

as many as voters to enroll their vote on the last day." be added.

LAKSHMINARAYAN. He appreciated the expert artists who planned the

oil murals over the record and appreciation certificate to the officials.

recounted that 25 cases in Kairmoor district were reported.

Ailing handloom sector gets foreign helping hand

Weavers' colonies wear a deserted look today

TIMES NEWS NETWORK

Chirala: A game changing moment may be in store for the crisis-hit handloom industry in the state as experts from across the globe are joining hands to give 'green brand' to the centuries old skilled craft.

The internationally acclaimed scholars are eager to train in the local artisans in sufficing to the climate change campaigns that made many people switch over to the use of green or handloom products. Hand weaved products that are environment friendly have become most sought after, thanks to millions of people sparing a thought for the nature and taking responsibilities to save the environment after the climate change campaign picked up pace.

However, the local handloom industry has failed to seize the opportunity as traditional weavers remained as doomed cultural icons. About 30 lakh weavers are struggling to make livelihood in the state due to

GLOBAL ATTEMPTS FOR REJUVENATION

- > Scholars of artisan knowledge from Columbia, Maastricht, Leiden, Berlin and Cambridge Universities will attend the workshop
- > They are ready to exchange & share tips with weavers about their science and history

About 30 lakh weavers are struggling to eke out livelihoods in AP



NFHH has joined hands with the Max Planck Institute for the History of Science in Berlin, University of Maastricht, University of Leiden, Netherlands, Handloom Futures Trust, India to train the local weavers in catering to global needs

TIMES NEWS NETWORK

Chirala: The handloom weavers' town-Chirala was once a big-commercial town in the state. The near 20-km long cluster of handloom weavers colonies spread on both sides of Chirala town used to bustle with massive trade activity as hundreds of merchants from different cities from the country would visit the place to pick up the handloom stocks.

It is now history. The handloom weavers colonies wore a deserted look due to dip

in demand from the market. The failure of the local artisans to adapt to the new patterns and technologies resulted in massive job loss. Those who could not switch to other professions are only continuing weaving as a profession. The crippling health and indebtedness is further shrinking the market as it put an end to the creativity.

Growing completion from the powerloom brands which are cheaper than the other has doubled the woes of the handloom weavers.

Futures Trust, India to train the local weavers in making them understand the growing needs of the global markets. NFHH is organising a week-long workshop in Chirala, targeting the local artisans next week.

