



## IIM Rohtak celebrates National Handloom Day

Regional publicity directorate, Government of India, Ministry of Information and Broadcasting, Karnal and Rohtak organized an awareness camp on the handloom industry at IIM Rohtak. The objective of the event was to promote handloom products and create awareness about it amongst the youth. It included information about various schemes for the welfare of handloom weavers to enhance their contribution to the GDP while highlighting their significance since the freedom struggle.

The chief guest for the event, Prof. Dheeraj Sharma, Director IIM Rohtak, emphasized the fact that the handloom weaving is one of the largest economic activities after agriculture providing direct and indirect employment to more than 43 lakh weavers and allied workers with 24 lakh looms currently operating across the country.

Mr. Rajesh Arora, Nodal Officer, National Centre for Textile Design, said that in the year 2015-16 exports of handloom industry reached around \$360 million USD with its products finding markets in countries like USA, Italy, Australia, Germany etc. He mentioned about the various welfare schemes like Mahatma Gandhi Bunkar Bima Yojna, Kabir Puraskar Scheme etc. introduced by the government for the encouragement of handloom weavers. He also mentioned that the government has started weaver service centres, credit facilities to promote continuous growth of the handloom industry.

In the program an expert from Panipat informed about the weaver's industry and the related schemes in detail followed by the address of a master craftsman to the audience. The first national weavers' day was celebrated on 7<sup>th</sup> August 2015 and the third will be celebrated on 7<sup>th</sup> August 2017. It will be in line with the swadeshi movement of 1905 which was one of the pinnacles of our struggle for independence.

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