



Industries Minister Inaugurated the Handloom Exhibition

Why in discussion

- On December 14, 2022 Rajasthan Industries and Commerce Minister Shakuntala Rawat inaugurated a **five-day handloom exhibition** at the premises of Rajasthan State Handloom Development Corporation Limited at Handloom Bhawan, Chomu House, C-Scheme.

Key Points

- CMD of Rajasthan State Handloom Development Corporation Manisha Arora said that this five-day handloom exhibition--sale is being organized from December 14 to 18 to give proper marketing incentives to the handicrafts and handcraft textile industry of the state.
- In the exhibition, various types of garments prepared by state's national awardees and excellent weavers and artisans such as designer **Kota Doria, Zari, hand block printed and silk sarees, dress material, Sanganeri, Bagru printed bedsheets, Barmeri Ajrak bedsheets, artistic Dohar, Jaipuri Products like quilts, rugs, fashionable kurtas, palazzo, shirts etc.** will be kept for sale and display.
- Along with this, attractive handcraft products of Rajasthan Small Industries Corporation Ltd. (Rajsthali) are also being kept for display and sale. Live demonstration of Doria saree weaving on manual loom by Weavers Service Center.
- Speaking on the occasion, Rajasthan Industries and Commerce Minister Shakuntala Rawat called upon the common people to adopt handloom products and garments. He said that the use of products made by their own (local artisans) for their loved ones (people of the state) will save traditional handicrafts.
- He said that the handcraft policy has been implemented recently by the state government for the upliftment of handicrafts, which will benefit the artisans. Textiles are being made by artisans using pure natural colors and threads, which are also beneficial from the point of view of health.
- RAJSICO President Rajiv Arora said that Rajasthani costumes are the identity of the people of the state. A pavilion of handloom and textile products will be built in the International Expo to be held in Jodhpur.
- He said that GI tagging of more and more products of handloom is also being done, so that art can be promoted and preserved. He said that the **One District-One Product** Mission will give special boost to exports in the coming days.
- Additional Chief Secretary Veenu Gupta said that the state government has always strived for the upliftment of traditional arts. In view of this, handcraft policy has been brought by the government. Under this, directorates of handicrafts and handlooms are being set up. Its purpose is to encourage artisans associated with the arts and preserve art.