



# HAZI A.K.KHAN COLLEGE

*ESTD : 2008*

P.O + P.S.- Hariharpara . Dist.-Murshidabad Pin-742166

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## BEST PRACTICE - 1

**Title of the Practice:** "Our Tradition, Our Pride: Promoting and Showcasing the Local 'Gamchha' Industry"

### Objective of the Practice:

The objective is to revive and promote local small-scale industry, showcasing our appreciation for our nation's rich textile tradition. This practice aims to instill pride in indigenous cultural heritage, encourage sustainable practices, and provide skill development opportunities for students in power loom and handloom industry.

### The Context:

'Gamchha' is local eco-friendly khadi product, a type of indigenous towel used predominantly in rural Bengal. Hariharapara block, where the college is situated, is famous for local small scale power loom and handloom industry. These industries produce various types of 'Gamchha' and export them throughout Bengal and beyond.

In an era where traditional textiles were being overshadowed by modern fabrics and globalized trends, there is a need to revitalize interest in India's rich textile heritage. The incorporation of the practice would help in promoting and empowering our local artisans by making the product accessible to a wider set of people. Additionally, promoting indigenous textiles like 'Gamchha' aligns with sustainable development goals of the college.

### The Practice:

The college actively promotes the Gamchha through various initiatives:

- The college has signed MoUs with three Gamchha industries with the objective of involving college students in Gamchha weaving, providing placement in related field, participating in workshop etc.
- The college uses the Gamchha while felicitating guests/dignitaries during seminars, conferences, workshops, and other activities in the institution.
- Exhibition has been organised to showcase beautifully crafted Gamchha. The exhibition resulted in significant number of sales.
- Students are encouraged to explore the cultural and economic significance of Gamchha through projects and field survey. Department of Geography has organised a survey in Tartipur village, the hub of indigenous Gamchha industry.

  
Principal  
Hazi A.K Khan College  
Hariharpara, Murshidabad



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## **Evidence of Success:**

The college has seen increased student engagement and interest in traditional textiles and active participation in Gamchha-related activities. Sales of Gamchha products have generated income for local artisans and contributed to the revival of traditional weaving communities. Appreciation and praises from diverse range of institution and individual indicates a growing popularity for indigenous textiles and cultural heritage.

## **Problems Encountered and Resources Required:**

Challenges may include limited awareness about traditional textiles, the need for skilled instructors in traditional weaving techniques. Resources required include funding for workshops, equipment, and more collaborations with local artisans and weaving communities.

## **Notes:**

The college would strive to integrate traditional textiles into relevant courses, and provide hands-on training in traditional weaving techniques. Emphasizing the sustainability and cultural significance of indigenous textiles can enhance students' understanding and appreciation of their heritage.

  
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