



हथकरघा दिवस

HANDLOOM DAY

7 AUGUST 2024

#MyHandloomMyPride



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THE 10TH NATIONAL HANDLOOM DAY CELEBRATION

In 2015, the Government of India took a significant step to honor the country's rich handloom heritage by designating the 7th of August as National Handloom Day. This decision aimed to recognize and celebrate the contributions of the handloom-weaving community, whose craftsmanship plays a vital role in the socio-economic development of the nation. The inaugural National Handloom Day was launched on 7th August 2015 by Prime Minister Narendra Modi in Chennai. Since then, this day has served as a platform to empower handloom weavers and workers, instilling pride in their exquisite skills and helping to preserve the legacy of handloom in India.

The 10th National Handloom Day was celebrated at Vigyan Bhawan, New Delhi, with the esteemed presence of the Hon'ble Vice President of India, Sh. Jagdeep Dhankhar, Smt. Dr. Sudesh Dhankhar, Hon'ble Minister of Textiles, Sh. Giriraj Singh, Hon'ble Minister of State for Textiles, Sh. Pabitra Margherita, and Smt. Rachna Shah, Secretary of Textiles.

An exhibition showcasing award-winning handloom pieces was curated and designed by NIFT Delhi. The exhibition featured exquisite items crafted by National and Sant Kabir awardees from across the country, including intricately woven saris, shawls, stoles, home textiles, and garments.

The Hon'ble Vice President, Sh. Jagdeep Dhankhar, presented the National and Sant Kabir awards to the master weavers. This was followed by a fashion presentation titled "Alankrit," organized by NIFT Delhi and the Centre of Excellence for Khadi, a project at NIFT. The fashion show paid homage to skilled handloom weavers by highlighting the enhancements made to the handloom fabrics. The collections, developed by students, resulted from the craft cluster initiative, where students and artisans co-created, blending contemporary learning with the honed skills and indigenous knowledge of traditional crafts. The fashion presentation was well received by the audience, including the weavers.

All NIFT campuses celebrated the 10th National Handloom Day with great enthusiasm. A variety of activities, including fashion shows, panel discussions, competitions, exhibitions, and craft bazaars, were organized to sensitize students to the significance of handlooms and their role in sustainable fashion. The following pages provide a glimpse of the activities conducted at each campus.





BENGALURU

NIFT Bengaluru commemorated National Handloom Day today with a series of events aimed at celebrating India's rich handloom textile heritage. The chief guests for the event were Sh. Kishan Singh Sugara, Retired IFS; Smt. Seema Singh, handloom enthusiast; and Dr. Mohana Rao, State Director of KVIC. The ceremony began with the lighting of the lamp by the chief guests, along with the Director, Campus Academic Coordinator and Cluster Initiative Coordinator. In their speeches, the chief guests highlighted the importance of preserving and promoting handloom textiles for future generations.

A spate of events followed including display, exhibition, competitions and fashion walk. Departments such as Fashion Design, Textile Design, Knitwear Design, Fashion Communication, and Fashion & Lifestyle Accessories showcased the best handloom products and documents created by students as part of their studies. This display aimed to highlight the students' exceptional work and was visited by 1st and 3rd semester students to gain insights from their seniors' projects. The crafts represented included Nail Knitting from Haliyal, Nimmalakunta Leather Puppetry, Udupi Saris and Dupattas, Bidari, Chintamani, Lambani Embroidery, and Venkatagiri Weaving.

An exhibition was organized featuring seven organizations showcasing various handloom products. The exhibition from August 7th to 9th at the NIFT Bengaluru campus, included Mriganayni (MP Government Emporium); Utkalika (Odisha Government Emporium); Desi (Handloom Fabric from Karnataka); Priyadarshini (Handloom Fabric from Karnataka); Jhar Craft (Jharkhand Silk Textiles); Tribes (Tribal Handlooms and Handicrafts - TRIFED); and Cooptex (Handloom from the Government of Tamil Nadu).

A department-wise competition showcased the creative styling of handlooms by various departments. Both UG and PG students participated enthusiastically, fostering a deeper understanding and appreciation of handloom fabrics versus power loom fabrics. The students' creativity in styling the fabric received significant appreciation.

Faculty members participated in a ramp walk representing handloom fabrics from different regions of India, including the east, south, west, north, and northeast. Each sequence was accompanied by an informative introduction about the fabric worn by the faculty group.

The event concluded with a group photo of all faculty, staff, and students, with everyone dressed in handloom attire, symbolizing unity and support for the handloom sector. The celebration highlighted the importance of handlooms in India's cultural heritage and promoted their significance for the future.





BHOPAL

National Handloom Day was celebrated at NIFT Bhopal on August 7th, 2024. The event was organized under the leadership of Lt. Col. Ashish Agrawal, Campus Director, Mr. Akhil Sahay, Joint Director, and Dr. Anupam Saxena, Associate Professor, Textile Design Department & Cluster Initiative Coordinator. The chief guest for the event was Prof. Dr. Kailash Rao M, Director of the School of Planning and Architecture (SPA) Bhopal. The celebration was attended by NIFT Bhopal students, faculty members, officers, and staff. Everyone present took an online pledge to show their support and commitment to the handloom sector.

On this occasion, NIFT Bhopal students, faculty members, officers, and staff participated in a ramp walk showcasing handloom attire, with the chief guest, Prof. Dr. Kailash Rao M, also enthusiastically joining in. To promote and generate interest in handloom, a competition was organized for the best handloom attire in different categories: students, faculty members, officers, and staff (both male and female).

To further promote handloom, pictures of the event were posted on NIFT Bhopal's social media handles, and a press release was sent to the media team for publication in local newspapers and online portals. In support of the "Har Ghar Tiranga" campaign, an exhibition-cum-sale was organized at the NIFT Bhopal campus by Khadi Gramodyog, Bhopal.

As part of the "Ek Ped Maa Ke Naam" campaign, a tree plantation drive was conducted on campus, where students, faculty members, officers, and staff collectively planted saplings.

The event featured artisans from various clusters, such as Champa, Chhattisgarh; Indian Craft Story, Bhopal; Mahashakti Seva Kendra, Bhopal; Uttarakhand Craft; Crochet Knitting; Studio Nui; Bead Work; and Handloom, Bhopal. These artisans showcased their crafts, and the items jointly created by artisans and students as part of a craft-based design project were displayed. The exhibits prominently featured Chanderi, Maheshwari handlooms, Gwalior Carpet, Farrukhabad Zardozi, Tikamgarh Bell Metal, Indore Leather Toys, Deesa Banaskantha from Gujarat, and other crafts. The stalls of Khadi Gramodyog, Bhopal and other artisans were the main attractions of the event.

नेशनल हैंडलूम डे आज: फैशन वर्ल्ड में हैंडलूम का आज भी बोल-बाला, यंगस्टर्स की है पसंद डिजाइन के स्टूडेंट्स ने हैंडलूम को मॉडर्न फैशन में शामिल कर बनाए क्रिएटिव प्रॉडक्ट

पत्रिका एक दिन खादी के नाम

भोपाल 14 अगस्त। हथकरघा युवाओं का सबसे पुराना सपना है, जो इनकी सतत प्रेरणा है। लेकिन आज भी फैशन वर्ल्ड में इसका बोल-बाला देखने को मिलता है। फैशन के जगतों का कहना है कि हैंडलूम को मॉडर्न को कनेक्ट करने के लिए फैशन डिजाइनर्स ने अपनी क्रिएटिविटी से मॉडर्न फैशन में शामिल किया है। स्टूडेंट्स ने पारंपरिक कलियों को मॉडर्न चैम्पियन के साथ जोड़ने का काम किया है। कुछ स्टूडेंट्स ने चंदेरी से मिली कवर और अन्य होम डेकोर के प्रॉडक्ट बनाए।

अवध जामदानी पर स्कार्फ डिजाइन किया

मैंने अवध की पारंपरिक बुवाई जामदानी को पुनर्जीवित करने के लिए स्कार्फ डिजाइन किया। जो जीवन बुवाई के काल से ही बनाया गया था। इस काल में चंदेरी से मिली कवर के काला मकलम द्वारा स्कार्फ डिजाइन किया। इस प्रोजेक्ट को लक्ष्मी जी ने सपोर्ट किया। मैंने अवध जामदानी पर करीब 10 डिजाइन डिजाइन किए। जिसमें स्कार्फ और अन्य फेब्रिक शामिल हैं। रिजल्ट के दौरान डिजाइन स्टाफों का दौरा किया। इसमें मैंने स्कार्फ बुवाई के साथ मिलानर काम किया और उन्हें पारंपरिक कलियों और डिजाइन प्रेजेंटेशन का उपयोग करने के लिए प्रोत्साहित किया। इससे स्कार्फ पारंपरिक कलियों को आधुनिक बाजार तक ले जाने के साथ मिलता है।

चंदेरी के वेस्ट फेब्रिक से पिलो कवर डिजाइन किया

मैंने और मेरे क्लासमेट ने चंदेरी पर रिजल्ट डिजाइन का काम किया। इसके लिए हमने चंदेरी से कपड़े का कलात्मक डिजाइन और चंदेरी पर स्कार्फ से अवधान किया। इस दौरान हमने देखा कि चंदेरी पिलो कवर जैसे प्रॉडक्ट सिर्फ बड़े ब्रांड के रिजल्ट ऑफिस पर बनाए जाते हैं। जो कि दुर्लभ है। जो भी इन्वेंट्री डिजाइनर असा कि क्यों न चंदेरी के वेस्ट फेब्रिक से पिलो कवर डिजाइन किए जाएं। हमने रचनात्मक बुवाई से चंदेरी के वेस्ट फेब्रिक को इस्तेमाल किया। चंदेरी के वेस्ट फेब्रिक को कैसा रंग कर सकते हैं। इस प्रोजेक्ट में अल्लिया शिल्पी, अजुका पति, मिट्टी जैन, नैली देवान, जय चंदेरी और रश्मि अजयवर्मा शामिल रही।

कांठन फेब्रिक से तैयार किया बैग, सीखी विविंग

मैंने कांठन बुवाई से बैग तैयार किया है। इसमें मैंने कांठन फेब्रिक का इस्तेमाल किया है। पहले कांठन पर फेब्रिक तैयार किया था। फिर बुवाई की। इसके बाद मैंने बैग और वेस्ट से कांठन कवर का डिजाइन किया है। मुझे अब विविंग करना आ गया है। मैं रिजल्ट विविंग बैग और भी प्रोजेक्ट्स पर काम कर रही हूँ।

श्रुति परेत, आइआईएफटी भोपाल



मध्य स्वदेश
स्वदेश ग्वालियर समूह का भोपाल संस्करण

भोपाल - मध्य स्वदेश
Date 8 Aug 2024



निफ्ट ने मनाया हथकरघा दिवस

भोपाल। राजधानी के भौरी स्थित राष्ट्रीय फैशन प्रौद्योगिकी संस्थान (निफ्ट) में बुधवार को 'हथकरघा' दिवस मनाया गया। इस अवसर पर मुख्य अतिथि स्कूल ऑफ प्लानिंग एंड आर्किटेक्चर (एसपीए) के निदेशक डॉ. कैलाश एम. राव ने कार्यक्रम का उद्घाटन किया गया। डॉ. राव ने कहा कि भारतीय परिधान और शिल्प की परंपरा को संजोने और उसे बढ़ावा देने की आवश्यकता है। उन्होंने इस प्रकार के आयोजनों को भारतीय संस्कृति और हस्तशिल्प को प्रोत्साहित करने के महत्वपूर्ण कदम के रूप में सराहा। कार्यक्रम में 20 छात्राओं ने अलग-अलग राज्यों के परिधान में रैंप वॉक किया। निफ्ट 7 अगस्त से 15 अगस्त तक 'हथकरघा पखवाड़ा' मनाएगा, जिसमें हस्तकरघा शिल्प की परंपरा और सुंदरता को प्रदर्शित किया जाएगा। इस अवसर पर भारतीय शिल्प और वस्त्रों की समृद्ध धरोहर को प्रदर्शित किया गया। स्टूडियो नुई, संजना के ऐपन (उत्तराखंड की पारंपरिक कला), सिल्क दुपट्टा और साड़ी, कबीरा खादी, शालिनी गर्ग के निट और क्रोशिया, तनिषा दबे के बीड्स ज्वेलरी



BHUBANESWAR

The Handloom Day celebration began with a warm welcome to the esteemed guests, followed by the ceremonial lamp lighting and Saraswati Vandana. Distinguished guests for the evening included Padma Shri and Padma Vibhushan awardees. The Chief Guest of the event was Shri Sudarshan Sahoo (Padma Vibhushan and Padma Shri recipient), and the Guest of Honour was Padma Shri awardee Shri Binod Maharana. The event commenced with a warm welcome from the Director of NIFT Bhubaneswar, Shri Rajesh Kumar Jha, who emphasized the importance of preserving and promoting the handloom heritage of our country, highlighting Odisha's role and NIFT's commitment to this sector.

Chief Guest Sri Sudarshan Sahoo shared his insights on the significance of handloom in Indian culture and NIFT's future role in this sector. He also emphasized the need for NIFT to take an aggressive role in promoting handloom blended with fashion. Shri Binod Maharana focused on the rich culture of handloom in the state, its contribution to the nation, and various ways to preserve it.

The grand event featured an impressive fashion show judged by an eminent jury comprising Shri Artaranjan Mohapatra (Marketing Manager at Boyanika, Govt. of Odisha), Shri Vikash Kumar Shroff (Deputy Director, Weavers Service Centre Bhubaneswar), and Prof. (Dr.) Satya Sankar Banerjee, Faculty from the London College of Fashion, United Kingdom. The jury members were felicitated by the Chief Guest, Guest of Honour, and the Director of NIFT Bhubaneswar, acknowledging their contributions to the fashion and handloom industries.

A prime highlight of the day was the fashion walk, which beautifully blended tradition with modernity. Students presented an array of innovative designs incorporating handloom fabrics such as Khadi, Ikat, and Banarasi silk. Their creations featured contemporary silhouettes and experimental styling, reflecting a fresh take on traditional textiles.

Faculty members added a layer of sophistication to the event with their elegant ensembles. They showcased garments made from classic handloom fabrics, enhanced with modern design elements. Outfits ranged from intricate Banarasi sarees to Khadi evening dresses, demonstrating a deep understanding of

traditional and modern fashion. The fusion of conventional weaves with contemporary cuts and embellishments highlighted their creative prowess and expertise. Director Shri Rajesh Kumar Jha also participated in the fashion walk, donning refined handloom attire of Odisha that underscored his commitment and support for the handloom sector. His garments combined timeless elegance with modern aesthetics, symbolizing the institution's commitment to cultural preservation and innovation.

The event also featured a dynamic exhibition of handloom fabrics and garments, allowing attendees to explore handwoven products. The musical ambiance added a festive atmosphere, celebrating the artistic heritage associated with handlooms.

The Handloom Day celebration at NIFT Bhubaneswar successfully highlighted the versatility and beauty of handloom fabrics. It served as a testament to the institution's role in integrating traditional crafts with modern design and fostering a deeper appreciation for India's rich textile heritage.





CHENNAI

On August 7th, NIFT Chennai celebrated Handloom Day with a vibrant fashion walk, honoring India's rich handloom heritage. This event, facilitated by the joint director of NIFT Chennai, showcased the institute's commitment to preserving and promoting traditional handloom crafts. The fashion walk provided a unique platform that brought together a diverse group of participants, including students, administrative staff, housekeeping personnel, and faculty members. Each participant walked the ramp adorned in exquisite handloom garments, highlighting the intricate designs and craftsmanship that define Indian handlooms. The enthusiasm and energy of the participants reflected their pride and respect for this traditional art form.

Ms. Jayasri Samyukta, the Former Joint Secretary of the Craft Council of India, graced the event as the chief guest. Her presence underscored the importance of handloom crafts in India's cultural heritage. As a long-time advocate for traditional crafts, Ms. Samyukta's insights and experiences added depth to the event. She had the honor of felicitating the winners of the fashion walk, recognizing their efforts in promoting handloom fabrics and their creative interpretations of traditional designs.

To further immerse the audience in the world of handlooms, the event concluded with the screening of several documentary films. These films provided a deeper understanding of the history, techniques, and cultural significance of handlooms in India. They highlighted the dedication of artisans who have kept these traditions alive through generations, despite the challenges posed by modern industrialization.

The Handloom Day celebration at NIFT Chennai was not just a display of fashion but a heartfelt homage to the artisans and weavers who contribute to India's cultural and artistic wealth. The event underscored the importance of handlooms in contemporary fashion and the need to support and sustain this industry. By involving a wide range of participants from the institute, the event also fostered a sense of community and shared responsibility in preserving this invaluable heritage.

In conclusion, the Handloom Day at NIFT Chennai successfully highlighted the beauty and significance of Indian handlooms. It served as a reminder of the timeless appeal of traditional crafts and the ongoing efforts required to ensure their survival and growth in the modern world.





DAMAN

On 7th August 2024, NIFT, Daman Campus organized a vibrant fashion show and handloom weaving workshop to commemorate National Handloom Day. The event aimed to provide greater recognition and financial stability for craftspeople and weavers. Mr. Jatin Goyal, Finance & Education Secretary of Dadra Nagar Haveli, Daman & Diu, inaugurated the function, emphasizing the importance of integrating handloom studies into academic programmes. He urged students to promote handloom on an international level, thereby adding value and providing exposure to the real weavers. He also highlighted the historical significance of the Charkha in uniting Indians against British rule and contributing to the freedom struggle.

The fashion show, themed around handloom, showcased the talent of Fashion Management and Textile Design students. The campus ramp came alive with stunning handloom-inspired creations, demonstrating the students' skill and creativity.

As part of the event, a handloom weaving workshop and bazaar were organized, showcasing the traditional Bhujodi Handlooms. Weavers from Bhuj district, Gujarat, including Sh. Hanaraj Vankar, interacted with students, sharing their expertise and experiences. Sh. Vankar revealed that the Bhujodi Handloom community comprises around 5,000 weavers operating 2,500 looms. Impressively, 20% of their products are exported globally, with a balanced revenue stream from both domestic and international sales. Their customer base spans Japan, US, European Union, and UK, highlighting the global appeal of their craft.

Students also interacted with artisans from the Soof embroidery community in the Banas Katha district of Gujarat. This craft recently received a GI tag for its embroidery. The artisans, who mainly work on handlooms to create value-added products, trace their ancestry back to Pakistan, and around 3,000 people in their village are associated with this craft. Sh. Vijayakumar Rathod, an artisan leader, mentioned that their focus is primarily on local sales.

The event underscored the significance of handloom in preserving cultural heritage and promoting sustainable livelihoods for artisans.





GANDHINAGAR

The “Swadeshi Movement” initiated by Mahatma Gandhiji was commemorated today during the 10th National Handloom Day celebrations at the National Institute of Fashion Technology (NIFT) in Gandhinagar. The event was graced by the esteemed presence of Shri Bhupendra Bhai Patel, Hon’ble Chief Minister of Gujarat, as the chief guest. Shri Balvantsinh Chadansinh Rajput, Hon’ble Minister of Industries, Micro, Small and Medium Industries, Cottage, Khadi and Rural Industries, Civil Aviation, Labour and Employment, Gujarat, attended as the guest of honor. They were accompanied by the following dignitaries including Smt. Ritaben K. Patel, Hon’ble Member of the Legislative Assembly, Gandhinagar; Smt. Miraben Patel, Hon’ble Mayor, Gandhinagar; Shri Gaurang Vyas, Hon’ble Standing Committee Chairman, Gandhinagar Municipal Corporation; Shri Natvarbhai Thakor, Hon’ble Deputy Mayor, Gandhinagar; and Shri Ruchir Bhatt, President, BJP, Gandhinagar City.

Hon’ble Chief Minister Shri Bhupendra Bhai Patel inaugurated the exhibition “Soot-Shrujan,” which showcased the creative works of NIFT students and various artisanal crafts from across India. During the exhibition, he interacted with the students and reviewed the products made under the subject of craft-based product development.

The dignitaries also toured an exhibition featuring sketches of Mahatma Gandhiji’s life story, created by NIFT students on handmade khadi paper using charcoal. The Chief Minister, intrigued by the students’ work, engaged in discussions about the time and effort required to create each sketch.

The invited chief guest and guest of honor also inaugurated the newly renovated faculty seating areas of the Department of Master of Design, Fashion & Lifestyle Accessory Design, and Fashion Design.

Students showcased India’s rich craft heritage through a fashion walk, highlighting traditional handloom textiles. During the celebration, the “Handloom Day Pledge” was signed by the chief guest, guest of honor, and other dignitaries, emphasizing the importance of handmade products and paying tribute to artisans.

In honor of National Handloom Day, all students, staff, and faculty members wore clothes made from handloom textiles. Under the leadership of Prof. Dr. Sameer Sood, Director of NIFT Gandhinagar, the campus celebrated with great enthusiasm, reinforcing their commitment to supporting and promoting handloom fabrics. The NIFT Gandhinagar family validated this commitment by signing the “Handloom Day Pledge” canvas.





HYDERABAD

NIFT Hyderabad celebrated the 10th National Handloom Day with a series of engaging activities designed to promote and preserve India's rich handloom heritage. The event underscored the significance of handloom in Indian culture and economy, fostering appreciation among both students and faculty. The celebration was honored by the presence of Ms. Indira, Assistant Director of DC Handlooms, who represented the District Collector of Hyderabad. She was joined by Director Prof. Dr. Malini Divakala, Prof. Dr. Annaji Sharma, Campus Academic Coordinator, Mr. Avinash Raipally, Joint Director, and Mr. Shivanand Sharma, Cluster Initiative Coordinator, highlighting the institute's commitment to handloom promotion.

The event commenced with a handloom pledge, where students, faculty, and staff committed to supporting and promoting handloom products. Administered by the Campus Academic Coordinator, this pledge emphasized the NIFT community's dedication to sustaining the traditional handloom sector.

A handloom quiz was organized to enhance participants' understanding of the history, techniques, and significance of handloom textiles in India. The quiz saw enthusiastic participation from students, showcasing their knowledge of handloom heritage.

Students also took part in a styling competition where they designed and showcased contemporary outfits incorporating traditional handloom fabrics. This competition provided a platform for young designers to celebrate and experiment with handloom textiles, blending traditional crafts with modern aesthetics.

Cultural performances, including traditional dances and music were other highlights of the event. These performances celebrated the diversity of Indian handloom traditions, narrating stories of different regions and their unique weaving techniques.

The event also featured a ramp walk by students, who confidently showcased designs incorporating handloom fabrics, emphasizing the contemporary relevance of traditional textiles in modern fashion. This was followed by a ramp walk by faculty and staff, who wore exquisite handloom textiles from various parts of India, demonstrating the elegance of these fabrics and the institute's dedication to preserving handloom heritage.

The celebrations concluded with a message reinforcing the importance of handloom in sustainable fashion and its role in empowering artisans. NIFT Hyderabad's 10th National Handloom Day celebration was a resounding success, reflecting the institute's commitment to deepening understanding and appreciation of India's handloom legacy.



JODHPUR

On the occasion of Handloom Day, NIFT Jodhpur organized a series of vibrant and engaging activities to celebrate and promote the rich heritage of handloom crafts. The event kicked off with a Handloom Walkathon, a striking demonstration of support for handloom weavers and their crafts. All faculty members and staff participated, proudly wearing handloom attire. The sight of everyone dressed in beautiful handloom fabrics highlighted the diversity and elegance of these textiles.

A comprehensive exhibition showcasing various handloom crafts was organized, featuring traditional crafts such as Kota Doria, known for its lightweight and translucent fabric, Pattu Weaving from Pokaran, Koftgiri from Udaipur, Gota Patti from Nyla, Jaipur, Danka Work from Udaipur, and Akola Block Printing from Chittorgarh. The exhibition was honored by the presence of the Additional District Magistrate, who visited the display and commended the artisans for their intricate and skillful work.

This was followed by a handloom ramp walk and styling competition, where students showcased their innovative designs by styling handloom fabrics, saris, dupattas, and dresses. The top three winners, Priyanka Jaiswal, Sakshi Gondwal, and Raishal, were awarded cash prizes for their exceptional designs. The Director of NIFT Jodhpur, along with faculty members and staff, also participated in a handloom ramp walk. This event showcased the beauty and sophistication of handloom fabrics, demonstrating their potential for everyday wear and special occasions alike. The ramp walk by the faculty and staff was a significant gesture, emphasizing the institution's commitment to promoting handloom textiles.

A special handloom selfie point was created with the theme "My Handloom, My Pride," and other tags. Faculty, staff, students, the chief guest, and the Director took pictures here to commemorate the day. This activity helped spread awareness about handloom crafts on social media.

The celebration at NIFT Jodhpur was a testament to the institute's dedication to preserving and promoting traditional handloom crafts, highlighting their significance in contemporary fashion and everyday life.







KANGRA

On 7th August 2024, NIFT Kangra came alive with vibrant celebrations as the institute commemorated the 10th National Handloom Day, a day dedicated to honouring India's rich handloom heritage. This celebration was a highlight of the ongoing Handloom Pakhwada 2024, which began on 1st August at the Tanda Auditorium in Kangra, setting the stage for a series of activities aimed at fostering appreciation and support for the nation's weaving community.

Under the visionary guidance of Campus Director, Professor Dr. Rahul Chandra, the event featured a series of thoughtfully curated activities designed to instill pride in traditional handlooms among the students. The Pakhwada commenced with the screening of the critically acclaimed movie *Susman*, directed by the legendary Shyam Benegal. This poignant film delves into the lives of traditional weavers, highlighting their struggles and triumphs, and shedding light on the socio-economic challenges they face. The screening served as a powerful medium for students to connect with the real-world issues of the weaving community, deepening their understanding and appreciation of the resilience and wisdom passed down through generations of artisans.

Adding to the festivities was a vibrant photo booth, where students and faculty dressed in exquisite handloom outfits, capturing memories that celebrated the artistry of Indian textiles.

In a solemn moment of the day, faculty, staff, and students pledged to support the handloom sector by wearing handloom garments. This collective vow underscored the community's commitment to preserving and promoting India's handloom heritage.

An ongoing exhibition of handloom and handicraft products, co-created by the talented students of NIFT Kangra and skilled artisans from various craft clusters, mesmerized attendees with its showcase of creativity. The exhibits received high praise from dignitaries, who admired the seamless blend of tradition and contemporary design.

The evening culminated in a burst of cultural exuberance as students from the Cultural Club presented lively dance performances. The highlight of the evening was the Handloom

Fashion Walk, where faculty and students showcased an array of rich and diverse handlooms, draped and styled in innovative ways. The fashion walk was a visual feast, earning admiration from all present and standing as a testament to the enduring allure of handloom textiles.

The event was graced by the presence of esteemed guests, including Ms. Shalini Agnihotri, IPS, Superintendent of Police, Kangra, who served as the Chief Guest, and Mr. Bhupinder Pathak, Sr. Director NIC, as the Guest of Honour. Professor Dr. Rahul Chandra warmly welcomed the dignitaries, presenting the Chief Guest with a handwoven shawl from the Palampur weaving cluster, a traditional Himachali topi, and a sapling—symbols of the region's rich cultural heritage.

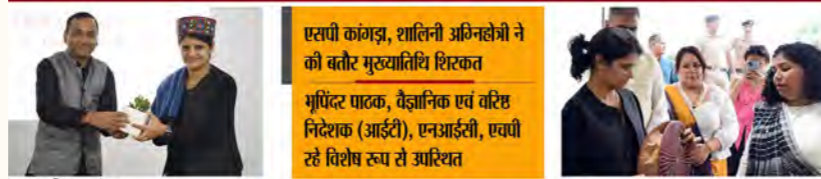
In his address, Dr. Chandra eloquently spoke of the vital role handloom plays in contemporary fashion, urging students to weave the legacy of traditional craftsmanship into the fabric of modern design. The Chief Guest, Ms. Agnihotri, echoed this sentiment, emphasizing the cultural and economic significance of handloom and encouraging NIFT students to carry forward this legacy with pride and innovation.

The programme concluded on a high note with a heartfelt vote of thanks by Ms. Lavdeep Singh, Assistant Professor & Cluster Initiative Coordinator, bringing to a close a day that not only celebrated the rich heritage of handlooms but also reaffirmed NIFT Kangra's commitment to preserving and promoting this invaluable craft for future generations.



राष्ट्रीय फैशन प्रौद्योगिकी संस्थान कांगड़ा में राष्ट्रीय हथकरघा दिवस की धूम

फैशन शो में हथकरघा से बने परिधानों को पहनकर शामिल हुए छात्र, फैकल्टी व कर्मचारी



राष्ट्रीय हथकरघा दिवस के अवसर पर राष्ट्रीय फैशन प्रौद्योगिकी संस्थान (NIFT) कांगड़ा में 07 वें राष्ट्रीय हथकरघा दिवस के उपलक्ष्य में विभिन्न कार्यक्रमों के साथ आयोजित किए जा रहे हैं। वहीं बुधवार शाम निफ्ट परिसर के सभागार में एक बड़ा फैशन शो का भी आयोजन किया गया, जिसमें भी छात्र, फैकल्टी और कर्मचारी हथकरघा वस्त्रों से बने परिधानों में शामिल हुए। साथ ही छात्रों द्वारा रंगारंग कार्यक्रम भी प्रस्तुत किया गया। मुख्य अतिथि के रूप में एसपी कांगड़ा, शालिनी अग्निहोत्री और मूपेंद्र पाठक, वैज्ञानिक एवं चरिष्ठ निदेशक (आईटी), एनआईसी, एचपी विरोध रूप से उपस्थित हुए। इस मौके पर संस्थान के निदेशक डॉ. राहुल चंद्रा ने मुख्य अतिथि एसपी कांगड़ा शालिनी अग्निहोत्री को शाल-टोपी व स्मृति चिन्ह देकर सम्मानित किया। इस समारोह का उद्देश्य हथकरघा के महत्व को उजागर करना और देश को एत सांस्कृतिक तथा आर्थिक विरासत में इसके योगदान को रेखांकित करना है। इस दौरान विभिन्न कार्यक्रमों के माध्यम से हथकरघा युवकों के योगदान को सराहा जा रहा है और हथकरघा उद्योग को बढ़ावा दिया जा रहा है।

राष्ट्रीय हथकरघा दिवस के अवसर पर राष्ट्रीय फैशन प्रौद्योगिकी संस्थान (NIFT) कांगड़ा में आयोजित किए जा रहे हैं। 17 अगस्त को शाम 4 बजे निफ्ट परिसर में एक बड़ा फैशन शो आयोजित किया जाएगा, जिसमें सभी छात्र, फैकल्टी और कर्मचारी हथकरघा वस्त्रों से बने परिधानों में शामिल होंगे।

मुख्य अतिथि के रूप में एसपी कांगड़ा, मुधी शालिनी अग्निहोत्री और मूपेंद्र पाठक, वैज्ञानिक एवं चरिष्ठ निदेशक (आईटी), एनआईसी, एचपी विरोध रूप से उपस्थित होंगे।

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राष्ट्रीय हथकरघा दिवस के उपलक्ष्य पर निफ्ट कांगड़ा में होगा फैशन वॉक का आयोजन



राष्ट्रीय हथकरघा दिवस के अवसर पर राष्ट्रीय फैशन प्रौद्योगिकी संस्थान (NIFT) कांगड़ा में आयोजित किए जा रहे हैं। 17 अगस्त को शाम 4 बजे निफ्ट परिसर में एक बड़ा फैशन शो आयोजित किया जाएगा, जिसमें सभी छात्र, फैकल्टी और कर्मचारी हथकरघा वस्त्रों से बने परिधानों में शामिल होंगे।

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KANNUR

On August 7, 2024, NIFT Kannur hosted a memorable Handloom Day celebration. The highlight of the evening was an impressive fashion show featuring garments crafted from handloom and khadi fabrics. The handloom fashion walk spotlighted the ingenuity and creativity of NIFT students, who brought traditional textiles into the spotlight with contemporary flair.

Col. Akhil Kumar Kulshrestha, Director of NIFT Kannur, delivered a compelling address emphasizing the crucial need to support and promote the handloom sector's rich heritage on a global stage. His sentiments were echoed by the Chief Guest, Mr. K.V. Divakaran, Managing Partner of Fashion Fabs, who passionately advocated for the preservation and promotion of traditional handloom crafts.

The event was further distinguished by the presence of Joint Director Dr. Manoj Tiwari, Campus Academic Coordinator Prof. Dr. Afrose Farid, and Cluster Initiative Coordinator Assistant Professor Ms. Mukthy S. Their speeches highlighted the importance of collaborative efforts among various stakeholders, including educational institutions, to bolster the handloom industry.

Students from the College for Costume and Fashion Designing and IIHT Kannur actively participated, presenting their innovative collections alongside their faculty. This dynamic display of modern twists on traditional handloom fashion underscored the synergy between tradition and contemporary design.

Additionally, a Handloom Selfie Contest engaged students creatively, celebrating the handloom theme in a fun and interactive manner. Media representatives played a significant role by interviewing faculty and the director, providing insights into NIFT's craft cluster activities and broader initiatives.

Through these events, NIFT Kannur successfully raised awareness about the significance of handloom products, provided a valuable platform for both artisans and students, and reinforced its commitment to sustainable fashion and the revival of traditional crafts.



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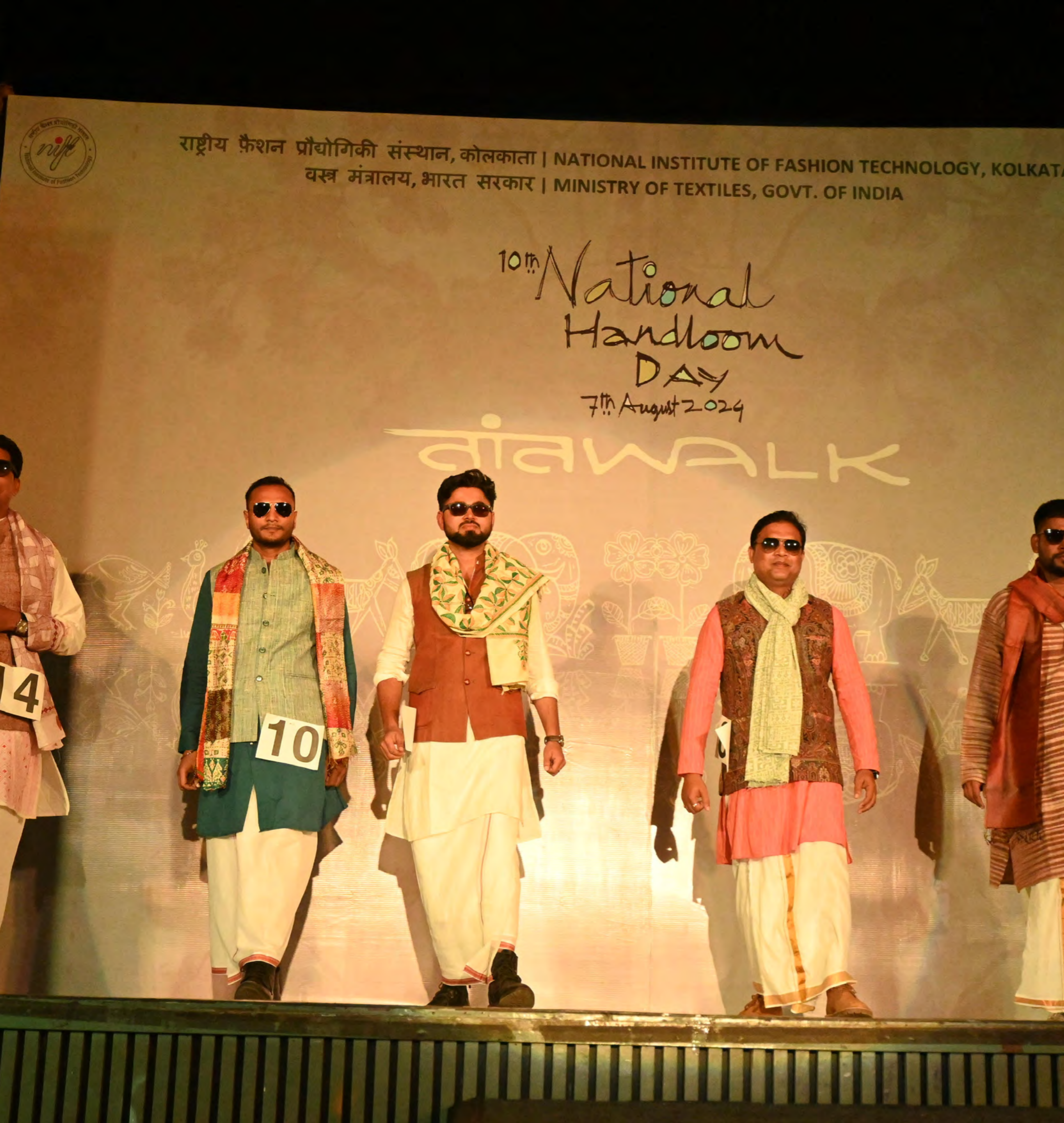
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രാജ്യം പങ്കുവെച്ചത് ഇവർ 'തുണിയ' റിൽ

കണ്ണൂർ • കൈമാറി മുന്നോട്ടു പോകുന്ന വിഭാവനം നടന്നുവന്ന ഹാൻഡ്ലോം ഡേ 2024-ൽ പങ്കെടുത്തവരുടെ ചിത്രം. മുകളിൽ: സമീപ്





KOLKATA

On August 7, 2024, NIFT, Kolkata, celebrated the 10th National Handloom Day with a series of engaging and inspiring events. Dr. Brijesh Deore, Campus Director of NIFT Kolkata, delivered a heartfelt welcome address, setting the tone for a day dedicated to honouring India's handloom heritage. The chief guest, Dr. Akanksha Bhaskar, IAS, ADM (Basirhat), North 24 Parganas, shared her profound insights, highlighting how engaging with art fosters peace of mind and enhances our appreciation of craftsmanship.

The highlight of the day was a captivating fashion show, judged by esteemed industry experts Ms. Sarita Ganeriwala, Designer, and Mr. Nilesh Sukhadeve, Sr. Manager at NHDC. The show celebrated the exquisite craftsmanship of handloom textiles, showcasing the rich cultural heritage of India. Faculty and staff members of the campus gracefully walked the ramp, underscoring their commitment to handloom, while students proudly displayed their handloom creations.

In addition to the fashion show, an exhibition and installation of looms and handloom products were curated by Fashion Communication students under the guidance of Assistant Professor, Mr. Debashis Mondal. The Cluster Initiative Coordinator, Mr. Sanjib Das facilitated the display, which added depth and context to the celebration.

The event also garnered significant attention on social media through behind-the-scenes reels, attracting a large online audience and generating widespread interest.

This celebration underscored NIFT Kolkata's dedication to promoting and preserving India's handloom industry. The event aimed to raise awareness about the importance of handloom textiles, support the weaver community, and provide a platform for students to showcase their creativity and skills.





MUMBAI

On August 7, 2024, NIFT Mumbai marked the 10th National Handloom Day with vibrant celebrations aimed at promoting handloom products and highlighting the significance of the handloom industry. This day was dedicated to honouring the weaving community for their substantial contributions to India's rural economy and their efforts to preserve the nation's heritage. As part of the Handloom Pakhwada, running from August 1 to August 15, 2024, everyone at NIFT Mumbai, including officers, faculty members, and students, participated by wearing handloom-made clothing.

The highlight of the celebration was the "Hastavem" exhibition held at the Kharghar campus, which featured a curated collection of handloom textiles from the Resource Centre. The event was inaugurated with a traditional lamp-lighting ceremony, attended by distinguished guests Sh. Vijay Deshmukh, Additional Collector and Chief Land & Survey Officer of Navi Mumbai, and Prof. Dr. Sharmila Dua, Director of NIFT Mumbai. Sh. Deshmukh praised NIFT's role in supporting the craft sector through initiatives like the Craft Cluster, noting the positive impact on artisans' livelihoods thanks to the dedication of students and officials. This year's "Hastavem 2024" marked the second edition of the exhibition, following the success of its inaugural event in 2023. The release of a catalogue from the first edition underscored NIFT Mumbai's commitment to promoting and preserving handloom heritage while showcasing innovative designs within this traditional craft.

The day's main event was the fashion ramp walk titled "Hastavem: A Living Tradition," where students, faculty, and officials displayed the rich tradition of handloom textiles. Mr. Vijay Deshmukh participated as a special guest, and the fashion show was judged by Ms. Bandita Patro, Founder of Mundilal Image. The brand SUTA sponsored three handloom saris for the winners of the fashion show.

Additionally, NIFT Mumbai hosted a selfie contest named "Meri Sanskriti Meri Pehchan," encouraging participants to style themselves in handloom products and capture creative selfies. This contest aimed to engage fashion-conscious youth, boost social media presence, and raise global awareness of India's rich handloom traditions. Winners were awarded prizes and souvenirs, further promoting handloom products.

A souvenir design contest on “#My Handloom My Pride” was also introduced for students. The celebration included a special exhibition featuring extensive research and documentation efforts on traditional handloom crafts by various departments, including Textile Design, Knitwear Design, Fashion Communication, Fashion & Lifestyle Accessories, Fashion Design, and Bachelor of Fashion Technology.

NIFT Mumbai’s Handloom Day celebration was a tremendous success, showcasing the institute’s dedication to preserving and celebrating traditional crafts while integrating them into modern fashion education.





NEW DELHI

To commemorate the 10th National Handloom Day, NIFT Delhi organized a three-day exhibition from 7th to 9th August, centered around the themes of 'Banaras Brocades' and 'Post-Consumer Textile Waste.' The event also featured a craft bazaar with the participation of approximately 50 artisans from Uttar Pradesh and the NCR, representing various handloom and handicraft clusters. A panel discussion on the topic "Indian Handloom: Crafting a Legacy" was held, where NIFT alumni, Mr. Hemang Agarwal and Ms. Anushka Das, engaged with students and shared their insights and experiences.

The celebrations on 7th August began with a lamp lighting ceremony, marking the official inauguration of the event by Sh. Giriraj Singh, Hon'ble Minister of Textiles. The occasion was further graced by the presence of Smt. Rachna Shah, Secretary (Textiles), and Smt. Tanu Kashyap, DG-NIFT. The event also included a soulful cultural performance by NIFT students, adding a vibrant touch to the proceedings.

Several key activities highlighted the event. The Hon'ble Minister of Textiles, Shri Giriraj Singh took a tour of the NIFT campus, visiting the NFDI, GC/PM Labs, and CoEK. During this tour, he expressed keen interest in the ongoing activities within these workshops and labs, engaging in meaningful interactions with the students. The HMoT also visited the Craft Bazaar, where he conversed with artisans and craftspersons, acknowledging their contributions. In a special session, the Minister interacted with the new batch of students, emphasizing the importance of handloom and encouraging entrepreneurial endeavors.

A notable moment of the celebration included the recitation of poetry written by two students on Banaras Brocade, with a hard copy of the poem presented to the HMoT. The event is set to culminate on 9th August 2024 with an Odissi dance performance, celebrating the traditional handloom of India. Additionally, the campus will recognize the efforts of faculty, staff, and students by awarding prizes for the best-dressed individuals in different categories on the final day of the celebration.





PANCHKULA

On August 7, 2024, NIFT Panchkula celebrated the 10th National Handloom Day with a vibrant event titled "Tana Bana" on its campus. The celebration honoured India's rich handloom heritage and highlighted the contributions and challenges faced by the artisans behind this traditional craft.

The event was graced by Sh. Sachin Gupta, Additional Deputy Commissioner (ADC) and Municipal Commissioner of Panchkula, Haryana, whose presence added significant value to the occasion. The festivities began with a tree plantation ceremony led by Sh. Gupta, symbolizing a commitment to sustainability and growth.

Prof. (Dr.) Amandeep Singh Grover, Director of NIFT Panchkula, addressed the gathering, expressing his deep concern for the plight of artisans and emphasizing the need for their upliftment. He underscored the critical role that artisans play in preserving India's cultural fabric and the importance of supporting their livelihoods.

Sh. Sachin Gupta also spoke, conveying his appreciation for the artisans of India. He acknowledged their dedication and hard work, highlighting the significance of handlooms in India's cultural and economic landscape. His words resonated with the audience, reinforcing the importance of recognizing and valuing the contributions of artisans.

A key highlight of the event was a spectacular fashion show featuring NIFT Panchkula students. The show showcased a diverse array of handloom garments, representing various regions of India. The fashion show celebrated the aesthetic beauty and cultural significance of Indian handlooms, bringing the rich tapestry of India's heritage to life on the ramp.

Additionally, a craft display was organized to illuminate the artisans' struggles and the intricate craftsmanship involved in handloom weaving. This exhibition aimed to foster a deeper understanding and appreciation of the artisans' work, encouraging support for their craft.

The event was organized by Dr. Nikita, Student Development Activity Coordinator, Ms. Saumya, Dr. Anita Chahal, Head of the Cultural Club, and Dr. Shikha Sharma (Media Coordinator). Dr. Shruti Gupta, Cluster Initiative Coordinator, concluded the event with a vote of thanks.





PATNA

On August 7, 2024, NIFT Patna celebrated National Handloom Day with a colorful array of events and activities under the theme “Weaving a Sustainable Future.” The purpose of the event was to foster widespread usage of handloom products and promote the fine craft of handloom weaving. Esteemed guests included Padma Shree Shivan Paswan, Padma Shree Shanti Devi, Padma Shree Dulari Devi, Padma Shree Baua Devi, and Padma Shree Ashok Kumar Biswas, marking a historic occasion with five Padma Shree awardees present together at NIFT Patna.

Col. Rahul Sharma, Director of NIFT Patna, delivered a speech appealing to everyone to wear and use Khadi in daily life. He reminisced about Mahatma Gandhi with the quote, “If we would get rid of economic slavery, we must manufacture our own cloth.” Padma Shree awardee Shrimati Baua Devi shared her story as a ground-level artist from a humble background, adding a personal touch to the celebrations.

The day-long festivities began with the “Selfie in Handlooms” project, where ecstatic participants proudly displayed their love for handloom textiles by documenting special occasions with these enduring works of art. The display-cum-sale of handloom products featured an astounding assortment of handcrafted masterpieces from renowned craftsmen such as the late Shri Kapil Dev and Shri. Akhilesh ji, a talented Nalanda-based Bawanbuti artisan. Their traditional craftsmanship captivated the audience, reflecting the spirit of Bihar’s artistic past. The display also saw participation from current NIFT students, TRIFED, and Bihar Khadi, showcasing a diverse range of garments and handloom products that generated significant interest.

Honoured guests included Dr. Rana Singh, Director of CIMP, Shri. Kumod Singh, Academic Administrator of CIMP Patna, Shri. Sourandra Chatterjee, Associate Director of Elastic Run, Dr. Rishi Kant, Assistant Professor at CIMP Patna, and Shri. Deepak, an entrepreneur with the brand name “Tritya” and an alumnus of NIFT. Their presence added prestige to the event.

An ethnic walk by faculty, the Director, and students enchanted the audience, displaying the beauty of handloom attire. The festivities concluded with a captivating cultural evening/performance by NIFT Patna’s talented students, who mesmerized the audience with their artistic expressions through song and dance. The event

underscored the importance of preserving our nation's handloom heritage, providing the perfect setting for artists, weavers, and students to celebrate their passion for handlooms and contribute to the survival of this magnificent art form.

The photo booth and backdrop themed around Handloom Day were major attractions, drawing visitors, students, and staff members to click selfies and photos. Additionally, reels and short films made by students on handloom and handicraft practices were shared with the public through all official social media handles of NIFT Patna, using relevant hashtags to reach a wider audience.





RAEBARELI

On Wednesday, August 7th, 2024, NIFT Raebareli celebrated 'National Handloom Day.' The institute organized various activities to mark the occasion, including a panel discussion, sari draping, and a ramp walk by NIFT faculty members. The event commenced with the chief guest, Shri. Arpit Upadhyay, IAS, Chief Development Officer, Raebareli, lighting the ceremonial lamp. He also inaugurated the craft design project exhibition and participated in a tree plantation activity under the "Ek Ped Maa Ke Naam" programme. Additionally, he visited the "Craft Haat," where he interacted with artisans from Prayagraj specializing in tie and dye and Moonj craft, discussing their products, designs, and the current market. He appreciated the creativity of NIFT students and encouraged efforts to further promote the handloom sector.

The institute hosted a panel discussion titled 'How Gen Z is Reshaping the Handloom Industry' in the afternoon. The panel included entrepreneur and NIFT Bhopal alumnus, Ms. Saumya, NIFT Raebareli's Assistant Professor of the Fashion Technology Department, Mrs. Sapna Kushwaha, and the Center Coordinator of the Fashion Management Studies Department, Ms. Bhargavi Kumar Iyer.

Following the panel discussion, a sari draping competition was organised for students, where they showcased different styles of sari draping from India and abroad through a ramp walk. As part of the event, the institute's faculty members also participated in a ramp walk, wearing handloom and handicraft attire, highlighting the diversity of crafts and handlooms from across the country.





SHILLONG

At the NIFT Shillong Campus, the 10th National Handloom Day was celebrated at its permanent campus in Umsawli, Shillong. The event was graced by the presence of Smti. Richa Kulkarni, IAS, Assistant Commissioner, East Khasi Hills District. Students adorned in various handloom textiles from all over the country visually showcased the rich cultural diversity of NIFT's creative community.

Various competitions, including a Logo Design Competition, Selfie Competition, Panel Discussion, and Fashion Walk, were held and will continue until the 14th of August under the banner of 'National Handloom Week 2024'. The day's events featured the display of various CBPD products and installations on campus, followed by a fashion walk involving students, faculty members, the campus director, and the chief guest, Smti. Richa Kulkarni. The event was a tremendous success, raising awareness about the importance of handloom, its history, and its sustainability. The lively campus saw overwhelming participation from everyone present.

At U Soso Tham Auditorium, Meghalaya celebrated the 10th National Handloom Day with the state's Textile Minister, Shri Paul Lyngdoh, as the chief guest and textile designer, Dr. Anna Louise Maynell as the guest of honor. The event featured the launch of the Meghalaya Textile Directory cum Textile Atlas and the Department's e-portal. Fashion shows and installations from various designers, artisans, students, and enthusiasts were also showcased. NIFT students participated and displayed various handloom textiles from all over the North-Eastern states. Khushi Kohli, Master of Fashion Management student and Ishaan Rahman, Accessory Design student bagged the prize for the Best Installation Handloom Display at the event.





SRINAGAR

NIFT Srinagar celebrated National Handloom Day on 7th August 2024 with a series of events, including a handloom fashion show, a ramp walk by the District Magistrate and faculty members, the administration of a pledge to wear handlooms, felicitation of weavers, keynote speeches by a national awardee artisan and a handloom expert, selfies in handloom attire, and a handloom workshop.

Shri Gaurav Mishra, Director of NIFT, Head Office welcomed the Chief Guest, Sh. Akshay Labroo, IAS, District Magistrate of Budgam, and other participants. He also administered the pledge to promote and wear Indian handlooms.

The highlight of the event was a fashion show featuring the draping and styling of Kani shawls by 20 student models, supported by 20 student designers. The fashion show presented a collection of around 45 Kani designs from the brand ARTISANE. Following the fashion show, the Chief Guest, District Magistrate, Sh. Akshay Labroo, and all faculty members participated in a ramp walk featuring handloom accessories. The fashion show was curated by Dr. Deepti and Ms. Jyoti, two faculty members from the Textile Design Department at NIFT Srinagar. Weavers were called on stage to be appreciated and recognized for their skill and talent. National awardee weaver, Sh. Farooq Ahmad Dar, shared his experiences with Kani weaving over the past 30 years and the recognition the craft has provided him.

This address was followed by experience sharing from Mr. Mushtaq Ahmad Shah, Former Assistant Director of Handlooms and Handicrafts, UT of J&K, who discussed the challenges the sector is facing and the role of NIFT in overcoming these challenges. The District Magistrate of Budgam applauded NIFT Srinagar's Director and faculty for their dedication to the development of the handloom sector in the region. In his address, he advised NIFT Srinagar students to adopt handloom and handicraft clusters to revive and bring these crafts back to their former glory.

As part of the celebrations, a handloom workshop was also conducted for textile students at NIFT Srinagar, introducing them to the functioning of handlooms. The event concluded with a vote of thanks by Dr. Yaseer Ahmad Mir, Cluster Initiative Coordinator of NIFT Srinagar, to all guests, weavers, and students.





VARANASI

NIFT Varanasi campus celebrated the 10th National Handloom Day with great enthusiasm and joy. To honor the significance of this day, students and faculty members adorned themselves in diverse handloom garments from across India, showcasing the rich cultural heritage of our nation.

The event featured a variety of engaging activities, including a creative fashion walk and a selfie session with different handloom fabrics. The celebration began with an inspiring address by Mr. Ujwal Banerjee, Cluster Initiative Coordinator, who emphasized the importance of National Handloom Day and encouraged everyone to wear handloom at least once a week.

Several students also shared their thoughts and research, highlighting the significance of handloom in the Swadeshi movement and its continued relevance today. Additionally, students recited poems and presented original writings centered around the themes of weaving and craftsmanship.

Following these presentations, the event continued with a talent hunt and a talk show featuring faculty members. The day also included a selfie and Instagram contest, aligned with the Ministry of Textiles' guidelines, where students were encouraged to follow and tag the Ministry and NIFT in their posts.

The event concluded with a ramp walk showcasing the handloom attire of students and faculty, followed by a vibrant musical evening.





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