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Hastakala Setu Artisans Showcased at ‘Rang Soota’ Event, Blending Tradition with Modernity

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Ahmedabad witnessed a beautiful blend of tradition and modernity at the ‘**Rang Soota**’ event, organized by the **Entrepreneurship Development Institute of India (EDII)** in collaboration with the **Business Women Committee (BWC) GCCI**. The event showcased the artistry of artisans from the Hastakala Setu Yojana, a pioneering initiative supported by the Government of Gujarat and implemented by EDII.

The three-day event, inaugurated by Dr. Sunil Shukla, Director General of EDII, Shri Ajay Patel, President of GCCI, and Shri N.D. Parmar, Executive Director of iNDEXT-C, featured a series of engaging activities aimed at promoting the rich cultural heritage of Gujarat. A highlight of the event was a B2B networking session where 40 artisans interacted with 70 industry leaders, corporates, and entrepreneurs, fostering collaborations and partnerships.

Attendees had the opportunity to explore a vibrant marketplace showcasing 40 distinct crafts from artisans across Gujarat. The artisans, trained under the Hastakala Setu Yojana, demonstrated their skills and craftsmanship, offering visitors a glimpse into the rich cultural tapestry of the state.



One of the key attractions of the event was a fashion show held on the final day, where artisans collaborated with leading Indian fashion designers to create a collection of garments that beautifully combined traditional craftsmanship with modern aesthetics. The collection showcased the versatility and creativity of the artisans, highlighting their ability to adapt traditional techniques to contemporary fashion trends.

Launched in 2020, the Hastakala Setu Yojana has been instrumental in sensitizing over 33,800 artisans and providing advanced training to more than 21,000 artisans across 33 districts in Gujarat. The initiative aims to empower artisans by equipping them with practical

skills and market exposure, enabling them to enhance their livelihoods and preserve traditional art forms.

As a key partner to the Commissionerate of Cottage Industries, Government of Gujarat, EDII remains committed to nurturing entrepreneurship and promoting sustainable development in the state. The 'Rang Soota' event was a testament to the resilience and creativity of Gujarat's artisans, showcasing their ability to blend tradition with modernity and create exquisite works of art.