



Union Minister of Textiles Shri Giriraj Singh inaugurates Special Handloom & Handicraft Exhibition cum Sale at India International Trade Fair (IITF), New Delhi

The trade fair will bring meaningful economic opportunities for our artisans and transform their livelihoods: Shri Giriraj Singh

The theme of this year's pavilion is “Vastra Kala: Bharat ki Virasat”

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Union Minister of Textiles Shri Giriraj Singh inaugurated the “**Special Handloom & Handicraft Exhibition cum Sale**” at the India International Trade Fair (IITF), Bharat Mandapam, New Delhi today. The inauguration took place in the august presence of Smt. Neelam Shami Rao, Secretary Ministry of Textiles, along with other senior officials from the Ministry.



While inaugurating the Textiles Pavilion Shri Giriraj Singh said that the global demand for handcrafted products is rising, and this 15-day trade fair will bring meaningful economic opportunities for our artisans which will help transform their livelihoods. He further added that we are developing a new Hub-and-Export model to take our artisans' craftsmanship global.

During the exhibition tour, Shri Giriraj Singh interacted with participating weavers and artisans. He emphasized the Government of India's continuous efforts to strengthen the entire value chain—from raw material support to technology integration, design interventions and market linkages. He reiterated the Ministry's commitment to expanding income and livelihood opportunities for weavers and craftspeople, reinforcing India's leadership as the **world's largest and most sustainable handcraft ecosystem**.



This year's pavilion is themed **"Vastra Kala: Bharat ki Virasat"**, celebrating India's timeless craft legacy through a geographical journey across **North, South, East and West**—each region represented through its unique handloom vocabulary of touch, memory and devotion.

The pavilion narrates:

- **North – Reflection & Ancestral Grace:** Featuring motifs of Ganesha, Ram Darbar and the luminous Banarasi weave, symbolizing lineage and inherited excellence.
- **South – Precision, Devotion & Sculptural Discipline:** Showcasing Karnataka and Tamil Nadu's mastery in wood, silk, metal craft and the cosmic rhythm of Natraj.
- **East – Memory, Continuity & the Hand-woven Heartbeat:** Highlighting Odisha and Bengal traditions, where weaving embodies lived experience and identity.
- **West – Radiance, Celebration & Desert Brilliance:** A burst of mirror work, lippan art and carved wood reflecting desert resilience and festive spirit.



The event, scheduled from **14th to 27th November 2025**, is open to the public from **10:00 AM to 7:30 PM** in **Hall No. 5, Ground Floor, Bharat Mandapam, New Delhi**. With **200 stalls representing 29 States and Union Territories** showcasing **53 distinct crafts**, the pavilion is managed by the **National Handloom Development Corporation (NHDC)** to provide direct market access to handloom weavers and handicraft artisans. Live demonstrations include **Kani weaving** and **Sajni embroidery**, offering visitors a window into India's rare and exquisite craft traditions. The exhibition also proudly features **distinguished master artisans**, including **1 Padma Shri awardee, 4 Sant Kabir awardees, 4 National Awardees, 5 State Awardee and 1 NMC Awardee from Handloom and 5 State Awardees from Handicraft**, whose exceptional craftsmanship enriches the cultural experience of the pavilion and reflects the artistic excellence of India's textile heritage.

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