

Ministry of Textiles launches “Haat on Wheels” as part of 11th National Handloom Day celebrations

Union Minister of Textiles Shri Giriraj Singh inaugurates the Exclusive Handloom Expo and the “Haat on Wheels” at Handloom Haat, Janpath

Government is reinforcing its commitment to strengthening the handloom sector by supporting artisans, enhancing market access, and driving sustainable economic growth: Shri Giriraj Singh

“Haat on Wheels” showcases 116 distinct weaves from all across India

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The Ministry of Textiles, in collaboration with the National Handloom Development Corporation (NHDC), celebrated the 11th National Handloom Day with the launch of an Exclusive Handloom Expo and the “Haat on Wheels” mobile retail initiative at Handloom Haat, Janpath. Union Minister of Textiles Shri Giriraj Singh inaugurated the Exclusive Handloom Expo and the “Haat on Wheels” in the presence of Minister of State for External Affairs and Textiles Shri Pabitra Margherita and Secretary Textiles Smt Neelam Shami Rao.



While inaugurating the event Union Minister of Textiles, Shri Giriraj Singh, underscored the government's unwavering commitment to the promotion and preservation of India's traditional weaving practices. Handlooms are not only a symbol of our cultural identity but also a significant contributor to the rural economy and livelihood of millions of weavers across the country, the Union minister said. The government is reinforcing its commitment to strengthening the handloom sector by supporting artisans, enhancing market access, and driving sustainable economic growth. The 'Haat on Wheels' initiative is another step towards bridging the gap between weavers and consumers, promoting self-reliance, and taking authentic, locally made products directly to the masses, Shri Giriraj Singh added.



The Union minister visited the exclusive Handloom expo and interacted with weavers in the presence of the minister of State for textiles Secretary Textiles, DC Handlooms, DC Handicrafts and other senior officials from the ministry.

This year's event focuses on "My Handloom, My Pride; My Product, My Pride" and showcases 116 distinct weaves from across India — highlighting the country's rich and diverse textile legacy. The launch of "Haat on Wheels" marks a pioneering step in the retail landscape of Indian handlooms. As a mobile handloom marketplace, the initiative will enable direct outreach to consumers across Delhi NCR, taking authentic, high-quality handloom products from artisans to bustling urban neighborhoods and cultural hotspots.

Starting from Janpath, the vehicle will journey across key public areas — including markets, residential societies, and art zones — bridging the gap between heritage crafts and modern consumers. This direct-to-consumer approach will empower artisans economically while raising awareness around sustainable fashion, "vocal for local," and indigenous craftsmanship.

The Handloom Expo, open to the public till 10 August, at Handloom Haat, brings together master weavers from across India, retailing region-specific handloom products and showcasing 116 unique weaves. The exhibition also features live weaving demonstrations as well, offering an immersive and educational

experience for visitors, students, and craft enthusiasts alike.

Through the combined launch of “Haat on Wheels” and the showcase of 116 Indian weaves, the Ministry’s celebration aims to blend tradition with innovation — ensuring that India’s handloom heritage continues to thrive in modern markets and global conversations.

As the country celebrates the 11th edition of National Handloom Day, the Ministry's focus remains centered on bringing Indian weavers into the national spotlight and ensuring their traditions are both honored and sustained.

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