



सत्यमेव जयते
Ministry of Textiles
Govt. of India



HAND EMBROIDERY

PRODUCT CATALOGUE
AMBALA (HARYANA)



Introduction

Hand embroidery is one of the well-known Handicraft of Haryana. Hand embroidery is basically embellishing the cloth with colorful threads and beautiful beads. It is an art that is made with help of needles and thread creating beautiful patterns of design on the fabric. The embroidery designs are delicate and influenced by Mughal designs. The designs and motifs are immensely illustrated by using subtle shades of colors.

The embroidery was traditionally made on household objects such as toran and chakla and on the long skirts worn by the women of the region. The handwork is done carefully using colored threads. Each embroidery styles and motifs depend on the artisan's creativity. The colorful threads and beading work gives an aesthetic look to the cloth.

The term Phulkari is a Punjabi term is obtained from two words: 'Phul' and 'Kari' meaning 'flower' and 'work' and so the word Phulkari translates into 'flower work' or 'floral work'. The Phulkari embroidery first began in Punjab in the 15th century by the women of Punjab. It is the rural handmade embroidery tradition of Punjab and is also known as the folk embroidery of Punjab. Even though Phulkari means floral work, the designs in this embroidery comprised not only flowers but also included various motifs and geometrical patterns and shapes. The Phulkari embroidery is overall very bright, vibrant and it brings color to people's lives. The Phulkari embroidery is very popular worldwide. It was made by women and it celebrates womanhood.

Ambala (Haryana)

Ambala is located on the border with the Indian state of Punjab and Chandigarh. Ambala has two sub-areas: Ambala Cantonment (Ambala Cantt) and Ambala City, which has earned it a name of the "Twin City". Ambala is also known for its large Indian Army and Indian Air Force presence within its cantonment area which was established in the year 1843. The cantonment houses the '2 corps', one of the three strike corps of Indian Army and is of immense strategic importance.

The history of this city suggests that the district was founded by Amba Rajput during the 14th century. Although there are many other versions that contribute to the story of its origin. It is also believed that the name Ambala is a corruption of Amba Wala meaning the mango-village, from mango groves which existed in its vicinity. Another version is that the city takes its name after goddess "Bhawani Amba" whose Temple still exists in Ambala city.

Cloth Market of Ambala is a major draw for people from across the region. This market is the largest cloth trading market in the sub continent and has a dense cluster of more than 900-1000 wholesale shops. The market specializes in Hand-loom, silk sarees, suitings & shirtings and other dress materials. People flock this place especially for marriage dresses.

Due to its geographical location Ambala is also an important tourist destination. Tourists en route to Himachal Pradesh, Punjab, Chandigarh and Kashmir mark Ambala as one of the destinations to visit in their road map.





About The Craft

Handicraft is about processing materials by hand with hand tools. The results can be helpful things or decorative things. The materials utilized in the product are natural, industrially processed or maybe recycled. The models of the product are ancient, revised traditional or fashionable. Handicraft is deeply frozen in society and contributes to preserving and sending traditions. In their product, crafters transfer an area of their cultural heritage in ideas, forms, materials and work ways, similarly as their own values, philosophy of life, fashion and self-image. Craftspeople, conjointly known as artisans, possess technical data of materials and work ways. They're skilled employees whose profession relies on manual skills. Their main tools are the power of work strategies and their manual skills. Handicraft contains plenty of implicit data which grows every year, aboard with skills. The order and apprentice system has been widely used to transfer skills and implicit data.

Theme-based craft is a comprehensive, well-organized backline master of fascinating, supported the following in style five choose themes – Needle Work, tribal Crafts, fiber And Eco friendly Crafts, Fashion Accessories and festal Decorations providing in-depth info regarding the craft, products, sellers and awarded master craft persons in these particular crafts.

Index

S. No.	Product name	Product code	Product Size
1	Suit	PHPC/SUIT -01	Medium
2	Suit	PHPC/SUIT -02	Large
3	Suit	PHPC/SUIT -03	Large
4	Suit	PHPC/SUIT -04	Small
5	Suit	PHPC/SUIT -05	Medium
6	Suit	PHPC/SUIT -06	Large
7	Suit	PHPC/SUIT -07	Small
8	Suit	PHPC/SUIT -08	Small
9	Suit	PHPC/SUIT -09	Medium
10	Suit	PHPC/SUIT -10	Large
11	Saree	PHPC/SAREE -01	5.50 mtr.
12	Saree	PHPC/SAREE -02	5.50 mtr.
13	Saree	PHPC/SAREE -03	5.50 mtr.
14	Saree	PHPC/SAREE -04	5.50 mtr.
15	Saree	PHPC/SAREE -05	5.50 mtr.
16	Saree	PHPC/SAREE -06	5.50 mtr.
17	Saree	PHPC/SAREE -07	5.50 mtr.
18	Saree	PHPC/SAREE -08	5.50 mtr.
19	Saree	PHPC/SAREE -09	5.50 mtr.
20	Saree	PHPC/SAREE -10	5.50 mtr.
21	Table Cloth	PHPC/TABLE CLOTH -01	Large
22	Table Cloth	PHPC/TABLE CLOTH -02	Medium
23	Table Cloth	PHPC/TABLE CLOTH -03	Large
24	Table Cloth	PHPC/TABLE CLOTH -04	Small
25	Hand Bag	PHPC/HAND BAG -01	8"x11"
26	Hand Bag	PHPC/HAND BAG -02	8"x11"
27	Hand Bag	PHPC/HAND BAG -03	8"x11"
28	Hand Bag	PHPC/HAND BAG -04	8"x11"
29	Suit	PHPC/SUIT -09	Medium
30	Suit	PHPC/SUIT -10	Large

S. No.	Product name	Product code	Product Size
31	Suit	PHPC/SUIT -01	Small
32	Suit	PHPC/SUIT -02	Large
33	Suit	PHPC/SUIT -03	Large
34	Lehenga	PHPC/LEHENGA -04	Small
35	Suit	PHPC/SUIT -05	Medium
36	Suit	PHPC/SUIT -06	Large
37	Suit	PHPC/SUIT -07	Large
38	Suit	PHPC/SUIT -08	Small
39	Suit	PHPC/SUIT -09	Medium
40	Suit	PHPC/SUIT -10	Large
41	Dupatta	PHPC/DUPATTA -01	Medium
42	Dupatta	PHPC/DUPATTA -02	Medium
43	Dupatta	PHPC/DUPATTA -03	Medium
44	Dupatta	PHPC/DUPATTA -04	Medium
44	Dupatta	PHPC/DUPATTA -05	Medium
45	Dupatta	PHPC/DUPATTA -05	Medium
46	Dupatta	PHPC/DUPATTA -06	Medium
47	Dupatta	PHPC/DUPATTA -07	Medium
48	Dupatta	PHPC/DUPATTA -08	Medium
49	Dupatta	PHPC/DUPATTA -09	Medium
50	Dupatta	PHPC/DUPATTA -10	Medium
51	Bedsheets	PHPC/BEDSHEETS -01	Large
52	Bedsheets	PHPC/BEDSHEETS -02	Large
53	Bedsheets	PHPC/BEDSHEETS -03	Large
54	Bedsheets	PHPC/BEDSHEETS -04	Large
55	Bedsheets	PHPC/BEDSHEETS -05	Large
56	Bedsheets	PHPC/BEDSHEETS -06	Large
57	Bedsheets	PHPC/BEDSHEETS -07	Large
58	Bedsheets	PHPC/BEDSHEETS -08	Large



Suit





Product : Suit
Code : PHPC/SUIT- 01
Size : Medium
Price : Rs. 4550/-
Description : Cotton Suit
Hand Embroidery (Phulkari)



Product : Suit
Code : PHPC/SUIT- 02
Size : Large
Price : Rs. 3240/-
Description : Cotton Suit
Hand Embroidery (Phulkari)



Product : Suit
Code : PHPC/SUIT- 03
Size : Large
Price : Rs. 4040/-
Description : Cotton Suit
Hand Embroidery (Phulkari)



Product : Suit
Code : PHPC/SUIT- 04
Size : Small
Price : Rs. 3240/-
Description : Cotton Suit
Hand Embroidery (Phulkari)



Product : Suit
Code : PHPC/SUIT- 05
Size : Medium
Price : Rs. 3680/-
Description : Cotton Suit
Hand Embroidery (Phulkari)



Product : Suit
Code : PHPC/SUIT- 06
Size : Large
Price : Rs. 2250/-
Description : Cotton Suit
Hand Embroidery (Phulkari)



Product : Suit
Code : PHPC/SUIT- 07
Size : Small
Price : Rs. 4040/-
Description : Cotton Suit
Hand Embroidery (Phulkari)



Product : Suit
Code : PHPC/SUIT- 08
Size : Small
Price : Rs. 3240/-
Description : Cotton Suit
Hand Embroidery (Phulkari)



Product : Suit
Code : PHPC/SUIT- 09
Size : Medium
Price : Rs. 3680/-
Description : Cotton Suit
Hand Embroidery (Phulkari)




Product : Suit
Code : PHPC/SUIT- 10
Size : Large
Price : Rs. 2250/-
Description : Cotton Suit
Hand Embroidery (Phulkari)




Saree





Product : Saree
Code : PHPC/SAREE- 01
Size : 5.50 mtr.
Price : Rs. 4250/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Saree
Code : PHPC/SAREE- 02
Size : 5.50 mtr.
Price : Rs. 3250/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Saree
Code : PHPC/SAREE- 03
Size : 5.50 mtr.
Price : Rs. 3680/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Saree
Code : PHPC/SAREE- 04
Size : 5.50 mtr.
Price : Rs. 2250/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Saree
Code : PHPC/SAREE- 05
Size : 5.50 mtr.
Price : Rs. 2599/-
Description : Cotton Suit
Hand Embroidery
(Kashmiri Kadai)



Product : Saree
Code : PHPC/SAREE- 06
Size : 5.50 mtr.
Price : Rs. 2480/-
Description : Cotton Suit
Hand Embroidery
(Kashmiri Kadai)



Product : Saree
Code : PHPC/SAREE- 07
Size : 5.50 mtr.
Price : Rs. 4050/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Saree
Code : PHPC/SAREE- 08
Size : 5.50 mtr.
Price : Rs. 3020/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Saree
Code : PHPC/SAREE- 09
Size : 5.50 mtr.
Price : Rs. 3999/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Saree
Code : PHPC/SAREE- 10
Size : 5.50 mtr.
Price : Rs. 2500/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Table Cloth





Product : Table Cloth
Code : PHPC/Table Cloth- 01
Size : Large
Price : Rs. 2599/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Table Cloth
Code : PHPC/Table Cloth- 02
Size : Medium
Price : Rs. 1999/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Table Cloth
Code : PHPC/Table Cloth- 03
Size : Large
Price : Rs. 2100/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Product : Table Cloth
Code : PHPC/Table Cloth- 04
Size : Small
Price : Rs. 1700/-
Description : Cotton Suit
Hand Embroidery
(Phulkari)



Hand Bags





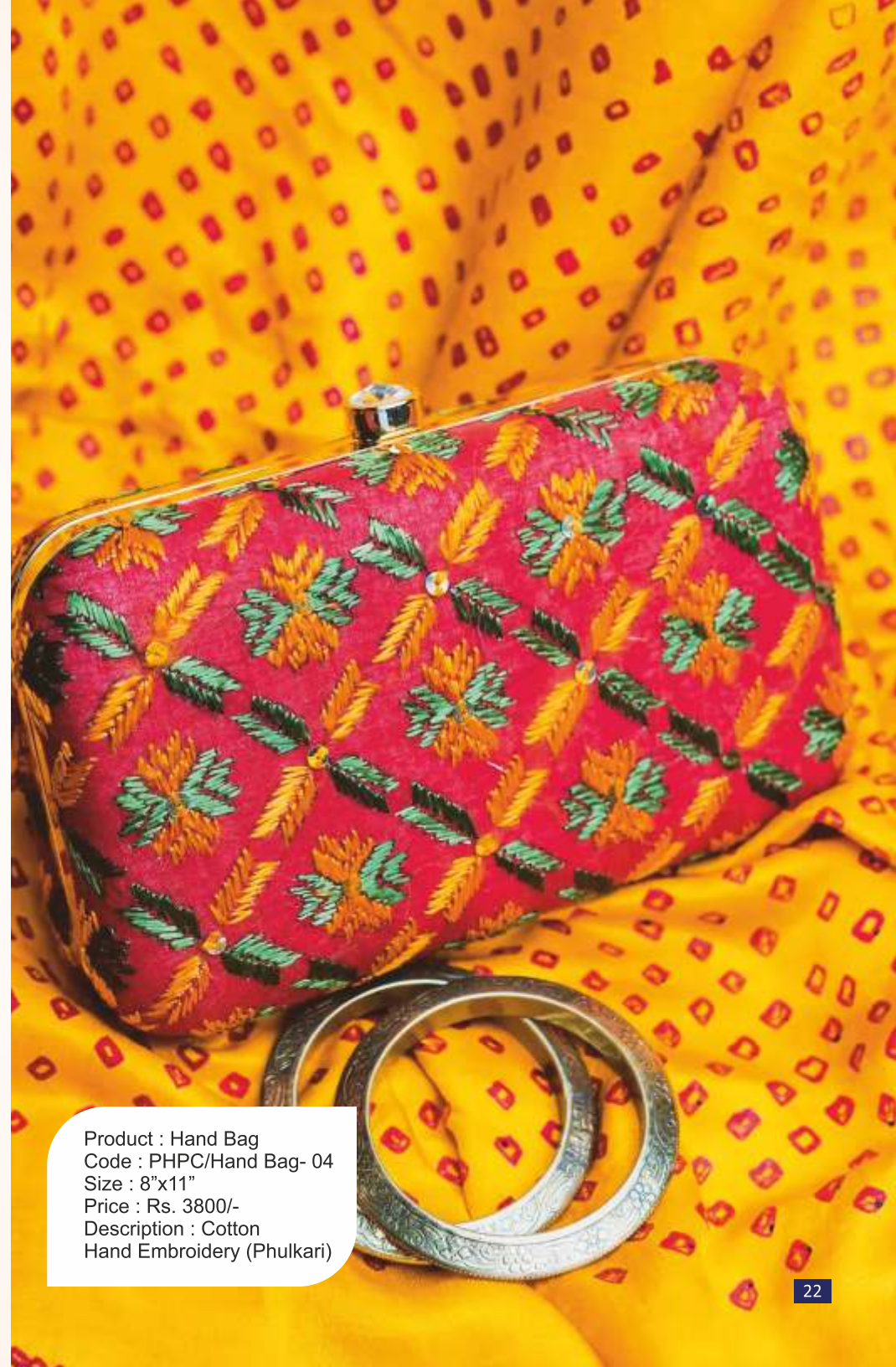
Product : Hand Bag
Code : PHPC/Hand Bag- 01
Size : 8"x11"
Price : Rs. 500/-
Description : Cotton
Hand Embroidery (Phulkari)



Product : Hand Bag
Code : PHPC/Hand Bag- 02
Size : 8"x11"
Price : Rs. 3500/-
Description : Cotton
Hand Embroidery (Phulkari)



Product : Hand Bag
Code : PHPC/Hand Bag- 03
Size : 8"x11"
Price : Rs. 1499/-
Description : Cotton
Hand Embroidery (Phulkari)



Product : Hand Bag
Code : PHPC/Hand Bag- 04
Size : 8"x11"
Price : Rs. 3800/-
Description : Cotton
Hand Embroidery (Phulkari)



Gota Patti





Product : Suit
Code : PHPC/SUIT- 01
Size : Small
Price : Rs. 1599/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



Product : Suit
Code : PHPC/SUIT- 02
Size : Large
Price : Rs. 1800/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



Product : Suit
Code : PHPC/SUIT- 03
Size : Large
Price : Rs. 3599/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



Product : Lehenga
Code : PHPC/LEHENGA- 04
Size : Small
Price : Rs. 5800/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



Product : Suit
Code : PHPC/SUIT- 05
Size : Medium
Price : Rs. 2899/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



Product : Suit
Code : PHPC/SUIT- 06
Size : Large
Price : Rs. 2800/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



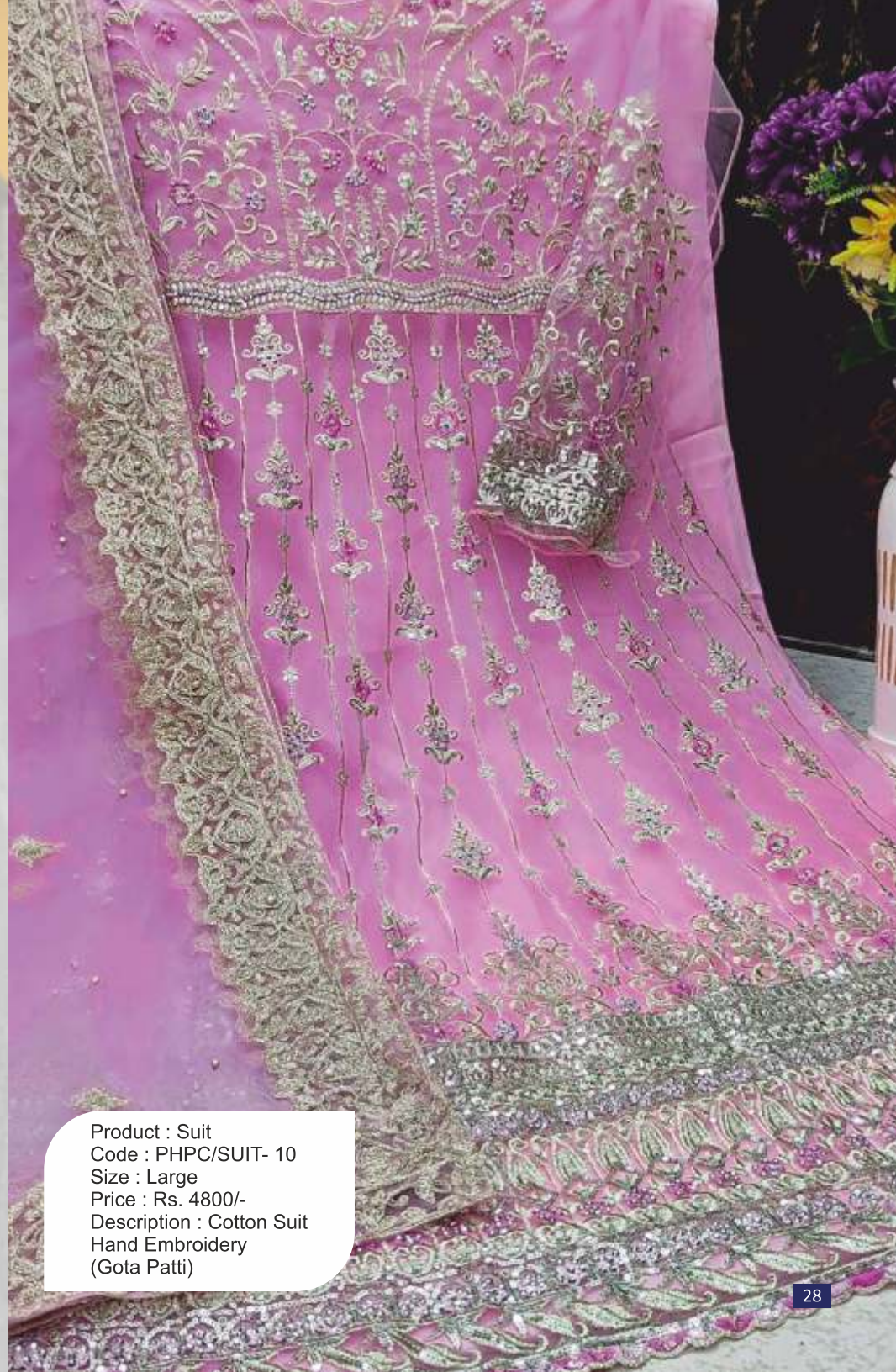
Product : Suit
Code : PHPC/SUIT- 07
Size : Large
Price : Rs. 3880/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



Product : Suit
Code : PHPC/SUIT- 08
Size : Small
Price : Rs. 5800/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



Product : Suit
Code : PHPC/SUIT- 09
Size : Medium
Price : Rs. 2599/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



Product : Suit
Code : PHPC/SUIT- 10
Size : Large
Price : Rs. 4800/-
Description : Cotton Suit
Hand Embroidery
(Gota Patti)



Dupatta

A decorative flourish consisting of symmetrical, swirling lines and floral motifs, positioned below the title.



Product : Dupatta
Code : PHPC/DUPATTA- 01
Size : Medium
Price : Rs. 800/-
Description : Cotton Dupatta
Hand Embroidery (Phulkari)



Product : Dupatta
Code : PHPC/DUPATTA- 02
Size : Medium
Price : Rs. 1200/-
Description : Cotton Dupatta
Hand Embroidery (Phulkari)



Product : Dupatta
Code : PHPC/DUPATTA- 03
Size : Medium
Price : Rs. 1300/-
Description : Cotton Dupatta
Hand Embroidery (Phulkari)



Product : Dupatta
Code : PHPC/DUPATTA- 04
Size : Medium
Price : Rs. 1900/-
Description : Cotton Dupatta
Hand Embroidery (Phulkari)



Product : Dupatta
Code : PHPC/DUPATTA- 05
Size : Medium
Price : Rs. 800/-
Description : Cotton Dupatta
Hand Embroidery (Phulkari)



Product : Dupatta
Code : PHPC/DUPATTA- 06
Size : Medium
Price : Rs. 1200/-
Description : Cotton Dupatta
Hand Embroidery (Phulkari)



Product : Dupatta
Code : PHPC/DUPATTA- 07
Size : Medium
Price : Rs. 1500/-
Description : Cotton Dupatta
Hand Embroidery
(Kashmiri Kadai)



Product : Dupatta
Code : PHPC/DUPATTA- 08
Size : Medium
Price : Rs. 1900/-
Description : Cotton Dupatta
Hand Embroidery
(Phulkari)



Product : Dupatta
Code : PHPC/DUPATTA- 09
Size : Medium
Price : Rs. 699/-
Description : Cotton Dupatta
Hand Embroidery
(Phulkari)



Product : Dupatta
Code : PHPC/DUPATTA- 10
Size : Medium
Price : Rs. 1800/-
Description : Cotton Dupatta
Hand Embroidery
(Phulkari)



Bedsheets





Product : Bedsheets
Code : PHPC/BEDSHEETS- 01
Size : Large
Price : Rs. 1500/-
Description : Cotton Fabric
Bedsheets Hand Embroidery





Product : Bedsheets
Code : PHPC/BEDSHEETS- 02
Size : Large
Price : Rs. 1800/-
Description : Cotton Fabric
Bedsheets Hand Embroidery



Product : Bedsheets
Code : PHPC/BEDSHEETS- 03
Size : Large
Price : Rs. 2100/-
Description : Cotton Fabric
Bedsheets Hand Embroidery



Product : Bedsheets
Code : PHPC/BEDSHEETS- 04
Size : Large
Price : Rs. 1500/-
Description : Cotton Fabric
Bedsheets Hand Embroidery



Product : Bedsheets
Code : PHPC/BEDSHEETS- 05
Size : Large
Price : Rs. 2100/-
Description : Cotton Fabric
Bedsheets Hand Embroidery



Product : Bedsheets
Code : PHPC/BEDSHEETS- 06
Size : Large
Price : Rs. 2200/-
Description : Cotton Fabric
Bedsheets Hand Embroidery



Product : Bedsheets
Code : PHPC/BEDSHEETS- 07
Size : Large
Price : Rs. 2500/-
Description : Cotton Fabric
Bedsheets Hand Embroidery





Product : Bedsheets
Code : PHPC/BEDSHEETS- 08
Size : Large
Price : Rs. 2800/-
Description : Cotton Fabric
Bedsheets Hand Embroidery



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