

## **Nurturing India's Craft Traditions for a Sustainable Future**

**March 11, 2025:** Entrepreneurship Development Institute of India (EDII), Ahmedabad organized an Industry Roundtable Meet & Thought Leadership Seminar on 11<sup>th</sup> March at the Institute's campus under Project HandMade in India (HMI) supported by HSBC.

An Exhibition by weavers from Bhuj (Gujarat) and Erode (Tamil Nadu) clusters covered under the project HMI was also organized. 16 weavers and 3 guest weavers showcased their diverse range of handmade creations including: Bandhani, Batik Block Prints, Upcycled Products, Ajrakh, Natural Dye Products, Silk Sarees and Textile Products.

The Industry Roundtable Meet & Thought Leadership Seminar was attended by Government agencies, NGOs, Design institutions, Craft entrepreneurs, Natural dye suppliers, weavers and artisans. The discussions centred around '**Digital Transformation and Tech for Sustainable Craft: Engaging New Entrepreneurs**'. Panel discussions were on '**Sustainability Learning Exchange: A Cooperative Initiative for Artisans and Specialists to Share Insights and Strategies**'.

The discussions sought to find solutions through new market linkages and market expansion; awareness and exposure to amalgamation of technology in business, convergence with government schemes and advanced knowledge on entrepreneurial practices.

Dr. Sunil Shukla, Director General, EDII in his opening remarks said, "In the pursuit of a sustainable future, EDII is committed to bringing about progress and development in the lives of artisans through its various initiatives under Project HMI. Nurturing and empowering artisans and weavers of the country is a dire need as this is the only way we can preserve the rich cultural heritage of India."

Dr. Raman Gujral, Professor & Director- Dept. of Projects- Corporates, said, "HSBC's HMI project has focused on skilling and empowering artisans by ensuring sustainable livelihood options for them. Today these trained craftspersons are financially independent and are in a much better place to think creatively and implement winning business strategies for growth. I am happy at the success of this programme. The exhibition depicts the potential of our crafts and carftspersons."

The HandMade in India project, implemented by the Entrepreneurship Development Institute of India (EDII), and supported by HSBC, addresses the critical challenges faced by handloom weavers and artisans in the regions of Bhuj (Gujarat) and Erode (Tamil Nadu). These challenges primarily include insufficient knowledge or limited access to modern tools

and techniques, natural/organic materials besides almost nil awareness on marketing techniques including digital promotion.

The project aims to bridge these gaps through a series of integrated interventions, providing skill development, market access, and entrepreneurial support, thereby improving the livelihoods of weavers and promoting sustainable handloom practices. Over a span of three years (2024–2027), the project will directly benefit 1,000 weavers and 2,000 indirect stakeholders in these two regions.

### **Lavjibhai Nagjibhai Parmar: To be honoured with Padma Shri Award 2025 and Beneficiary of Project HMI**

The ancient handloom art of Tangaliya, which is over 700 years old, is practiced by the Dangasia community of Surendranagar district. Lavjibhai Nagjibhai Parmar is a beneficiary of Project HMI and is associated with this art. He inherited this art from his father, and his family has been preserving it for generations.

In 1986, the Dangasia community first showcased their samples at the Weavers Service Centre, resulting in the first order for shawls. Since then, the art gained fame, and the community received continuous orders. The Tangaliya art has also been granted a GI tag.

Lavjibhai Nagjibhai Parmar has been associated with the Tangaliya art for the past 40 years. He personally makes the products and has trained more than 40 youths, ensuring that the younger generation stays connected to the art. For his contributions to the art, he was honoured with a National Award in 1990. In 2019, he received the Sant Kabir Award, and in 2025, for his extraordinary contributions to the field of art, he will be honoured with the Padma Shri Award by the Government of India.

Lavjibhai Nagjibhai Parmar has established a Common Facility Center to pass on this weaving art to future generations, where 12 weavers work with him and earn a livelihood. Speaking about the Entrepreneurship Development Institute of India (EDII), Lavjibhai shared, "I have received training by EDII in natural dyeing, digital marketing, and online payments. Additionally, participating in EDII's exhibitions has helped me reach customers, allowing the art to reach a wider audience. EDII has also provided valuable information about keeping the art alive and related product sales."

He was felicitated by EDII at Industry Roundtable Meet & Thought Leadership Seminar.

Lavjibhai Nagjibhai Parmar plans to sell Tangaliya art products online in the future, creating employment opportunities for his community and ensuring the art remains vibrant.