

Handloom / Handicraft Marketing

Textiles, Apparel & Fashion

Document type: Plan / SOP / strategy / guide · Generated 16 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Take handmade products to more buyers — a marketing plan (storytelling, provenance, channels, exhibitions, online, exports), the channel mix and how to tell your weaver and craft-heritage story authentically (including GI where applicable). Fill in your details below.

Purpose of this tool & output

Take handmade products to more buyers

How the output is used

Use the guide to take handmade products to more buyers through the right channels and story.

Important cautions

AI-generated plan; adapt to your craft and cluster.

Companion documents

- Artisan Cluster Development Plan
- GI Registration Guide
- Handloom / Craft Mark Guide
- Handicraft Export Guide
- Craft E-Commerce Setup
- Weaver / Artisan Producer Company Kit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.