

On the occasion of National Handloom Day, Union Minister Shri Shivraj Singh Chouhan holds a virtual interaction with lakhs of Self-Help Group (SHG) women members

“Handloom symbolises self-reliance; it was also a weapon of non-violent struggle during India’s freedom movement” - Shri Shivraj Singh

The remarkable skills of SHG women have helped revive local art and culture, the Minister noted

“Nation first; embrace swadeshi (indigenous goods) and strengthen national pride,” - Shri Shivraj Singh Chouhan urged

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On the occasion of National Handloom Day, Union Minister for Rural Development and Agriculture & Farmers’ Welfare, Shri Shivraj Singh Chouhan, virtually interacted, from Krishi Bhawan in New Delhi, with lakhs of Self-Help Group (SHG) women members. Minister of State for Rural Development, Dr. Chandra Sekhar Pemmasani, Rural Development Secretary Shri Shailesh Kumar Singh, and other senior officials were also present.



During the event, SHG women from various states shared their experiences, highlighting the positive transformation in their lives due to the National Rural Livelihood Mission (NRLM). They emphasised that the mission not only provided economic stability but also enhanced their social standing.



Shri Chouhan stated that women embody power and creativity, and that handlooms are a symbol of self-reliance, having once served as a tool in India's non-violent freedom movement. He praised the "remarkable artistry" of rural artisans, which has earned recognition not just in India but across the world.



The Minister applauded the role of SHG women in reviving local art and culture, stating that their creations are a vital part of India's cultural identity and help express folk traditions. He also acknowledged concerns raised by the women regarding marketing and branding, assuring them of concrete action, including design-focused training. He encouraged SHG members to maintain high product quality to remain competitive.

Shri Chouhan reiterated Prime Minister Narendra Modi's message advocating adoption of swadeshi (indigenous) products, asserting that no compromises will be made on national interests, even at personal cost. He urged citizens to prioritise 'Nation First' and support locally made goods.

Celebrating the growing number of SHG women achieving financial independence, Shri Chouhan shared that over 1.5 crore (15 million) women have become 'Lakhpati Didis' (earning over ₹1 lakh annually) under the mission. The government is working towards making 2 crore women lakhpatis, with a vision of reaching 3 crore soon.

Reinforcing the 'Swadeshi' commitment, he urged citizens to convert our population into strength and purchase Indian-made products during festivals such as Raksha Bandhan. He emphasised the need to advance the 'Vocal for Local' movement to strengthen the economy.

The programme concluded with Shri Chouhan affirming the pledge to 'adopt indigenous products and enhance our national pride'. He also visited product stalls set up by SHG women, appreciating their hard work and dedication.

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