

**Press Release****To increase the sales of handloom products produced by Handloom Weaver Cooperative Societies, a Buyer-Seller Meet was held on 21.02.2025 at the Lemon Tree Hotel, Vijayawada.**

During the 2023-2024 Tamil Nadu Legislative Assembly sessions, on 06.09.2023, the Hon'ble Minister for Handlooms and Textiles has announced that, to enhance the sales of handloom products produced by the Handloom Weaver Cooperative Societies, a Buyer-Seller Meet would be organized in four metro cities at an estimated cost of Rs.50.00 lakhs.

As part of this initiative, the first Buyer-Seller Meet was held on 09.02.2024 at the Hyatt Regency Hotel in Chennai, the second meet took place from 26th to 29th February 2024 at Pragati Maidan in New Delhi during the Bharat Tex event, and the third Meet was conducted on 23rd September 2024 at the Basavanagudi, Pai Vista Convention Hall, Bengaluru.

At these meets, handloom products produced through 1,000 designs created by the National Institute of Fashion Technology (NIFT) Chennai and Bengaluru, and the National Institute of Design (NID) Ahmedabad, were showcased. Additionally, GI-tagged products such as Chediputta, Negamam, Sungudi, and popular products from Kanchipuram, Arani, and Tirupuvanam were displayed.

Memorandum of Understanding (MOUs) were signed between the Handloom Weaver Cooperative Societies and textile merchants for the purchase of handloom products. The total value of MOUs signed was Rs.41.00 crore during the first Buyer-Seller Meet, Rs.20.00 crore during the second Meet, and Rs.12.00 crore during the third Meet.

The fourth Buyer-Seller Meet took place on 21st February 2025 at the Lemon Tree Hotel, Vijayawada, Andhra Pradesh. The event was inaugurated by the Hon'ble Minister for Handlooms and Textiles, Shri R. Gandhi, who lit the ceremonial lamp to mark the beginning of the event. During this meet, 1,000 new handloom designs created by NIFT Chennai and Bengaluru, along with handloom products designed by NID Ahmedabad, were displayed. In addition handloom products from Tamil Nadu, such as Kanchipuram silk sarees, Thirupuvanam silk sarees, Arani silk sarees, Soft cotton varieties, Salem white Silk dhotis, Coimbatore cotton sarees, handloom home textiles, and GI-tagged Sungudi sarees and Negamam sarees, were also showcased.

At this event, textile merchants from Andhra Pradesh and Tamil Nadu, as well as handloom exporters, viewed and evaluated the valuable handloom products and signed MOUs to procure handloom products worth more than **Rs.9 crores** from the Handloom Weaver Cooperative Societies.

In the event, Dignitaries from the Government of Andhra Pradesh, including the Hon'ble Minister for Backward Classes, Economically Weaker

Section Welfare, and Handlooms and Textiles, Tmt. S. Savitha; the Handloom and Textiles Commissioner, Smt. Rekha Rani, I.A.S.; the Vice Chairman and Managing Director of the Andhra Pradesh State Handloom Weaver Cooperative Society, Thiru. Pavana Murthy, I.T.S.; the General Manager (Admin), Jharcraft, Jharkhand; Thiru Pankaj Kumar Sha.; including Director of Handlooms, Tmt.Mageswari Ravikumar, I.A.S.; the Managing Director of Co-optex, Thiru Deepak Jacob, I.A.S.; and Senior Government officials from both states have participated.

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