High Commission of India
Nicosia

August 7, 2025



WOVEN IN INDIA: THE SOUL OF OUR HANDLOOM HERITAGE

A tribute to the weavers who thread tradition into timeless elegance



WHAT MAKES INDIAN HANDLOOM UNMATCHED?

- **5000+ years** of weaving tradition
- **100+ distinctive weaves** across states
- **No two handloom sarees** are exactly the same
- **Natural dyes** and **hand-spun yarns**—eco-friendly and artisanal
- Entirely **handwoven – zero electricity**, low carbon footprint

✨ **HANDLOOM IS HERITAGE. HANDLOOM IS PRIDE.**

When you wear Indian handloom, you wear a **story**, a **struggle**, and a **dream woven into thread.**

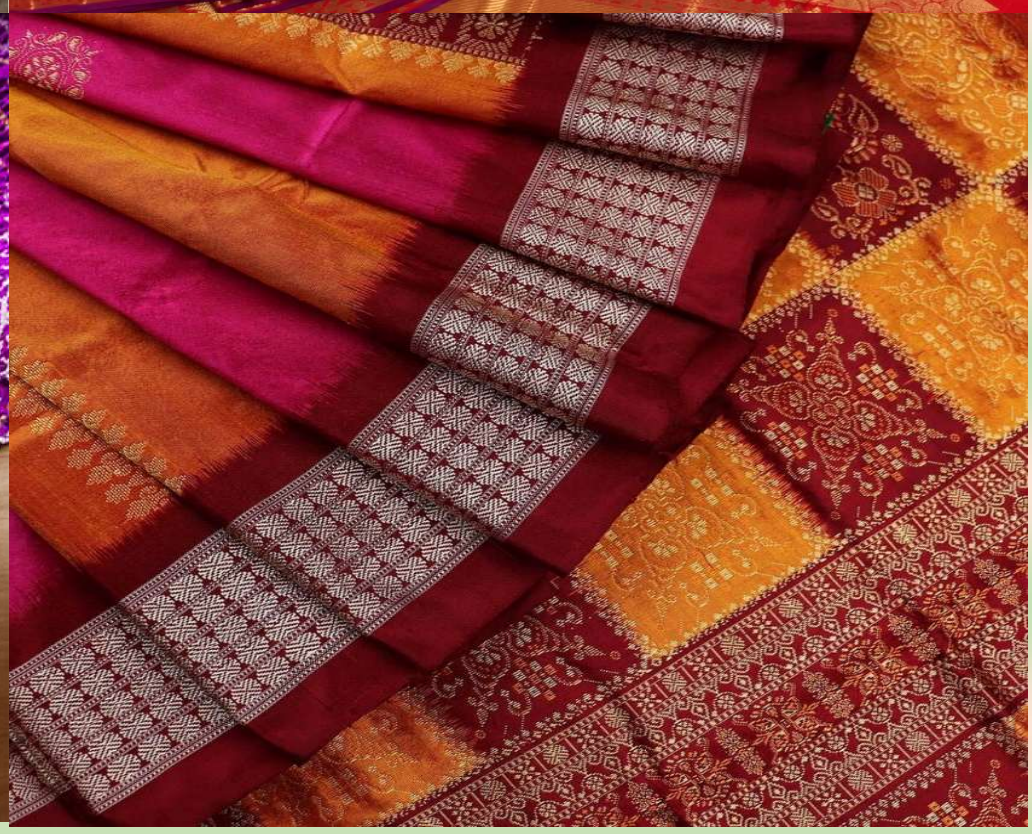
Let the world know. Let the world wear India.

National Handloom Day
August 7, 2025









👰 THE PEOPLE BEHIND THE THREADS

- Over **3.5 million handloom artisans**, **70% women-led**
- Intergenerational craftsmanship: skills passed from **mother to daughter**, **father to son**
- Supports **rural livelihoods**, especially in small towns and villages
- Every saree = **days to months of precision and care**

🌎 INDIA ON THE GLOBAL LOOM

- From **Khadi and Kanjeevaram** to **Bandhani and Bomkai**
- Handloom designs now walk **Paris & Milan Fashion Weeks**
- Used in **royal wardrobes**, **museum displays**, and **celebrity couture**
- A growing symbol of **sustainable fashion worldwide**





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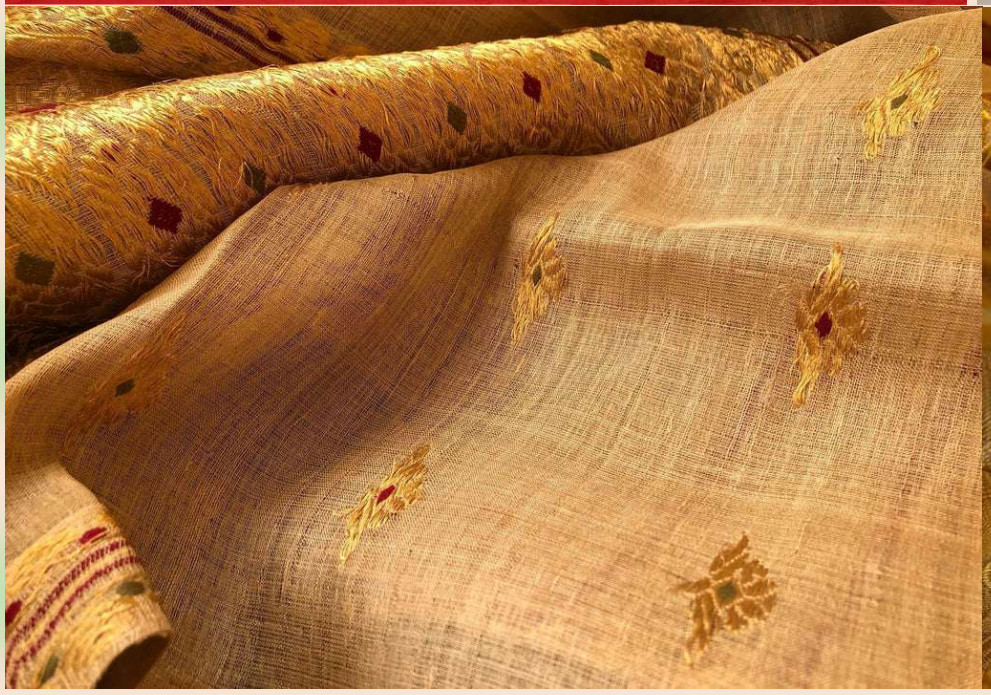
IN A SYMBOL OF SELF-RELIANCE

- Worn by **freedom fighters**, handloom became the fabric of the **Swadeshi movement**
- Today, it represents **'Vocal for Local'** – economic self-reliance with cultural pride
- Preserving handloom is preserving **India's soft power and creative economy**

🗺️ SIGNATURE WEAVES ACROSS INDIA






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State	Famous Weave	Unique Feature
Uttar Pradesh	Banarasi Silk	Rich brocade & gold zari
Tamil Nadu	Kanjeevaram	Bold temple borders, heavy silk
West Bengal	Jamdani, Baluchari	Muslin weave, mythological motifs
Odisha	Sambalpuri, Bomkai	Double ikat, tribal patterns
Andhra Pradesh	Mangalagiri, Uppada	Lightweight, subtle sheen
Telangana	Pochampally Ikat	Geometric dye techniques
Maharashtra	Paithani	Lotus, peacock, golden threads
Gujarat	Patola, Bandhani	Double ikat, tie-dye vibrancy
Kerala	Kasavu	White & gold bordered elegance
Punjab	Phulkari	Hand-embroidered florals
Assam	Muga & Eri Silk	Golden sheen, naturally organic
Rajasthan	Kota Doria, Leheriya	Light weave, colorful tie-dye
Madhya Pradesh	Chanderi, Maheshwari	Delicate motifs, sheer texture
Nagaland, Mizoram	Tribal Weaves	Geometric symbols of community and identity

📸 **JOIN THE CELEBRATION – NATIONAL HANDLOOM DAY**
🗓️ **Date**: 07 August 2025| 📍 **Global Campaign: 1–7 August 2025**

Support Indian weavers by participating in our digital campaign:

1. Wear Indian **handloom** – sari, kurta, dupatta, stole, etc.
2. Take a **creative photo** wearing it with pride
3. Email it to: 📩 **culture.nicosia@mea.gov.in** [by 11 AM 7 August 2025]
4. Use hashtags: **#MyHandloomMyPride** | **#MyProductMyPride**
5. Tag us: **@IndiaInCyprus** and **@dchandlooms01** on X (Twitter)

🖼️ **Selected photos will be featured on our official pages!**

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For queries, contact:

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