

## Press Release

### Observing World Handloom Day, 7<sup>th</sup> August, 2011

You are aware that handloom sector is an important sector that provides employment and livelihood to lakhs of families in India. This sector also contributes significantly to the national productivity, and has significant market share in Indian and abroad, with a turnover of more than Rs.45,000 crores. Handloom weavers played important historic role in the struggle for Indian Independence.

*Handloom production the world over did and would make artisans self-respecting, self-reliant, self-supporting and last but not least, humane. It would teach us how to organise our capital, our resources, our labour, our energies, our talents, for the greatest good of all human beings.* Promotion of handloom sector should be accompanied by the advocacy of the environmental conservation and boycott of polluting textile goods.

World Handloom Day is aimed at arousing sentiments of the people towards history, present and future. It would lead to reminiscing the past, analyzing the present and building a sustainable future. To celebrate such a Day has many implications. It can create economic pressure on textile competition, a weapon of political agitation against discrimination, and training in self-sufficiency for the attainment of growth in handloom sector.

Given this background, we thought it important to organize a World Handloom Day, which should remind us of the previous, current and future contributions of handloom sector and handloom weavers to national growth and development. You are aware that handloom products enhance the sustainability of natural resources.

Before Independence, this was the day on which Indians started boycotting imported textile clothes. This event was to mark the beginning of Indian Independence struggle. Similarly, the existence of handloom sector symbolizes the independence of artisans, which is now under threat. A revival of handloom sector is distinctly possible.

A "Handloom Walk" is being organized by us on Necklace Road, Hyderabad, 8 AM onwards, to mark the occasion.

**D. Narasimha Reddy**  
**Event Coordinator**