

## Embroidery Products Exhibition at Shilparamam

One hundred and thirty five embroidery artisans participated in a National Handicraft Exhibition held between 18th to 27th February 2010, organised by the Craft Council of India at Shilparamam, Hyderabad. These artisans - women from three districts of Andhra Pradesh, who are part of the Embroidery project of CPF, set up a stall in the exhibition selling products showcasing exquisite Lambada embroidery products like sarees, blouses, short and long tops, pillow covers, hand kerchiefs, Panjabi suit materials, table clothes and sofa covers. The artisans, aside from the sales at the exhibition, also received orders from individual buyers.



These artisans have been practising and catering to marketing needs since 2007. The artisans took the decision to participate in the exhibition by utilising the funds amounting to Rs.95,000 from their revolving funds. These funds were used to purchase the raw materials required for the exhibition.