



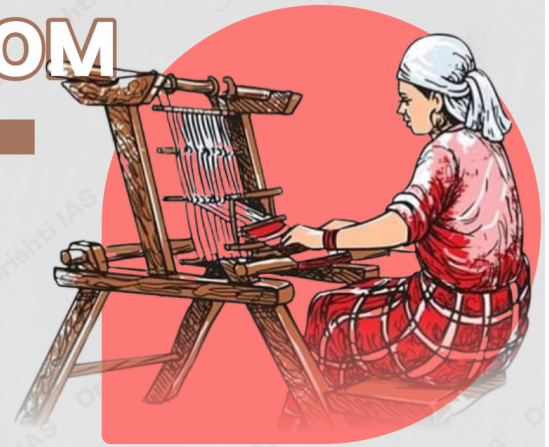
## National Handloom Day (NHD) 2023

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# NATIONAL HANDLOOM DAY (NHD) 2023

Celebrated annually - 7 August (Swadeshi Movement 1905 was launched on this day)



## FIRST CELEBRATED

- 2015

## NHD 2023

- Theme - "Handlooms for Sustainable Fashion"
- Launched e-portal - "Textile and Craft Fund of India"

## INDIA'S TEXTILE & HANDLOOM INDUSTRY SCENARIO

- Rural India's 2<sup>nd</sup> largest job provider after agriculture
- Contribution to GDP - 2%, India's total exports (2020-21) - 11.4%
- Engine of 'Saree diplomacy' and 'Khadi diplomacy'
- Major Export Centres:** Karur, Panipat, Varanasi & Kannur
- Major Importers** - US, UK, Germany, Italy, France, Japan, Saudi Arabia, Australia, Netherlands and UAE

*India is the 2nd largest exporter of handloom products in the world*

## SCHEMES FOR PROMOTION

- PM MITRA Scheme (2021)
- National Technical Textile Mission (2020)
- SAMARTH Scheme (2017)
- Power-Tex India (2017)
- Amended Technology Upgradation Fund Scheme (ATUFS) (2015)
- Scheme for Integrated Textile Parks (SITP) (2005)

## CHALLENGES FACED

- Unorganized financial support and infrastructure
- Lack of product diversification in Fashion & Design
- Low Earning** - 67% of workers earning less than Rs. 5,000/month
- Unpatented Handloom designs
- Free Trade Regime** in textile under WTO
- Competition with Powerlooms

## REFORMING THE INDUSTRY

- Leveraging e-commerce for marketing, branding, advt and sales
- Boosting exports of Indian Textiles as "Brand India"
- Corporatisation and cooperatisation for better management and lucrative earnings
- Better opportunities for **patenting** and **GI Tagging**
- Collaboration with academic institutions

