



COMMISSIONED BY

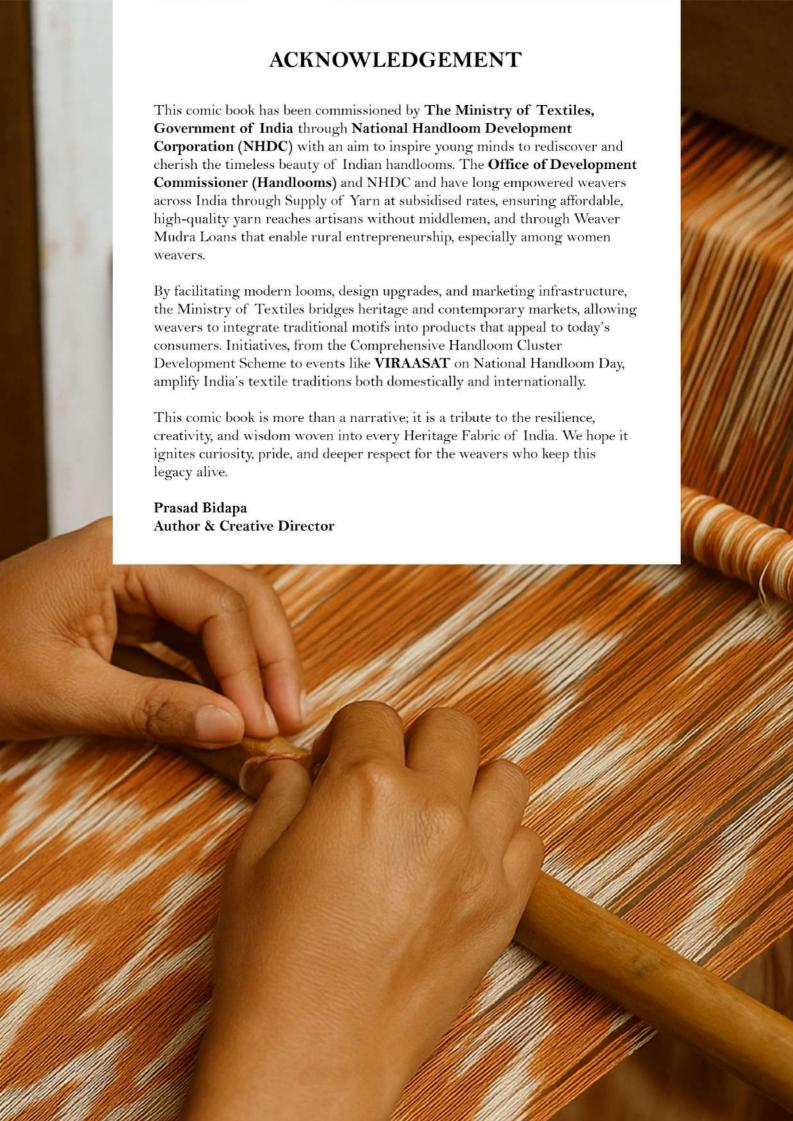
Dr. M Beena, IAS

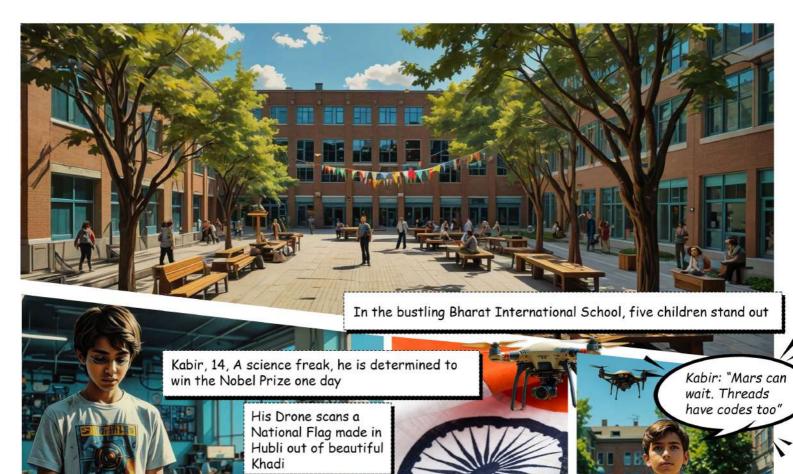
Development Commissioner (Handlooms)

CONCEPTUALIZED BY
Commodore Rajiv Ashok (Retd.)
Managing Director, NHDC

STORY BY PRASAD BIDAPA

ART BY NAGENDRA PRASAD







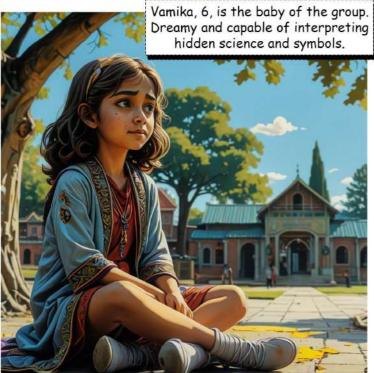






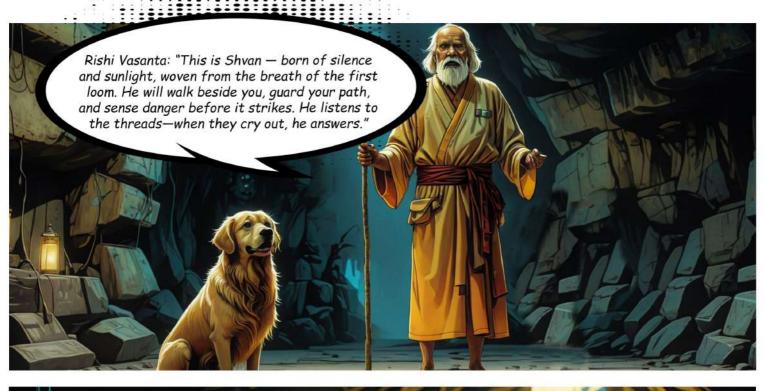


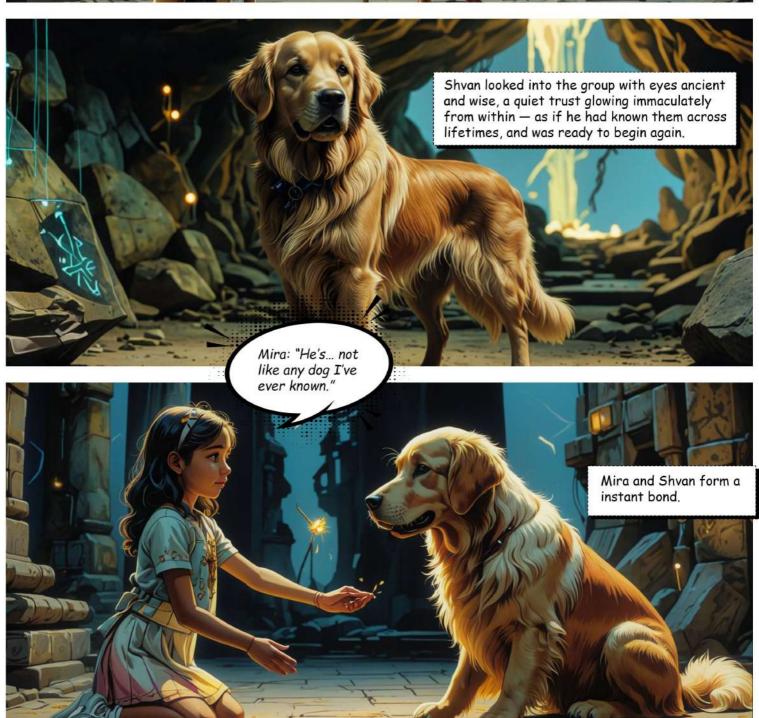


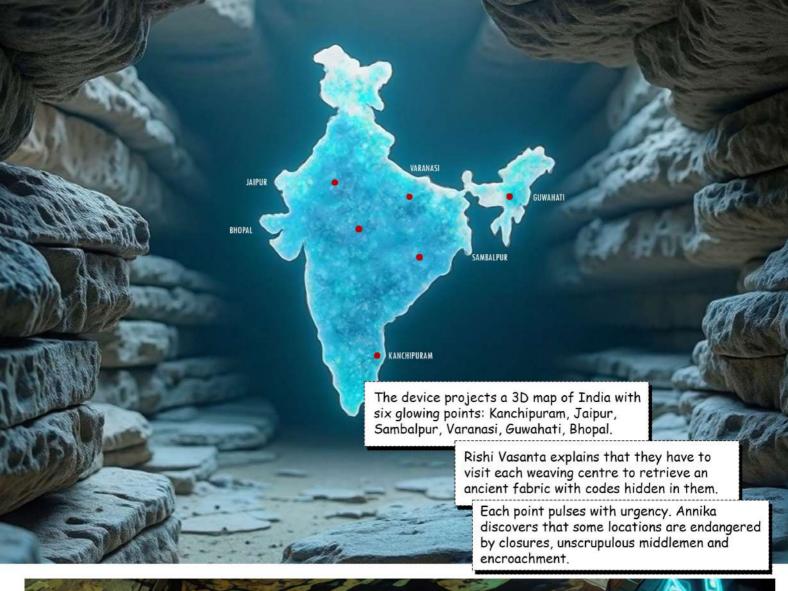


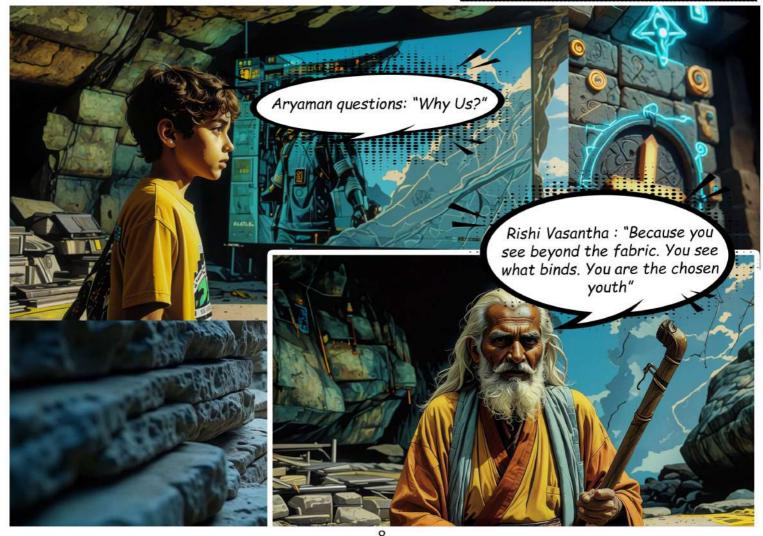


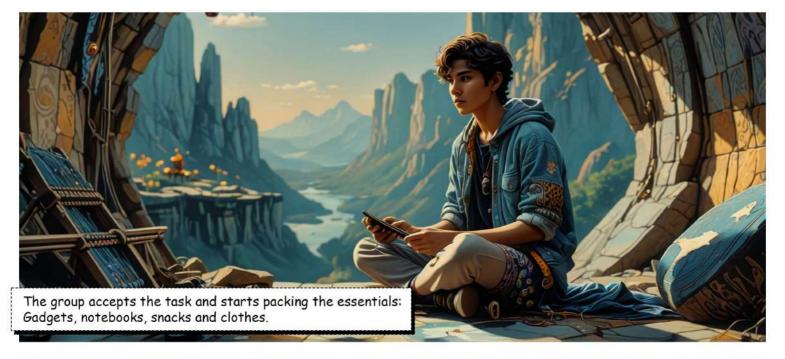










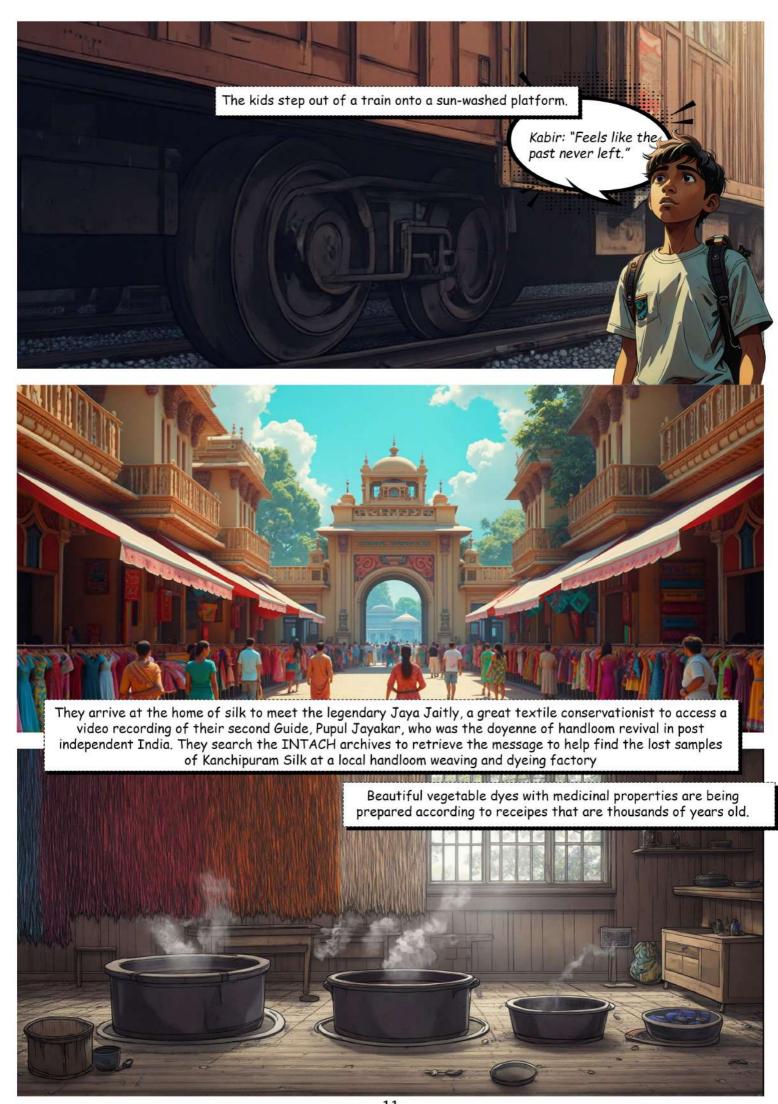


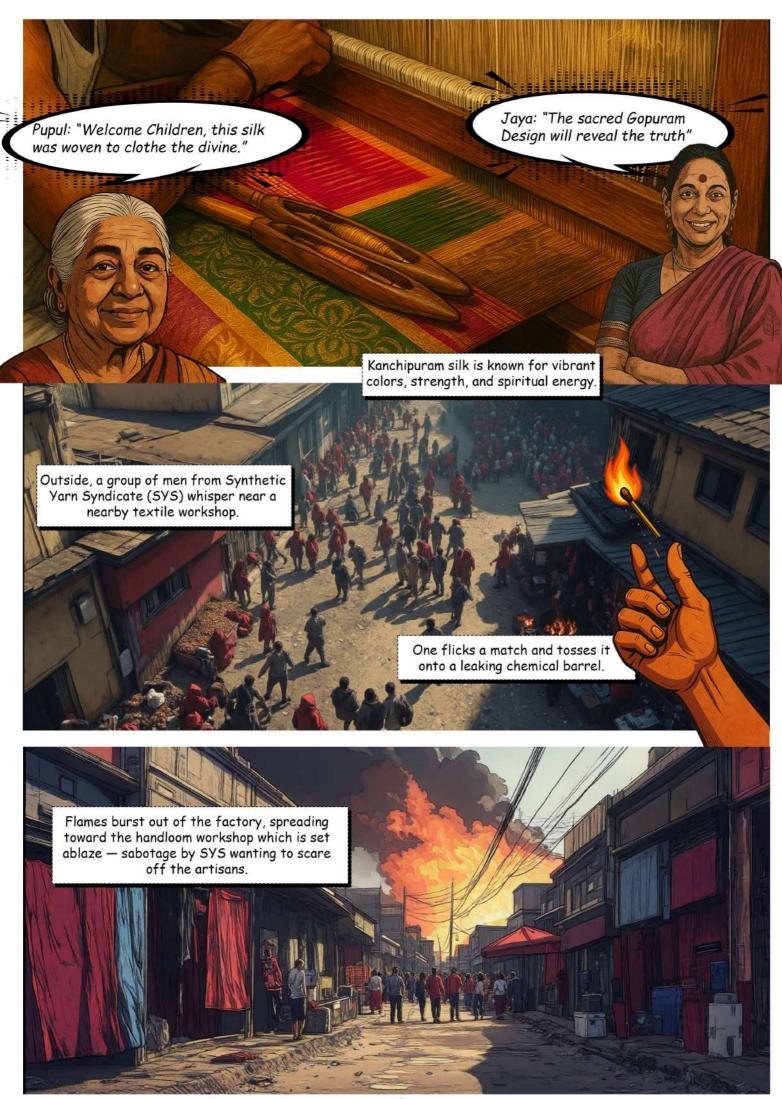
























Pupul Jayakar (1915–1997) was a visionary cultural activist and writer who played a pivotal role in reviving India's traditional arts and crafts post-independence. As the founder of the Handicrafts and Handlooms Export Corporation (HHEC), National Craft Museum and Indian National Trust for Art and Cultural Heritage (INTACH), she spearheaded numerous crafts councils and national exhibitions. Jayakar organised the Festival of India series globally, showcasing Indian textiles and crafts to the world. Her initiatives preserved indigenous weaving traditions, empowered artisans economically, and positioned Indian handlooms as an integral part of national identity and soft power diplomacy.



Jaya Jaitly is a leading advocate for India's handloom heritage, with over four decades of pioneering work in craft promotion and artisan empowerment. As founder of the Dastkari Haat Samiti, she has curated global platforms for over 1,500 artisans through vibrant crafts bazaars. Passionate about uplifting weavers, she champions literacy, skill development, and policy reform to ensure sustainable livelihoods. Jaitly's initiatives—like reimagining the humble gamcha—blend tradition with innovation, making handlooms relevant for today's markets. Tirelessly defending the sector against exploitative systems and taxation, she remains a visionary force preserving India's cultural fabric while empowering those who weave it.

Kota Doria, woven in Kota and nearby villages of Rajasthan, is famed for its gossamer-light, translucent fabric. Made with a unique blend of cotton and silk yarns, it is characterised by its square check patterns known as "khat," achieved using a special pit loom technique. The fabric's evolution traces back to Mysore in Karnataka State, where the royal family is believed to have sent skilled weavers to Rajasthan to create a fabric suitable for the region's intense heat. For this reason, Kota Doria was once known as Mysooria, the craft flourished under royal patronage and was widely used as turbans by men using the Leheriya tie & dye technique. It was later woven as sarees too. Its breathable, airy texture makes it ideal for the intense Rajasthan heat. The weaving technique involves delicately inserting extra weft threads to create tiny motifs, lending it a subtle elegance. Kota Doria sarees are often adorned with fine zari borders, enhancing their festive and formal appeal while remaining feather-light. The fabric is also starched with rice paste and onion juice for extra crispness. Today, Kota Doria continues to evolve with natural dyes and contemporary designs, while retaining its status as a summer staple across India.



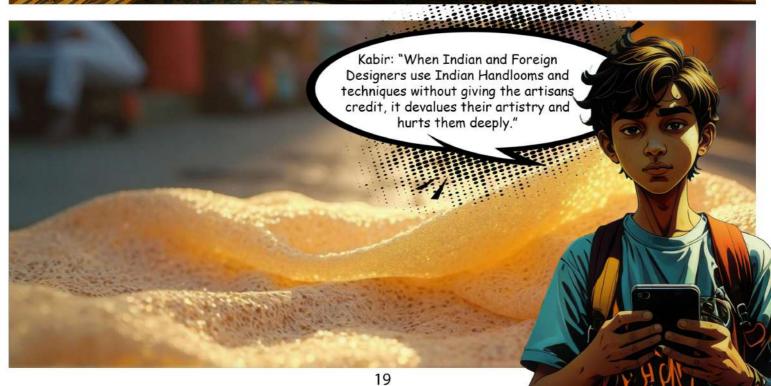
















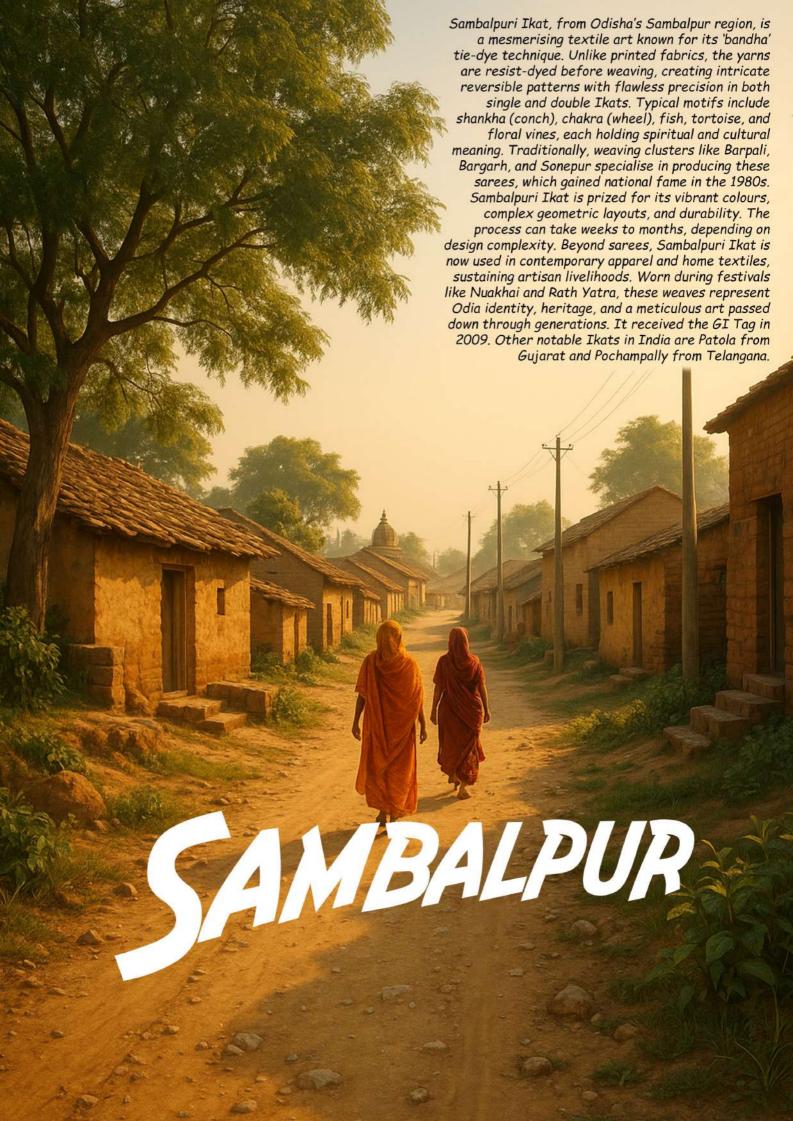




Chimy Nanjappa, along with her daughter Pavithra Muddaya, founded Vimor in 1974 in Bengaluru. Vimor has played a critical role in documenting, reviving, and sustaining vanishing saree designs and weaving traditions, especially lesser-known South Indian weaves. Chimy Nanjappa was known for her personal relationships with weavers, ensuring fair wages and respect. Her practical revival approach—adapting designs to market tastes while retaining heritage—has helped create livelihoods for weaving communities and preserve priceless textile knowledge for future generations.



Pavithra Muddaya, continuing the legacy of her mother, Chimy Nanjappa, upholds a deep commitment to India's textile and cultural history, preserving it through education, innovation, and sustained livelihood creation for artisans. She is a leading voice in the revival of South India's handloom traditions and the empowerment of weavers. Through her organizations, Vimor & Vimor Museum of Living Textiles, she has brought renewed attention to heritage saris like the Molkalmuru of Karnataka, ensuring their survival through thoughtful design revival and community support. A curator and designer, she showcased iconic motifs like the Gandaberunda and Kannada script at Karnataka Fashion Week, blending heritage with contemporary appeal.

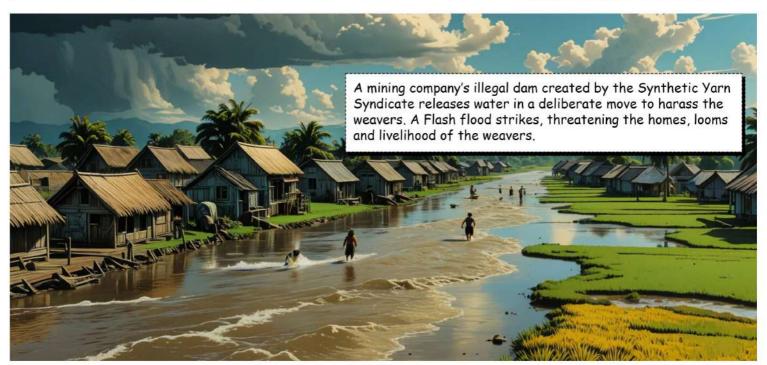


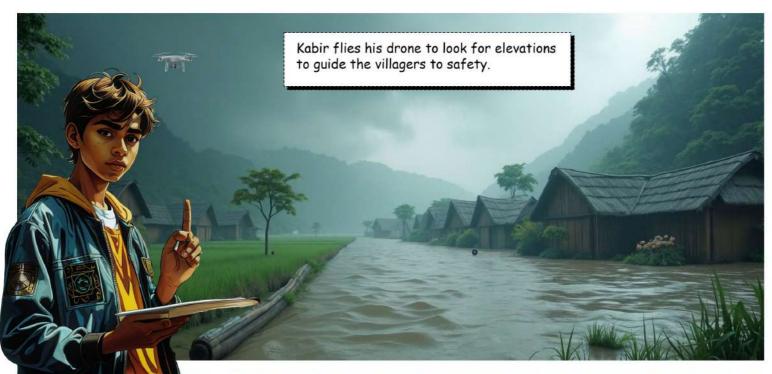


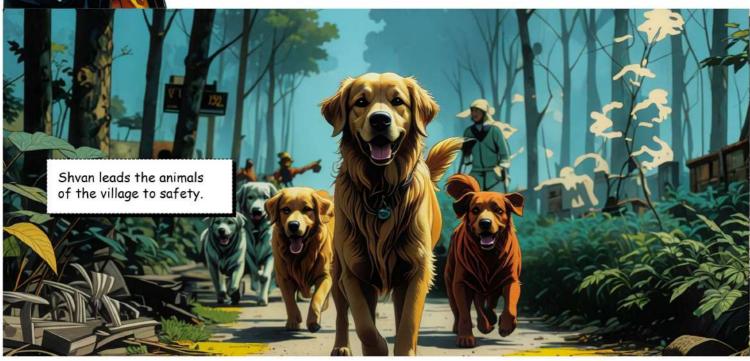






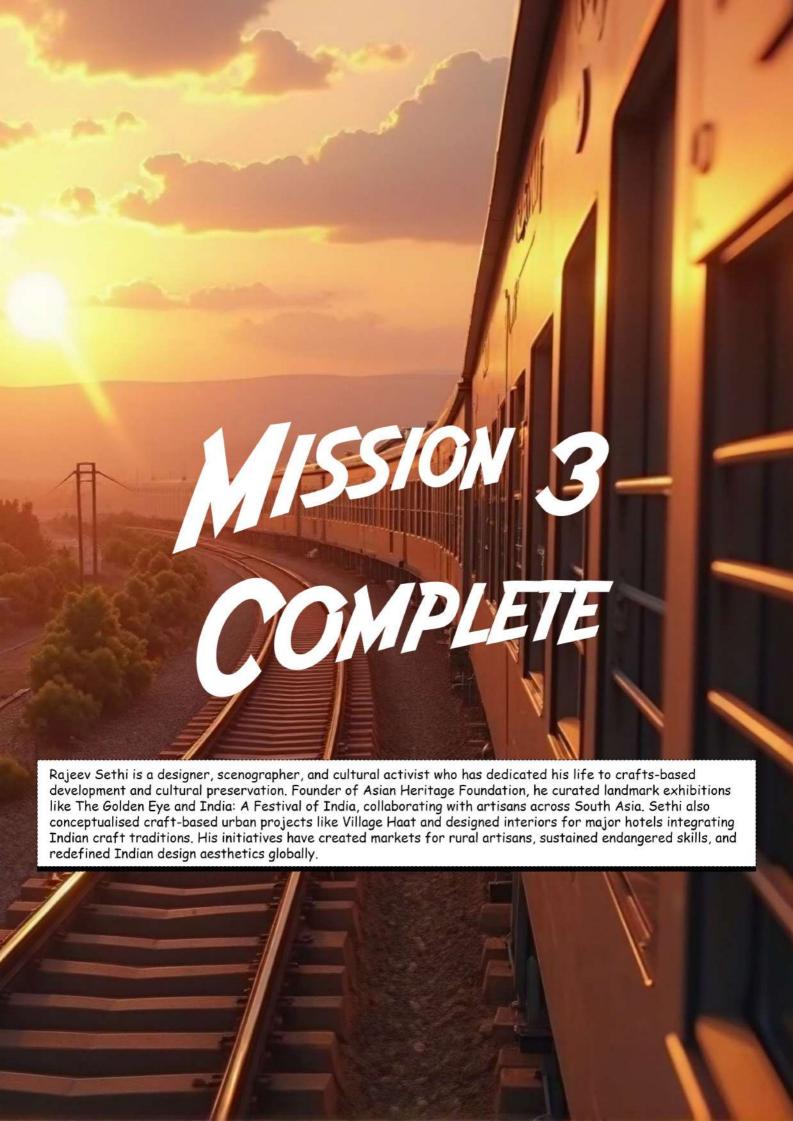






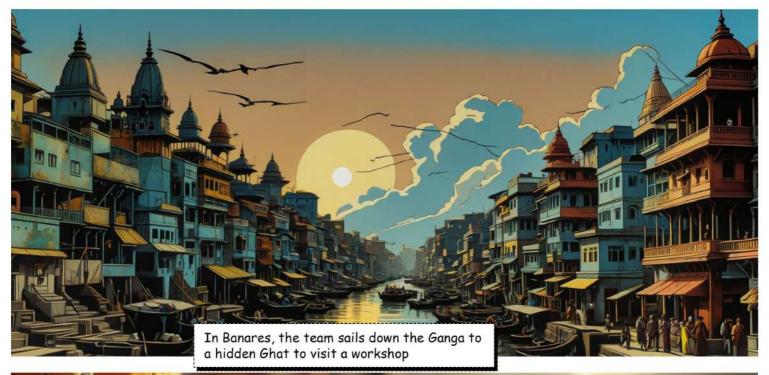


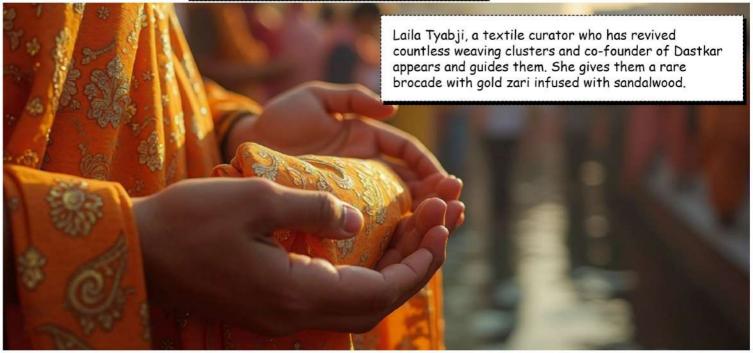






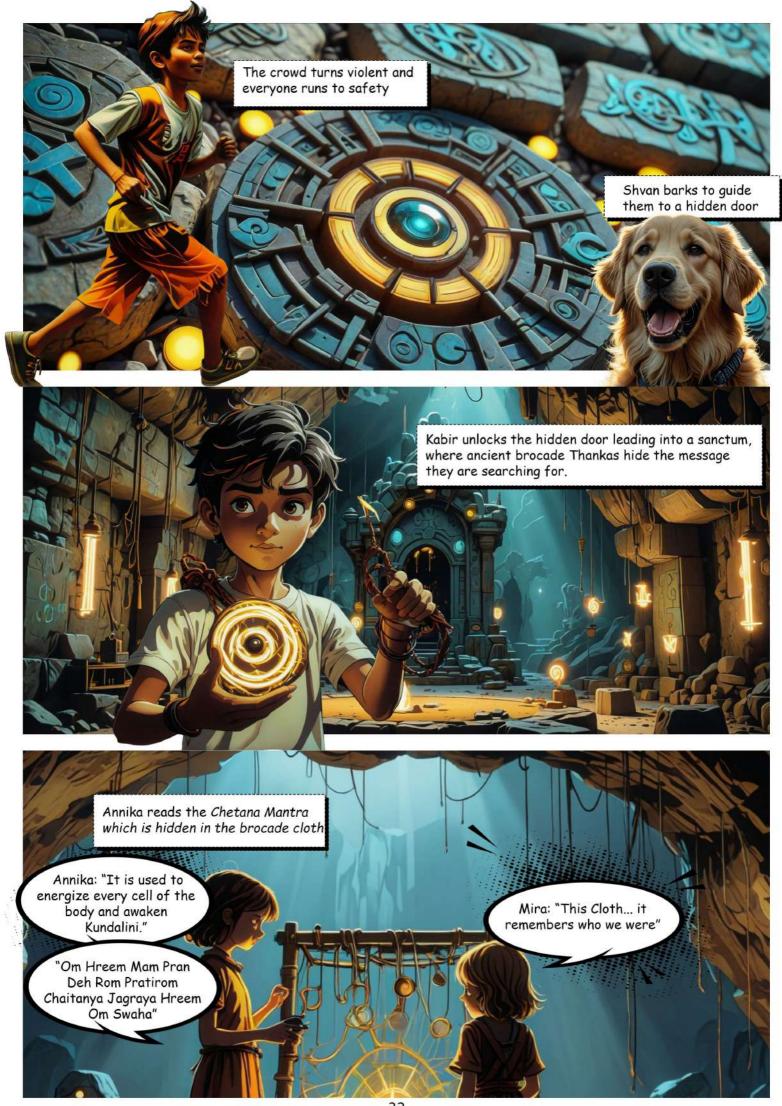
geometric and modern motifs to appeal to younger generations while preserving traditional craftsmanship. Recognised with a GI tag, Banarasi brocades remain a prized possession, symbolising opulence, heritage, and the continuity of India's finest textile traditions that have enchanted the world for centuries.







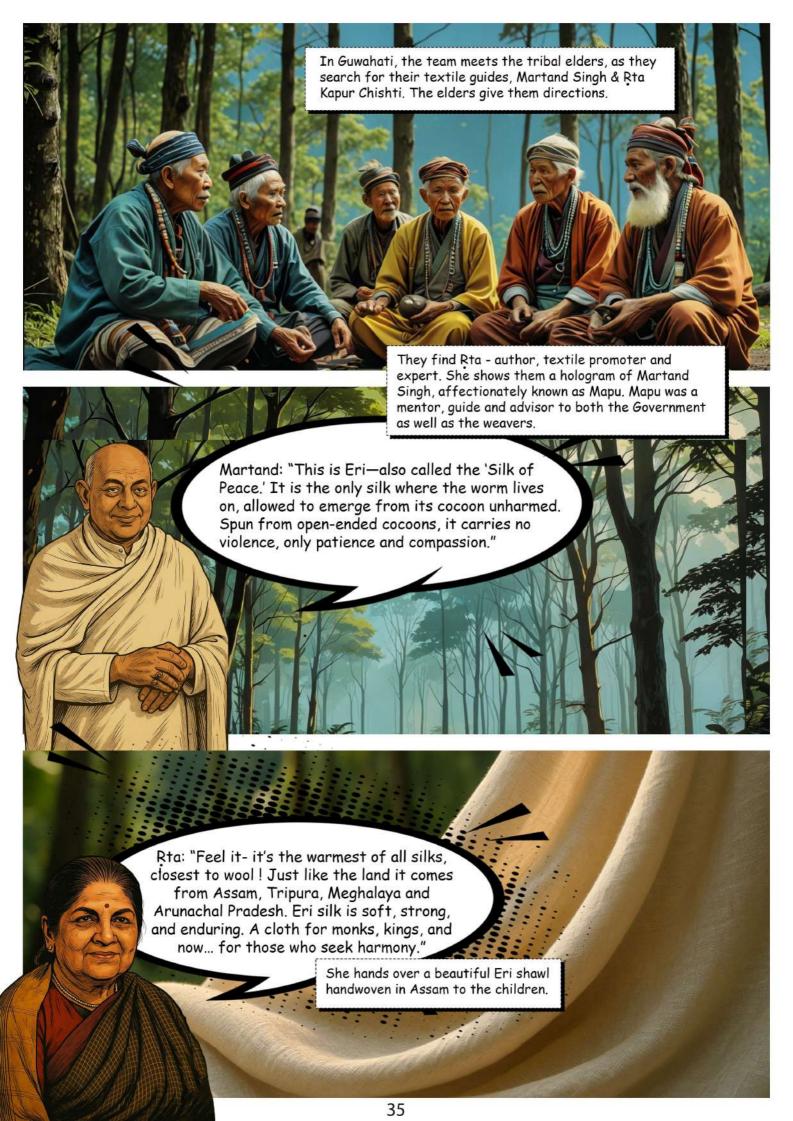


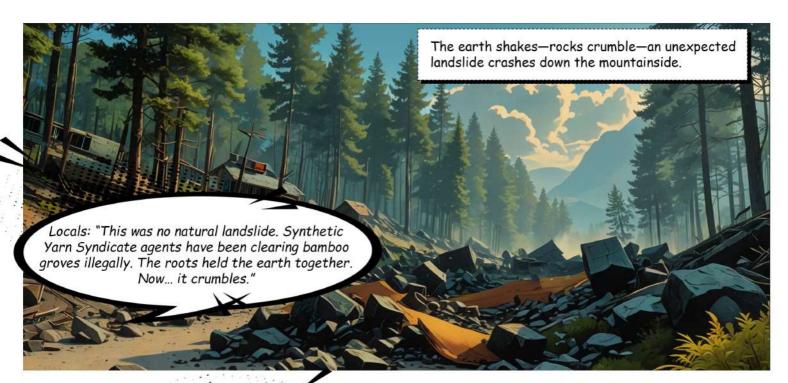






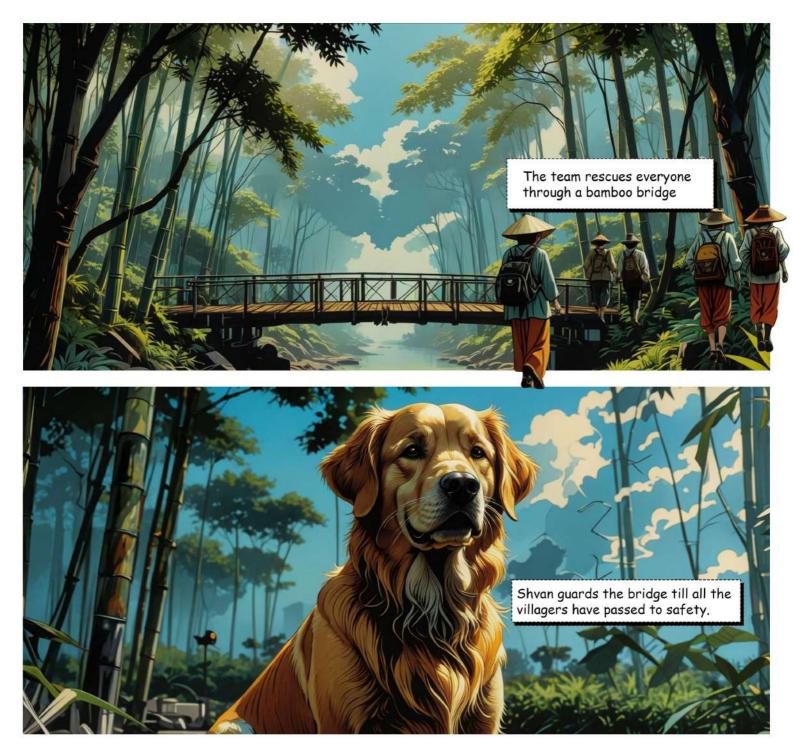
silkworms spin open-ended cocoons that do not require killing the moth. Derived from the castor-fed Philosamia ricini worm, Eri silk is heavier and warmer than mulberry silk with a matte, cottony texture. Its thermal insulation makes it ideal for winter shawls and wraps. Traditionally woven by tribal women, Eri garments are part of Assamese identity, especially among the Bodos and Karbis. It is now recognised globally for its sustainability and cruelty-free production. Naturally dyed in earthy reds, blacks, and creams, Eri is also blended with cotton and wool for innovative textiles. Its resilience, softness, and hypoallergenic properties make it perfect for modern sustainable fashion, while preserving a centuries-old tradition that honours nature and indigenous knowledge.













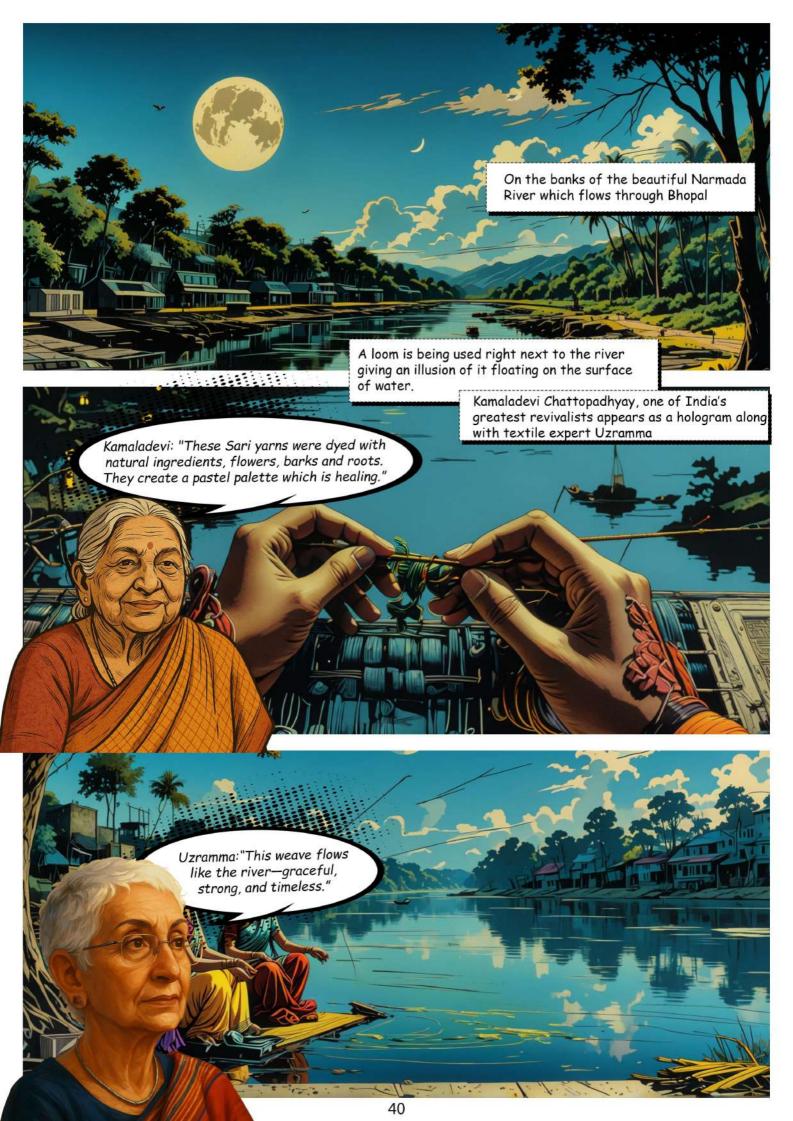
Martand Singh (1947-2017), affectionately called Mapu, was a celebrated textile scholar, curator, and revivalist. As Director of Calico Museum and later consultant to the Handloom Board, he curated seminal exhibitions like Vishwakarma and Costumes of Royal India. Singh worked extensively with weavers across regions, reviving techniques like Mashru, Himroo, and fine Jamdani. His rigorous research, aesthetic vision, and diplomatic skills connected designers, policymakers, and artisans, ensuring India's textile heritage remained relevant in contemporary markets while preserving authenticity and craftsmanship. He was the principal mentor for the Rajasthan Heritage Week by Prasad Bidapa which modernised the many beautiful textiles and processes of Rajasthan. He co-authored Handcrafted Indian Textiles along with Rta Kapur Chishti and Rahul Jain.

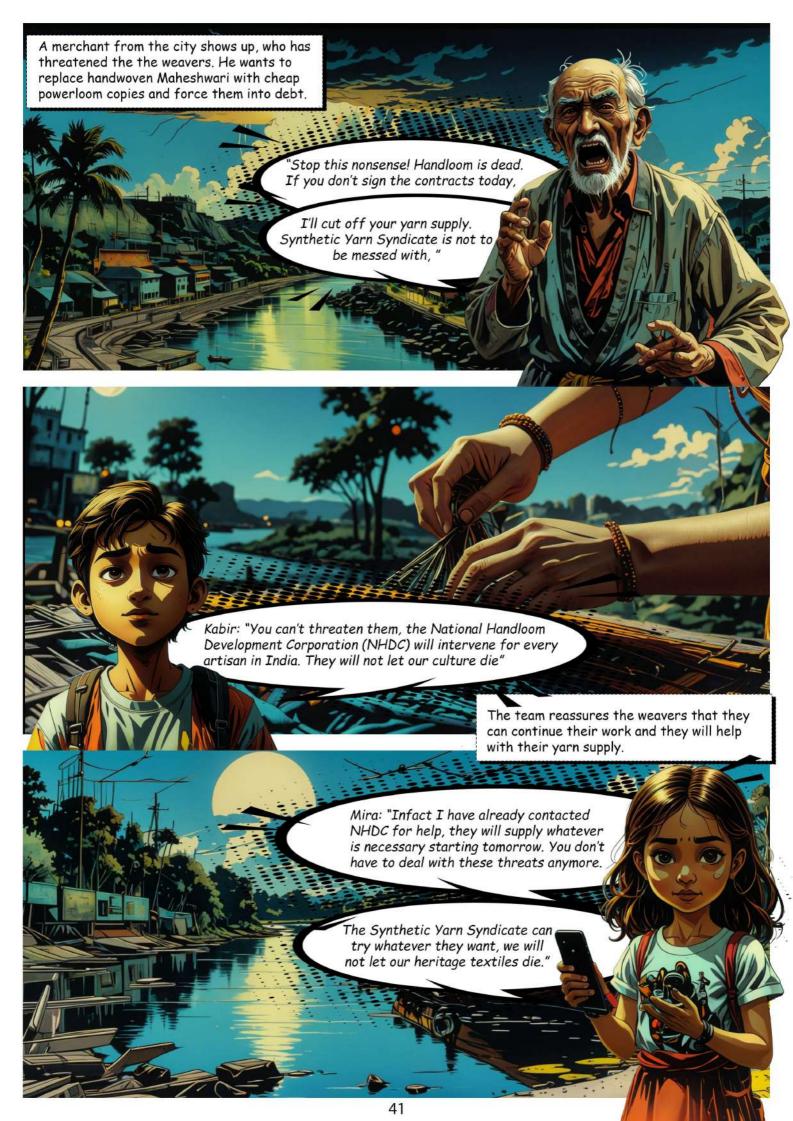


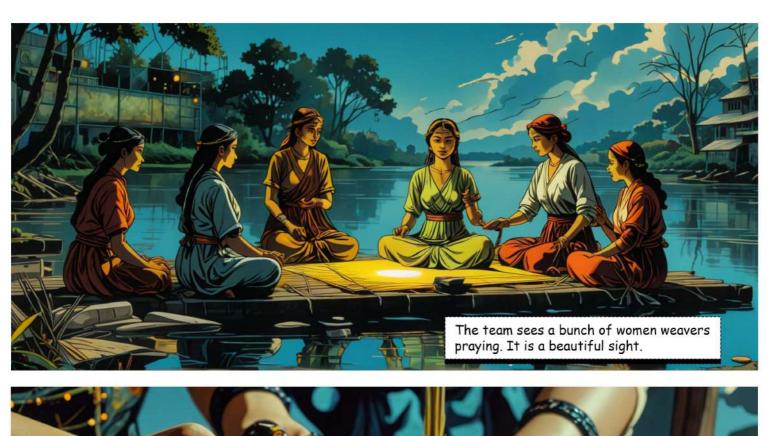
Rta Kapur Chishti is a textile scholar, historian, author, and master drape stylist, renowned for her deep research into Indian textiles and sari draping traditions. A co-author of Saris: Tradition and Beyond, as well as Handcrafted Indian Textiles along with Martand Singh and Rahul Jain. She founded Taanbaan, working with natural dyed hand-spun fabrics and reviving indigenous cotton weaving traditions. Her drape workshops across India and abroad have reintroduced the sari as versatile, contemporary, and culturally rooted attire. Chishti's work bridges academic research and practical revival, preserving the intangible heritage of Indian textiles for future generations.



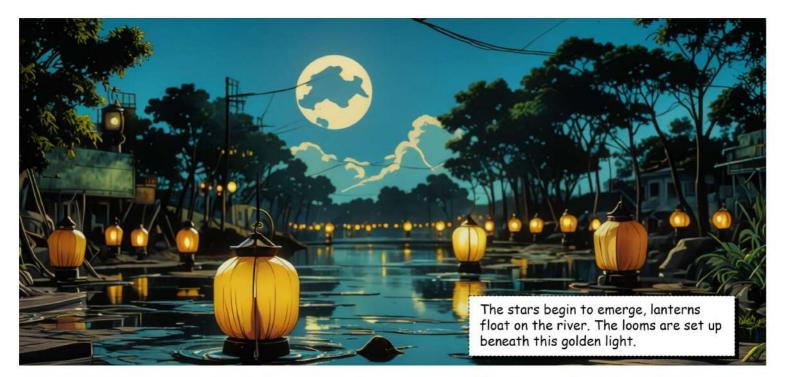
Maheshwar, a small town in Madhya Pradesh, dates back to the late 18th century when Queen Ahilyabai Holkar commissioned weavers to create a special nine-yard saree for royal gifts. These sarees originally in cotton are known for their lightness, glossy finish, and reversible borders. Designs combine stripes, checks, and floral motifs inspired by Maheshwar Fort's intricate carvings, temples, and river ghats. Made with a blend of cotton and silk yarns today, Maheshwari sarees drape gracefully and remain comfortable even in humid climates. Typical borders include the "Chatai" (mat), "Eent" (brick), and "Chameli" (jasmine) patterns. They are woven on pit looms using the delicate extra-weft technique to create fine motifs. Maheshwari textiles today include dupattas, stoles, and yardage, widely used by contemporary designers for their understated elegance and versatility. Their regal history and airy weave make Maheshwari an enduring classic in India's textile heritage.















Kamaladevi Chattopadhyay (1903–1988) was an influential freedom fighter, social reformer, and craft revivalist. She was instrumental in establishing institutions such as The All India Handicrafts Board, Central Cottage Industries Emporium, and Crafts Council of India, focusing on rural employment through crafts. Her efforts rejuvenated countless textile traditions like Ikat, Kalamkari, and Khadi. Kamaladevi believed craft revival was crucial to post-independence nation-building, restoring dignity to craftspeople and preserving India's cultural heritage as a living, evolving tradition rather than museum relics.



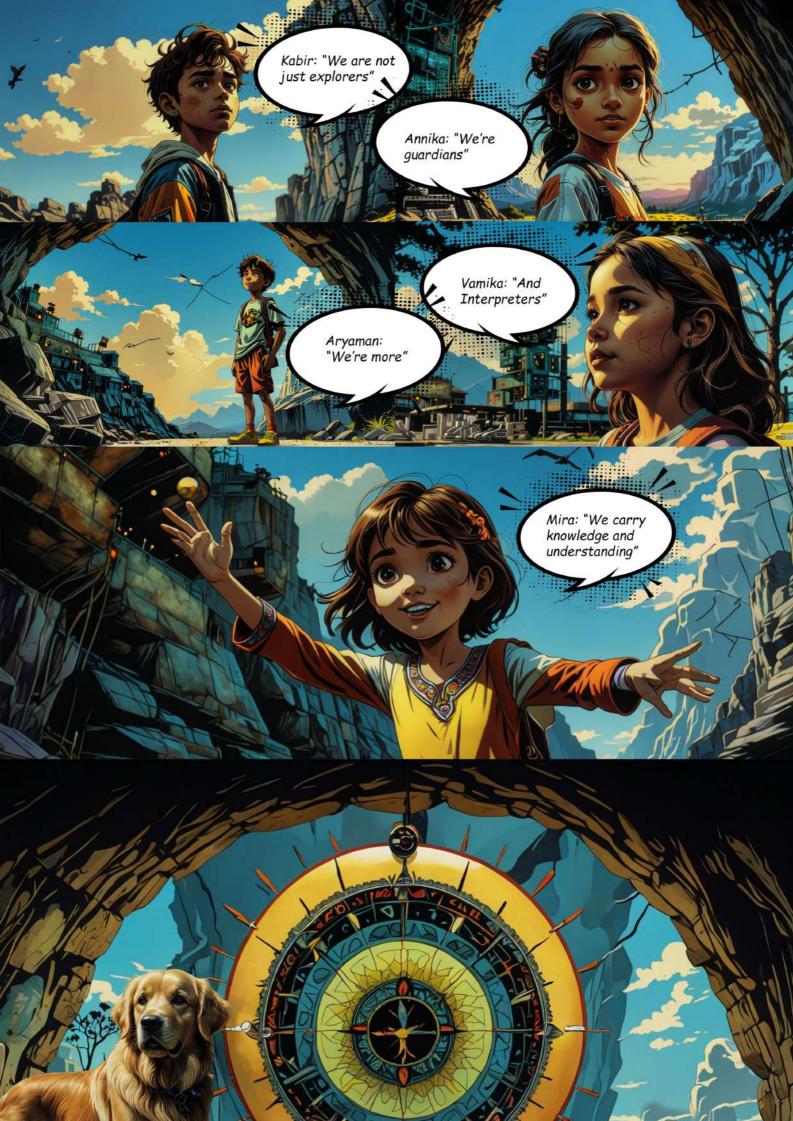
Uzramma is a textile activist who has worked in Telangana and Andhra Pradesh for 35 years, promoting small-scale decentralized spinning units located close to farmers' fields. She has founded the Dastkar Andhra Trust, the Decentralized Cotton Yarn Trust, and the Malkha Trust. The Malkha process eliminates the pre-spinning baling of cotton lint, giving Malkha fabric its distinctive quality. The Malkha Trust also promotes natural dyeing and sets up indigo vats that use traditional fermentation techniques. Uzramma's work aims to achieve sustainable and inclusive craft production rooted in the living craft practices of India.



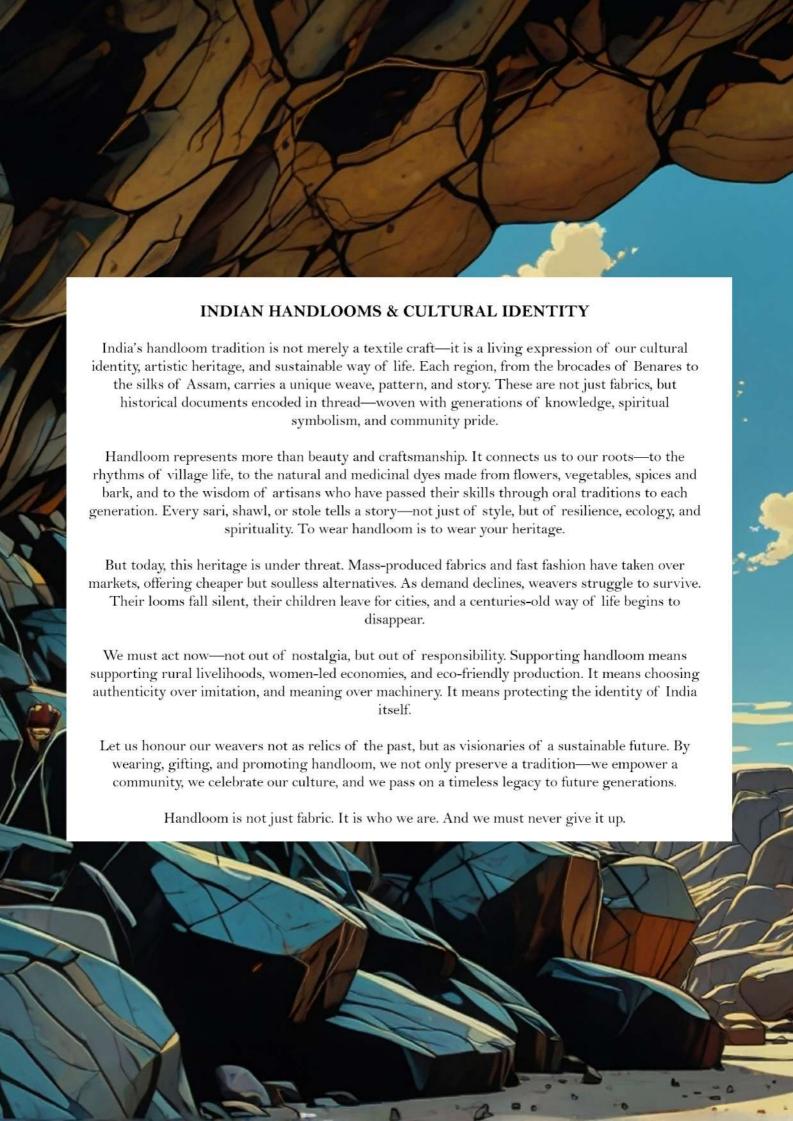














Encourage parents or guardians to buy handloom products directly from artisans or local markets.

## **Spread Awareness:**

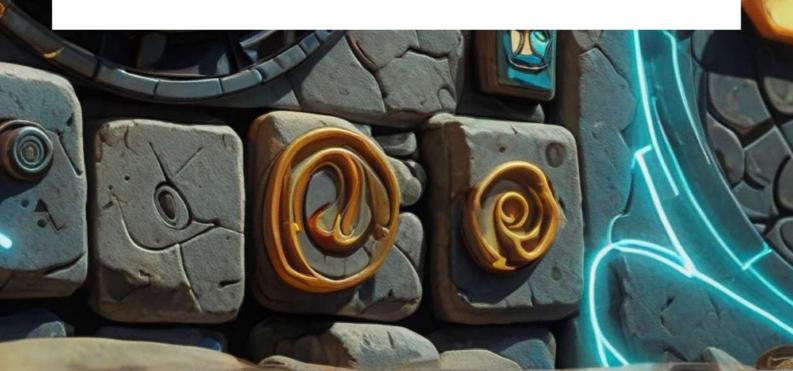
Share knowledge with friends and family about the importance of preserving India's handloom heritage.

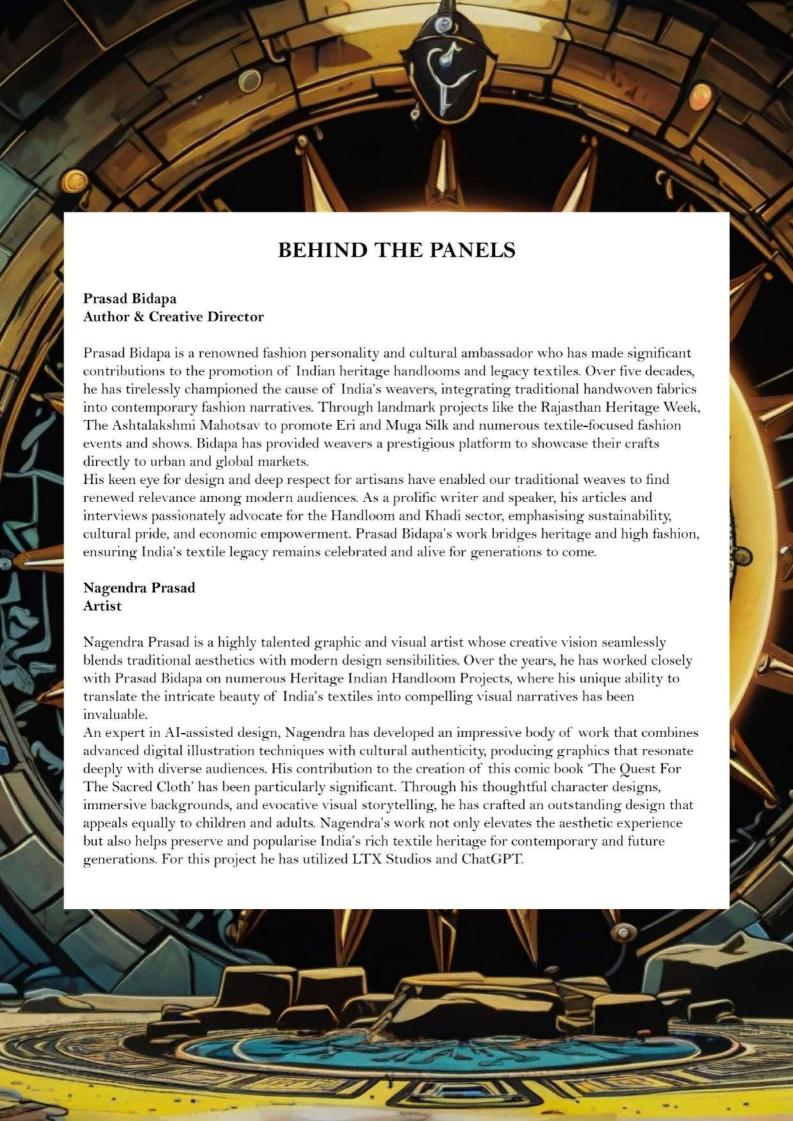
## Participate in Workshops:

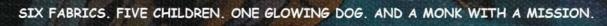
Attend workshops or classes to learn traditional handloom weaving or embroidery techniques.

## Promote on Social Media:

Share pictures or stories about handloom products on social media platforms (with parental guidance).







WHEN A HIDDEN CAVE REVEALS AN ANCIENT LOOM AND A TIMELESS MONK, FIVE YOUNG CHILDREN—AND A LUMINOUS DOG—ARE CHOSEN TO REDISCOVER INDIA'S HERITAGE TEXTILES. THEIR JOURNEY TAKES THEM ACROSS SACRED TEMPLES, WEAVING VILLAGES, AND WILD RIVERS, WHERE EVERY FABRIC HOLDS A SECRET:

MEMORY, MEDICINE, AND THE SOUL OF A FORGOTTEN WORLD.

TO REUNITE THE SACRED CLOTH, THEY MUST FACE DANGER, DECODE ANCIENT WISDOM, AND WEAVE THEMSELVES INTO THE LEGACY THEY WERE BORN TO PROTECT.







THIS WORK IS AN ORIGINAL CREATION PROTECTED UNDER APPLICABLE COPYRIGHT LAWS. ALL TEXT, CHARACTERS, STORYLINE, AND VISUAL CONCEPTS, INCLUDING BUT NOT LIMITED TO "THE QUEST FOR THE SACRED CLOTH," ARE THE INTELLECTUAL PROPERTY OF NHDC & AUTHOR/CREATOR. UNAUTHORIZED REPRODUCTION, DISTRIBUTION, OR ADAPTATION OF ANY PART OF THIS CONTENT WITHOUT PRIOR WRITTEN PERMISSION IS STRICTLY PROHIBITED.

prasadbidapa ASSOCIATES