

Report on Organising of Land of Woven Dreams Event in UK

(6th,7th,8th of August 2022)

National Handloom Day is celebrated in India on the 7th of August every year to honor our handloom weaving community with a resolve to protect our heritage of handloom weaving and promote art of handloom weaving, empower our handloom weavers and instill pride in their exquisite craftsmanship. This day commemorates the launch of “The Swadeshi Movement” that was launched on 7th August 1905 during the freedom struggle. The essence of the Swadeshi Movement was self-sufficiency which encouraged the use of clothes hand woven by indigenous communities that contributed to the development of Indian nationalism. The first National Handloom Day was inaugurated on 7th August 2015 by our **Hon’ble Prime Minister, Shri. Narendra Modi**, in Chennai and the Handloom Export Promotion Council had the honour of organizing this launch event.

On the occasion of celebration of 8th National Handloom Day on 7th August 2022, the O/development Commissioner(Handlooms), Ministry of Textiles, Government of India advised the Handloom Export Promotion Council for the first time to organise the event in overseas countries particularly in UK and in another country in EU region so as to popularise the rich heritage, uniqueness and versatility of Indian handwoven textiles.

A decision was taken in the meeting held on 1st July 2022 chaired by **the Secretary(Textiles), Government of India** to organise the event titled “**Land of Woven Dreams**” in United Kingdom and Spain with the following component activities.

- A Thematic Display of Handwoven Product showcasing the richness and diversity of Indian handwoven products
- A live Demonstration of Handloom Weaving
- A Panel Discussion / Seminar

Based on above directions from the Ministry of Textiles, HEPC had closely coordinated with High Commission of India in United Kingdom right from identifying the venue and the event management agency for organising the above activities. Further, the following faculties from the National Institute of Fashion Technology, Bengaluru were nominated for curating theme pavilion at UK event

- Dr. Jonalee Das, Professor, NIFT Bengaluru
- Mr. KC Prashanth, Associate Professor, NIFT Bengaluru

A team of officials comprising of Senior faculties from National Institute of Fashion Technology, Delhi and the Zonal Directors of Weavers Service Centres Delhi, Guwahati & Chennai had undertaken the task of identifying the samples from the collections available with Weavers Service Centres and Central Cottage Industries Corporation and other sources. The samples identified by the above team of officials were sent for the Thematic Display at the event organised in United Kingdom. An event management company in United Kingdom was

chosen by the Council in coordination with the High Commission of India, UK. Hotel Mont calm, a centrally located hotel was chosen as the venue in coordination with the High Commission of India in UK for putting up Theme Pavilion and Live weaving demonstration.

Shri.Siju Arjan Vishram, a National Awardee from Bhuj in Gujarat was identified for the live demonstration of handloom weaving of Bhujodi Shawls

On 6th August 2022, a panel discussion was held on the topic '***Role and Relevance of Handlooms in the future of Fashion Industry***'. The O/o.High Commission of India in London had extended their valuable support in coordinating and organising this event at **Gandhi Hall, India House** in London.



Shri.Sujith Ghosh, Acting High Commissioner, High Commission of India delivered the welcome address which was followed by the Panel discussion in a hybrid mode (Virtual & Physical) with the participation of the following Panellists

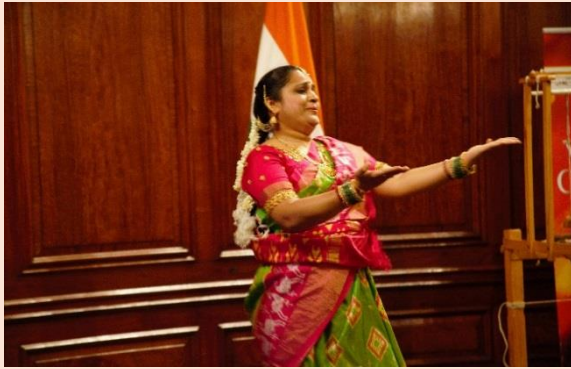
1. **Ms. Susan Thomas**, Director, National Institute of Fashion Technology, Bangalore (Virtual)
2. **Ms. Vaishali S**, Couture Designer, India (Virtual)
3. **Prof. Eiluned Edwards**, Professor of Global Cultures of Textiles and Dress, Nottingham School of Art and Design (Physical)
4. **Ms. Elizabeth Ashdown**, Woven Textile Designer & Associate Lecturer at Weave Department, Central Saint Martins (Physical).

The Panel discussion emphasized on the role and essence of Indian handloom with sustainable, ethical fashion and conscious clothing being high on the agenda of fashion brands, retailers and consumers, the immense potential of Indian handwoven products to be the game changer

The Panel discussion was moderated by **Prof. Jonalee Das**, National Institute of Fashion Technology, Bengaluru. The Live Weaving Demonstration was performed by the National Awardee Shri.Siju Arjan Vishram.



The Panel discussion was followed by a Classical dance performance by artists wearing textiles from various regions of the country and the event was organised by the Sanskriti Institute and a Music recital.



The event had the participation of around 25 persons which included the representatives from V&A, Khadi London, Royal College of Arts, High Commission of Sri Lanka, British Library, University of Arts, Boutiques etc. **Smt. Shreeranjani Kanagavel, Second Secretary (Eco)**, delivered vote of thanks and the event ended with a Dinner. On this occasion, as decided in the review meeting Chaired by the Secretary (Textiles), as a celebration of 75th year of Indian Independence, 75 handloom gift products comprising of stoles, ties and pocket squares were sourced by HEPC from Central Cottage Industries Corporation and presented to the dignitaries by the High Commission of India in London.



The Thematic Display of handwoven products from different regions of India was put up at Hotel Montcalm along with a live demonstration on handloom weaving of Bhujodi Shawls & stoles. The curation of thematic Display showcasing the versatility and richness of Indian handloom products was undertaken by Prof. Jonalee Das & Mr. K.C Prashanth, Associate Professor, NIFT Bengaluru. The two days' event was inaugurated by **Shri.Sujith Ghosh, Acting High Commissioner, High Commission of India in London**. The event had over 40 visitors which included **Shri.Virendra Sharma**, Member of Parliament for Ealing Southhall, House of commons, London, **Dr.Lakmini Peiris Mendis**, Minister(Commercial), High Commission of Sri Lanka, **Ms. Divia Patel**, Senior Curator, Asian Department, Victoria and Albert Museum, London. **Shri. Himanshu Vyas**, Chairman, NRG Centre Committee, Gujarat Chamber of Commerce & Industry, Ahmedabad and many from the trade and Indian Diaspora. AV screening on Indian Handwoven industry was also undertaken at the venue. The visitors had shown keen interest to buy the products on display.









The onsite coordination was undertaken by Shri.P.Rangasamy, Joint Director who was deputed by the Council

The event was organised with the financial assistance from the **O/o. Development Commissioner(Handlooms), Ministry of Textiles, Govt. of India**
