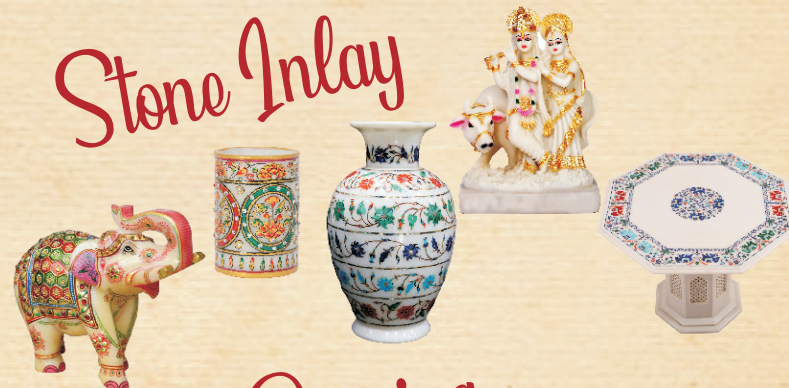


handicraft goods. Along with helping our artists reach their prime level of expertise, we want their work to be acknowledged and appreciated at every level both at domestic and international level.

We are here with assistance of O/o Development Commissioner Handicraft New Delhi to assist them in reaching out to the thousands of people who are admirers of art all around the world.



Stone Inlay



Stone Carving



Agra Stone Handicraft Producer Comany

1/10, Panchakuiya Agra (U.P.) Pin. 282010

Com. Add. : 269/137A Telerganj,

Prayagraj (U. P.) Pin_ 211004

www.agrastonehandicraft.com

info@agrastonehandicraft.com



Office of the Development Commissioner Handicraft, New Delhi



Pieta Dura Handicrafts

Agra
Stone Handicraft
Producer Company Ltd





ABOUT THE COMPANY

Agra stone handicraft producer company Limited was established under the aegis of O/o development commissioner handicraft (Ministry of textiles Government of India) in October 2020.



Agra in Uttar Pradesh, is famous for its two forms of stone cutter's craft in which over 1000 artisans were working, one being the Jali work or stone tracery which is carved out from a single piece of marble and other being the Parchin kari, the art of inlaying the precious and semi-precious stones in marble. These artisans were working in scattered manner and most of them are getting

order on third party basis were they are unable to get right price of their products. Agra stone handicraft producer company is an initiative of O/o development commissioner handicraft GOI, New Delhi under Make in India campaign of Honorable prime minister Shri Narendra Modi with an objective to accompanist artisans under one-roof where they carry on business of production, processing, promotion, designing, marketing, branding on self driven approach. Overall motive of Producer Company is to generate Livelihood, Skill up gradation, increase entrepreneurship activities, explore new market opportunities both nationally and abroad, provide digital platform of marketing etc. to the stakeholders of the company. Company comprises of five directors and five members, it involved more than 450 artisans shareholders of Fatehpur Sikari, Bisalpur, Panchkuiya, Lillabag and khergarh etc.

The city of Agra in India's northern state of Uttar Pradesh is home to skilled stone craftsmen. There are some who are experts in carving and fret work, crafts which are believed to have ancient origins. Then there are the inlay artisans, who make fine designs of semi-precious



stone inlaid in marble. The city is best known for its historical architecture, particularly the iconic Taj Mahal. The architectural legacy of the Mughal era continues to be a source of inspiration for Agra's skilled and semi skilled artisans. Our producer company most of the artisans are excellent in their art and a lot needed to be trained more on it; our companies aimed to nature their skills and develop

entrepreneurship quality among them. This effort intends to create opportunities and employment for skilled individuals, encourage entrepreneurial development and bring them to the point where they are self-sufficient and confident about their ingenuity and accomplishments. The hope is to create an environment that empowers the craftsmen of the country and provides recognition for their hard work on a worldwide scale, helps them boost revenue, and drives profit both domestically and internationally with their prowess. This initiative works to strengthen business and trade ties with countries all over the world, and, most significantly, give India a global reputation in the art, handicraft, and manufacturing sectors.

Producer Company provides support to their shareholders in capacity building training program, EDP program, Craft demonstration program and other marketing platform likes Exhibitions, trade fare and other such events to explore new markets with support of O/o development commissioner handicraft (Ministry of textiles Government of India) and other agencies. Our company is intend to increase Research and development activities in production activities in handicraft sector to develop new proto types according to market needs and committed to deliver quality products at best price to your door steps.



Pieta Dura Handicrafts

India has a rich tradition of stonework. Agra has been a center of stone carving since the middle ages, and modern artisans produce beautiful pieces of marble, alabaster, sandstone, and other materials.

The European tradition of Pieta Dura was brought by travelers to the court of Shah Jahan. It evolved into the art of Parchinkari and used in the Taj Mahal. Agra being the most important center for stone carving is also famous for its perforated stone fretwork and inlay work and marble mosaic. Despite being such an ancient craft, the handicraftsmen associated with this art are losing their existence due to lack of capital, government support and market. We have find out that due to presence of other similar products (artificial stone) in the market, & lack of knowledge of handicrafts products in buyers' were confused to identifying right product in stone craft/inlay. We as a producer company identified this issue in cluster and working on brand promotion, leveling, brand building, market promotional events and unique packaging of products to make difference's in the products.

To carry forward the goals of Make in India initiative Agra stone handicraft producer company limited extensively works towards nurturing of cluster production, skill up gradation, production, designing, and marketing of stone curving