EMPOWERING BHUTANESE WOMEN TO EXPORT HIGH-VALUE HANDICRAFT TEXTILE PRODUCTS

Investing in knowledge and skills of women is central to the EU-Bhutan Trade Support project. Handmade textile, an integral part of Bhutanese life and culture, is a main source of income for women and young people in the country.

Together with the Agency for Promotion of Indigenous Crafts (APIC), the project contributes to improving the livelihoods of women, especially young women, in handicraft sector.

Ms. Karma Choden, Manager of Cluster and Craft Bazaar Development Division of APIC highlights that “Weaving in Bhutan is one of the main sources of income for women, both in rural and urban areas. As we celebrate the 2019 International Women’s Day, I am proud to say that almost 95% of handicraft sector beneficiaries under the EU-Bhutan Trade Support project are women and youth. The project will closely work with women and youth from different backgrounds, build their capacities and bring together the handmade textile promoting individuals, civil society organizations and government institutions”.

A two-day workshop was held for 25 direct beneficiaries in the handicraft textile sector on product strategy and brand identity, development of home textile lines, and export quality and supply management. Through experience sharing and hands-on sessions, participants were equipped with knowledge to develop export-oriented handicraft textile products.