

EDII-Trained Artisans From Odisha Under The Handmade In India Project Put Up A Grand Fashion Show Cum Exhibition

Bhubaneswar: The Entrepreneurship Development Institute of India (EDII), Ahmedabad, in association with Handlooms, Textiles & Handicrafts Department, Government of Odisha, on Friday organised a fashion show under the aegis of Handmade in India (HMI) project at World Trade Center (WTC), Bhubaneswar. The fashion show was inaugurated by **Chief Guest, Hon'ble Governor of Odisha, Prof Ganeshi Lal** in the presence of Guest of Honour and 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 objective of the show was to highlight the beauty of traditional crafts and heritage textiles of Odisha.

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 goal is to ensure holistic development of the traditional handloom clusters and providing better livelihood to the artisans in the domain. 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 spectacular fashion show at the World Trade Centre 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.”

Praising the price less contributions of weavers towards our society, His Excellency Honorable Governor of Odisha 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. Honorable Governor Prof. Lal portrayed weavers as the biggest magicians in the world and felicitated several such magicians (weavers) on the stage. Honorable Governor Prof. Ganeshi Lal 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.