India Handloom Brand



"IHB Organize Fashion Show to Promote North East-Handloom with NIFT"

New Delhi

February 13, 2016

Total Coverage Appeared – 47



Publication		
S. No.	Website	News Link
1	YAHOO!	http://in.finance.ret1p.global.media.yahoo.com/ne ws/ihb-organizes-fashion-show-promote-north- east-handloom-062648336.html
2	ANI	http://www.aninews.in/newsdetail3/story252703/ ihb-organizes-fashion-show-to-promote-north- east-handloom-with-nift.html
3	Business Standard	http://www.business-standard.com/article/news- ani/ihb-organizes-fashion-show-to-promote-north- east-handloom-with-nift-
4	The Telegraph	http://www.telegraphindia.com/pr/nv/?c article id =6164&c author id=6640&originurl=http%3A%2F% 2Fwww.telegraphindia.com%2Fpr%2Fnv%2F#.VsQIF rR97IU
5	The Sangai Express	http://www.thesangaiexpress.com/ihb-organizes- fashion-show-to-promote-ne-handloom-with-nift/
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9	Punjab Tribune.com	http://punjabtribune.com/tag/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift
10	*APN NEWS	http://www.apnnews.com/news- voir/?c_article_id=6164&c_author_id=6640&originu rl=http%3A%2F%2Fwww.apnnews.com%2Fnews- voir%2F
11	FREE PRESS JOURNAL SINCE 1928	http://www.freepressjournal.in/wire- news?c article id=6164&c author id=6640&originu rl=http%3A%2F%2Fwww.freepressjournal.in%2Fwir

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12	APPERATE ALBERTALE	http://www.apherald.com/LifeStyle/ViewArticle/11 6178/Fashion-Show-to-Promote-North-East- Handloom-with-NIFT/
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28	ne News Page	http://www.onenewspage.com/n/Press+Releases 59i5kraz/IHB-Organize-Fashion-Show-to-Promote- North-East.htm
29	Shakans USE	http://in.shafaqna.com/EN/01727200
30	M N R MARKET NEWS RELEASE	http://www.marketnewsrelease.com/ihb-organize fashion-show-to-promote-north-east-handloom- with-nift-5645.html
31	CORPORATE HEADLINES	http://www.corporateheadlines.in/newsvoir/?c a icle id=6164&c author id=6640&originurl=http%3 %2F%2Fwww.corporateheadlines.in%2Fnewsvoir% F
32	NEWSPRELEASE	http://www.newsprelease.com/ihb-organize- fashion-show-to-promote-north-east-handloom- with-nift-130675.html

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Web Portal	Link
YAHOO!	http://in.finance.ret1p.global.media.yahoo.com/news/ihb- organizes-fashion-show-promote-north-east-handloom- 062648336.html

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Speaking at the opportunity Alok Kumar, Development Commissioner (Handlooms), Ministry of Textile said, "The north eastern part of country has a very rich cultural heritage and we at Indian Handloom Brand want to bring forth this to the entire country."

"The region has one on the finest traditions in hand-woven textiles and we are committed to help them strengthen and grow regionally as well as nationally," added Alok.

The show presented beautiful and enriched collections of renowned designers such as Sunita Shanker, Sidharth Sinha, Richana Khumanthem, Ningthibi Rajkumari, Sakaru Kyndiah, Medha Bansal, Easternlight Zimik, Barsha and Jagrity, Kari Lombi.

Web Portal	Link
ANI	http://www.aninews.in/newsdetail3/story252703/ihb- organizes-fashion-show-to-promote-north-east-handloom-with- nift.html

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Web Portal	Link
Business Standard	http://www.business-standard.com/article/news- ani/ihb-organizes-fashion-show-to-promote-north-east- handloom-with-nift-

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The Telegraph	http://www.telegraphindia.com/pr/nv/?c article id=6164&c a uthor id=6640&originurl=http%3A%2F%2Fwww.telegraphindia.com%2Fpr%2Fnv%2F#.VsQIFrR97IU

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About 'India Handloom' Brand

Web Portal	Link
The Sangai Express	http://www.thesangaiexpress.com/ihb-organizes-fashion-show-to-promote-ne-handloom-with-nift/

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Web Portal	Link
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About India Handloom; Brand

Web Portal	Link
in.com	http://www.in.com/news/lifestyle/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift-53489630-in-1.html

IHB ORGANIZE FASHION SHOW TO PROMOTE NORTH EAST-HANDLOOM WITH NIFT

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Web Portal	Link
news Information SENTERTAINMENT	http://www.newkerala.com/news/2016/fullnews-21871.html

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Web Portal	Link
Punjab Tríbune.com	http://punjabtribune.com/tag/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift

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Web Portal	Link
*APN NEWS	http://www.apnnews.com/news- voir/?c article id=6164&c author id=6640&originurl=http%3A %2F%2Fwww.apnnews.com%2Fnews-voir%2F

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Web Portal	Link
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About 'India Handloom' Brand

Web Portal	Link
Appointeract	http://www.apherald.com/LifeStyle/ViewArticle/116178/Fashion-Show-to-Promote-North-East-Handloom-with-NIFT/

Fashion Show to Promote North East- Handloom with NIFT

Indian Handloom brand along with National Institute of Fashion Technology, showcased the rich heritage of handloom textiles from the North East regions - Assam, Arunachal

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India Handloom' Brand was launched by Hon'ble Prime Minister on 7th August, 2015, the first National Handloom Day, to endorse the quality of handloom products in terms of raw

material, processing, embellishment, weaving, design and other parameters besides social and environment compliance. The main objective is to promote the production of quality products with new designs for winning the trust and confidence of customers by giving particular attention to the defect free, hand woven, authentic niche products with zero defect and zero impact on environment. The registration under the brand is given after stringent testing of samples in Govt. of India laboratory. By 10th February, 2016, 121 handloom producing agencies/enterprises have been given registration under the Brand in 33 product categories. Several e-commerce platforms and leading retail stores have been engaged for marketing of India Handloom branded products.

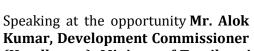
Web Portal	Link
Broadcast -Technology.com™	http://www.broadcast- technology.com/newsvoir?c article id=6164&c author id=664 0&originurl=http%3A%2F%2Fwww.broadcast- technology.com%2Fnewsvoir

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Web Portal	Link
KASHMIR TIMES Online Edition .com	http://www.kashmirtimes.com/news.aspx?c article id=6164&c author id=6640&q=Business&originurl=http%3A%2F%2Fwww.kashmirtimes.com%2Fnews.aspx

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Web Portal	Link
webindia ₁₂₃	http://news.webindia123.com/news/newsvoir.asp?c article id =6164&c author id=6640&originurl=http%3A%2F%2Fnews.web india123.com%2Fnews%2Fnewsvoir.asp

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Web Portal	Link
BizWire Express	http://www.bizwireexpress.com/showstoryNewsVoir.php?stor yid=2674

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Web Portal	Link
International News and Views Corporation R O U P	http://www.internationalnewsandviews.com/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift/#sthash.uO9SYh1X.dpbs

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Web Portal	Link
business HEADLINES	http://businessheadlines.in/newsvoir/?c article id=6164&c au thor id=6640&originurl=http%3A%2F%2Fbusinessheadlines.in% 2Fnewsvoir%2F

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Web Portal	Link
MAGZTER	http://www.magzter.com/news/750/2488/022016/t7fqj

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Web Portal	Link
NEWS NOW	http://www.newsnow.in/news/ihb-organizes-fashion-show-to-promote-north-east-handloom-with-nift

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Web Portal	Link
NEWS NOW	http://b-live.in/newsvoir- feeds/?c article id=6164&c author id=6640&originurl=http%3 A%2F%2Fb-l

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Web Portal	Link
Blive News Writers For The New Age Youth	http://b-live.in/newsvoir- feeds/?c article id=6164&c author id=6640&originurl=http%3 A%2F%2Fb-l

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Web Portal	Link
GSTV	http://gstv.in/business.php?c article id=6164&c author id=66 40&originurl=http%3A%2F%2Fgstv.in%

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Web Portal	Link
daijiworld.com A portal linking the West Coast of India and the World	http://www.daijiworld.com/news/brandNewsDesc.asp?id=616 4

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Web Portal	Link
FASHIONWIRE	http://fashionwire.in/newsvoir/?c article id=6164&c author i d=6640&myVar=118,119,120,185&originurl=http%3A%2F%2Ffa shionwire.in%2Fnewsvoir%2F

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Web Portal	Link
EDUNEXTGEN (**)	http://www.edunextgen.com/newsvoir/?c article id=6164&c author id=6640&originurl=http%3A%2F%2Fwww.edunextgen.c om%2Fnewsvoir%2F

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Web Portal	Link
Kerala Biz News	http://keralabiznews.com/newswires/newsvoir?c article id=6 164&c author id=6640&originurl=http%3A%2F%2Fkeralabizne ws.com%2Fnews

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Web Portal	Link
ne News Page	http://www.onenewspage.com/n/Press+Releases/759i5kraz/IH B-Organize-Fashion-Show-to-Promote-North-East.htm

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Speaking at the opportunity **Mr. Alok Kumar, Development Commissioner (Handlooms), Ministry of Textile said,** "The north eastern part of country has a very rich cultural heritage and we at Indian Handloom Brand want to bring forth this to the entire country. The region has one on the finest traditions in hand-woven textiles and we are committed to help them strengthen and grow regionally as well as nationally."

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Indian Handloom Brand and NIFT has been a pioneer in preserving the regional traditions through its Craft Cluster initiative, which is integrated into the curriculum.

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Web Portal	Link
Shia News Association USE	http://in.shafaqna.com/EN/01727200

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Web Portal	Link
M N R MARKET NEWS RELEASE	http://www.marketnewsrelease.com/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift-5645.html

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Web Portal	Link
CORPORATE HEADLINES	http://www.corporateheadlines.in/newsvoir/?c article id=616 4&c author id=6640&originurl=http%3A%2F%2Fwww.corporat eheadlines.in%2Fnewsvoir%2F

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Web Portal	Link
NEWSPRELEASE	http://www.newsprelease.com/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift-130675.html

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About 'India Handloom' Brand

Web Portal	Link
YNFX 198 Yams and Fibers.com Keeping you ahead since 18 years	http://www.yarnsandfibers.com/news/textile-news/ihb-nift- organize-fashion-show-promote-rich-ne-handloom#.VsP- N7R97s0

IHB, NIFT Organize Fashion Show To Promote Rich NE Handloom

Ministry of Development of North Eastern Region, Government of India, National Institute of Fashion Technology and The Indian Handloom Brand (IHB), a Ministry of Textiles initiative, organized a Fashion Show at Pragati Maidan during "DESTINATION NORTH EAST- 2016" where rich heritage of handloom textiles was showcased to promote North East handloom.

Indian Handloom Brand and NIFT has been a pioneer in preserving the regional traditions through its Craft Cluster initiative, which is integrated into the curriculum.

Indian Handloom brand along with National Institute of Fashion Technology put on display handloom textiles from Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland and Tripura at the fashion show.

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Alok Kumar, Development Commissioner (Handlooms), Ministry of Textile, speaking on the occasion said that the north eastern part of country has a very rich cultural heritage and they want to bring this forward to the entire country.

The region has one on the finest traditions in hand-woven textiles and Indian Handloom Brand are committed to help them strengthen and grow regionally as well as nationally.

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Web Portal	Link
Chennaionline	http://chennaionline.com/NewsVoir/NewsVoir.aspx?c article i d=6164&c author id=6640&originurl=http%3A%2F%2Fchennai online.com%2FNewsVoir%2FNewsVoir.aspx

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Web Portal	Link
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NetIndian	http://netindian.in/newsvoir?c article id=6164&c author id=6 640&originurl=http%3A%2F%2Fnetindian.in%2Fnewsvoir

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Web Portal	Link
NEWS PR	https://www.news-pr.in/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift.html

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Web Portal	Link
FOREVER NEWS	http://forevernews.in/newsvoir/?c article id=6164&c author id=6640&originurl=http%3A%2F%2Fforevernews.in%2Fnewsvoir%2F

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Web Portal	Link
Abhitak NEWS 🏶	http://www.abhitaknews.com/english/news/newsvoir.aspx?c article id=6164&c author id=6640&originurl=http%3A%2F%2F www.abhitaknews.com%2Fenglish%2Fnews%2Fnewsvoir.aspx

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Web Portal	Link
News RekerIN	http://www.newsticker.in/business-press- releases.html?c article id=6164&c author id=6640&ckattempt =2&originurl=http%3A%2F%2Fwww.newsticker.in%2Fbusiness- press-releases.html#.VsQPOrR97IU

Indian Handloom brand along with National Institute of Fashion Technology, showcased the rich heritage of handloom textiles from the North East regions - Assam, Pradesh, Arunachal Manipur, Meghalaya, Mizoram, Nagaland and Tripura at "Destination North East-2016", Pragati Maidan, Delhi. As part of the celebrations by Ministry of Development of North Eastern Region, Government of India. National of Institute Fashion Technology The Indian and Handloom Brand (IHB), a Ministry of Textiles initiative, organized



Fashion Show at Pragati Maidan during "DESTINATION NORTH EAST- 2016".

The showcased collections are made using textiles from North East Region to create a unique identity and promotion of the rich culture and heritage of North Eastern India. This is part of a continued program by the IHB to promote Indian handloom. The main focus is to retain the sanctity



strengthen and grow regionally as well as nationally."

of the traditional hand-woven textiles while molding the styles for a more contemporary look.

Speaking at the opportunity Mr. Alok Kumar, **Development** (Handlooms), Commissioner of Ministry **Textile said,** "The north eastern part of country has a very rich cultural heritage and we at Indian Handloom Brand want to bring forth this to the entire country. The region has one on the finest traditions in hand-woven textiles and we are committed to help them

Indian Handloom Brand and NIFT has been a pioneer in preserving the regional traditions through its Craft Cluster initiative, which is integrated into the curriculum.

About 'India Handloom' Brand

Web Portal	Link
news	http://www.newsr.in/n/Press+Releases/759i5kraz/IHB- Organize-Fashion-Show-to-Promote-North-East.htm

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The show presented beautiful and enriched collections of renowned designers such as Sunita Shanker, Sidharth Sinha, Richana Khumanthem, Ningthibi Rajkumari, Sakaru Kyndiah, Medha Bansal, Easternlight Zimik, Barsha & Jagrity, Kari Lombi.

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