

VIRAASAT

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About VIRAASAT

- The Viraasat Sari Festival is an **annual event** to celebrate and promote the rich heritage of handloom saris from various regions of the country.
- **Organizer:** **National Handloom Development Corporation Ltd (NHDC)** under the Ministry of Textiles.
- **Focus:** Celebrates the tradition of handloom and handicrafts while providing market access to weavers and artisans.
- **Unique Products:** Features **Paithani, Kotpad, Kota Doria, Tangail, Pochampally, Kancheepuram, Thirubuvanam, Jamdani, Santipuri, Chanderi, Maheshwari, Patola, Moirangphee, Banarasi Brocade, Tanchoi, Bhagalpuri Silk, Bawan Buti, and Pashmina Sari.**

Government Initiatives for the Handloom Sector

- **National Handloom Development Programme (NHDP):** Aimed at the overall development of the handloom sector.

- **Raw Material Supply Scheme (RMSS):** Ensures the supply of essential raw materials to handloom weavers.
- **Weavers' MUDRA Loan/Concessional Credit Scheme:** Provides financial support to weavers.
- **Handloom Producer Companies:** Encourages the formation of producer companies to enhance the marketing and sales of handloom products.
- **Design Resource Centers (DRCs):** Offers design support to weavers to improve product quality and marketability.
- **One District One Product:** Promotes unique handloom products from each district.

National Handloom Day

- **Historical context:** It commemorates the **Swadeshi Movement** launched on **7th August 1905**, which encouraged indigenous industries, particularly handloom weavers.
 - **The First National Handloom Day** was held on **7th August 2015** in Chennai.
 - **Significance:** It recognises the efforts and skills of the handloom weaving community and also aims to promote the handloom sector and enhance the livelihood of weavers.
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Q1: What is the Geographical Indication (GI) tag?

It is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. This is typically used for agricultural products, foodstuffs, wine and spirit drinks, handicrafts and industrial products.

News: "VIRAASAT"- Celebrating Handwoven Saris of India Exclusive Handloom Sari Exhibition at National Centre for Heritage Textiles (Handloom Haat) Janpath, New Delhi)

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