



**International  
Lace Trade Centre (ILTC), Narsapur**  
Crochet Craft Cluster





## DEVELOPMENT COMMISSIONER (HANDICRAFTS),

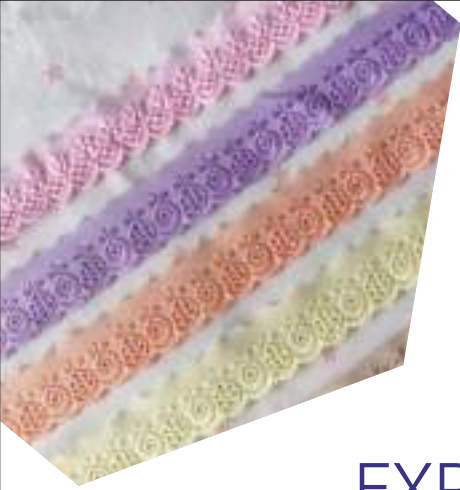


The office of Development Commissioner (Handicrafts) is the nodal agency in the Government of India for craft and artisan-based activities. It assists in the development, marketing and export of handicrafts, and the promotion of craft forms and skills. The assistance is in the form of technical and financial support, including in the form of schematic interventions implemented through its field offices.

As the nodal agency, the Development Commissioner spearheads the country's efforts to promote the handicrafts sector. The office supports the artisans and the sector through different developmental schemes through its six regional offices at Mumbai, Kolkata, Lucknow, Chennai, Guwahati and New Delhi and its 61 field units.

The Handicrafts Sector plays a significant & important role in the country's economy. It provides employment to a vast segment of crafts person in rural & semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage. Handicrafts have great potential, as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also for the increasingly large number of new entrants in the crafts activity. Presently, handicrafts contribute substantially to employment generation and exports.





## EXPORT PROMOTION COUNCIL FOR HANDICRAFTS



Export Promotion Council for Handicrafts (EPCH) is the apex body of Indian Handicrafts exporters, setup to promote Indian Handicrafts worldwide. The Council ensures optimal interface between international buyers and the Indian handicrafts industry to facilitate the business of handicrafts exports.

Right since its inception in 1986, EPCH has been playing a stellar role in projecting India's image abroad as a reliable source of inimitable handicrafts, EPCH provides comprehensive information to international buyers on the rich variety of Indian Handicrafts, and liaisons between the exporters and the international buying community. EPCH also organises regular visits of delegations to trade shows, buyers-sellers meets, conferences and study tours abroad to explore market opportunities and keep Indian exporters abreast of the latest trends in the market worldwide. EPCH is recognized for its continuous pursuit of excellence. With its Headquarter in New Delhi, EPCH has regional/representative offices in craft clusters and metro cities like Mumbai, Kolkata, Bangalore, Moradabad, Jodhpur, Jaipur, Saharanpur, Agra, Guwahati and Narsapur.

With an ever growing membership of 10,000 + manufacturers exporters of handicrafts from all over India, EPCH, over the years, has successfully positioned India as a sourcing destination for the best in hand-crafted gifts and lifestyle products.





# Narsapur



Narsapur was also known as "Nrusimhapuri", named after the Lord Narasimha. Gradually it changed into Narasimhapuram and now to Narasapuram. Narasapuram, or Narsapur, is a city in West Godavari district of the Indian state of Andhra Pradesh and located on the right bank of Vasista Godavari River, the River Godavari empties into Bay of Bengal near Antarvedi, at 9.6 km from Narsapur. It is a municipality and

mandal headquarters of Narasapurammandal in Narasapuram revenue division. The lace industry is prevalent in the city and its surroundings.

The Narsapur is a Lace Mega Cluster located in the West Godavari and East Godavari districts of Andhra Pradesh around the Narsapur town. It has the largest concentration of crochet lace artisans in the world with over 1,00,000 women home based lace makers located in the two adjoining districts of West and East Godavari. Crochets Lace are basically net-making art and are beautifully crafted with cotton thread. The lace industry at Narsapur is famous worldwide for its design and pattern which are made predominantly by the women of this region and as such Narsapur is famous for the crochet lace products.

The lace work is done using thin threads and these are again woven with thin crochet needles of varying sizes. Narsapur's famed hand-made crochet industry produces doilies, pillow covers, cushion covers, bed spreads, table-runners, and table cloths etc. The products are available in vibrant colors like orange, green, blue, white, beige etc. The artefacts also vary, right from hand purses to caps, to mobile phone covers, tops, stoles and dolls & toys. There are also attractive lampshades and wall hangings made from lace.



# International Lace Trade Centre (ILTC), Narsapur



The Narsapur Lace Mega Cluster is located in the West Godavari and East Godavari districts of Andhra Pradesh around the Narsapur town. It has the largest concentration of crochet lace artisans in the world with over 1,00,000 women home based lace makers located in the two adjoining districts of West and East Godavari.

In view of large number of artisans involved in production of Crochet lace & lace products and with an objective to provide Connectivity among the artisans, exporters, manufacturers and buyers for better trade & market linkages, enhanced capacity, improved incomes and inclusive development of the Cluster, International Lace Trade Centre (ILTC) was set up with the financial support of Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India under Comprehensive Handicrafts Cluster Development Scheme (CHCDS) of Narsapur Mega Cluster and it is a strong marketing infrastructure in the Narsapur Craft Cluster. It was also set-up with view to give marketing platform for the entrepreneurs, artisans, exporters and other stakeholders of the cluster and help them in market integration by backward and forward market linkage.

The focus of ILTC is on enterprise development in the Cluster, thereby providing opportunities to the local artisans groups, entrepreneurs, other stakeholders and small manufacturers to scale up business operations.



## Facilities at ITC

Based on the need assessment for the Cluster, the following are the facilities at ILTC to provide critical marketing infrastructure for the Cluster:

- Conference Halls/Meeting Rooms
- Exhibition Hall
- Sales Outlets
- Auditorium
- Open air Theatre
- Administration Block
- Guest House
- Kitchen & Dining
- Dyeing Unit





## Overview of Narsapur Lace Cluster

- Location
  - West Godavari District (22 mandals) & East Godavari district (6 mandals)
  - 450 km from Hyderabad
- Coverage: 1 lakh women artisans in a radius of 35 km covering 480 villages in 28 mandals in two districts
- Current Cluster product range limited to traditional designs in home furnishings, Made-up & Accessories
- Current Turnover: Rs. 70 crores with Exports accounting about 90 % of sales (Direct and Indirect)
- Total of 40 medium and small manufacturers and export

## Key Objectives

The ILTC will establish the much needed Connectivity among the artisans, exporters, manufacturers and buyers for better trade linkages, enhanced capacity, improved incomes and inclusive development of the Cluster

- Marketing platform for the Cluster exporters, entrepreneurs and artisans
- Trade promotion through buyer-seller meets, marketing events, local retail platform, craft bazaars, fairs, etc
- Facilitate business with prospective domestic and international buyers and designers
- Platform to hold workshops, conferences and business meets for local capacity building
- Host buyers, designers and resource persons and provide all required support services





# Facilities

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# Narsapur

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## Location

Narsapur is located on the right bank of Vasista Godavari River, the River Godavari empties into Bay of Bengal near Antarvedi, at 9.6 km from Narsapur.

## Culture

Godavari Pushkaram is celebrated every twelve years in Narasapuram to take a holy dip in the Vasista Godavari River. This river is said to have been brought in by the famous Maharishi Vashishtha, one of the seven great sages of the Hindu Mythology. The place draws people from the world over throughout the year. Antarvedi, the merging of the Bay of Bengal and Vasista River, which is a tributary of the River Godavari. The place of confluence of the ocean and river is called the "Sapta Sagara Sangam Pradesam".

It is also known as the Anna Chelli Gattu (meaning brother-sister embankment). Some of the religious destinations in the town are, Adikesava Emberumaanar Temple, a Vaishnavite temple of 300 years old which was constructed by translator of the British East India Company, Prasannagresara Puppala Ramanappa Naidu.





## Population & Literacy

As of 2011 census, the city had a population of 58,770. The total population is constituted of 28,796 males and 29,974 females – a sex ratio of 961 females per 1000 males, higher than the national average of 940 per 1000. 29,974 children are in the age group of 0–6 years, of which 2,665 are boys and 2,456 are girls. The average literacy rate stands at 86.24% with 46,266 literates, significantly higher than the district average of 73.00%.



## Economy

Handmade crochet lace-work is one of the most common form of industry in the town. There are many industries in and around the town such as Oil and Natural Gas Corporation of India, Central Marine Fisheries Research Institute etc. Fishery is one of the main occupations that generates good amounts of revenues for the fishermen. It involves cultivation of a variety of estuarine fish called Pulasa.



## History Of Narsapur

The existence of Narsapur dates back to 1173 AD. Dutch people landed in Narsapur in 1626. Narsapur was used as a port by the Dutch and ships and boats were built here. It was noted for its ship building activity and some of the Europeans also were customers at this place; small boats are still built in Narsapur. In the 16th century, Portuguese established their own factory which remained as a trading centre for a few years. In the 18th century, Narsapur became an important trading port. From this port, teak was exported to other regions. The ports at Kakinada and Narsapuram became famous for manufacturing ships. At present there is no port handling at Narsapur.

Madhavayapalem (Madapollam) is celebrated as one of the earliest places where the English established a factory and was famous for its trade in cloth. According to Alexander Hamilton's A New Account of the East Indies (1727). Next to Matchulipatam (Machilipatnam) is Narsipore, where the English had a Factory for long Cloth, for the Use of their Factory of Matchulipatam, when they manufactured Chintz there. It also affords good Teak Timber for building, and has a fine deep River, but a dangerous Bar, which makes it little frequented

## About the Craft: Crochet Toy Craft

The state of Andhra Pradesh is home to numerous skills and crafts developed over generations and some of these crafts are home-based vocations like crochet lace making. Originated in Narsapur, West Godavari district of Andhra Pradesh, Crochets are beautifully crafted with cotton thread.

Narsapur is situated on the bank of Godavari River and it is believed that the women of the farming community of this region started creating highly attractive artefacts from colourful lace, about 150 years ago. In the year 2004, the first of its kind lace park in India was established here where thousands of crochet lace makers can market their products.





The lace work is done using thin threads and these are again woven with thin crochet needles of varying sizes. Narsapur's famed hand-made crochet industry produces doilies, pillow covers, cushion covers, bed spreads, table-runners, and table cloths etc. The products are available in vibrant colors like orange, green, blue, whitered, and beige. The artefacts also vary, right from hand purses to caps, to mobile phone covers, tops and also stoles. There are also attractive lampshades and wall hangings made from lace. The crochet lace products are also exported to countries like UK, USA, France, etc. These artistically woven lace products are gifted as souvenirs.





## Craft History

About the famous Narsapur crochet of Andhra Pradesh. What started in the 1800s by Irish Missionaries who landed in the Godavari region has grown into a bustling export industry over 150 years. Yes, crochet lace in India is as old as that!



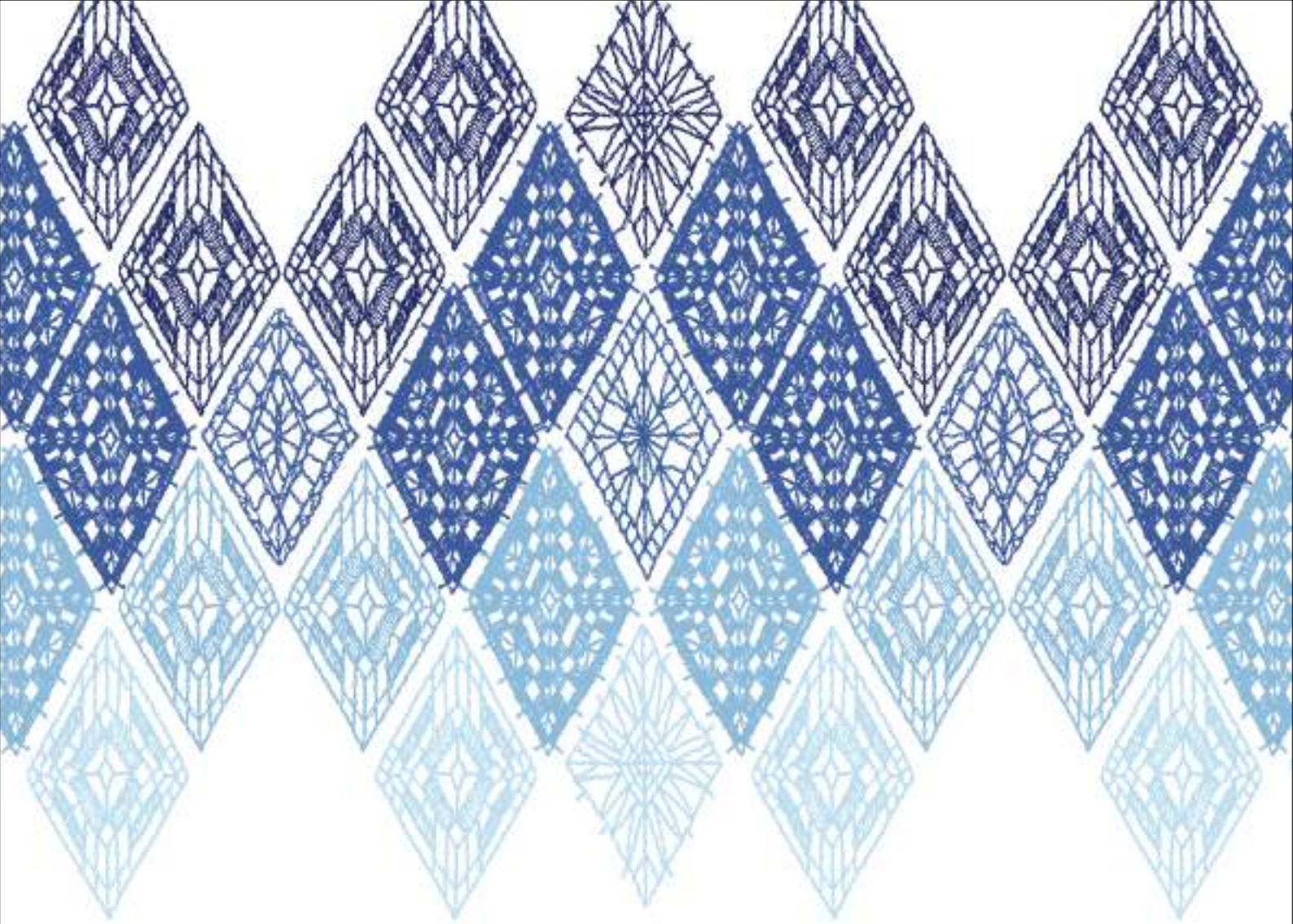
Narsapur crochet lace has found great demand in Europe, especially the UK and France, and in countries like Japan and the USA; almost 85 per cent of the local production is exported. Many Western celebs like Sarah Jessica Parker and Rihanna have repeatedly brought hot crochet pieces back into fashion. Fashion's high priests like Dolce & Gabbana and Christian Dior have used crochet in their designs.

The Hippie movement spawned a boom in the crochet industry — an era when many people made and flaunted colourful crochet clothing. Even today, it's seen as cool summer and spring wear, great for the beach and must-haves at iconic spring music festivals such as Coachella.

There are many crochet manufacturing units in Narsapur that employ about 1.0 lakhs women crafters, mainly from the Kaapu community. These women were traditionally not sent out of the home to work. So after their housework, these women sat at home crocheting instead of sitting idle. They crochet at home and view it as a hobby even today, even though the number of women crocheting is slowly decreasing. The industry is not without problems. China's machine-made lace has taken a toll on this handicraft industry. Adding to the woes, the pandemic caused a massive disruption, by freezing exports.

Now, as the new world order settles down post pandemic, European markets open up and the demand for Narsapur crochet lace picks up again, it is assumed and belief that a simple move can provide a fillip to this flagging industry – granting this inimitable handwork a GI (geographical indication) tag. It will ensure that this craft will see a resurgence of interest, withstand the onslaught of machine-made duplicates, and provide an assurance to the artisan back home that their handiwork is being recognised and appreciated.





## Craft in Other Parts of the World...

The exact origin and date of crochet is in great doubt. Some believe it goes back to before the time of Christ, but there is no record of this form of needle art before the 1800's and it was not until the 1840's that written instructions began to be published. Crochet has been handed down from generation to generation through family and friends.

Crochet in Europe seems to have developed independently in two quite different milieus. As with knitting, this technique was used to create insulating woolen clothing for use in inclement climates such as Scandinavia and Scotland, where an early-nineteenth-century version of crochet, known as shepherd's knitting, worked with homemade hooks improvised from spoons or bones. Through wear or design, these items became felted, offering further protection against the elements. Simultaneously, in the more leisured climate of the female drawing room, another form of the craft was developing out of a far older type of needlework called tambour.





This latter form of crochet developed in Europe and the United States during the nineteenth century, primarily a women's activity. Numerous crochet patterns appear in women's magazines of the period, ranging from conventional clothing applications such as collars, bonnets, scarves, blouse, slippers and baby wear to such fantastical creations as birdcage covers. Museum collections contain a wealth of crocheted purses and bags from the second half of the nineteenth century. Some of the finest are miser's bags, worked with fine colored skills and tiny glass or steel beads. These bags were rounded at both ends or curved at one end and square at the other and had a small opening through which coins would fit.



By the middle of the nineteenth century, patterns for Tunisian crochet began to appear. This was a hybrid knitting/crochet technique capable of producing a firm, stable structure for clothing such as shawls, waistcoats and children's dresses. The technique was also called Afghan stitch and is still practiced in southeastern Europe, suggesting other geographic avenues for further research into crochet's origins and dissemination.







## Objective of Dying Unit

- No facilities are available near the cluster
- Nearest facilities available, which is 250 KMs (Chirala) or in Tirpur and Karur, Tamilnadu, which is 1000 KMs from Narsapur
- Due to distance time lost in high & waiting at existing dying centre
- Delay in production and delivery in consignment, due to this sometime leads to cancelation of order.
- To provide facilities to the artisans of the crafts clusters and enable them to enhance their production, product design and produce the products as per the consumer de





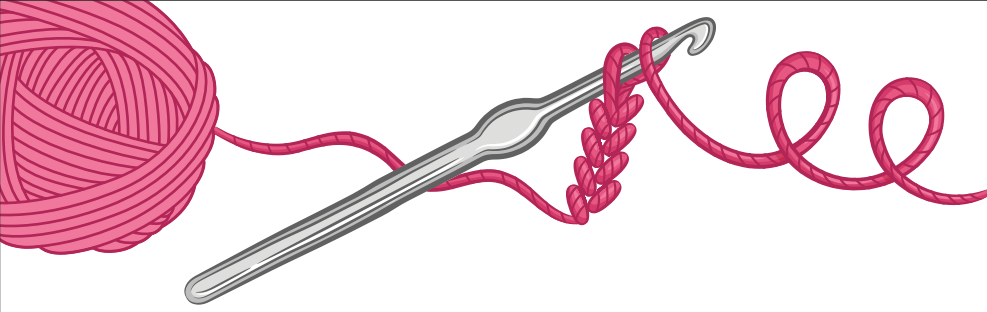


# ILTC

## Dyeing Plant

Dyeing & Lab Machines





## DYEING /LAB MACHINES

### Part A: Dyeing Machines

#### **CABINET HANKYARN DYEING MACHINE (semi automatic)Capacity: 5 kgs**

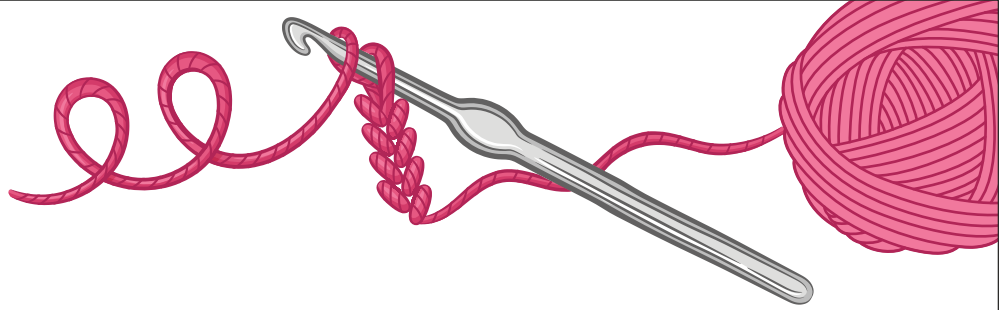
Suitable for dyeing the hank yarn samples with microprocessor based control panel. Machine is equipped with 2 door system and hanks for dyeing inside. Can be loaded with Two separate trolleys. Heating medium is Steam, process is carried out with the help of soft water and textile dyes and chemicals



#### **CABINET HANK YARN DYEING MACHINE (semi automatic)Capacity: 25kgs**

Suitable for dyeing the hank yarn up to 25 kgs with microprocessor based control panel. Machine is equipped with 2 door system and hanks for dyeing inside are loaded with Two separate trolleys. Heating medium is Steam, process is carried out with the help of soft water and textile dyes and chemicals.





### **GARMENT DYEING MACHINE (automatic)**

**Capacity :5 kgs**

Suitable for dyeing the fabric pieces & crochet pieces. Micro processor based control panel to control temperature and time of dyeing, cooling, water filling and drain. Most suitable for the lace yarn & woven garments for in-depth dyeing. Heating medium is Steam, process is carried out with the help of soft water and textile dyes and chemicals.

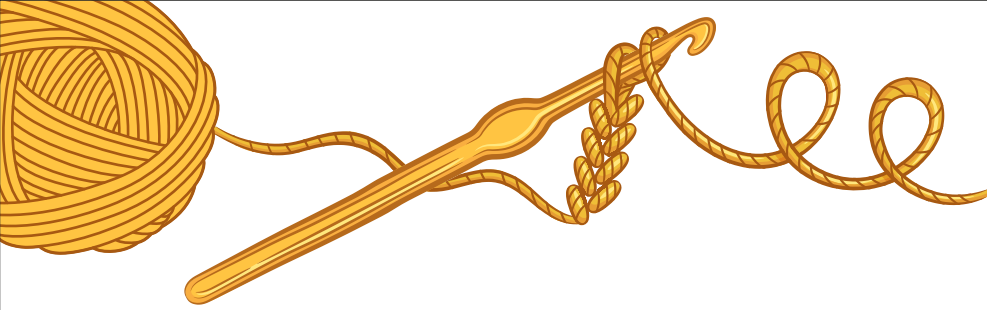


### **GARMENT DYEING MACHINE (automatic)**

**Capacity :25 kgs**

An efficient Garment / LACE GARMENTS / Knitwear Processor & Washer, Carries out desizing, enzyme silicon wash, bleaching, stoning, softening, dyeing and many more. Microprocessor Based Controls - Pneumatics combines to ensure precise control of time, temperature, level, speed, rotation & process control. Heating medium is Steam, process is carried out with the help of soft water and textile dyes and chemicals.





## HYDRO EXTRACTOR

**Capacity : upto 25 kgs**

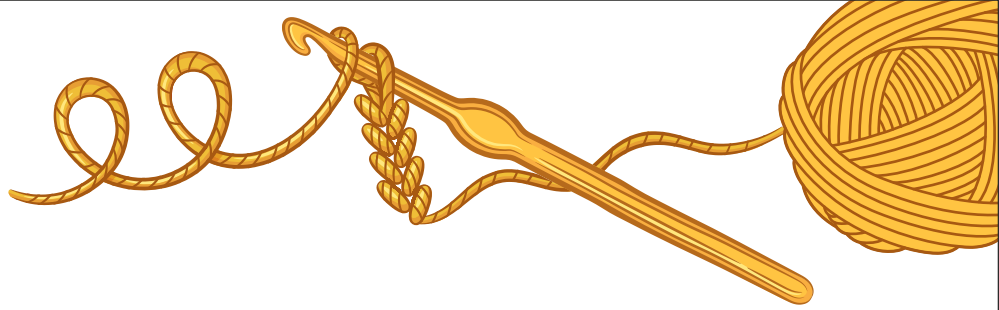
The yarn or fabric pieces after dyeing process is taken into this machine for removal of excess water . Drying of hank yarn inside by the Steam circulated inside. Drying With Steam



## HANK YARN DRYING CHAMBER

**Capacity: upto 25 kgs**

The yarn hanks after hydro extractor are taken into this machine for drying with the hot air circulated inside the machine. Suitable for dyeing the hank yarn up to 25 kgs with microprocessor based control panel. Machine is equipped with 2 door system and hanks for dyeing inside are loaded with two separate trolleys.



## TUMBLE DRYER

**Capacity: 25 kgs**

**Make : PREMIER**

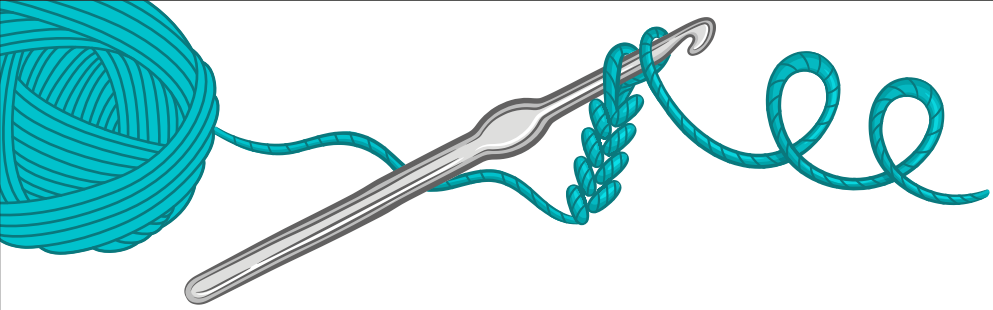
The fabric or crochets pieces after hydro extraction are taken into this machine for drying with the help of hot air in the machine . Front loading Garment Basket with Microprocessor based Controls for heating , Steam Inlet /SteamOutlet/Air Outlet.



## MINI BOILER (IBR)

**Capacity: 500 kg/Hour**

Boiler is used to produce steam which is used as a heating media in cabinet dyeing machines, garment dyeing machines, tumble dryer and hank drying chamber.



## PART B : LABORATORY MACHINES

### INFRA RED LAB DYEING MACHINE

**Capacity : 12 Samples/cycle**

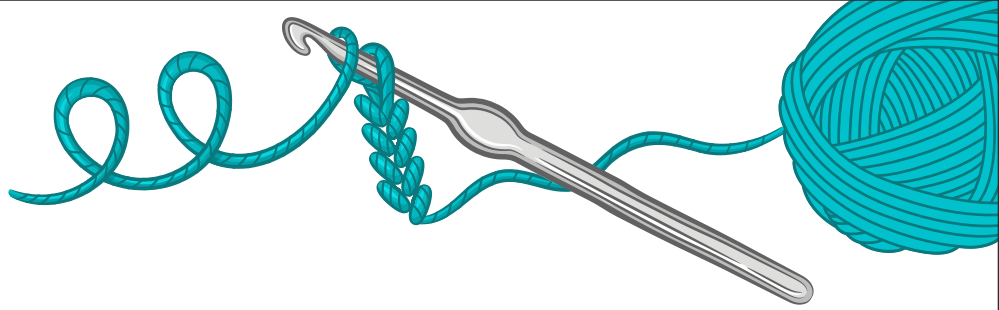
Machine is used to make sample dyeing or bleaching as per the customer requirement and the recopies are used in bulk production. Cotton yarn samples are dyed with soft water and textile dyes and chemicals.



### HOT AIR OVEN

Hot air oven is used to dry the lab tested samples . Automatic temperature controlled and hot air is circulated inside the chamber with the help of electrical heating.





### DIGITAL PH METER LAB MODEL

Used to check the ph levels of water in the process for the precise dyeing result



### PRECISION DIGITAL WEIGHING BALANCE

**CAPACITY : 210 gms, Accuracy : 1mg**

Used to weigh the dyes and chemicals which is used in the lab process. It is high precision digital balance with tower wind shield.





Financially supported by :



**Office of Development Commissioner (Handicrafts)  
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West Block No. VII, R.K. Puram, New Delhi 110066

Tel: +91-11-26106902, Fax: +91-11-26163085

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**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**

EPCH HOUSE, Sector – C, Pocket – 6 & 7, LSC, Vasant Kunj, New Delhi - 110070

Tel : +91-11-26135256 Fax : +91-11-26135518/19, [www.epch.in](http://www.epch.in)

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Regional office

**International Lace Trade Center**

Rustambada ,Narsapur,West Godavari district, A.P.- 534275, Email: [narsapur@epch.com](mailto:narsapur@epch.com)