

Mystic Assam to showcase ethic fabrics in Guwahati.



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Since 11th century in Assam silk weaving is one of the largest, oldest and finest industries as weaving always has been an integral part of lives of Assamese society. Its a taboo in those primary criteria for a young girl to get married is her ability and skill in weaving. For many families across the state it is the source of income. Presently Assam silk industry is in the dock with 17.2 lakhs weavers producing only 160 million mtrs of silk against the demand of 370 million mtrs. Insufficient marketing link outside the state and poor management have retarded the economic growth of the industry. Innovation designs coped in International market's demand being insufficient has posed a threat to this indigenous industry. Impact of globalization also can be visualize in this industry.

Mystic Assam is organizing an event "Woven Mystery" on 7th September 2008 at Sarusajai stadia to show case popularize and promote the culture, tradition and rich heritage of Assam with special focus on fabrics like silk, eri, muga, pat. Fabrics of Bodoland will also be in display. The main idea Woven Mystery is to generate awareness and collaborate to work collectively to build a proper international market. It als o aims at enhancing the state economy by development of handloom industry and absorbing man power and talents to generate income opportunities to a large section.

Popular Assamese cine actress Nishita Goswami is also associated with this cause while Mayukh Sharma leads the "Mystic Assam" along with a few like minded professionals conceived with great care and sentiments of this region. Mystic Assam believes to show case the true colours, mood, spirit and beauty of the state and erase the notion that is in the land of terrorism. Blessed is our state with immense natural beauty, potential and natural resources with culture and tradition which is unique and unparalleled.

Nanda Kirati Dewan

Nanda Kumar Dewan is our Senior Journalist covering Community Development & International Relations. He is a Mass Communication & Journalism graduate from Sikkim Manipal University (SMU). He started his journalism career with UB Photos News agency in 2006 as News Photo Caption Editor and Photojournalist. He has been associated with Assam Times since it's inception and today is a part of our editorial team.

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