



Ministry of DoNER Explores Fusion of North-East's Eri Silk with Kota Doria to Create Premium Fabric

Initiative Embodies Prime Minister's 5F Vision and Make in India Mission

Posted On: 17 MAY 2026 7:30PM by PIB Delhi

In a significant step towards fostering economic linkages between the North East Region and Rajasthan's iconic textile heritage, Shri Sanjay Jaju, Secretary, Ministry of Development of North Eastern Region (DoNER), along with Shri Piyush Samaria, District Collector, Kota, and Shri Mara Kocho, representing the North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC), visited the Kaithoon Common Facility Centre (CFC) in Kota on May 17, 2026.

The purpose of the visit was to explore the feasibility of blending Eri silk — a prized, peace silk native to the North Eastern Region — with the world-renowned Kota Doria fabric, traditionally crafted at Kaithoon. The proposed fusion aims to develop a distinctive, premium-grade textile that uniquely combines the soft, luxurious texture of Eri silk with the characteristic lightness and transparent weave of Kota Doria, targeting premium market positioning both domestically and internationally.

High-Level Engagement with Lok Sabha Speaker

During the visit, the delegation called upon Shri Om Birla, Hon'ble Speaker of the Lok Sabha, at his residence in Kota. The team, accompanied by select fashion designers from Kota, apprised the Speaker of the innovative textile fusion proposal and its potential to create new livelihood opportunities for artisans of both regions while elevating India's handloom exports on the global stage.



Formal MoU on the Horizon

The initiative is expected to be formalized through a Memorandum of Understanding (MoU) between NEHHDC and the District Industries Centre (DIC), Government of Rajasthan. The MoU will establish the institutional framework for collaboration, including joint design development, artisan training, and market linkage support.

Significance of the Initiative

Eri silk, known for its warmth, durability, and ethical production, is a flagship product of the North Eastern Region. Its fusion with Kota Doria — a GI-tagged fabric celebrated for its distinctive check patterns and breathability — is expected to produce a one-of-a-kind fabric that speaks to both heritage and contemporary fashion sensibilities.

Aligned with Hon'ble Prime Minister's Vision

This initiative is a direct embodiment of Hon'ble Prime Minister Shri Narendra Modi's transformative **5F Vision — Farm to Fibre, Fibre to Fabric, Fabric to Fashion, Fashion to Foreign** — which envisions an integrated, end-to-end value chain that connects Indian farmers and artisans to global markets. By sourcing Eri silk from the farms and forests of the North East and transforming it into a premium fashion fabric at Kaithoon for export to the world, this collaboration traverses the entire 5F continuum.

The initiative also resonates strongly with the **Make in India** mission, championing indigenous craftsmanship, boosting domestic manufacturing, and positioning India's handloom sector as a globally competitive force. The fusion of two distinct regional textile traditions — Eri silk from the North East and Kota Doria from Rajasthan — is a testament to India's rich and diverse textile heritage being harnessed for modern, premium markets.

This initiative further aligns with the Government of India's vision of **"Ek Bharat, Shreshtha Bharat,"** promoting cultural integration while driving the economic empowerment of weavers and artisans across regions.





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(Release ID: 2262138) Visitor Counter : 260
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