



Disclaimer

This report is prepared solely for academic purposes based on research, analysis, and personal insights. While efforts have been made to ensure accuracy, Export Experts Global and the team make no guarantees regarding completeness or currentness. Any action taken from this content is at the reader's own risk, and neither the team nor presenter is liable for consequences. Reproduction, distribution, or commercial use of this report requires prior written permission.

www.expertexpertsglobal.com



Conch Bangles from West Bengal: A Traditional Craft

Conchbangles (locally called Shankha) are traditionalhand-crafted banglesmade fromthe white conchshell (shankh).Theyareconsidered auspicious in Bengali culture, especially for married women.

Uses of Conch Bangles



Cultural Significance

Worn by Bengali married women during weddings and festivals



Traditional Rituals

Used in traditional rituals as a sign of prosperity



Commercial Value

Exported as handicraft/jewelry items and used as souvenirs and cultural gifts

Price Comparison: Domestic vs Export



₹150- & ₹500- &

Indian Price

**Per pair, depending on
design & carving complexity**

Export Price

**Per pair, especially in
USA/EU markets where
cultural jewelry has demand**



Product Varieties

Plain White Shankha

Traditionalsimplewhiteconch bangles

Red Shakha-Pola

Shankhawithcoral/polished red resin accents

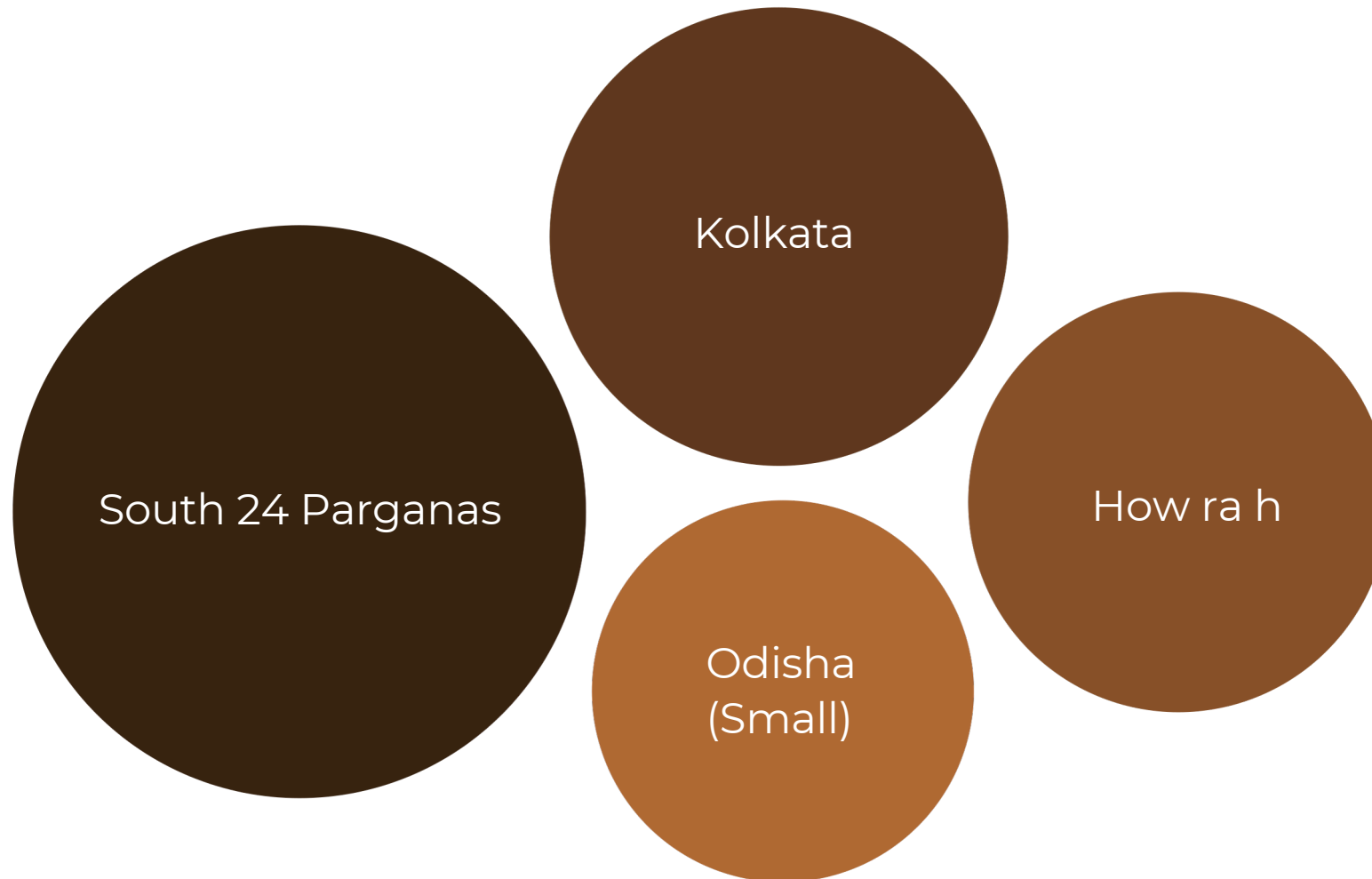
Designer Carved

Intricatelycarvedbangles with traditional patterns

Customized Jewelry

Earrings,pendants,necklaces made from conch

Production Regions in India



West Bengal (Main): South 24 Parganas (Dakshin Barisha, Bishnupur), Kolkata (Shyambazar, Burrabazar), and Howrah

Odisha: Small-scale production centers



Manufacturing Tools & Equipment

Conch bangles are primarily handmade with minimal tools:

- **Cutting machines for conch shell**
- **Polishing machines**
- **Carving/engraving tools**
- **Buffing machine**
- **Small hand-tools for shaping**

Manufacturing Hubs



South Kolkata

Barisha and Burrabazar areas



Bishnupur & South 24
Parganas

Traditional craft clusters



Midnapore

Small scale production centers



Wholesale Markets

Kolkata Markets

Burrabazar, Shyambazar, and College Street are the primary wholesale hubs

Coastal Regions

Digha & South 24 Parganas craft clusters offer direct access to artisans



Quality Grades

Grade A

Pure white, no cracks, high polish, premium carved designs

Grade B

Slightly off-white, minor imperfections, medium polish

Grade C

Local/low-quality with cracks or basic designs



Quality Inspections & Certifications

- **Quality inspection for cracks & polish**
- **Dimension & weight check**
- **Certificate of Origin (for authenticity)**
- **Handicraft certification (for export as handicraft, not plastic)**
- **Fumigation & packaging inspection (to meet international import rules)**

These certifications are essential for international buyers and ensure the authenticity and quality of the traditional craft.