



#BrandIndia

WELCOME TO INDIA BRAND  
EQUITY FOUNDATION

BEST HANDICRAFT  
PRODUCTS  
MANUFACTURERS AND  
EXPORTERS IN INDIA

# A SHOPPING GUIDE FOR HANDICRAFTS IN INDIA

BY INDIA BRAND EQUITY  
FOUNDATION



## INDIAN HANDICRAFTS

Indian handicrafts are exported across geographies, with the top 10 destinations being the US, the UK, the UAE, Germany, France, Latin American countries (LAC), Italy, the Netherlands, Canada and Australia.

**#BrandIndia**

# INDIAN HANDICRAFTS OVERVIEW

**Indian handicrafts** are famous across the globe. Items like carpets, pashmina shawls, bamboo pieces, and brass products have great demand in the international market. Handicrafts in India are a tradition patronized by local kings and nawabs for centuries. In modern India, the artisans have the support of both state and central government.



**IBEF**  
INDIA BRAND EQUITY FOUNDATION  
[www.ibef.org](http://www.ibef.org)

## HANDICRAFTS

The Indian artisans and exporters are promoting regional art and craftsmanship in the domestic and global markets.

[#BrandIndia](#)

# KASHMIRI PASHMINA SHAWLS

Pashmina shawls are one of the [best handicrafts in India](#), and this is evident from its demand from every corner of the world. Made from the finest cashmere yarn, and are known for their lightweight and warmth.

- Kashmir is the largest center for pashmina shawls.
- Artisans work for 180 hours to produce a shawl.
- These shawls feature vibrant colors and exquisite embroidery.



# ECO-FRIENDLY BAMBOO HANDICRAFT

Travelers buy bamboo **handicraft products in India** and take them to their respective countries. Bamboo product manufacturers also get bulk orders for gift items from international markets.

- ❖ Bamboo found in Assam, West Bengal, and Tripura.
- ❖ It is used for making gifts like baskets, furniture, mats, and wall hangings.
- ❖ Bamboo products are both beautiful and durable.





Experience  
**India**

**IBEF**  
INDIA BRAND EQUITY FOUNDATION

Discover the history and heritage of  
**BASTAR DHOKRA CRAFT**



अतुल्य भारत की अमूल्य निधि  
Invaluable Treasures of Incredible India

[#ExperienceIndia](#)

# BRASS FIGURINE AND GLASSWARE

**Handicrafts manufacturers in India** located in Rajasthan and Uttar Pradesh make brass products like figurines of historical celebrities, wine glasses, and other things. These products are used for decoration and serving food and drinks.

- Brass is a metal that requires little maintenance.
- Brass products shine like gold.
- Artisans dealing with brass are called Kansaris.

# JUTE FOR DAILY USE ITEMS

Jute is also one of the **best handicrafts in India** as it has a great demand in the global markets. Since it comes from nature, it is considered 100% eco-friendly and employed for making daily-use items like bags.

- West Bengal, Assam, and Bihar are famous for jute products
- Jute is used for making bags, bangles, footwear, and office stationery.
- India is a leading producer of jute.



## WORLD LEADER

INDIA IS THE WORLD'S LARGEST  
PRODUCER OF JUTE.

# DECORATIVE PIECES AND JEWELRY OF SHELLS

India has a long shoreline that provides shells of different qualities and is used for making decorative items and fashion jewelry like lockets and necklaces. These items are some of the bestselling handicraft products in India.

- Shell items made with conch shells, tortoiseshell, and seashell
- Gulf of Mannar, Goa, and Odisha are the leading producers of these products
- It is utilised for making mirror frames, curtains, bangles, decorative bowls, and forks.



# Popular Leather Products Of India

Leather is one of the most popular Indian handicrafts, as evidenced by its demand. And working on leather is an age-old tradition in the country. Artisans make different products with leather.

- Leather clothes, bags, and saddles used worldwide
- Kolhapuri chappals of Maharashtra sold across the globe
- Uttar Pradesh, Madhya Pradesh, and Maharashtra are leading in leatherwork



## LEATHER

India's leather industry has grown drastically, transforming from a mere raw material supplier to a value-added product exporter.

#BrandIndia

# Craftsmen And Artisans Get Government Patronage



The central government has created [handicrafts export promotion council](#) to support craftsmen and artisans. The committee is a government body assigned with the task of finding international markets for handicrafts.

- The council stands for all artisans and craftsmen of the country
- It promotes handicraft items across the globe
- It supports handicraft companies in competing with others

# thank you

For more information

Website : <https://www.ibef.org/>

E-Mail ID : [info.brandindia@ibef.org](mailto:info.brandindia@ibef.org)

For any query call us @ +91 11 43845501