

# CELEBRATING FABRIC OF THE NATION



- The handloom industry embodies the traditional wisdom and cultural wealth of India.
- Despite its cultural and economic significance, 67.1% of the total households engaged in it have a monthly income lower than Rs. 5,000.
- Currently, operating at just 25-30% of pre-covid levels, there are desperate calls for help from the weaving community.
- Draw attention of India and world at large to the importance of the cultural heritage of India that the handloom sector embodies, support the sector and alter the discourse around artisans and weavers.



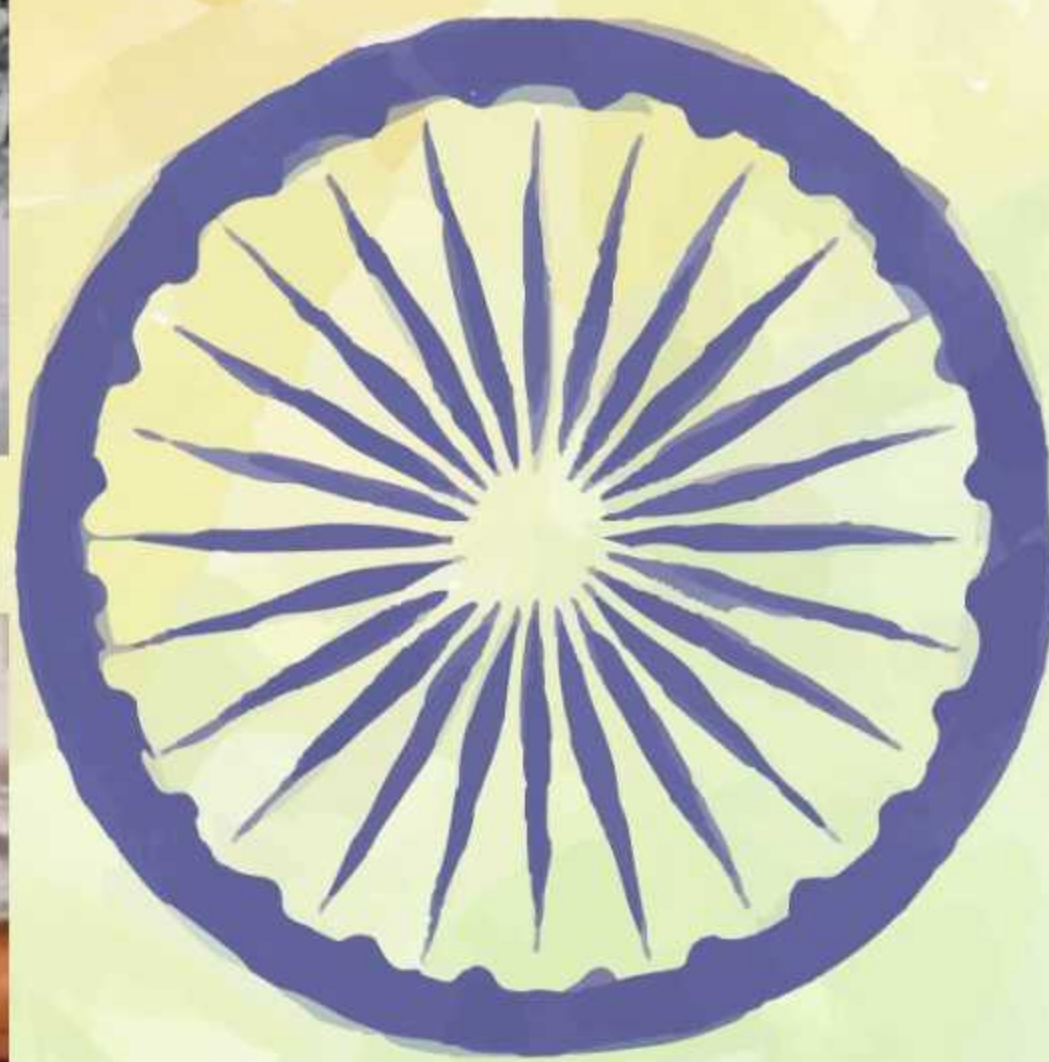
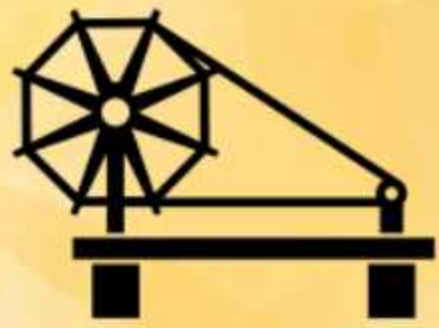
# CELEBRATING

# FABRIC OF INDIA

For centuries handloom weavers and artisans have intertwined traditional wisdom with values to give us all an Identity to be proud of.

It is the second-largest source of employment in the country and provides livelihood to 31.45 lakh weaving households.

All India Handloom Census (2019-20)



95% of the world's hand woven fabric comes from India. The export of handloom products from India was valued at US\$ 343.69 million in FY19. In FY20 (till November 2019), the exports stood at US\$ 226.05 million.

Source: Directorate General of Commercial Intelligence and Statistics (DGCIS)

It is important to draw attention of India and world at large to the importance of the cultural heritage of India that the handloom sector embodies, support the sector and alter the discourse around artisans and weavers to bring them to the center stage of India's creative economy.

# Indian handlooms



## The Great Indian Handloom Traditions

