



भारतीय राजदूतावास, पेरू और बोलिविया
Embajada de la India, Perú & Bolivia
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8th National Handloom day on 7 August 2022



8th National Handloom Day will be organized by Ministry of Textiles, Government of India on 7 August 2022. The 7th August was chosen as National Handloom Day to commemorate the Swadeshi Movement which was launched on this day in 1905. The National Handloom Day is observed annually to honour handloom weavers and provide impetus to the handloom industry. In 2015, Prime Minister Narendra Modi inaugurated the first National Handloom Day to appreciate the efforts of weavers and handwoven goods across the country. India has a diverse range of different handloom products which are spread across the entire country.

Handloom is a symbol of our glorious cultural heritage and an important source of livelihood in the country. This is one of the key sectors for women's empowerment, as over 70% of all handloom weavers and allied workers are women.

Everyone knows about the quality associated with handwoven clothes found across India. Whether it be Kanchipuram Sarees found in South India or Assam's Muga Mekhela Sadors (golden silk), Banarasi Silk of Uttar Pradesh or Paithani weaves of Maharashtra, Bhagalpuri Silk found in Bihar or the famous embroidery found in Kashmir. India has a blooming history of handloom and it may come as a surprise to you but weavers and the handloom sector was one of the pivotal elements of India's Independence struggle.

India has one of the largest and most widespread handloom sectors in the entire world. Buying products of handloom provides a sense of pride to each customer as even today, high-quality handloom products are considered royalty. The National Handloom Day is celebrated each year and involves many seminars and fairs which are completely based on making handloom products more mainstream in the younger audience.

Why You Should Buy Handmade Clothes:

Tired of going to the same malls and looking at similar mass-produced clothes and wearing the same clothes that everyone around you wears, maybe you should go and explore a handloom fair. Handloom fairs are held

in almost all the cities around the country and you could purchase a handmade cloth that will be much more vibrant and made of much better material than what your peers wear.

Have a desire to change your look and try the traditional look, try purchasing Kanchipuram saris or Benaras sarees which add a different flair to your wardrobe. Even if you just want a comfortable piece of clothing, you can try handmade clothes which are weaved out of natural fabrics and allow in a lot more air and make you feel comfier.

Another advantage of wearing handmade cloth is that you will not be held guilty of harming the environment since these clothes are not produced in big textile factories which often let out harmful wastes into water bodies.

For more details please websites: <https://www.indiahandloombrand.gov.in/> , <http://handlooms.nic.in/> , <http://texmin.nic.in/> , <https://www.hepcindia.com/>

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