

Report on National Handloom Day Celebration

Promoting “Swadeshi Apnao” and Supporting Decent Work for Weavers

Date: 7 August, 2026

Organising Department: Department of Home Science
University: Khwaja Moinuddin Chishti Language University, Lucknow

Introduction

The Department of Home Science, Khwaja Moinuddin Chishti Language University, celebrated **National Handloom Day on 7 August, 2026** with the theme of promoting “Swadeshi Apnao” and creating awareness about the contribution, struggles, and socio-economic importance of India's handloom weavers.

The programme was organised to encourage the use of indigenous handloom products and to highlight the important role played by weavers and traditional artisans in generating employment, preserving India's cultural heritage, and contributing to local and national economic development.

The celebration was particularly aligned with **Sustainable Development Goal 8 (SDG 8): Decent Work and Economic Growth**, which promotes sustained, inclusive and sustainable economic growth, productive employment and decent work for all. The programme focused on creating awareness about the dignity of labour, livelihood opportunities, economic empowerment, and the need to support traditional occupations.

Objectives of the Programme

The major objectives of the celebration were:

1. To create awareness about the importance of Indian handloom traditions and products.
2. To promote the “Swadeshi Apnao” initiative and encourage responsible consumption of indigenous products.
3. To recognise and appreciate the contribution of weavers to India's economy and cultural heritage.

4. To sensitise students and participants about the socio-economic challenges faced by handloom workers.
5. To encourage support for sustainable livelihoods and employment opportunities in the handloom sector.
6. To promote dignity of labour and respect for traditional skills and occupations.

Activities Organised

1. Handloom Fashion Show

A **Handloom Fashion Show** was organised to showcase the beauty, diversity, and contemporary relevance of Indian handloom products. The activity provided participants with an opportunity to appreciate traditional fabrics and weaving techniques while demonstrating how handloom products can be incorporated into modern fashion.

The activity also highlighted the potential of handloom products to generate income and employment for weavers, artisans, designers, and other individuals associated with the textile value chain.

2. “Swadeshi Apnao” Pledge

Participants took the **“Swadeshi Apnao” Pledge**, expressing their commitment to promote and use Indian-made products, particularly handloom products.

The pledge encouraged participants to recognise the economic value of purchasing indigenous products and to contribute, through their consumption choices, towards supporting local producers, artisans and weavers.

3. Awareness Lecture on Handlooms and Weavers

An **awareness lecture** was conducted to educate students and participants about India's handloom sector and the contribution of weavers to employment generation and economic development.

The lecture discussed the importance of preserving traditional weaving skills, supporting the livelihoods of weavers, and creating greater awareness among consumers about the social and economic value of handloom products.

4. Documentary and Informative Videos

Documentary and informative videos highlighting the lives and struggles of handloom weavers were screened during the programme.

The videos helped participants understand the challenges faced by weavers, including livelihood insecurity, changing consumer preferences, competition from mass-produced textiles, and the need for greater recognition and market support.

The activity encouraged participants to view handloom not merely as a traditional craft but also as an important source of employment and livelihood for communities across India. The programme reinforced the message that **supporting local artisans and handloom producers can contribute not only to the preservation of cultural heritage but also to inclusive and sustainable economic development.**

Glimpse of event





