

<b>PUBLICATION NAME :</b>	<b>Statesman</b>
<b>EDITION :</b>	<b>Bhubaneswar</b>
<b>DATE :</b>	<b>10/12/2022</b>
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# Handmade in India Fashion Show in Bhubaneswar

**STATESMAN NEWS SERVICE**  
BHUBANESWAR, 9 DECEMBER:

The Entrepreneurship Development Institute of India (EDII), Ahmedabad, in association with Handlooms, Textiles & Handicrafts Department, Odisha, on Friday organised a fashion show under the aegis of Handmade in India (HMI) project at World Trade Center (WTC) here.

The fashion show was inaugurated by Governor Prof Ganeshi Lal in the presence of EDII Director General, Dr Sunil Shukla.

The fashion show was unique because noted designers used the weaves and fabrics made by artisans from Odisha (trained by EDII under the Handmade in India Project) to make stylish outfits that were donned by models.

The project Handmade in India, supported by HSBC, is focused at evolving an entrepreneurial ecosystem around six selected handloom clusters spread across five states including, Bargarh in Odisha, Maheshwar in Madhya Pradesh, Kamrup in Assam, Salem in Tamil Nadu and Surendranagar and Bhuj in



Gujarat.

The project focuses on new designs and print collections, increased sales through innovative platforms, marketing linkages through exposure and exhibitions, capacity building and skill enhancement, credit availability and enterprise development.

The fashion show saw participation by 15 artisans showcasing unique handicrafts and weaves. The exhibition included sarees, fabrics, stoles, handkerchiefs, garments, sofa covers, wallets and other

handicrafts.

Stressing the need for such interventions, Dr Sunil Shukla, Director General, EDII, said, "There is a dire need to regenerate traditional crafts and textiles, thus upholding the cultural and the traditional heritage of the state. We have witnessed how weavers and artisans have come back with amazing creativity with just a little handholding and training. Platforms like these give them an opportunity to showcase their products. I am glad that EDII is playing a major part in enhancing

the business prospects of artisans." Prof. Ganeshi Lal stated that weavers are direct dissidents of the all mighty God and we believe in "Weavers for us" rather than "We for weavers". Prof. Ganeshi Lal highlighted the marvelous history of weavers of Odisha and at the same time put forward the immense scope of galloping development of weavers' society in the state.

He concluded by appealing to the entire weavers' society to show case the potential of weavers of Odisha to the county and to the world as well.