

Exciting news for artisans! Ministry of Electronics and Information Technology (MeitY), is opening doors for weavers and rural entrepreneurs from every corner of India to showcase their work at Bharat Tex 2025

From aspiring artists to skilled artisans: DIC provides a platform for you to shine at Bharat Tex 2025 with innovative digital tools & eCommerce marketplace.

If you're a modern-era creative with a passion for weaving, Computer-Aided Textile Designing (CAD) software is here to transform your craft

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If you have a passion for Indian craftsmanship but struggling to find a platform, this is your moment!

Whether you're a **budding artist with a creative vision or a skilled artisan** looking to expand your reach, these **tools and platforms** by Digital India Corporation (DIC) will bridge the gap, giving you the opportunity to showcase your talent and thrive in the digital era.

Digital India Corporation (DIC), under the Ministry of Electronics and Information Technology (MeitY), is featuring its initiatives at **Bharat Tex 2025, India's largest global textile event**.

Through **three key projects and the BharatKeKaarigar campaign**, DIC is helping artisans reach a larger audience, celebrate their craft and share the stories behind their handmade products.

Bharat Tex 2025 will take place **from February 12–15, 2025 at India Exposition Mart, Greater Noida and February 14–17, 2025 at Bharat Mandapam, New Delhi**.

Please join the **occasion** to celebrate the fusion of tradition and technology, empowering artisans and weavers for a brighter, more inclusive future.

Empowering artisans through digital transformation

Digital India Corporation (DIC), under the Ministry of Electronics and Information Technology (MeitY), has been at the forefront of India's digital transformation. By leveraging the latest technology and fostering digital empowerment, DIC has strengthened the nation's **e-commerce landscape** and enhanced opportunities for artisans, weavers and rural entrepreneurs in the **handloom and handicraft sector**.

Three major projects will be highlighted at **Stall No. 12-A27 in Hall No. 12, Bharat Mandapam**, New Delhi, underscoring the government's dedication to innovation, sustainability and economic empowerment in the textile sector:

1. Indiahandmade.com

Indiahandmade.com is an **eCommerce marketplace** exclusively for Indian handloom and handicraft products. Its user-friendly interface, secure transactions and seller support mechanisms promote ease of doing business. The platform has a listing of **more than 2,500 artisans and weavers and 15,000 products**, providing them with an exclusive e-marketplace to sell their products directly across India.

2. DigiBunai™

This is an **open-source CAD software**, facilitating digital transformation of textile design processes. Offering learning and usability platforms free of cost optimises pre-loom design creation, enhances livelihood opportunities and promotes self-employment in the handloom industry. Currently, DigiBunai™ boasts over **7,000 beneficiaries across 28 States and 6 Union Territories in India**.

CAD bridges the gap between artistry and innovation, empowering weavers to bring their creative visions to life.

3. eSaras.in

This is an eCommerce platform designed to **uplift rural livelihoods** by showcasing authentic handcrafted products from self-managed Self-Help Groups (SHGs) and federated institutions. With categories ranging from home and living to personal care and food items, eSaras ensures fair remuneration to artisans and eliminates price manipulation by middlemen.

BharatKeKaarigar social and digital media campaign

As Bharat Tex 2025 approaches, Digital India Corporation has also begun a **#BharatKeKaarigar** social and digital media **campaign** that connects consumers with the stories and traditions behind each handmade piece, fostering a sense of pride and appreciation for Indian craftsmanship.

Digital India Corporation (DIC)

Digital India Corporation (DIC) is a not-for-profit organization established by the Ministry of Electronics and Information Technology (MeitY), Government of India, under Section 8 of the Companies Act 2013. IC plays a pivotal role in advancing India's digital transformation by developing and deploying Information and Communication Technology (ICT) solutions aimed at benefiting the common man.

Dharmendra Tewari/Kshitij Singha

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