



सत्यमेव जयते

**Embassy of India  
Kuwait**

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**PRESS RELEASE**

**Indian Handloom Week in Kuwait  
(07-15 August 2021)**

Embassy of India, Kuwait concluded celebration of 'Indian Handloom Week in Kuwait' from 07-15 August, 2021, today on 16 August 2021 with an event focusing on the synergies between Indian textile heritage and Kuwaiti weaving tradition held at the iconic Sadou House.

Beginning from the event launching the Handloom week on Sunday, 08 August 2021 at the Embassy Auditorium, the week-long celebration followed special events organized for celebration of the Handloom Week by Indian Heritage, Lulu Hypermarket, Highway Centre and other showrooms to showcase the rich and diverse heritage of Indian Handloom products.

During his inaugural speech on 8<sup>th</sup> August, Ambassador of India to Kuwait H.E. Shri Sibi George underlined that this year India is celebrating 75<sup>th</sup> anniversary of its independence and Azadi ka Mahotsav is opportunity to draw the roadmap for country's growth and future advancement. He highlighted the craftsmanship of India and appreciated the deep rooted relationship between India and Kuwait and strong connect between India and Kuwait in various sectors including the Handloom sector.

During the event a video documentary on Indian Handloom Industry was shown. A 'Handloom Walk' by community members and embassy officials showcasing diversity of handloom products from different parts of India was organized.

The Indian textiles and apparel industry contributes 12% of export earnings and held 5% of the global trade in textiles and apparel. It is expected to grow to US\$ 190 billion by FY 2026. The Handloom industry has a strong infrastructure with about 2.4 million looms of varied designs and construction. The export of handloom products from India is valued at US\$ 350 million annually. Nearly 15% of cloth production in India is from the handloom sector.

Handloom Export Promotion Council, the nodal agency for promotion of export of Handloom extended the dates of participation in Virtual India textile sourcing fair originally scheduled from 7-11 August till 13<sup>th</sup> August on demand from importers from Kuwait.

The Closing Ceremony of Indian Handloom Week in Kuwait was held at Sadou House in Kuwait on 16<sup>th</sup> August. The event focused on celebrating the shared textile heritage of India and Kuwait, with a display of Indian handloom clothes and products.

Embassy also ran a social media campaign to celebrate the Handloom week in Kuwait with hashtag #MyHandloomMyPride and #IndianHandloomWeekInKuwait requesting admirers of handloom to flaunt their selfies in handloom attires with these hashtag. Embassy received good response and a large number of community members and friends of India participated in the social media campaign.

Ambassador has stressed that the Embassy will focus on Handloom Promotion Campaign throughout this year.

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Kuwait  
16 August 2021