

## **JUTE PRODUCTS DEVELOPMENT & EXPORT PROMOTION COUNCIL**

### **7<sup>th</sup> August: National Handloom Day**

Handloom sector is a symbol of our country's rich and varied cultural heritage.

Handloom is an important source of livelihood in rural and semi-rural parts of our country. It is a sector that directly addresses women's empowerment with over 70% of all weavers and allied workers being female.

Rooted in nature, it has eco-friendly production processes with minimal requirement of capital and power, and provides inherent flexibility to innovate to meet changes in fashion trends and fast-changing customer preferences.

Swadeshi Movement which was launched on 7<sup>th</sup> August, 1905 had encouraged indigenous industries and in particular handloom weavers.

In 2015, the Government of India decided to designate the 7<sup>th</sup> August every year, as the National Handloom Day.

The first National Handloom Day was inaugurated on 7 August 2015 by Prime Minister Narendra Modi in Chennai.

On this day, we honour our handloom weaving community and highlight the contribution of this sector in the socio-economic development of this country. We reaffirm our resolve to protect our handloom heritage and to empower the handloom weavers and workers with greater opportunities.

The Government endeavours to ensure sustainable development of the handloom sector thereby empowering our handloom weavers and workers financially and instilling pride in their exquisite craftsmanship.

