

# India Handloom Brand



**“IHB Organize Fashion Show to Promote North East-  
Handloom with NIFT”**

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**New Delhi**

**February 13, 2016**






**Total Coverage Appeared – 47**



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Publication		
S. No.	Website	News Link
1		<a href="http://in.finance.ret1p.global.media.yahoo.com/news/ihb-organizes-fashion-show-promote-north-east-handloom-062648336.html">http://in.finance.ret1p.global.media.yahoo.com/news/ihb-organizes-fashion-show-promote-north-east-handloom-062648336.html</a>
2		<a href="http://www.aninews.in/newsdetail3/story252703/ihb-organizes-fashion-show-to-promote-north-east-handloom-with-nift.html">http://www.aninews.in/newsdetail3/story252703/ihb-organizes-fashion-show-to-promote-north-east-handloom-with-nift.html</a>
3	<b>Business Standard</b>	<a href="http://www.business-standard.com/article/news-ani/ihb-organizes-fashion-show-to-promote-north-east-handloom-with-nift-">http://www.business-standard.com/article/news-ani/ihb-organizes-fashion-show-to-promote-north-east-handloom-with-nift-</a>
4		<a href="http://www.telegraphindia.com/pr/nv/?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.telegraphindia.com%2Fpr%2Fnv%2F#.VsQIFrR97IU">http://www.telegraphindia.com/pr/nv/?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.telegraphindia.com%2Fpr%2Fnv%2F#.VsQIFrR97IU</a>
5		<a href="http://www.thesangaiexpress.com/ihb-organizes-fashion-show-to-promote-ne-handloom-with-nift/">http://www.thesangaiexpress.com/ihb-organizes-fashion-show-to-promote-ne-handloom-with-nift/</a>
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9		<a href="http://punjabtribune.com/tag/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift">http://punjabtribune.com/tag/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift</a>
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12		<a href="http://www.apherald.com/LifeStyle/ViewArticle/116178/Fashion-Show-to-Promote-North-East-Handloom-with-NIFT/">http://www.apherald.com/LifeStyle/ViewArticle/116178/Fashion-Show-to-Promote-North-East-Handloom-with-NIFT/</a>
13		<a href="http://www.broadcast-technology.com/newsvoir?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.broadcast-technology.com%2Fnewsvoir">http://www.broadcast-technology.com/newsvoir?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.broadcast-technology.com%2Fnewsvoir</a>
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20		<a href="http://www.newsnow.in/news/ihb-organizes-fashion-show-to-promote-north-east-handloom-with-nift">http://www.newsnow.in/news/ihb-organizes-fashion-show-to-promote-north-east-handloom-with-nift</a>
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23	 A portal linking the West Coast of India and the World	<a href="http://www.daijiworld.com/news/brandNewsDesc.asp?id=6164">http://www.daijiworld.com/news/brandNewsDesc.asp?id=6164</a>
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34	 Chennaionline	<a href="http://chennaionline.com/NewsVoir/NewsVoir.aspx?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fchennaionline.com%2FNewsVoir%2FNewsVoir.aspx">http://chennaionline.com/NewsVoir/NewsVoir.aspx?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fchennaionline.com%2FNewsVoir%2FNewsVoir.aspx</a>
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## **IHB Organizes 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 Pradesh, Manipur, Meghalaya, Mizoram, Nagaland and Tripura at "Destination North East-2016", Pragati Maidan.

As part of the celebrations by 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".

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

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.

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
 <p>The Sangai Express</p>	<a href="http://www.thesangaiexpress.com/ihb-organizes-fashion-show-to-promote-ne-handloom-with-nift/">http://www.thesangaiexpress.com/ihb-organizes-fashion-show-to-promote-ne-handloom-with-nift/</a>

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As part of the celebrations by 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”.

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

Speaking at the opportunity Alok Kumar, Development Commissioner (Handlooms), Ministry of Textile said, “The North Eastern part of the 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
	<a href="http://www.dsij.in/newsdetails.aspx?FileName=newsvoir_pres_s_release_6164">http://www.dsij.in/newsdetails.aspx?FileName=newsvoir_pres_s_release_6164</a>

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

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Web Portal	Link
	<a href="http://www.newkerala.com/news/2016/fullnews-21871.html">http://www.newkerala.com/news/2016/fullnews-21871.html</a>

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	<a href="http://punjabtribune.com/tag/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift">http://punjabtribune.com/tag/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift</a>

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Web Portal	Link
 <b>APN NEWS</b>	<a href="http://www.apnnews.com/news-voir/?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.apnnews.com%2Fnews-voir%2F">http://www.apnnews.com/news-voir/?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.apnnews.com%2Fnews-voir%2F</a>

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	<a href="http://www.freepressjournal.in/wire-news?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.freepressjournal.in%2Fwire-news">http://www.freepressjournal.in/wire-news?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.freepressjournal.in%2Fwire-news</a>

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Web Portal	Link
	<a href="http://www.apherald.com/LifeStyle/ViewArticle/116178/Fashion-Show-to-Promote-North-East-Handloom-with-NIFT/">http://www.apherald.com/LifeStyle/ViewArticle/116178/Fashion-Show-to-Promote-North-East-Handloom-with-NIFT/</a>

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Broadcast-Technology.com™	<a href="http://www.broadcast-technology.com/newsvoir?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.broadcast-technology.com%2Fnewsvoir">http://www.broadcast-technology.com/newsvoir?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fwww.broadcast-technology.com%2Fnewsvoir</a>

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	<a href="http://www.kashmirtimes.com/news.aspx?c_article_id=6164&amp;c_author_id=6640&amp;q=Business&amp;originurl=http%3A%2F%2Fwww.kashmirtimes.com%2Fnews.aspx">http://www.kashmirtimes.com/news.aspx?c_article_id=6164&amp;c_author_id=6640&amp;q=Business&amp;originurl=http%3A%2F%2Fwww.kashmirtimes.com%2Fnews.aspx</a>

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Web Portal	Link
<b>BizWire Express</b>	<a href="http://www.bizwireexpress.com/showstoryNewsVair.php?storyid=2674">http://www.bizwireexpress.com/showstoryNewsVair.php?storyid=2674</a>

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 A portal linking the West Coast of India and the World	<a href="http://www.daijiworld.com/news/brandNewsDesc.asp?id=6164">http://www.daijiworld.com/news/brandNewsDesc.asp?id=6164</a>

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Web Portal	Link
<b>Kerala Biz News</b>	<a href="http://keralaitnews.com/newswires/newsvoir?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fkeralaitnews.com%2Fnewswires%2Fnewsvoir">http://keralaitnews.com/newswires/newsvoir?c_article_id=6164&amp;c_author_id=6640&amp;originurl=http%3A%2F%2Fkeralaitnews.com%2Fnewswires%2Fnewsvoir</a>

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

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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Web Portal	Link
 One News Page	<a href="http://www.onenewspage.com/n/Press+Releases/759i5kraz/IHB-Organize-Fashion-Show-to-Promote-North-East.htm">http://www.onenewspage.com/n/Press+Releases/759i5kraz/IHB-Organize-Fashion-Show-to-Promote-North-East.htm</a>

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Web Portal	Link
	<a href="http://in.shafagha.com/EN/01727200">http://in.shafagha.com/EN/01727200</a>

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Web Portal	Link
	<a href="http://www.marketnewsrelease.com/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift-5645.html">http://www.marketnewsrelease.com/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift-5645.html</a>

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Web Portal	Link
<b>NEWSPRELEASE</b>	<a href="http://www.newsrelease.com/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift-130675.html">http://www.newsrelease.com/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift-130675.html</a>

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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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Web Portal	Link
	<a href="http://www.yarnsandfibers.com/news/textile-news/ihb-nift-organize-fashion-show-promote-rich-ne-handloom#.VsP-N7R97s0">http://www.yarnsandfibers.com/news/textile-news/ihb-nift-organize-fashion-show-promote-rich-ne-handloom#.VsP-N7R97s0</a>

## **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.


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

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.

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.



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



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