

## Press Release

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# L&T Metro Rail Hyderabad and JD Institute of Fashion Technology Hyderabad Unveil 'Bunaai Utsav- Ek Ubharata Safar'- an ode to Telangana Handloom Textiles and Local Art

- **Live Fashion Show promoting Telangana Handloom textiles for metro rail passengers**
- **Bunaai Utsav continues at Galleria Mall Panjagutta and Premia Mall, Irrummanzil, Hyderabad on 13th and 20th March 2022**

**Hyderabad, 11 March 2022:** As a unique community engagement initiative, Hyderabad metro rail passengers enjoyed a live ramp walk and fashion show organised with a mission to acknowledge the age-old handloom textiles of Telangana and generate awareness about the contributions of the local community of weavers and craftsmen to this art. The initiative has been a part of the collaboration between L&T Metro Rail (Hyderabad) Limited (L&TMRHL) and JD Institute of Fashion Technology (JDIFT) under which a first of its kind '**Bunaai Utsav- Ek Ubharata Safar**' is being celebrated at prominent locations of Hyderabad Metro Rail on 11th, 13th, and 20th March. Kickstarting this festival today, the aspiring designers of JD Institute of Fashion Technology presented a string of ravishing Live Fashion Shows attired in Telangana signature handloom ensemble inside the metro trains running between JBS and MGBS followed by Ameerpet and Hitech City Metro Stations, and at the concourse level of Ameerpet Metro Station, much to the delight of metro rail passengers.



The traditional fabrics used for the ramp were given a modern twist by the students of JD Institute of Fashion Technology, where they have adopted modern cuts and unique silhouettes to match the needs and choices of the common people.

Speaking on this occasion, **Mr. KVB Reddy**, MD & CEO, L&TMRHL, said, **“We are happy to host the Bunnai Utsav conceptualized by JDIFT with a vision to rejuvenate the age-old handloom textiles and local art of Telangana state. Our passengers and visitors will witness this show and learn about the rich legacy of the state’s weavers and craftsmen.”**

**Mr. Nealesh Dalal**, the Managing Trustee of JD Institute of Fashion Technology, said, **“We are happy to partner with L&T Metro Rail Hyderabad to roll out this unique event promoting our rich heritage of handloom culture. Our local artisans and craftsmen need to be celebrated for putting India on the global map with their unique art. Our heritage, our culture, and our tradition need to be recognized. Moving forward, as an institution, we are not only supporting the local weavers and handloom culture of India but also fostering a sustainable lifestyle that aids both the nation and our planet. As we are embracing the digital world and technology, we as a generation indubitably need to carry forward the glorious history of us while keeping our environment safe and healthy.”**

As part of the Bunnai Utsav, several live fashion shows along with multiple workshops will be organised at Galleria Mall Panjagutta and Premia Mall, Irrummanzil, Hyderabad on the 13th and 20th March, respectively.

The Interior Design students of JD Institute of Technology will be showcasing the beauty of Telangana’s textile heritage by bringing to light once again as part of an Interior Display and Block Printing Workshop and Tapestry workshop exhibiting:-

- The art of Cherial paintings and Goangadi celebrating Telangana Local crafts
- “Mana Chenetha” - a collection glorifying the hand-woven fabrics of Telangana
- The Ikkats from Poachampally, the Narayanpet silks and cotton, and the Indian khadi

#### **About JD Institute of Fashion Technology:**

JD Institute of Fashion Technology was started with an aim to serve the design field. With its impeccable legacy of 33 years, the institute has given the industry some of the great luminaries and has inculcated the habit of design practice that thrives on uniqueness, novelty and sustainability. The institute not only helps the students and aspirants understand the intricacies of the various design fields but also provides them with the right knowledge to propel their careers in various domains.

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#### **About L&T Metro Rail (Hyderabad) Limited:**

L&T Metro Rail (Hyderabad) Limited is a subsidiary of Larsen & Toubro. - L&T Metro Rail (Hyderabad) Limited ("The Company") to implement the Project on Design, Built, Finance Operate and Transfer (DBFOT) basis. The Company signed the Concession Agreement with the then Government of Andhra Pradesh on September 4, 2010 and completed the financial closure for the Project on March 1, 2011 in a record period of six months. A consortium of 10 banks led by State Bank of India has sanctioned the entire debt requirement of the project. This is the largest fund tie-up in India for a non-power infrastructure Public Private Partnership (PPP) project.

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