

## **FLO session charts road map for survival and protection of handloom & handicraft workers**

**NEW DELHI, 12 May, 2015: FICCI Ladies Organisation (FLO)** organised an interactive session on **'Handlooms & Handicrafts: Survival and Integration into the Mainstream'** here today to chart the way forward for creating a holistic plan for handlooms and handicrafts, and also on creating better market linkages and livelihood for crafts persons.

**Ms Archana Garodia Gupta, President, FLO,** said, "It is very important that we understand the true potential of Handlooms & Handicrafts and its significant role in providing employment to a vast segment of crafts person and preserve the intangible heritage of our country."

A discussion on the occasion was held amongst eminent panellists which included **Mr. Wajahat Habibullah, Former Chief Information Commissioner, Government of India; Ms. Jaya Jaitly, Social Activist & Chairperson, Dastkari Haat Samiti; Ms. Ritu Kumar, Fashion Designer and Ms. Laila Tyabji, Founder Member and Chairperson, Dastkar.**

The session focussed on creating a roadmap for survival and protection of handloom & handicrafts, aligning these sectors to the mainstream and popular culture that would help the crafts person to continue with their ancient heritage and skills, ideation on boosting exposure to new technologies, facilitating market intelligence, and encouraging effective institutional framework and creating a holistic plan for creating better market linkages and livelihood for crafts persons.

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