example of the public-private partnership (PPP) model in the field of skill development, as it is being implemented by the Govt of India in collaboration with the Handicrafts Sector Skill Council and local industry partners.

(b) The Namda project is an industry-based training program with beneficiaries involved in Namda Craft Production who will contribute towards preserving and reviving the rich heritage associated with Namda craft in Kashmir. Being industry-based training program, it will also improve the access of existing artisans of Namda crafts cluster in Kashmir and their prospects of employability. For example, the skilled artisans got a chance to promote their products to the foreign buyers in Indian Handicraft and Gift Fair (IHGF) and Delhi fair at India Exposition Mart Ltd, Greater Noida. Also, assisted through innovative designs and techniques by the National Institute of Fashion Technology (NIFT) and through training in digital literacy, i.e., basic computer skills, communicating and sessions on marketing; the artisans could build capacity to add value to their products.

(c) The artisans and weavers of the Namda Craft availed the benefit of Direct Benefit Transfer (DBT) under PMKVY of Rs. 500 per candidate. Besides DBT, the Industry members have also provided financial benefit of approx. Rs. 1,500-2,000 per candidate during the tenure of this Special Project.

(d) Livelihood Opportunities of the artisans Skilled and Up-skilled through this project have been increased through the national and International demand of the Namda products. They have been linked with the Industry members. The products have been produced by the artisans and are supplied to the industry members for export, thereby, establishing a continuous and sustainable supply chain for these products.

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