



राष्ट्रीय फैशन टेक्नालॉजी संस्थान
(वस्त्र मंत्रालय, भारत सरकार)

National Institute of Fashion Technology
(Ministry of Textiles, Govt. of India)

No.NIFT/HYD/DIR/2021

July 8, 2021

The Secretary,
Board of School Education,
Bhiwani – Hansi Rd,
Opposite to Government College,
BTM Colony, Bhiwani,
Haryana – 127021
Email: secretary@bseh.org.in

Sub:- NIFT Hyderabad – National Handloom Day Celebrations on 7.8.2021 – Essay Writing Competition for Class XI & XII students – Reg.

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Sir,

National Institute of Fashion Technology (NIFT), Hyderabad is celebrating this National Handloom Day on 7th August 2021 by hosting National Level Essay Writing Competition for Class XI & XII students on the Topic 'Handloom – An Indian Legacy' with the key objective to foster the prominence of Handlooms as a National pride to encourage and inspire young adults towards promotion of Indian Handloom Culture and to support indigenous traditional knowledge and skills.

2. A poster for Essay Competition is enclosed. Last date for submission is 30th July 2021. Further details are available at <http://nift.ac.in/hyderabad/>

3. We seek your support in reaching out to Secondary school students of your State / UT for encouraging them to participate in the event. I would request you to issue suitable instructions for giving publicity amongst the schools for wider participation of students in Essay writing competition, to help generate awareness about handloom industry and its contribution to the socio-economic development of the country.

Thanking you,

Yours faithfully,


(Vijay Kumar Mantri, I.A.S.,)
Director

Encls: Poster
A Premier Institute of Design, Management & Technology
A statutory body under the NIFT Act 2006

ESSAY COMPETITION 2021

THEME :
HANDLOOM – AN INDIAN LEGACY

- 1st Prize - INR 10000 for 1 entrant + certificate
- 2nd Prize - INR 5000 each for 2 entrants + certificate
- 3rd Prize - INR 3000 each for 3 entrants + certificate
- Participation certificates to all participants



NIFT HYDERABAD CAMPUS,
OPPOSITE HI-TECH CITY,
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MADHAPUR, HYDERABAD - 500 081
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TEL: +91-40-23110841/42/43

**LAST DATE FOR
SUBMISSION:
30TH JULY 2021**

SUB-THEMES:

- Heritage Handlooms
- Handloom as a way of life
- 'I know my Weaver'
- Handloom Chic
- Heirlooms- Discovery and Recovery

RULES

Any student of grades XI and XII.

Language: English

Word count - 600-700 words

Format: Digital submission (PDF)

Further details available on
<http://nift.ac.in/hyderabad/>

National Institute of Fashion Technology, Hyderabad invites young writers and future leaders to contribute their thoughts about 'Handloom- An Indian Legacy' through a medium of words.

India a country with vibrant traditions showcases a rich legacy of weaves. Handloom as a national pride has been a vocal sentiment. The swadeshi movement launched on 7th August 1905 has influenced and steered the nation towards self-empowerment, solidarity and soulful traditions. Christened as National Handloom Day in 2015, 7th August thus garners a unique recognition for handlooms.

With a deep sense of responsibility National Institute of Fashion Technology fosters cultural awareness in its endeavour to support indigenous traditional knowledge and skills. With this commitment, on this Handloom day NIFT, Hyderabad aims to inspire the young minds about Indian handloom culture. An Essay contest is being organised in an effort to harness the vitality, creativity and initiative of young Indians towards promotion of handloom culture.

Theme : Handloom – An Indian Legacy

Sub themes: Essays' may fall under any one of these sub themes

- **Heritage Handlooms**

This sub-theme can address handloom heritage, glory, uniqueness, prominence, crafting, etc

- **Handloom as a way of life**

This sub- theme can explore the various moods of the handloom and its focus audience. Movies, politics, lifestyle etc are offered as key suggestions for articulation

- **'I know my Weaver'**

This sub theme offers a scope for articulating self-experiences, deliberations and actualities in an effort to convey relevant stories of the handloom weaver, communities, products etc.

- **Handloom Chic**

With a focus towards the contemporary usage this sub-theme can introduce the relevance of handloom and its appeal in a variety of age, gender, market or environments

- **Heirlooms- Discovery and recovery**

The tales of family treasure is not new in Indian context. Under this sub-theme personal accounts of such ancestral handloom history can be explored. Upcycling, re-cycling, repurposing etc. are offered as some key words for articulation.

Guidelines :

- Competition is open for students of class XI & XII students
- Essays must be in English with a word limit of 600- 700 words (excluding title and author details)
- Essays must be submitted with your full name and academic details (class, school & place) mentioned below the essay title at the top of the first page and the Sub Theme.
- Essay should be formatted as per the template. (Font: Arial, Size: 11, Spacing: 1.5 lines, Left aligned).
- Essays must be typed in MS Word (DOC/DOCX) and converted to PDF format. (Your name and essay title and sub theme are not included in the word limit count) and to be submitted in PDF format only.

- Entries must be submitted online on the website link easychair.org. To send your essay online, you must go to the online competition registration page, and follow the required steps. Entries submitted by post or e-mail will not be accepted.
- Only one entry per individual will be accepted.
- Essays must be original and unpublished. Plagiarized entries will be rejected.
- All submissions will be screened for plagiarism.
- Essays must be written by one person only. Co-authored essays are not accepted.
- Copyright of the essays entered will be assigned to the organizer.
- All essays will be evaluated on the parameters of creative writing, aptness of content, coherent approach and originality of thought.
- Essays may be supported with relevant references and visuals (mention the credits).
- All essays should be well formatted and error free. NIFT intends to bring out a publication as a book of essays.

Time lines:

Last date for submission : 30th July 2021

Announcement of results : 7th August 2021

Winners gathering (online) : 15th August 2021

Awards:

1st Prize – INR 10,000/- for 1 entrant + certificate

2nd Prize – INR 5,000/- each for 2 entrants + certificate

3rd Prize – INR 3,000/- each for 3 entrants + certificate

Participation certificates will be issued to all