

75
Azadi Ka
Amrit Mahotsav

8TH NATIONAL HANDLOOM DAY
7TH AUGUST 2022



वस्त्र मंत्रालय
भारत सरकार
MINISTRY OF TEXTILES
GOVERNMENT OF INDIA

THE LAND OF WOVEN DREAMS

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The unravelled warp and weft of the traditional Indian textiles traces many underlying shades and contours, the story of which has been told and retold many a time. So intricately it is woven with the thread of life that the innate character of the fabric gets transformed.



Indian handloom sector is extremely complex and multifaceted. The strength of this sector is its uniqueness in terms of knowledge transfer, flexibility of production, openness to innovation and the wealth of its tradition. It also touches the lives of millions, although it has link with the past –as with the future. Interestingly, the motifs and techniques in handlooms form the cultural icons, which are inherited and imbibed from one generation to the next. Irrespective of the loom and the fibres, a weaver works with the form, colours and the motifs are derived out of their consciousness, evolved through years of experience.

At present India contributes roughly 85 per cent of the world's handwoven products. Each state in India has its own unique language and aesthetic signature. This makes us a powerhouse in this space and with a cultural legacy that is truly unparalleled today. Continuity of such unique traditions and weaving practices for more than 5000 years is astonishing and that Indian handloom weavers have successfully passed on their creativity and skill to their next generations.

National Handloom Day is celebrated on 7th August in India to honour

the handloom weaving community for their contribution to rural economy and their consistent efforts to preserve Indian heritage. It commemorates the Swadeshi Movement, meaning self-reliance, which was launched on 7th August, 1905. The movement was one of the most important steps towards India's independence, a call to encourage indigenous industries and in particular hand spinning and handloom weaving.

This year India is celebrating 'India at 75', to commemorate 75th Anniversary of India's independence. Ministry of Textiles, Government of India, has brought two exhibitions- one at London, UK and another at Madrid, Spain, on the occasion of National Handloom Day this year. The exhibition aptly entitled 'The land of woven dreams' is a showcase of the rich traditions of Indian handlooms, its diversity and sustainability in terms of techniques, material and designs. Panel discussions and presentations by handloom experts and designers are being planned at the occasion to will bring to light the unique advantage of working with skilled weavers and dyers.

The exhibition brings the handloom textiles from the collection of Weavers Service Centers (WSCs). WSCs were set up by the Ministry of Textiles to assist in development of the handloom sector by providing technical support and services to weavers, and other stakeholders. Skilled designers and weavers have worked at the WSCs to create pathbreaking and innovative designs with traditional techniques.

India Handloom brand (IHB) was launched by the Government of India on August 7, 2015, for branding of high quality differentiated handlooms to



help the consumer to buy authentic product. IHB is a certified mark for endorsing genuine handloom product quality in terms of raw materials, processing, embellishments, weaving design and that the social and environmental compliances have been followed in their production.

These exhibitions are curated by the National Institute of Fashion Technology (NIFT), a premier Institute set up by Ministry of Textiles in 1986, with a vision to fulfill a growing need for professionals specialised in the field of fashion. NIFT has emerged as a prominent leader in the field of professional fashion education, deftly combining design with management and technology.

The exhibition of handwoven treasures from India will infuse a renewed interest in Indian handlooms and acknowledge the genius of the Indian handloom weavers. Handloom Export Promotion Council (HEPC) and National Handloom Development Corporation (NHDC) are the implementing organizations for the exhibition.

