

## **Need to take comprehensive measures to revive the traditional applique work (Chandua) of Pipili in Puri, Odisha-laid**

**DR. SAMBIT PATRA (PURI):** I request the Ministry of Textiles and Ministry of Culture to take urgent measures to revive the traditional appliqué work (Chandua) of Pipili, Puri. This includes financial support for artisans, creating new markets for their products, and launching initiatives to engage the younger generation in this craft, ensuring its sustainability and growth.

The village of Pipili in Puri Parliamentary constituency is renowned for its traditional appliqué work, known as Chandua, which has historical roots dating back to the 12th century and the culture of Lord Jagannath. This craft, essential to the town's economy, is globally recognized for its intricate designs and vibrant colours, significantly contributing to religious festivals such as the annual Rath Yatra.

Despite its historical and cultural significance, Pipili's applique work is now facing a crisis as the Artisans are struggling financially, and the youth are increasingly reluctant to continue this tradition due to limited income and market opportunities. The craft, which once brought global fame to Pipili, is on the brink of extinction.

To preserve this heritage, it is imperative to provide financial assistance to the artisans, develop new markets, and initiate programs that attract and engage young people in this craft by doing so, we can ensure that the legacy of Pipili's appliqué work continues to thrive and contribute to our cultural heritage.