

Ministry of Tribal Affairs, in association with TRIFED, showcases India's Rich Tribal Textile Heritage through RISA: TIMELESS TRIBAL on the occasion of 12th National Handloom Day

Celebrating the Tribal Weaves of India

प्रविष्टि तिथि: 07 AUG 2026 5:47PM by PIB Delhi

The Ministry of Tribal Affairs, Government of India, and Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED), organized “**Tribal Weaves of India**” at the RISA Flagship Store, State Emporia Complex, Baba Kharak Singh Marg, New Delhi, to mark the 12th National Handloom Day on 7th August 2026. The event showcased the rich diversity of India's tribal textile traditions through RISA: Timeless Tribal.

The event was inaugurated by **Smt. Ranjana Chopra, Secretary, Ministry of Tribal Affairs (STA)**. In her address, she emphasised the importance of creating sustainable livelihood opportunities for tribal communities through stronger market linkages, enabling them to establish a distinct presence in the niche textile segment and meet the evolving aspirations of a wider clientele. She further highlighted that tribal textiles embody generations of indigenous knowledge, cultural identity and sustainable practices, and reiterated that initiatives such as RISA provide an important platform for preserving these traditions while expanding market access and creating enhanced livelihood opportunities for tribal artisans across the country.



Addressing the gathering, **Shri M. Rajamurugan, Managing Director, TRIFED**, stated that RISA: Timeless Tribal is a premium brand launched by Ministry of Tribal Affairs, that operates under TRIFED, with the vision of preserving India's tribal weaving and craft traditions while connecting them with

discerning consumers in India and across the world. He further stated that the brand seeks to position tribal textiles and handicrafts as premium offerings by combining authenticity, quality and contemporary design, while creating sustainable livelihood opportunities for tribal artisans and expanding their access to national and international markets.



The inauguration was followed by a panel discussion on **“What Makes Tribal Weaves Timeless?”** which brought together eminent personalities from the fields of academia, textiles, design and crafts.

The session was moderated by Smt. Asha Baxi, Founding Faculty and former Dean, National Institute of Fashion Technology (NIFT). The distinguished panel comprised Smt. Jaya Jaitly, renowned craft revivalist and Founder of Dastkari Haat Samiti, Shri Gaurav Jai Gupta, Founder and Creative Director of Akaaro, Shri Gaurang Shah, Textile Artist, Shri Ramesh Menon, Founder of Save the Loom and Ms. Anju Modi, Fashion Designer.



The panel deliberated on ways of preserving traditional knowledge while creating contemporary design and market opportunities for tribal artisans. They explored the enduring relevance of India's tribal weaving traditions, the preservation of rich knowledge systems, contemporary design interventions and sustainable market linkages for tribal textiles. The discussion also emphasised the importance of fostering collaboration among artisans, designers, institutions and industry stakeholders to ensure that tribal weaving traditions continue to thrive while retaining their authenticity and cultural significance in an evolving global marketplace.

The event featured a collection of exquisite GI-tagged weaves, including Kotpad Cotton, Tussar Silk, Eri Silk, Muga Silk, Toda embroidery and Dongria embroidery from different states, along with collections by leading Indian fashion designers including Shri Abu Jani Sandeep Khosla, Ms. Anju Modi, Shri Manish Tripathi, Shri Gaurav Jai Gupta and Ms. Sameera Dalvi featuring textiles sourced directly from tribal weavers. RISA also showcased specialized handicrafts, including Longpi Pottery (Manipur), Turtuk Brass Cutlery (Ladakh), Warli Art (Maharashtra), and the world-renowned Dokhra Art (Chhattisgarh).

The event also included the felicitation of Tribal Master Artisans, a curated walkthrough of exquisite tribal textiles, and live demonstrations of Warli and Gond art on tribal textiles, offering visitors an opportunity to experience India's rich tribal artistic and textile heritage.

The event successfully raised awareness of RISA and reinforced its unique positioning as an artisan- and craft-led brand, rather than just another fashion label. At the heart of the brand lies its unique value proposition: celebrating traditions deeply rooted in India's history, culture, and social customs. These traditions embody a rich repository of India's cultural heritage and indigenous knowledge that must be preserved and cherished for all time to come.



Beyond aesthetics, RISA serves a vital socio-economic purpose by creating sustainable livelihood opportunities for tribal artisans. With the launch of RISA and through initiatives such as "Tribal Weaves of India", the Ministry of Tribal Affairs and TRIFED reaffirmed their commitment, in line with the vision of the Hon'ble Prime Minister, for the holistic socio-economic development of Scheduled Tribes, with a strong focus on promoting tribal crafts, textiles, and indigenous knowledge systems.

RN/

(रिलीज़ आईडी: 2296175) आगंतुक पटल : 577
इस विज्ञापन को इन भाषाओं में पढ़ें: हिन्दी , Urdu