

# The Tribal Artisan and Craftsperson's Market Stack — From Village Workshop to Premium Market

This note is for craft development NGOs, cluster development officers, KVIC district staff, OLM/Mission Shakti federation managers, corporate CSR teams sourcing craft products, and artisan community leaders across Odisha. It maps the complete market access stack available to Odis...

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## The Paradox at the Heart of Odisha's Craft Economy

Odisha has some of the most globally distinctive traditional crafts in India. Odisha's GI-tagged crafts include Konark Stone Carving, Pattachitra, Pipili Applique Work, Orissa Ikat, Khandua Saree, Gopalpur Tussar, Sambalpuri Bandha Saree, Dhalapathar Parda, Kotpad Handloom, Bomkai Saree, Habaspuri Saree, and Berhampur Patta Saree — along with Silver Filigree (Cuttack), Dhokra metal casting, Lanjia Saura paintings, and Kapadanga Dungaria Kondh Embroidery Shawl. These crafts draw from millennia of artistic tradition, carry UNESCO-level cultural significance, and command premium prices in international luxury markets.

Yet the artisans who create them — the Chitrakars of Raghurajpur who paint Pattachitra, the weavers of Bargarh who produce Sambalpuri bandha, the Dhokra

casters of Ranasinghpur in Keonjhar, the stone carvers of Puri and Bhubaneswar — earn wages that rarely reflect the cultural and economic value of their work.

Middlemen, traders, and brand aggregators capture most of the premium. The artisan receives a fraction.

The government has built an architecture to correct this — GI tags, TRIFED market access, KVIC support, GeM procurement, PM Vishwakarma, and export facilitation. This note maps how they stack together.

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## **Layer 1 — Geographical Indication (GI) Tag: Legal Protection for Craft Identity**

### **What a GI Tag Is**

A GI Tag is a label given to products that originate from a specific geographical region and possess qualities or a reputation directly linked to that place — confirming that the product follows traditional processes and maintains standards unique to that region. GI tags prevent misuse of product names and protect local artisans from unfair competition.

India has 658 GI tags as of July 2025, with a government target of 10,000 GIs by 2030 as announced at GI Samagam in January 2025. GI tags directly benefit approximately 3-4 crore rural artisans and producers across India.

A GI tag does two things for artisans: it prevents non-artisans from selling inferior or machine-made products under the craft's name (legal protection), and it creates the premium price justification that buyers need to pay more for authentic work (market premium). Darjeeling Tea commands a 200-400% premium over non-GI tea — the same premium logic applies to Pattachitra, Konark Stone Carving, and Sambalpuri weaving.

## Who Can Use the GI Mark — Authorised Users

GI registration has two categories: the **applicant** (the association or body that holds the GI — usually a government body or craft association) and **Authorised Users** (individual artisans or producer organisations who register to use the GI mark commercially).

**The Authorised User registration is what individual artisans need.** Without Authorised User status, an artisan cannot legally put the GI mark on their product even if their craft is GI-tagged. The mark is the commercial credential — it tells buyers that this specific piece was made by a verified producer of the authentic craft.

### How to become an Authorised User:

1. Verify that your craft has a GI tag (check [ipindia.gov.in](http://ipindia.gov.in))
2. File Form GI-2 at the Geographical Indication Registry, Chennai — the Authorised User application form
3. Provide: proof of identity, proof of residence in the GI-notified geographical area, proof of engagement in the specific craft
4. Pay the prescribed fee (Rs. 500 per application per class)
5. The Registry verifies and grants Authorised User status

Individual applicants generally cannot apply for the GI itself (the base registration) — that requires an association representing producers. But individual artisans can register as Authorised Users once the GI exists.

## Odisha's GI-Tagged Crafts — Complete List

Craft	Primary District(s)	GI Category
Kotpad Handloom Fabrics	Koraput	Handicraft/Fabric
Konark Stone Carving	Puri, Bhubaneswar	Handicraft
Pattachitra (Orissa)	Puri (Raghurajpur)	Handicraft/Painting
Pattachitra Logo	Puri	Handicraft

<b>Craft</b>	<b>Primary District(s)</b>	<b>GI Category</b>
Pipili Applique Work	Puri (Pipili)	Handicraft
Orissa Ikat	Cuttack, Nuapatna, Sonapur	Fabric
Khandua Saree and Fabrics	Nuapatna (Cuttack)	Fabric
Sambalpuri Bandha Saree & Fabrics	Bargarh, Sambalpur, Sundergarh, Bolangir	Fabric
Bomkai Saree & Fabrics	Ganjam	Fabric
Habaspuri Saree & Fabrics	Kalahandi	Fabric
Berhampur Patta (Phoda Kumbha) Saree	Ganjam	Fabric
Gopalpur Tussar Fabrics	Ganjam	Fabric
Dhalapathar Parida & Fabrics	Khurda	Fabric
Lanjia Saura Painting (IDITAL)	Rayagada	Tribal Art
Kapadanga Dungaria Kondh Embroidery Shawl	Rayagada	Tribal Craft
Cuttack Silver Filigree (Tarakasi)	Cuttack	Handicraft
Similipal Kai Chutney	Mayurbhanj	Food/Forest

**Notable crafts without GI tags (important gap):** Dhokra metal casting, Sabai grass products, Golden grass (Sona Grass) products, palm leaf engraving, and Chhau masks are not currently GI-tagged at the national level — meaning they lack formal legal protection against imitation. Artisan communities producing these crafts may benefit from GI advocacy through their collector's office and the Odisha craft promotion bodies.

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## **Layer 2 — PM Vishwakarma: Recognition, Tools, and Credit for 18 Trades**

For artisans in the 18 listed PM Vishwakarma trades, the scheme provides:

- **Rs. 15,000 toolkit e-voucher** (free tools appropriate to the craft)
- **Rs. 1 lakh collateral-free loan at 5% interest** (1st tranche)
- **Rs. 2 lakh at 5% interest** (2nd tranche, after 1st tranche repayment)
- **PM Vishwakarma certificate** — formal government recognition
- **Skill upgradation training** at Rs. 500/day stipend

#### **Odisha crafts covered under PM Vishwakarma's 18 trades:**

- Basket/Mat/Broom Maker/Coir Weaver (covers bamboo artisans, cane weavers, Sabai grass artisans)
- Carpenter (covers wooden toy makers, wooden craft artisans)
- Sculptor/Stone Carver/Stone Breaker (covers Konark stone carving artisans directly)
- Goldsmith (covers silver filigree artisans in Cuttack — Tarakasi workers)
- Potter (covers terracotta artisans)
- Tailor (covers Applique workers of Pipili to some extent)
- Fishing Net Maker (coastal artisans)
- Blacksmith (covers Dhokra-adjacent metal workers)

#### **Critical gap — most renowned Odisha crafts are NOT in PM Vishwakarma's 18 trades:**

- Pattachitra painters (not in any of the 18)
- Sambalpuri weavers (weavers are not in the 18 — though this has been a subject of advocacy)
- Ikat weavers (same gap)
- Dhokra metal casters (not specifically listed — closest is Blacksmith or Hammer and Tool Kit Maker)
- Lanjia Saura artists (tribal painters not listed)

NGOs working with these excluded craft communities should formally advocate with MoMSME for inclusion of these crafts in an extended PM Vishwakarma trade list.

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## Layer 3 — TRIFED / TRIBES India: Market Access for Tribal Artisans

For tribal artisans specifically — those from Scheduled Tribe communities — TRIFED's TRIBES India brand is the most important market access channel:

**TRIBES India (tribalmarketplace.com):** TRIFED's retail and e-commerce brand aggregates and sells tribal products — art, craft, forest produce, and textiles — through a national network of TRIBES India retail outlets in major cities and online.

### What TRIBES India provides:

- **Quality certification** — TRIFED verifies product authenticity and quality before listing
- **Packaging and branding support** — TRIFED helps artisans develop market-ready packaging
- **National and international market access** — through TRIBES India retail and online
- **CSR procurement facilitation** — TRIFED connects corporate CSR buyers to bulk tribal craft procurement
- **SARAS Aajeevika Mela participation** — the national and state craft fair circuit that creates direct artisan-to-consumer sales

### How to access TRIBES India:

1. Contact the nearest TRIFED Regional Office (Bhubaneswar for Odisha)
2. Apply for TRIBES India seller registration with: ST community certificate, Aadhaar, bank account details, product photographs and specifications
3. TRIFED conducts quality assessment
4. Products are listed on tribalmarketplace.com and in retail outlets

**The VDVK-TRIBES India integration:** Van Dhan Vikas Kendras (VDVKs) that produce processed tribal craft goods (forest honey products, amla, bamboo items) are specifically integrated with the TRIBES India supply chain — creating a direct gram

## **Layer 4 — GeM (Government e-Marketplace): Government Procurement**

The Government e-Marketplace ([gem.gov.in](http://gem.gov.in)) is India's unified government procurement platform — over Rs. 4 lakh crore in annual government purchases are now made through GeM. Registered artisans and craft enterprises can list their products and receive direct government purchase orders.

### **Who can sell on GeM:**

- Individual artisans registered as micro-enterprises (Udyam registration required)
- SHG enterprises
- Cooperatives and producer organisations
- Any registered entity selling handloom, handicraft, or traditional craft products

### **What GeM offers artisans:**

- Direct government purchase orders without intermediaries — the government buyer's payment goes directly to the seller
- Woven-in preference for handloom and handicraft products in government procurement policy
- No listing fee for artisans and micro-enterprises
- Priority to women-owned craft enterprises, SC/ST artisans, and self-help groups

### **How to register on GeM:**

1. Complete Udyam registration ([udyamregistration.gov.in](http://udyamregistration.gov.in) — free, 10 minutes)
2. Visit [gem.gov.in](http://gem.gov.in) → Seller Registration
3. Link Udyam registration, Aadhaar, bank account (GSTIN if applicable — required for sales above Rs. 40 lakh/year)

4. List products with photographs, specifications, and pricing
  5. Respond to government purchase orders when received
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## **Layer 5 — India Handmade / e-Commerce Export Platforms**

**India Handmade:** The DPIIT and Ministry of Textiles have promoted the "India Handmade" brand and marketplace specifically for traditional craft exports. GI-tagged and certified handmade products from India command premium pricing in international markets — particularly in the US, EU, Japan, and Australia.

### **APEDA (Agricultural and Processed Food Products Export Development**

**Authority):** For food-adjacent traditional products — Kandhamal Haladi (turmeric), Similipal Kai Chutney, Araku Valley Arabica Coffee — APEDA facilitates export including documentation, quality certification, and buyer matchmaking.

### **Export procedure for craft artisans (via SHG or producer organisation):**

Individual artisans cannot export directly — the administrative burden is too high. The pathway is:

1. Form or join a Farmer/Artisan Producer Organisation (FPO/APO)
  2. Register the FPO with APEDA (for food products) or Craft Council of India (for handicrafts)
  3. Use an Export Management Company (EMC) or Export Promotion Council for Handicrafts (EPCH) as the export facilitator
  4. The FPO receives the export payment; individual artisans receive their share
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## **Layer 6 — Credit Stack for Craft Enterprises**

**PM Vishwakarma (5% interest, up to Rs. 3 lakh total):** For artisans in the 18 listed trades — the best-value craft credit available.

**MUDRA Shishu to Kishor (Rs. 50,000 to Rs. 5 lakh):** For artisans in trades not covered by PM Vishwakarma — the standard collateral-free micro-enterprise credit ladder.

**PMEGP (15-35% capital subsidy):** For artisans establishing or expanding a formal craft enterprise:

- Special category beneficiaries including SC/ST artisans receive 25-35% subsidy on project cost (35% rural, 25% urban) compared to 25% rural and 15% urban for general category.
- Maximum project cost: Rs. 50 lakh (manufacturing/craft production); Rs. 20 lakh (service/retail)
- No collateral required for loans up to Rs. 10 lakh under PMEGP.

**Example for a Pattachitra artisan in Raghurajpur:** A Rs. 10 lakh project (workshop expansion, raw materials, digital photography equipment for online sales) with the artisan being a tribal community member from Puri:

- PMEGP subsidy (SC/ST rural): 35% of Rs. 10 lakh = Rs. 3,50,000 government subsidy
- Artisan's own contribution: 5% = Rs. 50,000
- Bank loan: Rs. 6,00,000 at commercial rate
- **Net cost to artisan for Rs. 10 lakh project: Rs. 50,000**

**KVIC (Khadi and Village Industries Commission):** For craft enterprises with a Khadi or village industry character, KVIC provides interest subvention, training, and market support in addition to PMEGP.

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## **Layer 7 — Odisha Specific Craft Support Institutions**

**Odisha State Handloom Weavers' Cooperative Society (BOYANIKA):** The state cooperative for Odisha handloom weavers — providing raw material supply at

subsidised rates, market access through Boyanika showrooms, and design development support for Sambalpuri, Ikat, Bomkai, and other handloom weavers.

**Odisha Handicrafts Corporation (UTKALIKA):** State government retail chain for Odisha handicrafts with shops in Bhubaneswar (Grand Centre, Janpath), Puri, and Cuttack. NGOs connecting artisans to Utkalika get both a revenue channel and the government quality certification signal.

**Crafts Council of Odisha:** Maps all craft clusters across Odisha (38 craft villages listed, including Raghurajpur for Pattachitra, Ranasinghpur for Dhokra, Pipili for Applique, Bhubaneswar area for Stone Carving) and provides design, training, and market linkage support.

**District Collector-level cluster development:** Odisha's MSME Department has identified craft clusters for cluster development programme support — including the Nuapatna Ikat cluster (Cuttack), Sambalpuri handloom clusters (Bargarh, Sonepur), and Puri handicraft cluster. Artisan cooperatives in these areas can access cluster development funding.

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## The Complete Market Pathway — From Artisan to Buyer

ARTISAN PRODUCES AUTHENTIC CRAFT

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GI Authorised User status + PM Vishwakarma certificate  
(Legal identity + government recognition)

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Quality standardisation + TRIBES India registration / GeM listing  
(Market-ready product)

?

MULTIPLE SALES CHANNELS:

?? TRIFED/TRIBES India (tribal artisans)

?? GeM (government buyers)

?? Utkalika/Boyanika (state retail)

?? SARAS Mela (direct consumer)

?? Corporate CSR procurement (B2B)

?? Export via FPO + EPCH (international premium)

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PRICE PREMIUM FROM GI + AUTHENTICITY CERTIFICATION  
(vs. middleman channel)

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## The Three Gaps That Keep Artisans Poor Despite Premium Crafts

**1. Authorised User registration not done.** Most Odisha artisans whose craft is GI-tagged are not registered as Authorised Users — meaning they cannot legally put the GI mark on their product, cannot claim the premium, and cannot prevent imitation. NGOs can facilitate bulk Authorised User registration through the Crafts Council of Odisha and the GI Registry.

**2. Product quality and packaging below premium market standards.** A Pattachitra painting sold at Raghurajpur for Rs. 500 should command Rs. 3,000-5,000 in a Bengaluru or Mumbai gallery — but it reaches neither at the right price because the presentation (framing, packaging, provenance certificate) is absent. TRIFED's quality and packaging support addresses this — but only for artisans who register with TRIBES India.

**3. Individual artisans cannot access GeM or export.** Both platforms require either a Udyam-registered micro-enterprise (for GeM) or a producer organisation (for export). Artisans who are not yet in an SHG enterprise, FPO, or cooperative cannot access these channels individually. NGO facilitation of SHG enterprise formation is the missing link.

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## Contact Points

Institution	For	Contact
GI Registry	Authorised User registration	ipindia.gov.in; Chennai office

<b>Institution</b>	<b>For</b>	<b>Contact</b>
TRIFED Regional Office Bhubaneswar	TRIBES India registration, VDVK market	trifed.in
GeM portal	Seller registration, government orders	gem.gov.in
KVIC Odisha	PMEGP, Khadi enterprise	kvic.gov.in
Crafts Council of Odisha	Cluster support, artisan development	craftsodisha.org
Utkalika (Odisha Handicrafts Corporation)	State retail channel	Bhubaneswar, Puri
Boyanika	Handloom weavers	Bhubaneswar HQ
EPCH	Handicraft export facilitation	epch.com

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*Last verified: June 2026. India: 658 GI tags (July 2025). GI registration validity: 10 years, renewable. Authorised User application: Form GI-2, Rs. 500/class, ipindia.gov.in. PM Vishwakarma: Rs. 13,000 crore outlay, FY 2023-28. PMEGP: SC/ST rural subsidy 35%; approved for continuation through 2025-26. TRIFED TRIBES India portal: tribalmarketplace.com. GeM: gem.gov.in — free Udyam-linked seller registration.*

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