

AIACA conceptualised Certification Plan for safeguarding Tais, A Traditional Textile from Timor Leste

In the present context, factors like changing imperial influences, use of industrial threads like Lurex, urban migration and waning interest of the younger generation pose significant challenges to once helmed popularity of Tais. Recognizing AIACA's success with Craftmark in India in ensuring authenticity, quality, and market strength for handmade products, Timor Leste's Ministry of Commerce and Industry, UNESCO Jakarta and Antenna Timor-Leste collaborated with AIACA to ideate and develop a Certification Programme for Tais in April 2025. With the certification framework, AIACA has set the wheels in motion to ensure continuity of this timeless tradition.



Tais, Traditional Textile of Timore Leste

AIACA organised Webinar on Indian Handicrafts and Natural Grasses with Dell Technologies to raise consumer awareness

On 30th May 2025, AIACA organised an online Webinar titled "Where Tradition meets Innovation: Indian Handicrafts from Natural Grasses and Plants for Dell Technologies to raise awareness and inculcate a deeper sense of connection with Indian craft and the artisans with the world of Indigeneous Grasses and Indian craft tradition. Through interactive activities, quizzes and attractive visuals, the participants came to know more about how these traditional craft techniques are practiced, preserved and being adapted according to the changing time.



AIACA hosted delegates from Ministry of Industry, Commerce and Employment, Bhutan for a 2-day Knowledge Sharing Session



On 7th and 8th May 2025, AIACA in partnership with Sutra Handicrafts, hosted delegates from Ministry of Industry, Commerce and Employment, Bhutan at AIACA's headoffice for an interactive knowledge sharing session. From understanding Craftmark to discussing pivotal government schemes shaping the Craft ecosystem of India, the sessions covered it all providing the delegation with strategic insights.

AIACA voiced its remarkable feat in Textile Tales of India, A Podcast Series curated by Dr. Pritha Dasmahapatra

AIACA collaborated with podcast series curated and hosted by Dr. Pritha Dasmahapatra. Titled as "Textile Tales of India", this series focuses on delving deeper into the rich tapestry of Indian Textile traditions.

Ms. Meenu Chopra, Executive Director, AIACA was featured in the "Episode 11 - Making Indian Crafts sustainable - Journey of a Non Profit Organisation" wherein she talked about programmes aimed at sustainability, promotion, and advocacy of Indian Handloom and Handicrafts.

Dr. Hemalata, Founder of Punarjeevana Trust and a proud Craftmark member was featured in "Episode 12 - The Art of Handloom Revival - saving India's lost weaves" where she talked her journey of reviving handloom of Karnatka and how AIACA and Craftmark supported her.

