

Preserving Heritage, Empowering Weavers - Building Nation

World Trade Center Jaipur and CCWA Jaipur organized a round table meeting at Weaver Service Center Jaipur to discuss the emerging role of youth in Indian Handloom Sector and to hold a live demonstration by weavers from various districts of Rajasthan. The objective of the event was to acknowledge the valuable contribution of the weavers in bringing sustainable development in the state.

Mr. Tapan Sharma, Deputy Director, Weavers Service Center, Jaipur, who has led and motivated the weaver fraternity by speaking in several knowledge sessions on design and cost controls, welcomed the participants. He remarked, "Our country is home to millions of handloom workers who have given their best to maintain global dominance and patronage in the sector, and earned a reputation for themselves. There is need to now build upon this and the responsibility of the same now lies in the hands of the rural and urban youth, who through formal education and training, can once again bring back the lost market share and much needed financial stability through better marketing and positioning of their products."

Dr. Toolika Gupta, Director, Indian Institute of Craft and Design (IICD), in his speech, explained the Institute's vision and mission. He remarked, "IICD's vision is to train craft leaders who combine personal values with social concern. Our focus is to transform students into 'change agents' who will bring about a significant positive change in the lives of the craft community. Excellence, in both academics and co-curricular aspects, is an integral value of education that we offer to students. One can benefit and grow by enrolling in multiple and diverse programs of IICD."

Ms. Saumya Sharma, Managing Director, Kalaneri Art Gallery, suggested that each design school should team up for design and product development and could take a region where their students work together with local NGOs. Further, these students must take feedback from big local wholesale buyers, cottage industries etc. and develop coordinated ranges of products. She also recommended that kids from the weaver and artisan families should get privilege in admissions / scholarships in craft and design colleges. She concluded her speech by emphasising that there should be more initiatives for skill development programs and revival of dying art and crafts in the form of workshops, online campaigns, etc. for younger generations.

In her speech, Mrs. Shivani Kumari, Executive Director, Invictus, Jaipur recommended, "Effective implementation of Integrated Handlooms Development Comprehensive Welfare Schemes, Marketing & Export Promotion Schemes and Diversified Handloom Development Scheme can tackle the emerging challenges in the sector."

The program was attended by many National Awardees in the field who gave valuable suggestions for bringing inclusive growth for the art and welfare of weavers at large.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur proposed vote of thanks.

The meeting was held on August 9, 2021.

