



Each piece they create is a labour of love, meticulously crafted to perfection but it's also a product of rising material costs. The price of threads, dyes, and silk has increased significantly over the years, squeezing profit margins and leaving weavers struggling to sustain their craft.

This weaver points out that while one might expect wedding season to boost demand, reality paints a different picture. Customers often overlook locally made handloom sarees in favour of imported options, limiting local weavers' access to new business.

"We think wedding season will bring



in orders, but mostly we only see demand rise around Eid," he explains, "While for weddings, people often look to India or other countries."

#### **ECONOMIC HARDSHIPS AND LIMITED SUPPORT**

For many artisans, the art of weaving is a family tradition, with skills passed down from generation to generation. However, the economic realities of weaving have made it harder for artisans to encourage their children to continue in their footsteps.

Sandip Basak, a Tangail saree seller describes how increasing production costs and low sales affected his business during the recent puja season, a time they hoped would bring a surge in demand.

Instead, sales were disappointing, and many artisans now face the prospect of leaving the handloom industry altogether.

"If this trend continues, we might not have anyone left to pass on this knowledge," he notes.

This loss of generational knowledge is one of the most significant threats facing the handloom industry. If young people do not see a viable future in weaving, they will pursue other professions, leading to the disappearance of traditional techniques that have been refined over centuries.

Md Sajib, a Jamdani weaver, once serving a steady base of clients, finds himself in a difficult position now, as even his most loyal clients have begun to cancel orders due to rising prices. He has reached out to banks to secure a loan to sustain his business, only to be denied.

"Banks don't want to support us because they believe the Jamdani market is struggling," he explains, feeling the lack of support keenly. For him, the future of the taant industry relies not only on customers

but also on financial backing, so artisans can continue their work and keep the craft alive.

Weavers' calls for financial assistance are more than pleas for personal relief — they reflect a need to protect an industry deeply connected to Bangladesh's identity. Without support, they are at risk of losing not only their income but a part of their heritage.

#### **SUPPORTING OUR WEAVERS THIS WEDDING SEASON**

The wedding season offers an opportunity for each of us to make a difference. By choosing to buy locally crafted handloom sarees, we directly support the artisans who sustain this age-old tradition.

One weaver reminds us, "The sarees of our country — whether Jamdani, Benaroshi, or cotton — are unique. People should understand that, so weavers like me can continue our work."

Let's show our appreciation for their skill and dedication because when we support our weavers, we weave a more sustainable, culturally rich future for Bangladesh.

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**Revival Collection by NOBO x Sharmin Rahman**  
**Weaver: Kutub Uddin**  
**Makeover: Shababa Rashid**  
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