

Category: Art and Culture, State

Promotion of Kheta Embroidery: Government Initiatives for Handicrafts Promotion

Through the Office of the Development Commissioner (Handicrafts) at the Ministry of Textiles the organization actively supports traditional crafts such as Kheta embroidery and Sujani embroidery of Kishanganj Bihar. Two principal schemes empower artisans to reach these objectives.

- National Handicrafts Development Programme (NHDP)
- Comprehensive Handicrafts Cluster Development Scheme (CHCDS)

The schemes provide artisans with multiple forms of assistance based on their needs which include:

- Marketing support
- Skill development training
- Cluster development
- Formation of Producer Companies
- Direct financial benefits
- Infrastructure and technology support
- Research and development support

During the period between FY 2020-21 to 2024-25 the Office of DC (Handicrafts) conducted six skill development programs in Kishanganj which provided financial support to develop 290 artisans.

Kheta Embroidery: A Cultural Treasure

The Craft and Its Unique Features

According to traditional practices of the Shershabadi in Bihar only female members of the community can make this rare embroidery called Kheta embroidery. The elaborate needlework derives its motifs from natural river elements which include:

- Ripples of water
- Movement of earthworms
- The Distinctive qualities of betel leaves (pan patta) form part of this texture pattern

Rural women create hand embroidery by using needles and threads for their daily activities during their household work.

Need of Promoting Textile

- **Economic Growth:** Strengthening India's position as a global textile manufacturing hub.
- **Employment Generation:** A total of 3 lakh direct and indirect positions will become available through each PM MITRA Park.

- **Investment Attraction:** Large-scale investment in textile infrastructure.
- **Modernisation:** The PM MITRA project promotes technological advancement for sustainable global competition in modern manufacturing practices.
- **Support for traditional art:** Handloom and handicraft industries will receive backing through programs that aim to protect India's cultural textile heritage.

Key Schemes and Initiatives

PM MITRA Parks Scheme

- Objective: Create modern, integrated, world-class industrial ecosystems for the textile industry.
- Implementation: Establishment of 7 PM MITRA Parks in Tamil Nadu, Telangana, Gujarat, Karnataka, Madhya Pradesh, Uttar Pradesh, and Maharashtra.
- Outlay: Rs. 4,445 crore for seven years (2021-22 to 2027-28).
- Through this scheme India would gain big investments which creates job opportunities to build a complete textile value chain.

Production Linked Incentive (PLI) Scheme

- The PLI Scheme directs its support to Man-Made Fibre (MMF) & Apparel as well as Technical Textiles.
- The objective aims to enhance both the scale of manufacturing levels and international market competitiveness.

National Technical Textiles Mission

- The mission includes four essential parts which combine Research with innovation & development together with market promotion and skills development and export promotion.
- Objective: Strengthen India's position in the technical textiles sector.

SAMARTH – Scheme for Capacity Building in Textile Sector

- The program exists to create skill development services which match with market needs and lead to employment placements.
- The target recipients of this program include all textile industry workers and artisans.
- The Technology Upgradation Fund Scheme has undergone an amendment to become ATUFS.
- The objective of this scheme focuses on motivating textile sector companies to adopt modern technology through capital expenditure incentive programs.

Silk Samagra-2

- The scheme works to develop all aspects of the sericulture value chain fully.

National Handloom Development Program & Raw Material Supply Scheme

- The project seeks to boost handloom product markets while providing assistance to handloom workers.
- Support Provided:

- Financial aid for raw materials.
- Upgraded looms together with their accessories will be procured through the program.
- Solar lighting units.
- Product diversification and design innovation.
- Common infrastructure development.
- Marketing support in domestic and international markets.
- The Weavers' MUDRA Scheme provides both social security benefits and low-interest loans to weavers.

National Handicrafts Development Programme (NHDP) & Comprehensive Handicrafts Cluster Development Scheme (CHCDS)

- The Office of the Development Commissioner (Handicrafts) executes this program.
- The Support Areas comprise Marketing events together with skill development and cluster formation and infrastructure and technology support and direct benefits to artisans.

Conclusion

Government schemes and exhibitions supporting Kheta embroidery play a crucial role in maintaining along with revitalizing this century-old traditional craft. Extra market connections together with financial backing from these initiatives let artisans maintain their living while allowing cultural heritage preservation. Widespread national and international backing can help Kheta embroidery gain global recognition while establishing itself as an essential part of traditional Indian textile heritage.