India Handloom Brand

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

New Delhi

February 13, 2016

Total Coverage Appeared – 47
<table>
<thead>
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<td></td>
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<td><a href="http://www.internationalnewsandviews.com/ihb-organize-fashion-show-to-promote-north-east-handloom-with-nift/#sthash.uO9SYh1X.dpbs">INVC Group</a></td>
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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.

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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.

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