

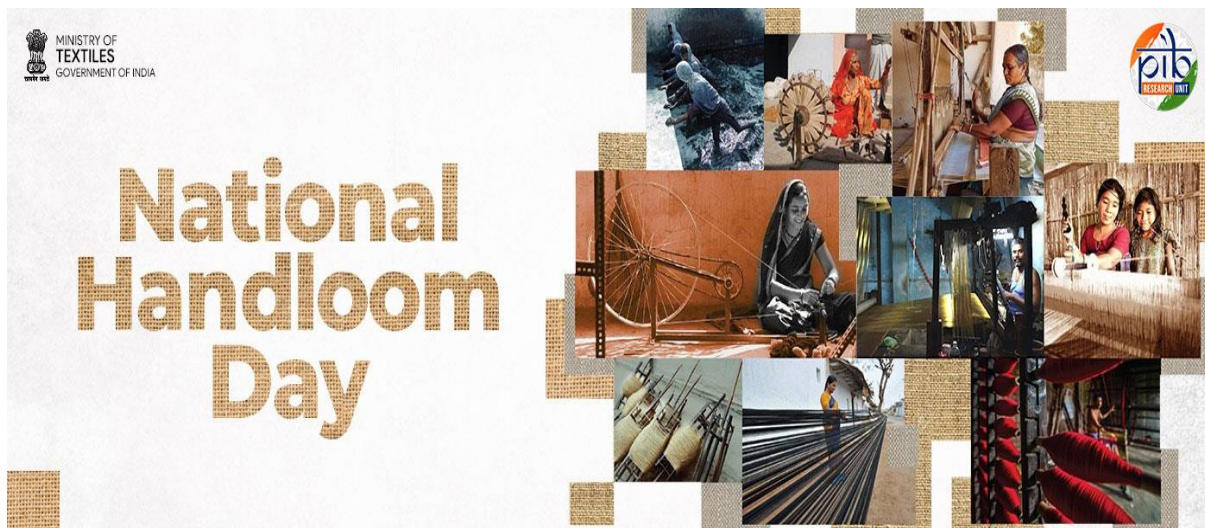
## 10TH NATIONAL HANDLOOM DAY: CELEBRATING TRADITION, INNOVATION, AND EXCELLENCE

*Honoring India's Weaving Legacy*

(Ministry of Textiles)

August 6, 2024

National Handloom Day, observed on August 7, marks the anniversary of the Swadeshi Movement of 1905 and was first celebrated in 2015, inaugurated by Prime Minister Narendra Modi in Chennai. The **10th National Handloom Day** will take place on August 7, 2024, at Vigyan Bhawan, New Delhi. This day honours the contributions of handloom workers and aims to inspire pride and motivation within the handloom industry by highlighting their cultural, traditional, and **economic significance**. The event is celebrated nationwide to raise awareness of the handloom sector's role in **socio-economic development**.



The handloom sector is a vibrant representation of India's diverse cultural heritage, employing around **3.5 million people**, making it the second-largest employment sector after agriculture. With each region offering unique styles and patterns—from Jammu & Kashmir's Pashmina Shawls to Kerala's Kasaragod Sarees and Gujarat's Patan Patola—handloom products embody centuries of artisanal skill and cultural richness.

These products also play a crucial role in empowering millions of artisans, **especially women**, by providing essential livelihoods and aiding in rural **poverty alleviation**.

## Government Initiatives to Support Handloom Weavers

The government has introduced several initiatives to bolster India's handloom sector, aimed at improving weavers' conditions and boosting productivity:

1. **GeM Onboarding:** Allows weavers to sell directly to government departments via the Government e-Marketplace (GeM).
2. **Handloom Producer Companies:** 124 companies formed across states, with UNDP aiding in the capacity building of 100 of these companies.
3. **Engagement with E-commerce Entities:** Collaboration with 23 e-commerce platforms to expand market access for handloom products.
4. **Design Resource Centers (DRCs):** Established in major cities to enhance design excellence in handlooms.
5. **Weavers' Welfare Scheme:** Includes National Handloom Development Programme (NHDP), Comprehensive Handloom Cluster Development Scheme (CHCDS), Handloom Weavers' Comprehensive Welfare Scheme (HWCWS), Yarn Supply Scheme (YSS), and Hathkargha Samvardhan Sahayata.
6. **Handloom Export Scheme:** Supports the export of handloom products and participation in international fairs.
7. **Weaver MUDRA Scheme:** Offers financial assistance for working capital and new technology investments.
8. **Cluster Development Programme:** Provides funds for infrastructure, capacity building, and market access in handloom clusters.

## Unveiling India's Handloom Legacy: A Rich Tapestry of Tradition

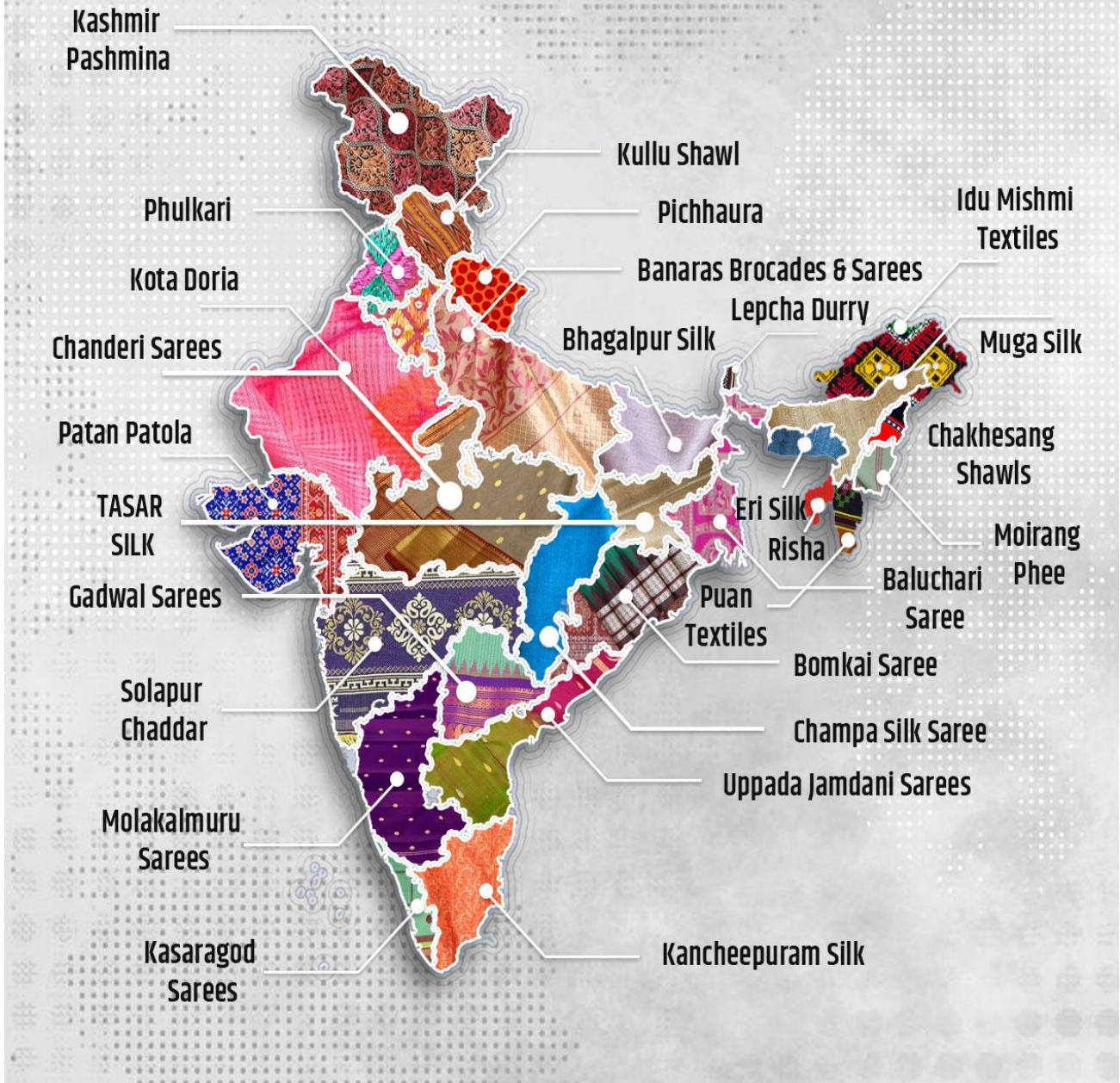
Indian handlooms are a vibrant and integral part of the nation's cultural heritage. This sector employs over **35 lakh individuals**, including **25 lakh female weavers** and allied workers, making a substantial contribution to the economy.

With the government's initiatives in cluster development, credit availability, export promotion, and the establishment of seven Design Resource Centres (DRCs) for design excellence, Indian handlooms continue to be a beloved choice for traditional and contemporary fashion both within India and worldwide.



*Exploring*

# The Rich Tapestry of India's Handlooms



## GI Tags to Protect the Handloom Industry

Geographical Indication (GI) tags are official markers given to products with a specific geographic origin and distinct qualities. They protect these products from unauthorized use or imitation, helping consumers identify authentic goods. In India, the Geographical Indications of Goods (Registration & Protection) Act, 1999, enacted in 2003, aims to safeguard producers' interests, prevent exploitation of GIs, and boost marketability.

From April 2023 to March 2024, the government awarded GI tags to several handloom products, enhancing their recognition and economic value. These products include:

- **Barabanki** Handloom Products from Uttar Pradesh
- **Chedibutta** Saree from Tamil Nadu
- Jodhpur **Bandhej** Craft from Rajasthan
- **Basohli Pashmina** Woolen Products from Jammu & Kashmir
- **Rangwali Pichhoda** of Kumaon from Uttarakhand
- **Tangail Saree** from West Bengal
- **Garad Saree** from West Bengal
- **Korial saree** from West Bengal





## Key Events and Activities for the 10th National Handloom Day 2024

To celebrate the 10th National Handloom Day in 2024, the government will organize several key events and activities designed to promote and celebrate the handloom sector. These activities will offer weavers and artisans opportunities to showcase their work, connect with consumers, and benefit from government support.

### 1. VIRAASAT Exhibition

Celebrating the 10th National Handloom Day, the “VIRAASAT” exhibition.

- **Dates:** August 3 to August 16, 2024
- **Location:** Handloom Haat, Janpath

#### Features:

- ✓ 75 stalls where handloom weavers and artisans can sell their products directly
- ✓ Curated displays of India’s exquisite handloom textiles
- ✓ Workshops on natural dyes, kasturi cotton, design, and exports
- ✓ Live loom demonstrations
- ✓ Traditional Indian folk dances
- ✓ Regional cuisines.



## 2. Activities on MyGov Portal

- ✓ Handloom Quiz Contest: **August 7-10, 2024**
- ✓ Pledge to Use Indian Handloom: **July 16 to August 15, 2024**
- ✓ Selfie Contest: **Share selfies with Indian handlooms from July 16 to August 15, 2024**
- ✓ Design a Souvenir: **Submit handloom souvenir designs from July 16 to August 15, 2024**

## 3. Other Events

- ✓ **Educational Events:**
  - "Know Your Weaves" at Crafts Museum
  - Handloom expos by State Governments
- ✓ **Workshops and Demonstrations:**
  - Saree draping and weaving demonstrations
  - Fashion presentations by IIHTs and NIFT campuses
- ✓ **Awareness Campaigns:**
  - Quiz contests
  - Thematic displays
  - Social media reels by students and institutions

- ✓ **Awards Ceremony:**

During the programme, 5 Sant Kabir Awards & 17 National Handloom Awards will be conferred.

- ✓ **Publication Release:** Unveiling of the Award Catalogue and the coffee table book titled ***"Parampara: Sustainability in Handloom Traditions of India"*** by the Hon'ble Vice President of India.

## Conclusion

National Handloom Day serves as a significant platform to honor the handloom weaving community and recognize their vital role in preserving **India's cultural heritage**. The government's initiatives, such as promoting sustainable practices, enhancing market access, and supporting financial **empowerment for artisans**, play a crucial role in advancing the sector. By celebrating this day, the government underscores its commitment to bolstering the

**handloom industry**, which employs millions and contributes significantly to rural livelihoods. These efforts not only aim to uplift artisans and preserve traditional weaving techniques but also enhance the global recognition of Indian handloom products for their exceptional quality and cultural significance.

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