



## **National Handloom Week: Liva stands by the artisans and weavers across India**

Mumbai, 17 August 2020: Liva, the fashion ingredient brand from Birla Cellulose and part of Grasim Industries Ltd, flagship company of US \$48.3-billion Aditya Birla Group, has supported over 150 handloom saree artisans and weavers across the country in 2019. On the National Handloom Week, Liva has pledged to provide further support to artisans and weavers across handloom saree hubs in India including Varanasi (Uttar Pradesh), Chanderi (Madhya Pradesh), Orissa, Andhra Pradesh, Telangana and Tamil Nadu to innovate handloom sarees and reignite the demand.

Through the association, artisans get easy access to a wider market and designers which otherwise would have been out of reach. Liva acts as a facilitator wherein the company ropes in designers and value chain partners and promote knowledge sharing on handloom sarees. By providing accessibility to the world of fashion through the association, Liva enables the artisans in the handloom saree hubs across the country to turn self-reliant.

With this initiative Liva, the leading viscose player in the country, is introducing newer fibres such as viscose in the handloom sector as the industry gears up to stay relevant in the ever-competitive market.

“As a major player in the viscose market, we consider ourselves to be an enabler. Liva has always been in the forefront of promoting Indian Textile Industry. We want to enable the entire value chain of the handloom industry to showcase their art, talent, and various applications across verticals. With LAPF Studio and through our accredited value chain partners, we’re able to provide access to the handloom industry as well,” said **Rajeev Gopal, Global Chief Sales and Marketing officer, Pulp and Fibre Business, Aditya Birla Group.**

Artisans and weavers see access to new fabric and market as a win-win situation. “Liva didn’t just provide a premium quality fabric, but also helped us in exploring new market,” said Gorelal Phoolchand Jain, Managing Director, Chanderi Handloom, Madhya Pradesh. Most users now recommend viscose fabric to produce premium handloom sarees. “The outcome of Liva in handloom products is commendable. Not only the feel is great but sheen, drape and fall everything is outstanding. Liva has given a new scope of development to handloom industry. I highly recommend Liva to every consumer and manufacturer,” said Ahmad Hussain – Chairman, Haji Usman Ghani and Company, Varanasi.

The rich heritage of the Indian handloom industry dates back to the Indus Valley Civilization with the history of exports to Europe and Africa. The craftsmanship and talent of Indian Handloom industries has been unmatched ever since. After experiencing a lull due to the competition from cheaper imports; the sector is slowly getting back the recognition it deserves. The ‘Vocal for Local’ campaign by the Prime Minister is gaining prominence and there is immense hope that the handloom sector will get its due with increased awareness and emphasis on products ‘Made in India.’



**About Liva:**

LIVA, a new-age fabric from the Aditya Birla Group, is a fluid fabric that drapes flawlessly and adds a beautiful flow to the garment. It's a high-quality fabric made using nature-based fibers that gives you the freedom to move with ease. It is breathable, lightweight, 100% natural and eco-friendly. LIVA is for the women of today, women who are confident, independent, progressive and fashionable. The brand's most recent launch is their eco-enhanced version of the fabric, named LIVAEco, made of wood pulp sourced from FSC certified forests.

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