

Artistry Unveiled at EDII's 'Rang Soota'



Entrepreneurship Development Institute of India (EDII)-trained Hastakal Setu artisans brought together the timeless beauty of traditional Indian crafts and contemporary flair of designers in a fashion show held on Sunday. The event was a part of a three-day craft exhibition 'Rang Soota' organized by the Hastakal Setu, a pioneering initiative supported by the Department of Cottage and Rural Industries, Government of Gujarat. 'Artistry Unveiled' — the fashion show — was a centerpiece of the three-day event, for which artisans collaborated with leading Indian fashion designers to create an eclectic collection of garments that seamlessly blended traditional craftsmanship with modern aesthetics. The event was inaugurated on Friday, March 1. A B2B networking event was organised and 40 participating artisans engaged with industry leaders and entrepreneurs to exchange ideas and formulate new partnerships.