

PM VISHWAKARMA NAGALAND

PRODUCT CATALOGUE

2025





Mr. Akhrielie Kirha, PM Vishwakarma Carpenter trained artisan from Kohima District receiving credit of Rs. 1 lakh from Honourable Prime Minister Narendra Modi.

CONTENT

About	3-4	Doll and Toys	22-27
Messages	5-7		
Woven	8-14	Khuri (Wood products)	28-32
Shilaina (Tailored products)	15-21	Contact Us	33

ABOUT



The Pradhan Mantri (PM) Vishwakarma scheme is an initiative under the Ministry of Micro, Small and Medium Enterprises, Government of India. Launched on 17 September 2023, the scheme aims to support traditional artisans and craftspeople. The scheme provides these artisans with access to training, modern tools, and financial assistance to help them grow their businesses. It is being implemented by the Directorate of Industries and Commerce in the state.

As of November 2025, 1826 artisans have been trained in Nagaland across 10 districts namely Dimapur, Kiphire, Kohima, Mokokchung, Mon, Peren, Phek, Tuensang, Wokha and Zunheboto in 6 trades: Barber, Basket weaving, Carpenter, Doll and Toy Making, Masonry, Tailoring. A key component of the scheme is the PM Vishwakarma market linkage provided to trained artisans.

This catalogue showcases a diverse range of products made by skilled artisans from various product trades. The objectives of the catalogue is to build relations among institutions, marketplaces and customers to actively engage and build the craft economy by supporting local handicrafts.

From a survey conducted by the Directorate, it was found that 28% of the PM Vishwakarma artisans sell their products from their homes among closed networks and only 1.5% sell their products online. The aim is to widen the markets for the artisans to larger platforms through retail and digital sales.

In a market where products are getting mechanised and mass produced, invest in human creativity and craftsmanship by buying artisanal. Your purchase will help support an artisan's livelihood, boost the local economy and preserve handicraft skills for generations to come.



PM Vishwakarma Carpentry trained artisans from Peren District receiving toolkits from the Deputy Commissioner.

TOOLKIT



PM Vishwakarma Doll & Toy trained artisans from Kohima District receiving toolkits from the Deputy Commissioner.

Pictures credit: Department of Information and Public Relations, Government of Nagaland



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It gives me great satisfaction to present the product catalogue showcasing the remarkable craftsmanship of our artisans under the PM Vishwakarma initiative in Nagaland. This publication reflects our collective commitment to nurturing traditional skills, supporting local entrepreneurs, and strengthening the artisanal economy of our State.

The diverse collection featured here—from elegantly crafted handloom accessories and lovingly knitted crochet dolls to intricately woven baskets and beautifully finished wooden utility items—highlights the creativity, heritage, and expertise of our craftsmen and women.

Through the PM Vishwakarma initiative, we aim to empower these artisans with better training, resources, and market access. This aligns with our broader vision of promoting entrepreneurship, enhancing livelihoods, and strengthening the presence of Naga craftsmanship in national and international markets.

I encourage all readers to explore this catalogue and support our artisans, whose work not only preserves our traditions but also contributes meaningfully to the economic growth of our communities.

(HEKANI JAKHALU)



Kumar Ramnikant, IAS
SECRETARY
Industries & Commerce Department
Government of Nagaland



I am pleased to present the product catalogue showcasing the exceptional craftsmanship of artisans from Nagaland under the PM Vishwakarma initiative. This compilation reflects the dedication, creativity, and mastery of our skilled craftsmen and women, who continue to uphold and advance the rich artistic traditions of our State.

The diverse range of products featured— from beautifully tailored handloom pouches and charming crochet dolls to intricately woven baskets and finely crafted wooden items — highlights the depth of talent within our communities and the unique cultural narratives embedded in their work.

This catalogue serves as an important platform to promote the artistry of our local craftsmen and create wider avenues for visibility, appreciation, and market access. Supporting these artisans enables the growth of sustainable livelihoods while strengthening the preservation of our cultural heritage.

I encourage all readers to celebrate the creativity of Nagaland's artisans and to contribute towards the continued growth of our traditional crafts and local economies.

(KUMAR RAMNIKANT, IAS)
Secretary to the Government of Nagaland



DIRECTOR
Industries & Commerce
Nagaland: Kohima



It is with immense pride and joy that I present to you the inaugural product catalogue showcasing the exquisite craftsmanship of our artisans under the PM Vishwakarma initiative in Nagaland. This catalogue is not just a collection of products; it is a celebration of our rich cultural heritage, creativity, and the dedication of our talented artisans who pour their heart and soul into every piece they create.

In Nagaland, we are blessed with a diverse array of traditional crafts, each telling a unique story of our people and their skills. Each product in this catalogue is a testament to the artistry and ingenuity of our local craftsmen and women.

The PM Vishwakarma initiative has been instrumental in empowering our artisans, providing them with the necessary support and resources to thrive in a competitive market. This catalogue serves as a platform to not only promote their products but also to foster a deeper appreciation for the craftsmanship that defines our identity as a community.

Together, let us celebrate the spirit of craftsmanship and support the artisans of Nagaland.

(P. TOKUGHA SEMA)
Director of Industries and Commerce
Government of Nagaland

WOVEN

From a craft that was limited to men, basket weaving in Nagaland has redefined itself through material, design and utility. The craft is majorly engaged by women folk across the districts. With the tropical climate in the state, plastic has emerged a sturdy material in terms of longevity and being resistant to moisture. Efforts are currently being made to source recycled plastic for the material and any leads are appreciated.

Chokha Rack



Available Sizes:

Two and Three Tier

Available Colors:  Espresso  Grey



Price upon request

LUNCH BAG

Sturdy, easy to clean and preppy.

Make handicraft a part of your child's school journey, use it as a conversation starter at your workplace and more.

The Lunch Bag also comes with a floral clasp to keep everything in place and avoid tumbling.



LAUNDRY BASKET

Pictured here is the *Mokai* Laundry basket. Mokai means Corn in Nagamese dialect. The design takes inspiration from the vibrant purplish magenta color of local corn. It is available in three sizes.

Available
Sizes: S,M,L

SIZE	DIMENSIONS	PRICE
S	L 46 cm x B 33 cm	Upon request
M	L 65 cm x B 50 cm	Upon request
L	L 75 cm x B 65 cm	Upon request



GIFT BAG

- Portable size
- Easy to go
- Customisable in all colors and designs

Available Sizes: S,M,

SIZE	DIMENSIONS	PRICE
S	L 20 cm x B 8 cm X H 17 cm	Upon request
M	L 25 cm X B 10 cm X H 9.4 cm	Upon request



SUPERMARKET BAG

Price upon request

This on-to-go bag has been interwoven to balance the weight of products. Carry it to the market, as an everyday bag, and travel bag.

Size: 55 cm x B 28 cm x H 28 cm

ORGANISERS

Price upon request



Add a touch of woven charm to any space with these versatile oval baskets! Perfect for organising small items or as decorative accents.



All woven crafts in the catalogue are available in following districts where PM Vishwakarma artisans have been trained: Dimapur, Kiphire, Kohima Mon, Peren, Phek, Wokha , Zunheboto. They will be available in other districts as well for customised orders.

PICNIC BASKET



Available Sizes: S,M,L

Price upon request

SHILAINA

In Nagamese dialect, Shilaina translates to "being stitched".



Pearl embellished tailored top

Price upon request

Available Sizes: XS, S, M, L

Material: Lachka Polyester

Sizing Chart

Women

Size	Bust (in)	Waist (in)	Hips (in)
XS	32"	26"	35"
S	34"	28"	37"
M	36"	30"	39"
L	38"	32"	41"
XL	40"	34"	43"
2XL	42"	36"	45"

Men

Size	Bust (in)	Waist (in)	Hips (in)
XS	36"	28"	35"
S	38"	30"	37"
M	40"	32"	39"
L	42"	34"	41"
XL	44"	36"	43"
2XL	46"	38"	45"

All tailored items in the catalogue are available in following districts where PM Vishwakarma artisans have been trained: Kohima, Wokha

All designs will be available for customised orders.

Cottage core bow top

Price upon request

Available Sizes: XS, S, M, L

Material: Lachka Polyester





BE MY BONNET!

Cute bonnets for your munchkin made with schiffli, cotton, satin and lace.

₹200

UPCYCLED HANDLOOM POUCHES

Great as a cultural on-the-go gift and also for keeping your essentials organised in your everyday super-bag! .



From ₹80 onwards

UPCYCLED TEEK-TAK WRAP



Keep all your gadgets wires 'theek-tak' or organised using this simple, wrap around pouch with a button enclosure.

₹100 onwards

Length: 11 cm

Breadth: 6 cm

Available in various handloom designs



Gingham Pillowcases with and without frills

Size: 51 X 71 cm

₹550 for a pair without frills
₹600 for a pair with frills

Brooches



Available in all colors

₹200

DOLL AND TOYS





NAGA DOLLS

Handcrafted dolls in attires inspired by tribes from Nagaland

Price upon request

ASSORTED DOLLS





BUNNY DOLLS

More designs are available and also customisable. Kindly refer to our Contact Us page at the end of the catalogue or @mothers_craft_2025 and @handmade_croched on Instagram.

Prices ranging from ₹ 300-330 for
Medium dolls
₹800 for large dolls





₹70 for X-small
keychains
₹150 onwards for S size

DOLL CHARMS

Style your bag with these cute and personable charms made by PM Vishwakarma Doll and Toy artisans from Kohima and Dimapur.

More designs are available and also customisable. Kindly refer to our Contact Us page at the end of the catalogue.



CHRISTMAS TRINKETS

Adorn the Christmas tree at home with crochet trinkets that can be washed and reused. Proudly made in Nagaland, the Christmas Charms can be gifted to loved ones to make this season a little special.

It would also create a difference in the lives of our women artisans to know their handcrafted trinkets have travelled far and wide to brighten someone's home. The hamper contains and can be customised to include:

- Stars
- Cane
- Christmas Trees
- Snowman
- Hearts
- Sheep
- Acorns
- Santa Claus
- Angels
- Reindeer



BROOCHES



Spruce up your daily outfits with a traditional touch.

From L-R, The first brooch is representative of a **Naga woman** in traditional attire. The second brooch is of the **Hornbill bird** after which the renowned Hornbill International festival has been named. The third brooch is of a **Mithun**, which is the state animal of Nagaland. The fourth brooch is the **Rhododendron**, which is the state flower of Nagaland.

These products are open to customisations

KHURI

In Nagamese dialect, Khuri translates to "wood"



PUNCHISHE CLOCK

PAPERWEIGHT



Noah's Whale



Appu the Elephant

Joey the Kangaroo



Blob the Birdie

TOOTHPICK HOLDER

It's a fruit,
it's a pear,
It's a Toothpick holder!

Price upon request



DESK ORGANISER

Worktable has never been this suave and
organised.
It's more than a desk organiser, it's a statement.

Price upon request

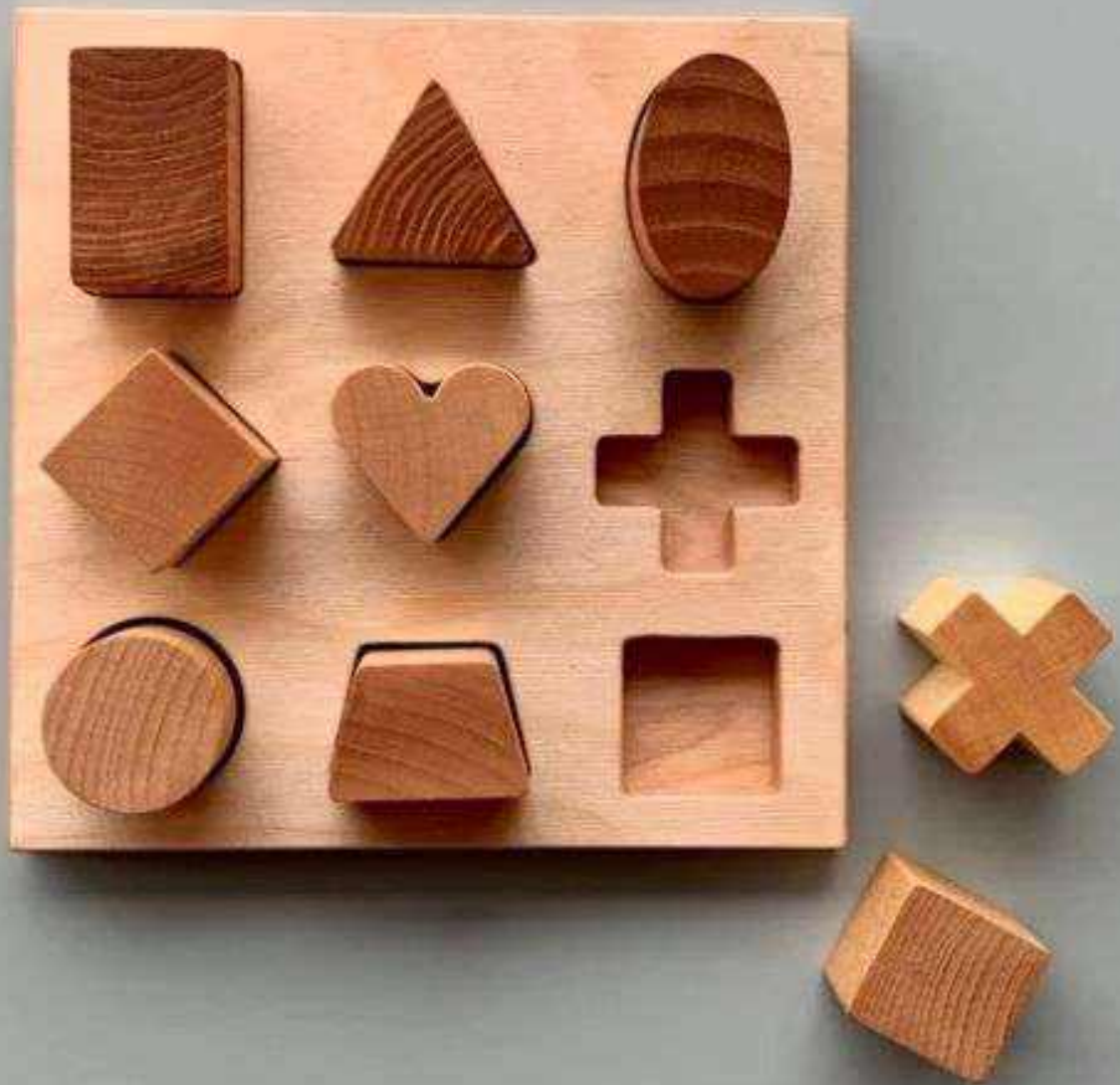


WOODEN DECOR

All wooden crafts in the catalogue are available in following districts where PM Vishwakarma artisans have been trained:

Dimapur, Kiphire, Kohima, Mokokchung, Mon, Peren, Phek, Wokha

They will be available in other districts as well for customised orders.



Price upon request

COGNITIVE WOODEN BLOCKS

Cognitive toys are objects and games designed to stimulate a child's brain development through engaging and purposeful play. They help children build crucial skills such as critical thinking, problem-solving, and creativity.

With this toy, help children recognize shapes and categorize objects, which builds logical reasoning skills.

Ages- 1 to 3 years



REUSABLE CALENDAR

Price upon request



MINIMAL CLOCK

Price upon request

Available in Desktop size.



WOODEN DUSTBIN WITH LID

Price upon request



We are open to custom and bulk orders.
Play an active role in building the craft
economy of Nagaland by investing in
artisanal products.

CONTACT US



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