

Woven mystery by Mystic Assam



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Ranjan K Baruah 12 August 2008 9792 views

Weaving has been an integral part in the lives of assamese society. Dating back to the 11th century, silk waving is one of the largest and oldest industries in Assam. Its importance is such that primary criterion of young woman who is eligible for marriage is her ability and skill in weaving. For many families weaving is a source of income in Assam but at present the silk industry in Assam has been in the dock with 17.2 lacs weavers producing only 167 million metres of silk every year against a demand of 370 millions meters. Poor marketing and insufficient market linkage outside the state ails the industry from growing and earning more revenue. Apart from other innovations in design to cope up with the latest market demand is not sufficient and has posed a threat to this indigenous industry. The impact of globalization has been seen in the silk industry of the state.

In a bid to showcase, popularize and promote the culture, tradition and rich heritage of Assam with special focus on Assam's Silk, Eri, Muga and Pat, Mystic Assam is organizing an event titled "Woven Mystery" on 7th September at Sorousajai Indoor stadium. This was announced in a press meet being held at the Guwahati Press Club. "Woven Mystery will also showcase fabrics and culture of Bodoland", said Mwnabili Brahma of Mystic Assam. Kunal Kaushik and Mayukh Sharmah while addressing the press meet said that 'Woven Mystery is being organized to generate

awareness and work collectively towards creating a greater and international market for the state's products.' "It also aims at the development of the handloom industry of the state which will enhance the economy of the state and the region as it has the capacity of absorbing a greater number of manpower and talents and generate income opportunities to a larger section", they added.

Mystic Assam has been conceived with great care and sentiments by few like minded young professionals from this region. Mystic Assam aims to show case the world the true colours , mood, spirit and the beauty of the state and erase the notion that it is a land of terror and bullets and jungles but a land of immense beauty , potential and resources and blessed with culture and traditions which is unique and unparallel.

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BY RANJAN K BARUAH

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