

PUBLICATION NAME :	Indian Era
EDITION :	Bhubaneswar
DATE :	12/12/2022
PAGE:	7

EDII-trained artisans from Odisha under the Handmade in India project

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.