

**ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS),
KAKINADA**

REPORT ON HANDLOOM DAY CELEBRATION 2024

The Handloom Day at ASD Government Degree College, Kakinada, was observed with great enthusiasm on August 7, 2024. The event aimed to promote the significance of handloom weaving, support local weavers, and raise awareness about the rich cultural heritage of traditional textiles.

Objectives of the Celebration:

1. To create awareness about the importance of handloom products and their contribution to the Indian economy.
2. To promote sustainable and eco-friendly textile production.
3. To encourage students and faculty to support handloom artisans by choosing hand-woven fabrics.
4. To educate attendees on the history and significance of the handloom industry in India.
5. To instill pride in traditional crafts and foster a sense of responsibility toward preserving them.

The event commenced with a Rally inaugurated by the Principal Dr.V. Anantha Lakshmi, who emphasized the importance of handloom in India's cultural and economic landscape. Several activities were organized as part of the celebration. Nearly 300 students along with the staff members actively participated in the rally shouting the slogans on the importance of wearing handlooms, its cultural importance, supporting the handloom weavers etc. in the nearby street of Jagannaickpur.

Poster presentation competition was conducted by the Department of Home Science to raise awareness on wearing handlooms. Nearly 20 students participated in the competition explained about the posters prepared by them. Students and faculty took a pledge to support handloom products by incorporating them into their daily lives. The college remains committed to promoting cultural heritage and sustainability through such meaningful initiatives in the future.

Rally on the occasion of Handloom Day



Poster Presentation on National Handloom Day



Elocution competition on Importance of Handlooms



Prizes sponsored by Lion's Club Sankalp for the winners

