

## Ministry of Textiles Launches The Kunj: India's First Crafts & Handloom Mall in Delhi

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Delhi has a new landmark for craft and culture. The Ministry of Textiles has unveiled *The Kunj* in Vasant Kunj — India's first-ever mall dedicated to crafts, textiles, and homegrown brands. Unlike pop-up exhibitions or temporary markets, *The Kunj* offers a permanent, contemporary space that elevates Indian craftsmanship to the level of luxury retail.

### ? A Cultural Destination with Kala Aasvadan

At its heart, *The Kunj* embodies the philosophy of **Kala Aasvadan** — art appreciation. It's designed not just as a shopping venue but as a cultural hub where visitors can pause, reflect, and engage with the **stories, skills, and heritage** behind every creation.

### ? What to Expect at The Kunj

- **Crafts & Handlooms:** From exquisite **Pashmina and Ikat weaves** to traditional art forms like **Madhubani, Pichwai, and Pattachitra paintings**, the mall showcases the diversity of India's heritage.
- **Curated Exhibitions:** The inaugural showcase, *Gandhi Virasat – Kagazkala*, highlights unique craft forms, with more thematic displays planned regularly.
- **Gallery of Masters:** Visitors can admire and purchase over **100 masterpieces by National Awardees, Shilp Gurus, and master artisans**, celebrating India's highest standards of craftsmanship.
- **Kala Manch (Live Demonstrations):** Watch artisans at work — from delicate **Sanjhi paper cutting** to intricate textile weaving — offering a rare glimpse into centuries-old practices.
- **Kalp Kosh (Hands-on Experiences):** Visitors can engage with crafts directly, learning techniques and appreciating the artistry firsthand.

### ?? A Dignified Platform for Artisans

By creating a permanent home for crafts and handlooms in Delhi, *The Kunj* gives artisans **visibility, dignity, and sustainable opportunities**, positioning Indian handicrafts within the global luxury conversation.

With its unique blend of retail and cultural immersion, *The Kunj* promises to become not only a shopping destination but also a **living museum of India's textile and craft heritage**.

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