



Tex-Connect

An initiative by the Textiles Department, Government of Maharashtra



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I am deeply honored to join the people of Maharashtra in celebrating over a decade of National Handloom Day. This occasion is not only a tribute to our glorious textile heritage but also a reaffirmation of our responsibility to protect, promote, and pass it on to future generations.

Maharashtra is home to timeless weaving traditions: the royal Paithani, the intricate Himroo, the precise Karvat Kathi sarees, the vibrant Khana fabric, and the enduring Ghongadi. These are not just textiles but living expressions of our culture and craftsmanship.

The Government of Maharashtra is committed to empowering our weavers through skilling, innovation, and market linkages, while taking their artistry to global platforms. Handlooms are the soul of sustainable fashion, and by supporting them, we preserve livelihoods, dignity, and pride for generations to come.

Shri. Sanjay Sushila Waman Savkare
Hon'ble Minister (Textiles)
Government of Maharashtra

SECTOR IN FOCUS: A Decade of National Handloom Day

Introduction

National Handloom Day, observed annually on 7th August, marks the launch of the Swadeshi Movement in 1905 and serves as a tribute to India's rich handloom heritage. Over the past decade, it has evolved into a nationwide celebration of tradition, resilience, and innovation. Since its inception in 2015, the observance has grown beyond commemorative events—becoming a platform for policy interventions, market linkages, and global recognition of Indian handlooms.

This decade has seen significant milestones: increased awareness of the "Handmade in India" identity, expansion of GI tagging and branding of regional weaves, integration of artisans into digital marketplaces, and stronger institutional support for handloom clusters. National Handloom Day has not only revived interest among younger generations but also positioned handlooms as symbols of sustainability and cultural pride.

As the nation marks ten years of this journey, the celebration stands as a reminder of the handloom sector's enduring role in employment generation, women's empowerment, and preservation of indigenous knowledge, a thread that continues to strengthen India's social and economic fabric.



Government of India supports handloom clusters with skills, infrastructure, design, funding.

Maharashtra's Handloom Legacy

Maharashtra holds a distinctive place in India's handloom map, with each region weaving its identity into fabric traditions that are both timeless and unique. From the regal Paithani sarees of Aurangabad, celebrated for their intricate zari work and vibrant motif to the rich Himroo weaves, once favored by royalty, Maharashtra's handloom heritage is a blend of artistry and cultural symbolism.

The state's diversity is reflected in Ilkal sarees of Solapur, Narayan Peth sarees of Sholapur and Pune, and the vibrant Khana fabric of Dharwad and Belgaum, each weaving tradition rooted in local history and community livelihoods. Many of these textiles have secured Geographical Indication (GI) status, underscoring their cultural and economic importance.

Beyond aesthetics, Maharashtra's handloom sector is an essential source of employment for rural artisans, women, and traditional weaving communities. The craft not only sustains livelihoods but also nurtures intergenerational knowledge transfer, keeping age-old techniques alive.

Today, as handlooms gain renewed attention for their sustainable, eco-friendly production processes, Maharashtra's weaving heritage continues to inspire designers, policy-makers, and consumers alike by bridging the gap between tradition and contemporary demand.

State's efforts in protecting handloom heritage

From the Policy: Maharashtra's focus on Handlooms

The handloom sector, one of the largest unorganized industries in India, continues to play a vital role in sustaining rural and semi-rural livelihoods. According to the 4th Handloom Census (2018), Maharashtra has 3,354 handlooms operated by 3,509 workers, reflecting both heritage and livelihood significance.

Under the Integrated & Sustainable Textile Policy, Maharashtra extends comprehensive support to this sector. The State leverages the National Handloom Development Programme (NHDP) of the Government of India, covering cluster development, marketing assistance, concessional credit, welfare measures, and mega handloom projects. Complementing this, Maharashtra promotes Urban Haats at strategic locations to provide authentic weavers with accessible marketplaces in aesthetically designed spaces.

For infrastructure and product diversification, the State partners with the Indian Institute of Handloom Technology (IIHT), with project funding shared in an 80:20 ratio between the Centre and State. In raw material support, weavers benefit from a 30% subsidy on yarn (15% GoI + 15% State share). The State also advances weaver welfare through life insurance under Pradhan Mantri Jeevan Jyoti Bima Yojana, with premiums borne by the Government, and ensures affordable energy access by offering free electricity up to 200 units per month for weaver households. Additionally, online sales are actively promoted through Maharashtra State Handloom Corporation's portal (www.mahahandloom.com).

Together, these measures focus on strengthening clusters, enhancing market reach, and securing weavers' welfare, ensuring that Maharashtra's handloom sector remains both culturally vibrant and economically sustainable.



Maharashtra's traditional textiles reflect a rich heritage of artistry and skill. Each weave tells a story of culture, craftsmanship, and timeless elegance.

Handloom Portal for Easy Access to Subsidies

The Textiles Department has launched a simple and user-friendly online portal to help weavers easily register and access various handloom-related schemes and subsidies. Once registered, weavers receive a unique ID that allows them to track applications and avail benefits under the Integrated & Sustainable Textile Policy 2023–28.

Handloom Portal for Weavers to Register and Apply for Subsidies

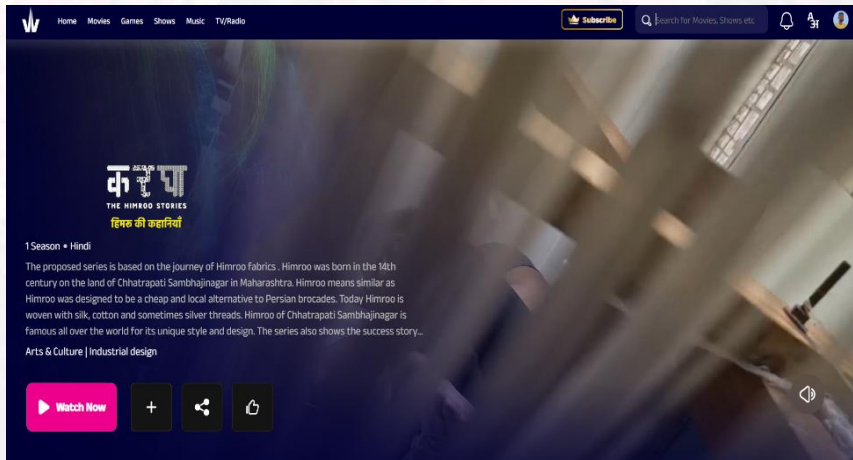
EVENT/ANNOUNCEMENT

11th NATIONAL HANDLOOM DAY CELEBRATION

The Department of Textiles, Government of Maharashtra, proudly celebrated the 11th National Handloom Day with a vibrant week-long exhibition at Mantralaya, Mumbai. The event was graced by the esteemed presence of Shri. Sanjay Savkare, Hon'ble Minister (Textiles); Smt. Anshu Sinha, IAS, Principal Secretary (Textiles); and Shri. Sanjay Diane, IAS, Commissioner (Textiles). Bringing together numerous exhibitors from across Maharashtra, the exhibition showcased the state's rich legacy of handloom traditions and diverse weaves. With enthusiastic participation from artisans, stakeholders, and visitors, the event emerged as a resounding success, reflecting the government's continued commitment to preserving heritage crafts while creating opportunities for handloom communities.

EVENT/ANNOUNCEMENT

KARGHA SERIES: FEATURING TIMELESS LEGACY OF HIMROO



The Department of Textiles, in collaboration with Prasar Bharati, has launched the Kargha series showcasing the journey of Himroo fabric from Chhatrapati Sambhajinagar. Originating in the 14th century as a local alternative to Persian brocades, Himroo is today woven with silk, cotton, and occasionally silver threads, and is renowned worldwide for its intricate designs. The series highlights the artistry of Himroo weavers, their success stories, and the transformative impact of Maharashtra Government's schemes on their livelihoods.

Through this initiative, the Department seeks to create greater awareness about Maharashtra's rich textile heritage while also ensuring that traditional crafts like Himroo find recognition and markets in contemporary times. The series aims to inspire appreciation for the skill of local artisans and to strengthen the cultural pride associated with these timeless weaves.

Let's Dive into the Magic of Himroo

Episode 1 - This episode is based on the journey of Himroo, where we explain that Himroo was born in the 14th century on the land of Chhatrapati Sambhaji Nagar in Maharashtra. It was created as an affordable and local alternative to Persian brocade. It is a unique blend of Persian craftsmanship and Indian artistry. Famous travellers like Marco Polo were also admirers of it. The episode details its layout, design, and manufacturing process. Additionally, it showcases the success story of Imran Qureshi, who lives in Nawabpura; his family has been engaged in Himroo work for six generations and is endeavouring to preserve it.



EVENT/ANNOUNCEMENT

KARGHA SERIES: FEATURING TIMELESS LEGACY OF HIMROO



Episode 2 - In this episode we have told how Himroo's design is different from others. Also, today Himroo is going from Chhatrapati Sambhaji nagar to the whole world and some credit for this goes to Faisal Qureshi, a young man with an engineering degree, who came to save the art of Himroo. He took the initiative to not let this traditional art of weaving die and decided to carry forward the tradition of his family. We have also given information about the plans of the Maharashtra government to keep the weaving art of Himroo alive and give it a new identity. About 128 years ago i.e., in 1891, Faisal Qureshi's grandfather laid the foundation to save Himroo by starting a Himroo factory at Zafar Gate, an old area of Chhatrapati Sambhajnagar, today Faisal Qureshi is carrying forward the same legacy. Faisal took its design, technology and marketing to new heights. We have shown all this in this episode.



Episode 3 - The efforts being made to save Himroo are depicted through the story of a young artisan who comes to learn Himroo work at Jafar Gate, 30 km away from Bidkin village, along with her teacher, Vijay Shankar Rao Khoje. The schemes of the Maharashtra government also play an important role in this endeavor. Deepali's passion for learning Himroo, despite facing many difficulties, represents a positive effort to save this craft, supported by Vijay Khoje, who has been working with Himroo for the last 40 years. The enthusiasm that customers have for the shawls, stoles, and sarees made in Himroo is shared by both young and old artisans, fostering hope that Himroo will regain its former identity in the future.

EVENT/ANNOUNCEMENT

KARGHA SERIES: FEATURING TIMELESS LEGACY OF HIMROO



Episode 4 - This episode highlights Himroo artisans in Chhatrapati Sambhaji Nagar—Muhammad Yasin, Sirajunnisa Begum, and Sameena Hingora—who are preserving the dying craft while sustaining their families. We explore Himroo's rich legacy, unique designs, and how Maharashtra Government schemes have empowered these artisans to revive and reshape their lives.



Episode 5 - In this episode, an attempt has been made to see the life of traditional weavers who work on Himroo in every part of Chhatrapati Sambhaji Nagar through their lives. While wandering in this beautiful world of threads, an attempt has also been made to peek into the history of that art by holding the end of a thread. While the weavers who weave magic with threads have always amazed us with their art, their economic condition is a matter of concern. Despite all this, it is a matter of happiness that those who saved and made Himroo are still protecting it.

They are adding new colors to their lives with the colors of Himroo. The story is about three such women artisans, whose names are Farzana Shaikh, Nabila Shaikh, and Akira Hazra. How the work of Himroo has changed their lives and what efforts they have made to save Himroo is shown. The economic and social conditions of these Himroo artisans have also been described — that despite living in very bad times, these women are trying to save Himroo. Certainly, the schemes of the Maharashtra government are supporting them.

EVENT/ANNOUNCEMENT



Hon'ble Minister of Textiles and the Principal Secretary (Textiles) graced the FICCI TAG 2025 Annual Conference as Chief Guests, which focused on investment opportunities, FTAs, and sustainability to drive growth and global competitiveness in Indian textiles.



Inauguration Ceremony of the Handloom Product Sales Centre, held as part of the Handloom Week celebrations

CONTACT

Mr. Shrikrishna Baburao Pawar, Deputy Secretary (Textiles) Co-operation, Marketing & Textiles Department (CMTD) Government of Maharashtra

Phone No. (Off.): 022-22025159

E-mail: shrikrishna.pawar@nic.in

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