

Govt goes all out to restore Banarasi sarees' glory

DEEPAK K UPRETI ■
NEW DELHI

The Government is trying to rope in leading fashion designers to make and promote 'Banarasi sarees' under its "Make in India" initiative.

The effort would be to set up factories in the holy city and ensure better wages to saree weavers in Varanasi, which happens to be Prime Minister Narendra Modi's Lok Sabha constituency. The famed Indian nine-yard wear now stares at bad time and its demand has seen a sustained decline.

BJP leader Shaina NC, herself a fashion designer, who met Union Textile Minister Santosh Gangwar on Monday said the issue of "reviving" Indian handloom was discussed and a beginning is to be made with Banarasi sarees.

Leading fashion and textile designers like Ritu Kumar, Manish Malhotra, Sandeep Khosla, Shruti Sancheti, Anita Dongre, Rina Dhaka, and oth-

ers will come together to promote Banarasi sarees as part of the 'Make in India' campaign to design, manufacture and produce the sarees in Varanasi and thereby generate employment.

Asked whether the Government would ensure that weavers are given proper wages,

Shaina said it would be for private designers (not Government) to fix the wages, which may be in the range of ₹15,000 to ₹18,000 a month, along with Provident Fund. The Government, she said, would help in publicising Banarasi sarees nationally and internationally.

Every designer will have his own brand to sell these sarees. Shaina said meetings with weavers' associations were already held and weavers'

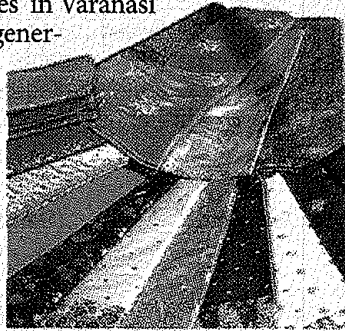
clusters were also identified in the city.

The Government and Union Textile Ministry will maximise its contribution, as well as that of private players, by focusing on national-level promotion through top-quality media campaigns, exhibitions, and shows for the awareness

and promotion of the contemporary hand-made sarees, the BJP leader said.

Power looms would be set up in Varanasi which would absorb a large number of unskilled or low skilled unemployed workers.

"This product line will finally be exhibited in all major museums of India to showcase talent and textile, and then promote it under the 'Make in India' brand on the international forum," she said.



Minister visits Trade Facilitation Centre & Crafts Museum at Varanasi



Sri Santosh Gangwar , Hon'ble Minister for Textiles, Government of India (GOI) visited the Trade Facilitation

Centre & Crafts Museum, Varanasi for a plantation of sapling programme on 13th May, 2015. 101 saplings were planted with the help of students of Tathagat Bihar Public School. Hindustan Steelworks Construction Limited (HSCL) has been entrusted with the construction work by GOI. The foundation stone of this prestigious project was laid by Hon'ble Prime Minister on 7th November, 2014. Sri M. Bhaduri, CMD, HSCL, Sri Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles, Sri Rajesh Kumar, ED, Export Promotion Council for Handicrafts, Sri D.C. Bandyopadhyay, Advisor, HSCL, Sri Ziaul Hassan, Adv(Tech), HSCL, Sri Subhas Singh, Sr. Regional Manager and Sri Manoj Kumar Singh, DGM, Varanasi were also present in the auspicious occasion.

वाराणसी में जुटेंगे दिग्गज डिजायनर

जागरण ब्यूरो, नई दिल्ली : बनारसी साड़ी के लिए मशहूर वाराणसी आने वाले दिनों में ट्रेस डिजायनरों का भी बड़ा अड़्डा बन सकता है। प्रधानमंत्री नरेंद्र मोदी के मेक इन इंडिया कैपेन से जुड़ते हुए कई डिजायनरों ने वाराणसी में ही कपड़ों के उत्पादन से लेकर डिजायनिंग करने की सहमति दे दी है।

हथकरघा बुनकर भी इससे जोड़े जाएंगे। भाजपा नेता व खुद एक डिजायनर साइना एनसी ने कपड़ा मंत्री संतोष गंगवार से मिलकर इस नई शुरुआत में जरूरी मदद का आग्रह किया है। खुद मोदी ने

लोकसभा चुनाव के दौरान वाराणसी में हैंडलूम से लेकर बनारसी तक कई उद्योगों को फिर से ऊंचाईयों तक पहुंचाने का आश्वासन दिया था। उसी कड़ी में एक कवायद शुरू हो गई है। साइना ने बताया कि उन्होंने कुछ डिजायनरों को प्रस्ताव भेजा था। कुछ राजी हो गए हैं जिनमें रितु कुमार, मनीष मल्होत्रा, रीना ढाका, अनीता डोंगरे, संदीप खोसला समेत कुछ अन्य शामिल हैं। योजना के अनुसार बुनकरों से साथ मिलकर ये डिजायनर उत्पादन भी करेंगे और डिजायन भी करेंगे।

Designers to promote Banarasi saris

AGE CORRESPONDENT
NEW DELHI, MAY 18

Celebrity designers have been roped in to bring back the "old world charm", including the original designs, of the world famous Banarasi saris, which are losing their sheen to powerlooms and "fake Banarasi" saris. Banaras or Varanasi is Prime Minister Narendra Modi's parliamentary constituency. In line with the Prime Minister's "Make in India" campaign, BJP's Shaina N.C. has brought together famous designers, including Ritu Kumar,

● **BJP's Shaina N.C. has brought together famous designers, including Ritu Kumar, Manish Malhotra, Sandeep Khosla among others, at a platform to work along with Varanasi weavers**

Manish Malhotra, Sandeep Khosla, Shruti Sancheti, Anita Dongre, Rina Dhaka among others, at a platform to work along with weavers of the city, by setting up units in Varanasi, which will not

only design, manufacture but will also create a competitive market for these world famous saris. The ministry of textile is also supporting the cause. Not just this, these saris would also be exhibited at national and international platforms, showcasing the grandeur and rich tradition of Banarasi saris. Effort is to revive the original weaving tradition and produce the best textiles and also generate employment.

The same would then be implemented in other states where a specific handicraft or handicrafts,

would be given a push by roping in celebrities and famous people working in that particular sector.

"...As the design fraternity, our endeavour is to get them (weavers) back into the mainstream of what their talent is and to produce it, thereby generating employment. This product line will be exhibited in all major museums of India to showcase talent and textile and then promote it under the 'Make in India' brand on the international forum," said Ms Shaina N.C., who herself is a fashion designer.

Latin American trade to double from current \$38bn

AGE CORRESPONDENT
MUMBAI, MAY 18

A fillip to trade with Latin America can help to more than double the exports which presently account for five per cent of India's total trade according to some estimates. The total exports to Latin America presently are \$38 billion (2013-14), with Brazil, Venezuela, Argentina, Chile, Colombia and Peru accounting for a large chunk of this.

Meenakshi Singh, offi-

cer on special duty, international projects, of the Indian Trade Promotion Organisation, ministry of commerce, says there are tremendous opportunities in Latin America for Indian exports.

Ms Singh who recently led a delegation to a trade fair in Santiago, Chile said they did sales of over ₹1 crore and booked orders worth over ₹80 lakhs on a conservative estimate in just five days. An estimated ₹2 crore worth of business is under negotiation, she said.

Even artisans, who were part of the delegation, sold their ganeshas, handicrafts, bedsheets etc., that were just lapped up. Ms Singh said there were 55,000 footfalls and they just could not meet the demands. Indian products on display over five days ranged from handicraft, textiles, Banarasi fabrics saris, to software and machine tools.

India has a PTA with Argentina, Brazil, Panama, Uruguay and Venezuela — a trade bloc known as Mercosur.

Top designers to revive lost glory of Banarasi saris

LIZ MATHEW

NEW DELHI, MAY 18

IN AN effort to revive the lost glory of Banarasi saris, a few top designers in the country have come forward to work with different weaver clusters in Varanasi to create exclusive silk saris which will be showcased in national and international stores.

The project, an initiative of BJP leader and designer Shaina NC, is likely to help the original sari make a comeback, replacing the Chinese and Japanese silk in the Banarasi sari market.

According to Shaina, the who's who of Indian designing—be it Manish Malhotra, Abu Jani, Ritu Kumar, Rina Dhaka, Rahul Jain, Varun Behl, Anita Dongre or Shruti Sancheti—have agreed to become part of the project.

These designers will work with different weaver clusters in Varanasi to bring back “the old world charm” in Banarasi saris.

The designers are expected to set up factories in Varanasi. Shaina's team already had discussions with all stakeholders including the shopkeepers in and around the weaver clusters. She had also met Union Minister of State for Textiles Santosh Gangwar to bring the project under ‘Make in India’ initiative. The designers will be giving colour combinations, designs and will be free to put the price for their exclusive products. Others will be marketed at “moderate” prices.

If the project goes well, it will give employment to at least 1,000 people in Varanasi itself, said Shaina. “The best of the creations will be showcased in all the stores in India and abroad,” Shaina said. According to her, the revival of the handloom sector cannot depend on the government only.