

FLO to team up with weavers and designers to boost handloom sale in india and abroad

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New Delhi , FICCI Ladies Organisation (FLO), one of the most prestigious pan India forums working towards the goal of women empowerment in its bid to boost country's handwoven, hand embroidered and hand crafted heritage will be working directly with weavers and designers to boost sales in India and abroad.



“The Handloom and handicraft sector showcases the country's unique cultural mosaic and rich heritage. It also has the economic potential to strengthen livelihoods in a sustainable manner. However, a prime concern in this sector is that there is a dearth of information available on the artisans as well as their linkages with buyers, designers and importers” said Ms Pinky Reddy while speaking at the Handloom Business Meet titled ‘Hathkargha’ organised by FICCI Ladies Organisation (FLO) along with parent body FICCI and FACEBOOK late last evening . Union Textile Minister Inaugurating the meet said that India exported handcrafted goods worth Rs 1.36 lakh crore in last four years and urged social networking giant ‘Facebook’ and business women organisation FICCI Ladies Organisation (FLO) to help get involved directly with weavers as well as help generate additional income for weavers and connecting them directly with the buyers in India and abroad as well as with modern Indian customers. ““Handlooms and handmade textile products is a sub-sector which has achieved its recognition and glory in the internal arena. Harnessing of skills, design intervention, and access to credit will play a big role in forging the global luxury industry ahead. FLO in it's bid to empower handloom women weavers has already compiled and released a Women Artisans Craft Directory , which covers the 29 states of India and highlights the creative dexterity of more than 400 women along with their contact details.” said Ms Reddy. “The Women artisans craft Directory is an effort to support women artisans from various parts of the country to connect directly with buyers across India and the world and will also help bridge the gap between India's skilled women artisans and discerning buyers as it will establish a direct link with artisans, bring them recognition and respect” said Reddy. “FLO has also been working with various eminent designers and fashion entrepreneurs who understand the true potential of Handlooms & Handicrafts and its significant role in providing employment to a vast segment of craftsperson, thereby preserving the intangible heritage of our country.” She said. “This is the only sector that offers the promise and potential to preserve and promote India's cultural identity. With more active promotion, additional financing and tax breaks for the handloom industry, India could provide the finest hand makers of the world.” added Ms Reddy.

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