

OUR SUCCESSFUL PROJECT, RAJASTHAN HERITAGE WEEK FROM 2015 - 2019

RAJASTHAN HERITAGE WEEK was launched together with the Government of Rajasthan in 2015. Over the years, this project saw over 54 of India's best designers work directly with the Clusters across Rajasthan with Hundreds of Weavers, Dyers & Printers involved in the project. This partnership resulted in many improvements & new products across various categories of textiles & crafts.

This platform allowed them to connect directly with customers, creating a six fold increase in their turnover during the period from 2015 to the present day. The Weavers of Rajasthan presented their new Developments in Fashion Shows, Promotions & Brand launches which created a big impact in Print, Electronic & Social Media.

Increased business continued through the year with buyers coming into Jaipur from all over India to place orders with them. International buyers from Japan and other countries together with International brands like Ikea, Arvind, Goodearth, Levis, Welspun and others attended.

Our mandate was to elevate the Artisans to the level of Designers and this has been achieved 100 percent. **Markets in Japan and other countries welcome this new development and designers like Issey Miyake are currently working with handmade Indian textiles.**

FACTS & FIGURES:

Rajasthan Heritage Week has grown in stature making a Nationwide impact, growing from 18 Designers working with 9 clusters in 2015 to 54 Designers working with over 100 clusters today. An impressive number indeed. The objective was to create an ongoing partnership that will help create new directions and designs that could herald the evolution of a globally appealing product.

As a direct result of the Rajasthan Heritage Week intervention project total average Khadi sale in 2016, was Rs 560 lakhs which then jumped to Rs 3,625 lakhs in 2019-20" said the Khadi and Village Industries Commission (KVIC).



prasadbidapa
ASSOCIATES

