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## **Ministry ties-up with BIBA to strengthen India Handloom Brand**

The Ministry of Textiles has joined hands with the ethnic apparel brand BIBA and has launched India Handloom Brand garments at BIBA's flagship store in New Delhi on Monday.

Speaking at the launch function, the Union Textiles Minister Smriti Zubin Irani said that the Ministry of Textiles is focusing on promoting and reviving Indian handlooms and Indian weaves.

Irani said that India has a rich textile heritage and that an initiative such as this, wherein brands collaborate with the Government's initiative, would help make the programme bigger and more successful.

Under the collaboration, India's leading pan-India ethnic brand BIBA would create apparels using the India Handloom Brand fabrics promoted by the Ministry of Textiles. To start with, the clothing line would comprise India Handloom Brand Pochampally Ikkat fabrics from the state of Telangana, and would be available at key BIBA outlets.

The new Spring Summer Collection will have pieces with an additional tag of 'India Handloom Brand' to certify that the product is made using the quality fabric. This initiative will help popularize Indian handloom products, which will in turn help weavers and local artisans showcase their works on a wider platform.

Siddhartha Bindra, Managing Director, BIBA said that BIBA is proud to be associated with India Handloom Brand. He said that the India Handloom Brand's fabrics are of supreme quality and are environment friendly.

He said that it has been BIBA's constant endeavor to provide its customers with products of high quality which will glorify beauty, femininity and grace of Indian women. He added that BIBA will be using the India Handloom Brand's fabric to craft some exclusive pieces for the upcoming collections, expressing confidence that they will be able to provide BIBA loyalists the best shopping experience with these new additions.

Development Commissioner (Handlooms), Alok Kumar, and Chairperson, BIBA,

Meena Bindra were also present on the occasion.

The India Handloom Brand was launched by the Prime Minister of India on 7th August last year in order to promote the branding of high quality handloom products, with zero defects and zero effect on the environment.

Under the collaboration, the India Handloom Brand fabrics would be made available at key BIBA outlets across India.