

# Union Minister of Textiles graces 'GI & Beyond 2024 Summit' in New Delhi Presents GI Registry tag Certificate for Narsapur Crochet Lace



Hon'ble Union Minister of Textiles, Shri Giriraj Singh hands Geographical Indication Registry Tag Certificate for Narsapur Crochet Lace Craft to Smt. C Nagarani, District Collector, West Godavari District, Andhra Pradesh and Mr. K N Tulasi Rao, at the GI & Beyond 2024 Summit in New Delhi



Smt. C Nagarani and Mr. K N Tulasi Rao met Hon'ble Chief Minister of Andhra Pradesh, Shri N Chandrababu Naidu, in Vijayawada

The 'GI & Beyond 2024' Summit, organised by the Office of the Development Commissioner for Handlooms, Ministry of Textiles, in collaboration with the Handloom Export Promotion Council (HEPC), successfully concluded on 25th November 2024 at New Delhi. The event highlighted the exceptional skills of artisans who manufactured India's Geographical Indication (GI) tagged handloom and handicraft products and their global significance.

The event was inaugurated by Shri Giriraj Singh, Hon'ble Union Minister of Textiles as chief guest who highlighted the importance of GI products in promoting India's rich cultural heritage and invited attention of the gathering on the attractive tourism concepts like heritage and cultural tourism for marketing GI goods. He distributed GI certificates to 10 artisans from various parts of the country.

Shri Pabitra Margherita, Hon'ble Minister of State for Textiles, Government of India graced the occasion as guest of Honour. Speaking at the occasion the MoS pointed out that handloom and handicrafts sector are not just industries, and they are the testament of our country's diversity, creativity and legacy. Smt. Rachana Shah, Secretary Textiles, Govt. of India; Dr. M Beena, DC (Handlooms); Ms. Amrit Raj, DC (Handicraft); Ms. Roop Rashi, Textile Commissioner; and Mr. Unnat Pandit, Controller General of Patents, Trademark & GI also graced the occasion.

Hon'ble Union Minister of Textiles presented the Geographical Indication Registry tag certificate for Narsapur crochet lace craft to

Smt. C Nagarani, District Collector, West Godavari District, Andhra Pradesh and Mr. K N Tulasi Rao, Regional Convernor, EPCH on behalf of West Godavari District Alankriti Lace Manufacturing Mahila Mutual Aided Co-operative Society's Federation Limited and the Narasapur All India Crochet Lace Exporters Association.

Thereafter, Mr. K N Tulasi Rao met Shri N Chandrababu Naidu, Hon'ble Chief Minister of Andhra Pradesh in Vijayawada where Shri Naidu appreciated the rich crochet lace crafts and achievement of GI tag for Narsapur Crochet Lace Products. The GI recognition for Narasapuram lace is a step towards providing artisans with better business opportunity by enhancing visibility of their unique craftsmanship.

The Narsapur lace is a renowned craft of the Godavari region of Andhra Pradesh, originated more than 150 years ago. The craft is mainly performed by the women communities using fine threads and thin crochet needles in varying sizes to create the intricate craft. The artisans knit stunning products like delicate doilies, table runners, vibrant cushion covers, bed covers and fashionable tops in vibrant and beige colours.

The products are also traded globally including the UK, USA, and France. The International Lace Trade Centre (ILTC) set-up by the Export Promotion Council for Handicrafts with the support of Ministry of Textiles, Govt. of India along with GI tag will help in more international recognition and boost to the crochet lace products exports. ■