



VIRAASAT

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The **Ministry of Textiles** is organizing the **third edition** of the **VIRAASAT Sari Festival 2024** from **15th-28th December** in New Delhi.

- This mega event **promotes India's handloom heritage** by showcasing diverse handwoven saris and providing direct market access to weavers and artisans.
- **About India's Handloom Sector:**
 - The handloom sector employs around **3.5 million people**, making it the **second-largest employment sector after agriculture**, particularly women.
 - It is known for its **unique regional weaves** like **Paithani, Kancheepuram, Banarasi, Patola**, and others, each with distinct designs and motifs that attract global attention.
- **Government Initiatives for Handloom Sector:**
 - [National Handloom Development Programme \(NHDP\)](#)
 - [Raw Material Supply Scheme \(RMSS\)](#)
 - [Weavers' MUDRA Loan/Concessional Credit Scheme](#)
 - [Handloom Producer Companies](#)
 - [Design Resource Centers \(DRCs\)](#)
 - [One District One Product](#)

Read More: [Reforms in Handloom Sector.](#)

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