



नीलम शमी राव, भा.प्र.से.
सचिव
Neelam Shami Rao, IAS
Secretary

भारत सरकार
वस्त्र मंत्रालय
उद्योग भवन, नई दिल्ली - 110 011
GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
UDYOG BHAWAN, NEW DELHI - 110 011

D.O. No.14/04/2021-DCH/P&E

Dated, the 30th July, 2025

Dear Secretary,

India's handloom legacy is not just a thread in our cultural tapestry—it is a symbol of resilience, innovation, and self-reliance. Woven into every fabric is a story of tradition and empowerment, especially for the over 70% of weavers and allied workers who are women. The sector continues to serve as a pillar of inclusive and sustainable development across the country.

2. Each year, **7th August** is celebrated as **National Handloom Day**, marking the anniversary of the Swadeshi Movement of 1905, which ignited the call to embrace indigenous industries and foster national pride. In keeping with this legacy, the Ministry of Textiles is organizing a week-long promotional campaign culminating in the main function at Bharat Mandapam, New Delhi, on 7th August 2025.

3. The Hon'ble Prime Minister has encouraged citizens to show support by purchasing handloom products and sharing their stories using the hashtags **#MyHandloomMyPride** and **#MyProductMyPride**. The campaign aims to elevate appreciation for India's handloom heritage while improving market access and income opportunities for artisans.

4. In this context, I request the kind support of your Ministry through the following actions:

- **Display campaign creatives** on your Ministry's official website from **01st to 10th August 2025**.
- **Amplify digital content** on your social media handles, tagging **@dchandlooms01** and using the designated campaign hashtags.
- Encourage **internal engagement** among officials and staff by promoting handloom products and hosting thematic activities or exhibitions, where feasible.

5. The digital creatives and promotional content may be accessed here:
<https://drive.google.com/drive/folders/15L-cQ9ihJu7TXrF0DZht4H46sOdoV30z>

6. Additionally, I take this opportunity to **cordially invite you and your colleagues** to participate in the celebrations being organized by the Ministry of Textiles to mark National Handloom Day 2025 (*details of event is enclosed*). Your presence will serve as a heartfelt encouragement to our weavers and stakeholders.

7. For any further assistance or coordination, you may kindly reach out to Shri M.K. Harikumar, Joint Development Commissioner (Handlooms) (Email: mk.harikumar@nic.in Mobile: 9891395857).

8. Your proactive engagement will help weave a stronger narrative around India's rich handloom tradition and reaffirm our shared commitment to cultural preservation and economic empowerment.

Warm Regards

Yours sincerely,

Neelam Shami Rao
(Neelam Shami Rao)

All Secretaries to the Gol



Organization of various activities on the occasion of 11th National Handloom Day 07 August, 2025

Sl. No.	Name of Event	Venue	Inauguration Date	Time	About the event
1	Know Your Weaves	Crafts Museum, Bhairo Marg, New Delhi	01.08.2025	5:30 PM	Know Your Weaves campaign by inviting students of various schools to Crafts Museum
2	Project Kabir	Parliament Annexe	04.08.2025		<ul style="list-style-type: none"> • Live loom demonstration by the weaver • Exclusive exhibits • Period- 04.08.2025 to 08.08.2025
3	Exclusive Exhibition (Saree Festival) Haat on Wheels	Handloom Haat, Janpath, New Delhi	05.08.2025	5:00 PM	<ul style="list-style-type: none"> • Exclusive Exhibition of 116 Weaves of Handloom Sarees • Period - 03.08.2025 to 10.08.2025 • Haat on Wheels, a mobile outlet of handloom products
4	Report on Carbon Credit	Udyog Bhawan, New Delhi	06.08.2025		<ul style="list-style-type: none"> • 'Study on Carbon Footprint in Handloom industry' by IIT, Delhi • The project intends to measure the carbon footprint generated by various handloom products in selected clusters of the country.
5	Main Function	Auditorium 2, Bharat Mandapam, New Delhi	07.08.2025	11:00 AM 12:00 Noon	<ul style="list-style-type: none"> • Award ceremony • Unveiling of Coffee Table Book • Distribution of Awards (Best WSC - 5, Certificate to weavers - 6 & Handloom Hackathon - 9) • Fashion Show "Vastra Veda - The Handloom Heritage of India" on important handloom weaves of different regions • Launch of Films on handlooms
6	Fashion Show & Gala Dinner	The Ashoka Hotel, Chanakya Puri, New Delhi	07.08.2025	7:00 PM	<ul style="list-style-type: none"> • Fashion Show "Naad - The Music of Weaves" on exclusive weaves • Gala dinner with awardees & eminent handloom personalities
7	Weave the future - 2	Crafts Museum, Bhairo Marg, New Delhi	08.08.2025	2:00 PM	Exclusive exhibition focusing Regenerative materials (07.08.2025 to 17.08.2025)
8	India International Hand-woven Expo	Hall No. 14, Bharat Mandapam, New Delhi	08.08.2025	3:00 PM	<ul style="list-style-type: none"> • An international Hand-woven Expo with foreign buyers (100) & exporters (100) & handloom weavers (100) • Display of exclusive weaves & textures • Period - 07.08.2025 to 09.08.2025