

PAKISTAN HANDICRAFTS



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets. TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade. TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade. To achieve its objectives, TDAP organizes as well as participates in local and international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platform. This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.



HANDICRAFT INTRODUCTION

Introduction

The definition of handicraft items has two main operative elements. The first one is that the significant mode of production is by hand while the second is that they have a special nature that stems from their connection to the culture of the region in which they are produced. Hence, this precludes mass volume goods produced through predominantly industrial means and those that emulate the culture of some other region.

Significance of Handicrafts

Cultural Preservation: Handicraft items express the cultural identities of their particular regions. Moreover, handicrafts promote the heritage of a country through their use of indigenous materials, traditional knowledge and talents.

Economic Development: Economic development is intricately tied with development of the handicrafts sector.

- Provide ample opportunities for employment even with low capital investments.
- Allow opportunity for upward mobility for artisans through trade because artisans who would get meagre value for their products in local markets can look outwards and utilize foreign markets for getting the best return. This can also become an engine of trade growth for Pakistan by bringing in significant foreign exchange earnings.

Agency to Artisans

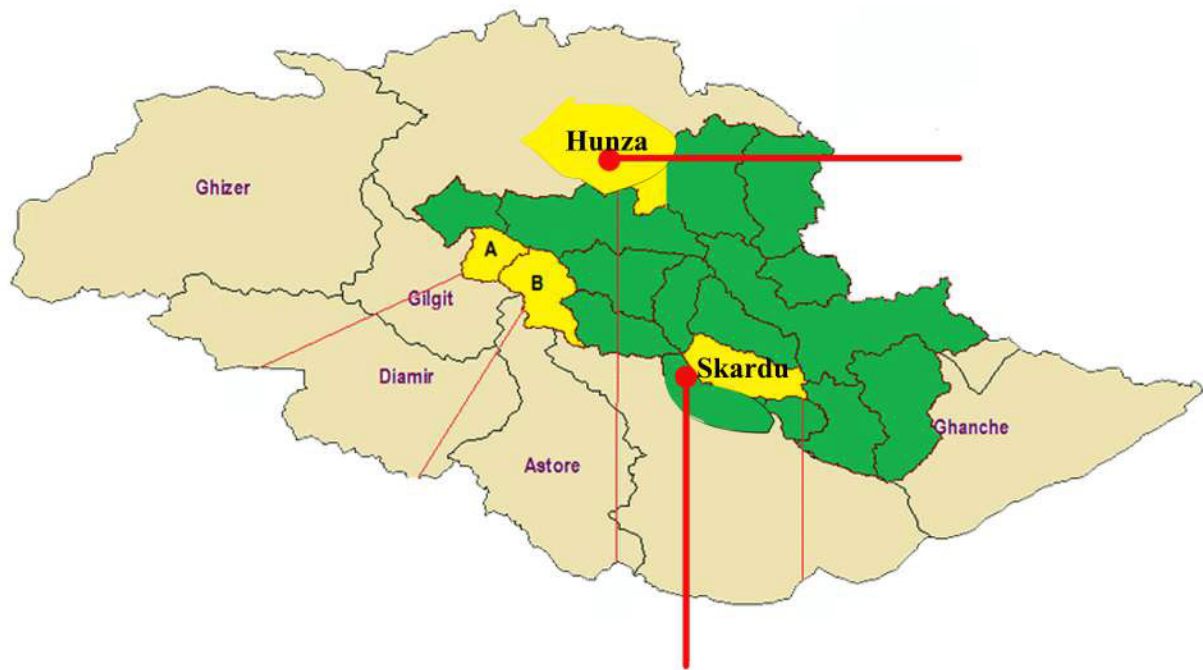
The concept of cultural economy can be re-formulated by laying emphasis on giving people agency rather than directing them how to develop their products. In this way, handicraft items achieve manifold significance as they can be used to give back control to people working in the traditional sector and thereby achieving development not just in terms of quantitative indicators but also in its multifaceted social impact generation.

GENERAL PRODUCT CATAGORIES OF HANDICRAFT PRODUCTS

- Baskets Handbags
- Picture Frames
- Wall Decor Items
- Boxes
- Decorative Accessories
- Ornaments
- Vases
- Jewellery
- Toys
- Candles
- Candle-Holders
- Ceramic Sculptures
- Bows and Dishes
- Furniture
- Embroidered and Sewn Textiles
- Shoes
- Carpets



Region: Gilgit Baltistan

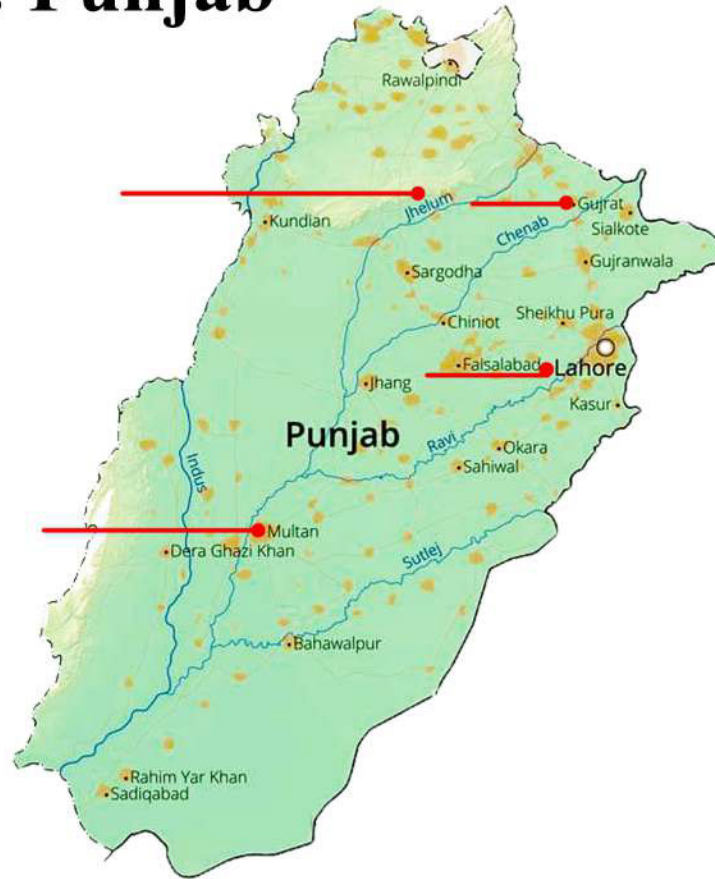


Handicraft Items

1. Carpets (traditional GB designs, gabbeh)
2. Embroidery (Dori work)
3. Stone work (sharma)
4. Woolen crafts (shawls, namda, Pattu)



Region: Punjab



Handicraft Items

1. Salt Lamps Salt artefacts

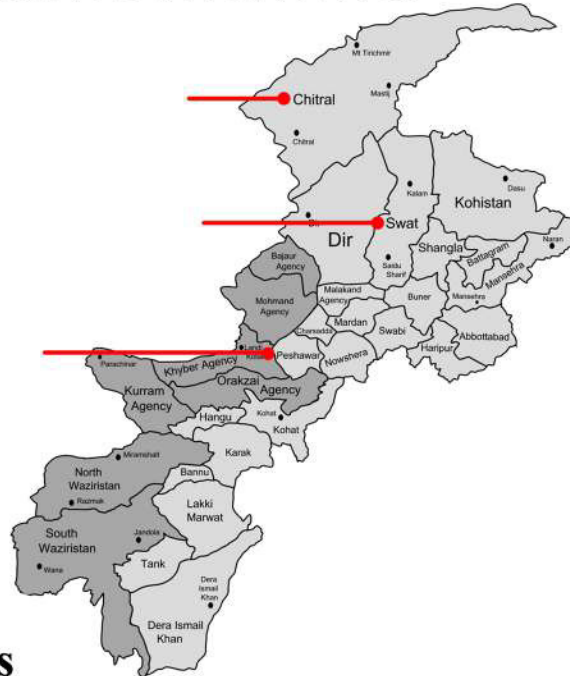
2. Pottery Furniture

3. Carpets

4. Blue Pottery Camel Skin Lamps



Region: Khyber Pakhtunkhwa

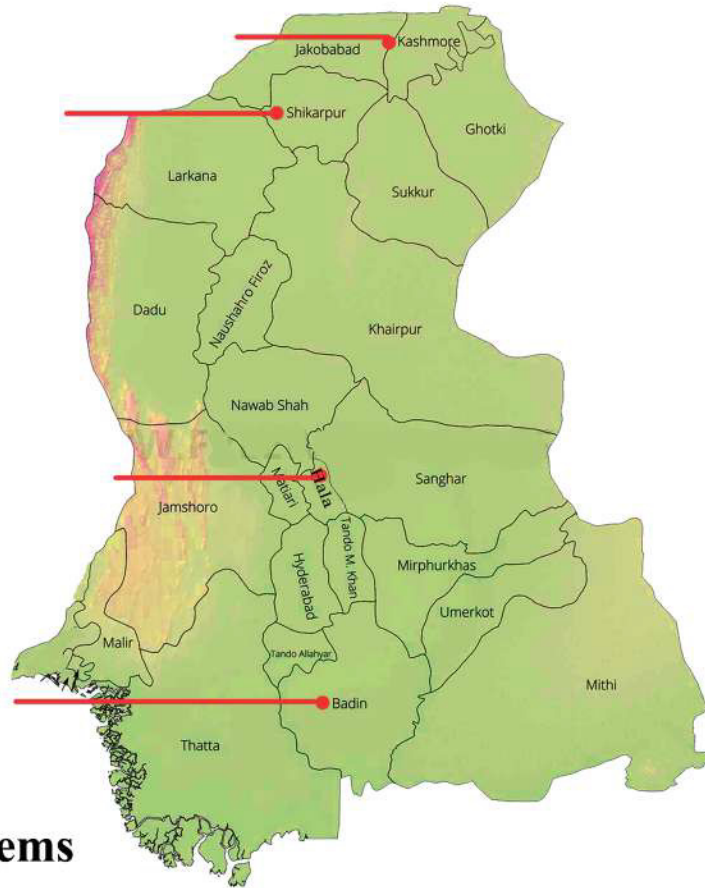


Handicraft Items

1. Embroidery/shawls (traditional chitral designs)
2. Swat shawls
3. Shoes (Peshawari chappal)
4. Brass work
5. Crochet (karoshia work)
6. Woolen Carpets
7. Wooden artefacts

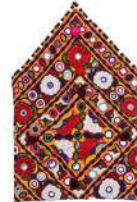


Region: Sindh

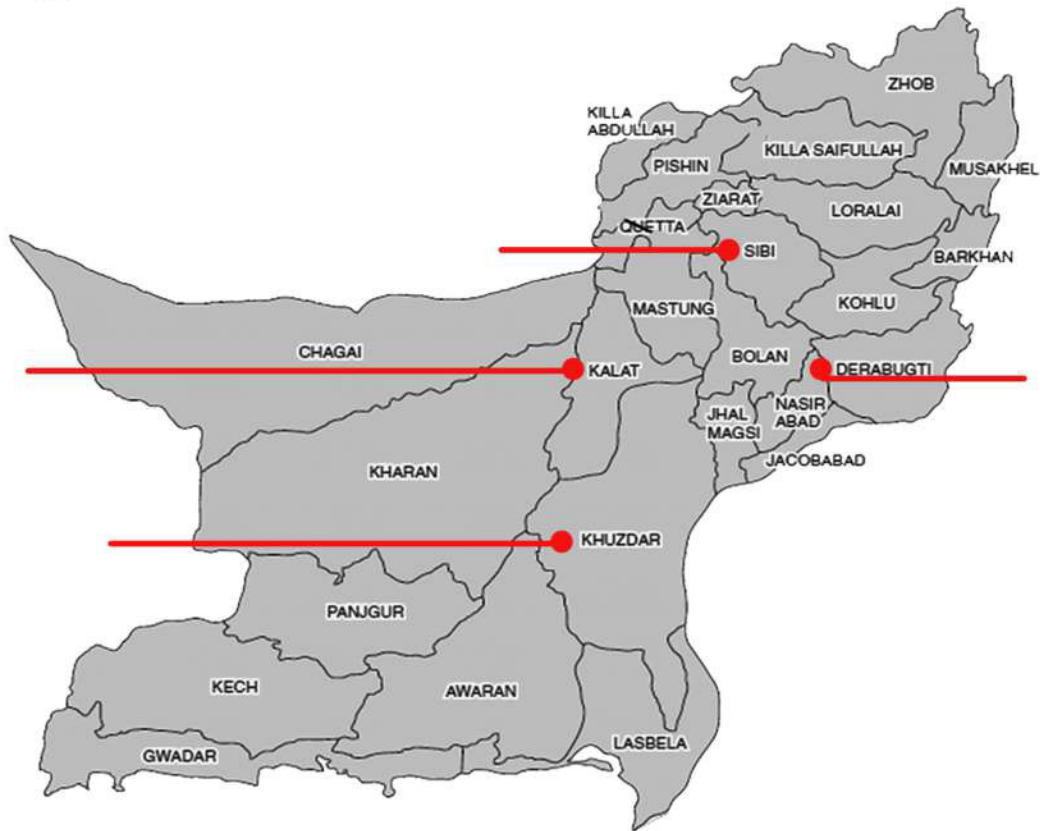


Handicraft Items

1. Hala Pottery
2. Ajrak
3. Kashi
4. Farassi rugs
5. Bangles
6. Thari carpets



Region: Balochistan

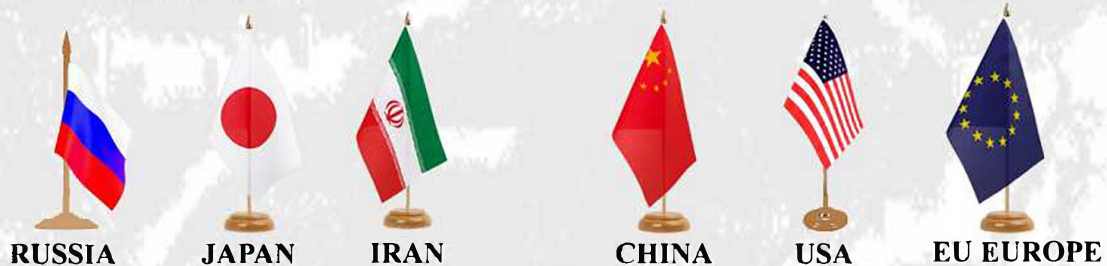


Handicraft Items

1. Crucia work Woodcarving
2. Needlework Kowchik
3. Needle work Jok Moshamka



Trade Profile and Markets



- **China, Iran and India are considered to be the world's biggest handicraft suppliers**
- **Global handicraft market is estimated to have reached a value of USD 680 billion in 2021**
- **Global handicraft market value is expected to reach a value of approximately USD 1.25 trillion in 2027**
- **North America leading market, followed by Europe and Asia Pacific**

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