

AADYAM

H A N D W O V E N

AN ADITYA BIRLA INITIATIVE

AADYAM HANDWOVEN is a corporate social initiative of the Aditya Birla Group working currently with weaver communities in India such as Varanasi, Pochampally, Bhuj, Kashmir and Bhadohi.

Our vision is to create a self-sustaining ecosystem for the finest artisans in the country by supporting & selling their crafts and thus impacting their quality of life.

AADYAM HANDWOVEN strives to preserve age-old weaving techniques that have seamlessly transcended generations of artisan families, while simultaneously promoting these techniques to true connoisseurs of heritage.



ADITYA BIRLA GROUP