





ABOUT PHULKARI EMPORIUMS

Punjab Small Industries & Export Corporation

Punjab Small Industries & Export Corporation limited was set up in the year 1962 with one of the objectives of promoting handicrafts and local arts through its 'Phulkari' emporiums. Ever since it has led many initiatives to showcase Punjab's rich heritage and culture on a national scale. Currently it has 5 active locations based out of Amritsar, Chandigarh, Delhi, Kolkata and Patiala.

The word phulkari literally means flowering. It is a form of craft in which embroidery is done in a simple and sparse design over shawls and dupattas. The main characteristics of Phulkari embroidery are use of darn stitch on the wrong side of coarse cotton cloth with colored silken thread. Phulkari, is a skillful manipulation of single stitch that provides interesting pattern on the cloth. The base is khaddar cloth. Punjabi women create innumerable alluring and interesting designs and patterns by their skillful manipulation of the darn stitch. Many folk songs on Phulkari are part of Punjab culture.

Phulkari, Punjab Government Emporiums are 52 years old now and we wish to grow with your love and support.

Weaving and Embroidery



The weaving of durries are very common with the Punjabi women. Durries are actually made by cotton used as floor or bed spreads. There are different motifs like stripes, squares, checks are prevalent. Sometimes motifs of animals and birds are also made.

Phulkari is a traditional pattern of weaving in Punjab. It is popular with the women of Punjab since the 15th century. Among the Art and Craft of Punjab, Phulkari is the most popular handiwork recognised in India and abroad. Phulkari is mainly associated with flower embroidery.

Phulkari Emporiums have collated a wide range of durries and Phularis from across Punjab. You will find a selection of Bagh, Chope, Subhar, Sainchi, Tilpatra, Neelal, Ghungat bagh and chammas phulkaris that are handpicked.

A collection of traditional terracotta pottery is displayed in a shop. The items include several large, tall vases with intricate cut-out patterns, some with colorful tassels hanging from their necks. In the foreground, there are smaller, shallow bowls and a wide-mouthed jar with a flared rim and decorative knobs. The background shows more pottery and a glimpse of a person in a blue shirt. The text "MUD WORK" is overlaid in the center in a white, serif font.

MUD WORK

The Mud Works is an ancient practice in Punjab. It is a skill of the artisans of Punjab to transfer dull objects into magnificent work of art. Generally it is a trend in Punjab to plaster the walls of the house with mud and then create different motifs and designs on them. These kind of works are generally performed by the rural women of Punjab. Earlier the Mud Works were done due to certain superstitions to keep away the evil spirits from the households. This art of painting mud walls is known as Chowk-Poorana in Punjab. Mainly the Mud Works were done during the festivals in the village, like the Navaratra poorna, Karva-Chauth, Hoi or Ahoi, and Diwali.

A large, empty room with a grid of wooden frames on the floor, possibly a furniture factory or warehouse. The frames are arranged in a regular pattern, creating a series of rectangular sections. The room is brightly lit, and the floor is a light brown color. The word "FURNITURE" is written in large, black, serif capital letters across the center of the image.

FURNITURE

Comfortable, attractive and the eloquently decorated "Pidhis" and "Manjis" of Punjab are some of the splendid products of the handicraft industry of Punjab. During the olden days when there was hardly any concept of "Modular Kitchen", the Punjabi women preferred to sit in the four legged small stool that were very comfortable and usable as well. The small stools that are beautifully designed by the craftsmen of Punjab now serve a variety of purpose and are used on several occasions to suit the convenience of the user.

An illustration of a traditional scene. On the left, a woman in a pink headscarf and yellow dress sits on a yellow cushion, holding a purple hat. In the center, a large red hat with a gold tassel sits on a white base. On the right, a woman in a teal headscarf and white dress sits on a pink cushion, holding a small golden object. Behind them is a brown archway with white calligraphy. The background shows a simple building with a thatched roof and a blue sky. The word 'ORNAMENTS' is written in white capital letters across the center.

ORNAMENTS

Representing the vibrant and dynamic nature of the state, the people of Punjab flaunt several "Traditional Ornaments" during festivals and other important occasions.

Punjab has always encouraged the use of heavy jeweleries during marriages and other occasions. Lotan earrings, Pippal Patti jewellery Bala earrings, Karnphul, Jhumka and Dhedu earrings, Pakhi which is used as a hand fan and Paranda which is a colorful hanging worn in women's hair are a few ornaments widely used by women in Punjab.



CLOTHING AND FOOTWEAR

The needle work or the Weaving and Embroidery in Punjab is known by various names. In Punjab, Weaving and Embroidery forms the part of daily lives of the women. On certain auspicious occasions and festivals, these works are highly used. The needle work are mainly done on the scarves, bed spreads, salvars, shirts, and dupattas. The Patiala Shahi Salwar is a famous clothing item recognised across the country.

Punjabi Jutti, also known as Jooti, Khussa and Mojari is a handcrafted footwear made of leather which is beaded and embroidered with silk threads and sequins. It is worn in day to day life, on weddings, religious occasions and to parties and festivals.



CORPORATE GIFTING

Corporate gifting plays a major role today. Here at Phulkari we have a varied range of corporate gifting items ranging from price friendly stationary items like diaries, pencil, folders, laptop sleeves, coasters to Phulkari and Brass products including customised Phulkari wearable item for both men and women.

Phulkari also has Gold and Silver coins available in 5 gm, 10 gms and 50 gms that are MMTC certified. These commemorative medallions were specially curated on the auspicious occasion of 400th Parkash Utsav of Sri Guru Teg Bahadur Ji.



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0172-2702301-05



www.psiec.punjab.gov.in



psiec.emp.headofc@gmail.com



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Patiala

The background features a repeating geometric pattern of light blue and white shapes on a light gray background. The pattern consists of interlocking, stylized floral or star-like motifs arranged in a grid. Each motif is composed of four curved, arrow-like segments pointing towards a central point, creating a sense of movement and rhythm. The overall effect is a clean, modern, and visually appealing design.

Thank You