

Ministry of Textiles launches 'Swadeshi Campaign' to boost domestic demand for handloom, handicrafts, and textile products

Campaign aims to stimulate domestic demand and reposition Indian textiles as symbols of pride, style and heritage among youth and urban consumers

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Ministry of Textiles is launching Swadeshi Campaign to boost the domestic demand for handloom, handicrafts, and textile products in the Country. The Aim and objective of the Campaign is to:

Stimulate Domestic Demand

- Increase domestic textile consumption especially among urban millennial and Gen Z.

Embed Textile Heritage in National Identity

- Reposition Indian textiles as symbols of pride, style, especially among youth and urban consumers

Empower Producers and MSMEs

- Expand market access, visibility, and income opportunities for weavers, artisans, and textile MSMEs

Align with Atmanirbhar Bharat

- Integrate campaign efforts with initiatives like PLI for Textiles, PM MITRA Parks, ODOP

Institutional Procurement

- Encourage ministries, PSUs, and educational institutions to adopt Indian-made textiles in uniforms, furnishings etc

The campaign will be run across India for next 6 to 9 months. The Campaign aims to create awareness and educate people about the rich heritage of domestic products. The objective is to reposition Indian textiles as symbols of pride, style, especially among youth and urban consumers.

The awareness will be created through various events, social engagements and by using social media platforms. The campaign seeks active participation of various State Governments. The campaign will be run with slogan -

Atmanirbhar Bharat



Swadesi kapda, Desh ki Shaan,
Yahi hain Bharat ki Pehchan

आत्मनिर्भर भारत



स्वदेशी कपड़ा, देश की शान,
यही है भारत की पहचान।

India's market size of textiles and clothing is \$179 Bn in 2024 which is growing at an Average Annual Growth Rate (AAGR) of more than 7% per annum.

The contribution of Household (HH) sector to the domestic market is 58% and it is growing at CAGR of 8.19%. At the same time, the Non Household consumption is 21% of the domestic market and is growing at a CAGR of 6.79%.

However, the recent changes in the rates due to GST reforms, it is expected that there will be enhanced demand for the textiles and apparels in the household and non-household sector, which may yield in higher growth rates in the consumption of textiles in the country.

With continued initiatives of Government through various programmes and implementation of Swadeshi campaigns, it is expected that domestic demand shall increase by CAGR of 9 -10% per annum to reach a total domestic demand of textiles to US\$ 250 billion by 2030.

MAM/AK/SMP

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