

## **Brief Report on Unification of Handicraft Sector**

The undersigned was assigned the task of identifying handicraft products of Pakistan along with the regions that they are made in. As a result, letters and emails were sent to 22 stakeholders of the handicraft sector, which included associations, chambers, public bodies, and NGOs that were working for the development of the handicraft sector. The letter detailed TDAP's initiative of the unification of the handicraft sector, in which the organizations were requested to provide information based on a data framework that was developed by the undersigned. This data framework contained the following metrics:

1. Product Name
2. Product Type
3. Product Description
4. Product Location
5. Company Name (Name of supplying company)
6. Company Address
7. Company Telephone Number
8. Company Email
9. Product Picture

The undersigned received response from a wide range of stakeholders, which were sifted through and collated. Resultantly, information on 33 handicraft products was finalised along with their product description, pictures, and other information as sought in the data framework. This included, among others, the following products:

1. Blue pottery products that are made in Multan in Punjab,
2. Pottery made in Halla and Nasarpur in Sindh
3. Camel Skin craft and lamps made in Multan and Cholistan
4. Lacquer art made in Khyber Pakhtunkhwa
4. Metal craft made in Peshawar
5. Embroidered crafts made in Punjab, and Khyber Pakhtunkhwa
6. Salt lamps made in Khewra and Qaidabad
7. Traditional Khussa made in Kandkhot and Kashmir
8. Stone work made in Haripur
9. Rugs and Kilims made in Balochistan
10. Truck artefacts made in Punjab.

This data while identifying the handicraft products of Pakistan also contains seller information of those products. Therefore, it can be used for international marketing of handicraft products in which prospective buyers can use this data as a virtual catalogue of Pakistan's handicraft products, browse through pictures and then contact the seller of the handicraft products of their choice. It can also be used to create a virtual platform where details of handicraft and pottery products from across Pakistan will be available alongside the details of the companies that sell these products. The purpose of this would be to have a one-stop virtual place where interested buyers can find out about the handicraft and pottery products of Pakistan and be able to directly connect with the companies that sell those products

There are challenges in this initiative that impede export promotion of handicraft products virtually through this means. First, some public bodies such as Punjab Small Industries Corporation are not willing to expend effort in filling the data framework, which prevents the

information collected from being truly representative of the handicraft sector of Pakistan. Second, private bodies particularly the Handicraft Association of Pakistan suffers from capacity constraints, which prevent it from casting a wide net for data collection. The same holds true for Pakistan Pottery Manufacturing Association. This is especially significant since these two association represent the handicraft and pottery sector of Pakistan on a national level, and their quality input is necessary for getting complete information on the handicraft and pottery sector. Finally, most handicraft products of Pakistan lack quality. They are based mostly in the form of cottage industry or are produced by organizations running rural development programmes. This naturally results in most handicraft products being unfit for export. Therefore, it is a great challenge to identify those suppliers whose products have the requisite for exports.