

Report on Organising of Land of Woven Dreams Event in Spain

(7th & 8th 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, Mr. Narendra Modi, in Chennai and the Handloom Export Promotion Council had the honour of organizing the event.

On the occasion of celebration of 8th National Handloom Day on 7th August 2022, the O/o.Development Commissioner(Handlooms), Ministry of Textiles, Government of India advised the Handloom Export Promotion Council to organise event in overseas countries particularly in UK and in Spain.

A decision was taken in the meeting held on 1th 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

In view of above directions from Ministry, HEPC had closely coordinated with Embassy of India in Madrid, Spain 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 , New Delhi were nominated for curating theme pavilion at Spain event.

- Mrs.Sudha Dhingra, Professor, NIFT New Delhi
- Mrs.Dimple Bahl, Associate Professor, NIFT New Delhi

Photographs of Thematic Display of Handwoven Product





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 Centre 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 Madrid, Spain. An event management company in Madrid was chosen by the Council in coordination with the Embassy of India, Madrid. Hotel Intercontinental, a centrally located hotel was chosen as the venue in coordination with the Embassy of India, Spain.





Mr. Shamji Vishram , a National Awardee from Bhuj in Gujarat was identified for the live demonstration of handloom weaving of Bhuj Shawls

On 7th August 2022, a seminar was held on the topic **“Sustainability and Cultural Preservation of Handlooms And Sustainability through Upcycling of Handlooms”**. The discussion in a virtual mode with the participation of the following Specialists.

1. **Mr. Sanjay Garg – Raw Mango - Innovating Heritage – a talk about Sustainability and Cultural Preservations of Handlooms.**
2. **Mr. Harsh Agarwal (HARAGO) – Renewing Aesthetic, a talk about artisanal heritage and Sustainability through upcycling of Handlooms.**
3. **Ms. Chinar Farooqui (INJIRI) – A talk on hand weaving and story telling through Textiles**





The seminar was coordinated by Mrs.KAVITA PARMAR, Indian Fashion Designer from XTANT.

The Seminar was attended by more than 50 people in physical at Hotel Intercontinental.

The National Handloom Day “Land of Woven Dreams” Programme on 7th August 2022 at Intercontinental Hotel, Madrid was inaugurated by H.E.Shri.Dinesh Patnaik, Ambassador , Embassy of India, Madrid by lighting the lamp.



The other VIPs/Ambassador of other countries joined the function are:

1	Mr.Mohammad Rahim Peerzada. Chargé d'Affaires	Embassy of Afghanistan
2	Ms. Souheila Abbas Ministra Consejera	Embassy of Syria
3	Mr.Mauricio Antonio Peñate Guzmán Ambassador	Embassy of El Salvador
4	Ms .Julissa Reynoso Ambassador	Embassy of the Unites States of America
5	Mr.Khaldun Almassri First Secretary	Embassy of Palestine
6	Mr.Freddy Molina Gutiérrez Ministro Consejero	Embassy of Venezuela
7	Mr. Muhammad Najib Ambassador	Embassy of Indonesia
8	Ms.Wendy Drukier Ambassador	Embassy of Canada
9	Ms. Anna Sroka Ambassador	Embassy of Poland
10	Vicenç Mateu Zamora Ambassador	Embassy of Andorra



Along with a very good response with a gathering of Spanish Textile designer, Cultural Institute Officials and many Indian Diaspora with a total participation around 120 people.

The programme was followed by the panel discussion on the subject of “India’s Handloom Heritage and developing cooperation between India and Spain through Textiles” with the participation of the following :

1. H.E.Shri.Dinesh Patnaik, Ambassador,
Embassy of India, Madrid Ms.Kavita Parmar
2. Ms.Kavita Parmar
Moderator. Indian Fashion designer from XTANT
3. Ms. Sudha Dhingra
Professor, NIFT, New Delhi
4. Ms. Dimple Bahl
Associate Professor, NIFT, New Delhi
5. Virginia Guedán
Economic and Commercial Department Marketing Executive





Vote of thanks was given by Shri N.Sreedhar, ED, HEPC for the valuable support of Embassy of India and the high response of the Ambassadors from various countries



In commemoration of Celebration of 75th year of Independence, 75 Handloom Gift items comprising of Shawls, Stoles, Tie & pocket squares were sourced by HEPC from the Central Cottage Industries Corporation and were presented to the visiting dignitaries by Embassy of India in Spain.

The Council was represented by Shri.N.Sreedhar, Executive Director, HEPC. The event was organized with the financial approval from the O/o. the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.
