



Office of Development Commissioner (Handlooms) to collaborate with Femina Miss India for “Vishwa Sutra – Weaves of India for the World”

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In a landmark initiative, the Office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India, has collaborated with the Femina Miss India platform for the first time to showcase the richness and diversity of Indian handlooms on a global stage.

Under the thematic initiative “Vishwa Sutra – Weaves of India for the World”, an exclusive handloom collection will be unveiled during the grand finale of Femina Miss India. The collection celebrates the artistry of Indian weavers and highlights the sustainability and cultural depth of the handloom sector.

A unique feature of the initiative is the participation of State and Union Territory winners, each showcasing a handloom ensemble inspired by their region’s weaving tradition and creatively interpreted to reflect the cultural aesthetics of a selected country. This approach symbolically connects India’s textile heritage with global fashion narratives.

The ensembles draw inspiration from India’s iconic weaves, including Varanasi Brocade, Lepcha, Kanchipuram, Kota Doria, Maheshwari, Patola, Ikat, Kasavu, Paithani, Phulkari, Jamdani, Kullu Shawl, Uppada, Khunn, Pashmina, Muga Silk, Ilkal and other distinguished regional traditions.

Dr. M Beena, Development Commissioner (Handlooms) stated that this collaboration aims to enhance the visibility of Indian handlooms among younger audiences, fashion stakeholders and international consumers. It reinforces the narrative of ‘Handloom as Heritage, Handloom as Future’ and aligns with the Government’s vision of promoting the Orange Economy, cultural heritage and creative entrepreneurship.

VISHWA SUTRA

Weaves of India, for the World



India is home to one of the world's richest handloom traditions, providing sustainable livelihoods to over 35 lakh weavers and allied workers after agriculture. Growing demand for eco-friendly products has renewed interest in handloom textiles in domestic and international markets.

The initiative reflects the Government of India's commitment to transforming traditional industries into globally competitive sectors under the vision of "Vocal for Local to Global" and the Prime Minister's 5F framework — Farm to Fibre to Factory to Fashion to Foreign. It underscores the strategic role of handlooms in strengthening cultural industries, generating sustainable livelihoods, and expanding India's presence in global textile and fashion markets.

"Vishwa Sutra: Carrying India's Handloom Legacy from Local Looms to the Global Runway."

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