



# National Handloom Day

[Source: PIB](#)

Recently, the 10<sup>th</sup> **National Handloom Day** was celebrated on **7<sup>th</sup> August 2024**. This day has been celebrated since **2015** and marks the launch of the **Swadeshi Movement** on **7<sup>th</sup> August 1905**, part of the independence struggle promoting domestic handloom products.

- **Handloom fabrics** are generally made with high quality **natural fibres** like **cotton, linen, silk,** and **wool** which are resilient and last for a long time.
  - **Unique Handloom Products:** Banarasi, Jamdani, Baluchari, Madhubani, Kosa, Ikkat, Patola, Tussar Silk, Maheshwari, Moirang Phee, Phulkari, Laheriya, Khandua and Tangaliya.
- **Government Initiatives:**
  - **National Handloom Development Programme (NHDP):** Supports handloom clusters with financial aid, marketing assistance, and awards. Plans to fund mega clusters with Rs. 30 crore for 10,000 looms.
  - **Market Access Initiative (MAI):** Promotes exports through market research, international marketing, and support for small industries. Effective until March 2026.
  - **Raw Material Supply Scheme (RMSS):** Provides subsidised yarn, improves dyeing facilities, and offers freight reimbursement and price subsidies to handloom weavers, effective until 2025-26.
- The **Handloom Export Promotion Council (HPEC)** is a not-for-profit agency under the Ministry of Textiles that aims to boost exports of handloom products such as fabrics, home furnishings, and carpets.

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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 & Kanpur
- 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



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