



“ଶ୍ରଦ୍ଧା” ସେବାସେବୀ ଅନୁଷ୍ଠାନ
Society for Development of Human Resources Through Handloom and allied activities
(SHRADDHA)

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Regd. Office : Sidheswar Sahi, Cuttack, Orissa- 753008,

Annual report for the year 2022-23

Background

Handloom provides fabric, one of the basic human needs, as well as livelihood to lakhs of people in the rural areas. It has multiple advantages like low gestation, low capital investment, environment friendly, empowering women and achieving several Sustainable Development Goals (SDG). It also forms an integral part of the rich culture and tradition of India. Notwithstanding these strengths, the number of hand looms and weavers has been on the decline. Out of various factors responsible for this, low earnings have been the most important, which has been affecting the socio-economic status of the weavers and dissuading the younger generation from continuing in their traditional occupation. In this background, it is obvious that the strategy for promotion of handloom needs a *paradigm shift* along with mobilizing the support of the private sector and civil society organizations for supplementing the government interventions for revival of handloom.

About SHRADDHA

Shraddha civil society organization was founded in 1994 by Dr Sanjay Kumar Panda, a handloom enthusiast, who had worked as Director of Textiles, Odisha and Secretary, Ministry of Textiles. Activities of this organization was geared up in 2022 with the active support of technical experts namely Shri Bijan Behari Pal, former Director, Weaver Service Center(WSC); Shri Surendra Kumar Patra, former Deputy Director WSC; and Shri Bani Ranjan Das, former Manager, Commercial NHDC; among others for empowering the handloom weavers for increasing their earning on a sustainable basis.

Shraddha's approach to promotion of handloom is based on a two-prong strategy covering.

- (i) *Production of high value, high quality, diversified fabric* as per the taste of the customers, who appreciate handloom and have disposable income, and
- (ii) *Marketing the fabric online by the weavers* on “D2C” (Direct to Customer) basis
both aiming at increasing the earning of the weavers substantially on a sustainable basis.

Some of the **major activities of the organization during the year 2022-23** have been outlined below.

1. Statutory

SHRADDHA was registered under the Societies Registration Act, Odisha vide no 19575 of 1994-95. Its Memorandum of Understanding and Byelaws were amended, keeping it in conformity with the emerging requirements like Sustainable Development Goals (SDG)2030, with the approval of the Registrar General of Odisha vide communication Regd. wing no 720210200206/2022 dated 16.03.2022.

The annual General Body meeting of the Society was held in the registered office at 7 PM on the 24th April 2022 (Sunday) and election was conducted for constitution of the new Governing body took over on the 1st May 2022 for a period of two years, with the following members.

Dr Sanjay Kumar Panda (President)
Shri Ram Prasad Ratho (Vice President)
Shri Bijan Kumar Pal (Vice President-Adviser)

Shri Surendra Kumar Patra (Vice President-Adviser)

Shri Bani Ranjan Das (Secretary)

Smt Suvra Shivani Mohapatra (Treasurer)

Shri Sanjib Kumar Behera (Joint Secretary)

SHRADDHA had got its Permanent Account Number (PAN) AACAS4415Q dated 28.04.1994. Its registration under sections 12 A and 80G of the Income tax Act was approved vide unique Reg no AACAS4415-QE20221 and QF20221 dated 10-12-2022.

SHRADDHA got registered under Darpan Portal of Niti Aayog with unique ID OR/2022/0334023.

SHRADDHA got registered for undertaking CSR activities with MoCA vide number CSR00050638 dated 29-03-2023.

A current account of the Society was opened in the State Bank of India with number 40987597141, IFSC code SBIN0010251 on the 17th May 2022.

Registration under the relevant statutes, as indicated above, were processed by Shri Bani Ranjan Das, Secretary with support of members namely Shri Satya Gopal Rajguru, Shri Bidhu Mohanty, which is thankfully acknowledged.

2. Membership drive

Efforts were made to generate awareness about the objectives of the organization and solicit cooperation to promote the cause by getting new members enrolled entailing financial and time support. It is encouraging to note that membership of the society increased nearly seven folds from 12 to 79 during the year. Based on eminence in the field of handloom and financial support extended, 10 members have been designated as *Patron* members. List of *Patron* members is given below.

SHRADDHA – Patron Members	
Sl. No.	Name
1	Shri Prasanna Acharya
2	Dr. Shri Upendra Tripathy
3	Shri Vivek Pattanayak
4	Smt Aruna Panda
5	Shri Bijan Behari Paul
6	Mr Subhendra Misra
7	Shri Satya Gopal Rajguru
8	Shri Nila Madab Prusty
9	Shri Binayak Swain
10	Shri Bidhu Mohanty

3. Meeting of the Governing Body

The newly elected Governing Body took over on the 1st May 2022 and met regularly on the *second Saturday of every month* in physical / virtual mode. It discussed various issues relating to the aims and objectives of the society with emphasis on promotion of handloom and increasing the earning of the handloom weavers.

Further, a web-based meeting was held regularly *at 7 PM every Sunday* for discussion on issues relating to promotion of handloom. The link for the meeting was shared with all handloom enthusiasts from different walks of life as well as handloom weavers. This elicited enthusiastic response from people within the country as well as from abroad.

4. A **branch office of the society** was opened at Surendrapatna in the Maniabandh-Nuapatna handloom Cluster, Athagarh subdivision, Cuttack District, Odisha on the 21st May 2022 to facilitate working with the weavers closely.



Branch Office of SHRADDHA opened in Surendrapatna, Nuapatna on 21.05.22

5. Participation in the *Mahila Chandan Mahotsav mela*

On the invitation of Smt Rashmi Mohapatra, an eminent social worker, *SHRADDHA* participated in the *Mahila Chandan Mahotsav mela* organized at Siddhi mandap, Old town, Bhubaneswar on 24th May 2022 evening. Smt Gitanjali Sahu, an enterprising lady weaver of Nuapatna participated in the mela with her fabric for display and sale, gaining the experience of getting a better price by selling her fabric directly to the buyers. Advantages of (i) promoting handloom for wearing and gifting, (ii) purchasing handloom directly from the weavers for increasing their earning, (iii) giving feedback on choice of the consumers to the weavers and (iv) a better price to the consumer by eliminating the middlemen etc. were explained to the buyers for generating awareness and achieving the objectives of the society.



Participation of SHRADDHA in the *Mahila Chandan Mahotsav mela* at Siddhi mandap, Old town, Bhubaneswar on 24th May 2022

6. Celebration of the 8th *National Handloom Day* on the 7th August 2022

The 8th *National Handloom Day* was celebrated on the 7th August 2022 with active participation of the handloom weavers in the Nuapatna Handloom Cluster, Cuttack district. The celebration started with plantation of saplings of fruit bearing trees in the campus of Nuapatna No 2 Primary Weavers Cooperative Society. The program for eye screening of the weavers taken up in collaboration with Vision spring foundation was also launched in the same venue. In the evening, a webinar was organized at 7PM on the subject "*Promotion of Handloom – Opportunities & Challenges*", in which leading personalities namely Shri Vivek Patnaik, IAS(Retd), Shri B B Patnaik former CMD, CWC, Smt (Prof) Bijoya Mishra, Ms Amrita Sabat of *Utkalamrita* and some members of the society participated and expressed their views.



Celebration of the 8th National Handloom Day on the 7th August 2022

7. Eye testing and provision of eyeglasses to the handloom weavers at a nominal cost

The society entered a collaboration with the *Vision Spring Foundation* for providing facility for eye testing along with quality eyeglasses at a nominal price of Rs.80/- (Rupees eighty only per person). The program was started on the 7th August 2022 in the premises *Nuapatna no 2 Primary Weaver Cooperative Society* and later continued in the *Kasikiari Weaver Cooperative Society* till 20th August. Against a target of one thousand, 1,008 weavers including sizable number of women weavers were covered. 800 weavers were provided eyeglasses on the spot and the remaining were provided specially designed glasses later. The weavers were highly satisfied with the quality of glasses and overall program. Shri N M Prusty coordinated with the *Vision Spring Foundation* at the apex level and Shri Surendra Kumar Patra supervised conduct of the program at the field level. Support extended by the *Vision Spring Foundation* and other stakeholders is thankfully acknowledged.





8. Implementation of the LEDP sanctioned by NABARD.

The National Bank for Agriculture and Rural Development (NABARD) sanctioned a project under Livelihood and Enterprise Development Programme (LEDP) for promotion of handloom in *Maniabandh* handloom cluster with an outlay of Rs 6,84,200/- vide letter dated 20th July 2022. The project envisages organizing Initial Intensive Training (IIT) of 90 weavers in three groups for 15 days duration in dyeing, followed by handholding, mentoring for availing institutional finance and scaling up production and sale. 100 women weavers, who are members of the Self-Help Group, were selected in consultation with the local panchayat for implementation of the project. Two skilled and experienced dyers were selected for imparting training. They were provided refresher training in the Weaver Service Centre, Bhubaneswar. Two Odia booklets on (i) the strategy for promotion of handloom and increasing the earning of the weavers, written by Dr Sanjay Kumar Panda, President and (ii) technical aspects of quality dyeing, written by Shri Surendra Kumar Patra, Vice President were given to each trainee as study materials. Besides, one booklet on soft training covering marketing, e-commerce, quality, branding etc was also given to the trainee.



Inauguration of the program



Dr Sahu GM NABARD addressing the trainees

9. Initial Intensive training in quality dyeing

The first Initial Intensive Training (IIT) program was started with 30 trainee women weavers at Kasikiari on the 19th October 2022 by the President of the Primary weaver coop Society and Shri Surendra Kumar Patra. Importance of the program for increasing the earning of the handloom weavers was explained to the trainees. The program was concluded on the 4th November 22.

The second IIT program was started with 30 trainee women weavers at Haripur on the 10th January 23 and concluded on the 2nd February 2023. Shri N M Prusty , Shri Sanjay Kumar Panda, and Shri Surendra Kumar Patra attended this programme.

The third IIT program was inaugurated with 30 trainee women weavers at Haripur by Dr. B. B. Sahoo, GM, NABARD in presence of Ms Praxima Parida, DDM, DDM, NABARD on the 13th February 2023. This program concluded on the 6th March 2023 in presence of Shri Surendra Kumar Patra.



Practical demonstration



Hands on training

The strategy for promotion of handloom, increasing the earnings of the weavers substantially, aims and objectives of Shraddha NGO, and the LEDP sanctioned by NABARD were extensively covered in the training. Shri Surendra Kumar Patra, Vice President coordinated and personally supervised the training programs. At the end of the training, the trainees were made to appear in a test and on fulfilling the requirements, they were given certificate on successful completion of the Initial Intensive Training (IIT).



10. Provision of soft skill

Special efforts were made to impart soft skills, covering managerial and financial aspects, and E-commerce to the trainees. A write-up covering key features was provided to the trainees to facilitate better understanding. Shri Anup Kumar Panda and Shri Paramananda Charan Panda conducted the program.



Training on imparting soft skill

Benefits of the program were covered in the print and electronic media from time to time.

ବୁଣାକାରଙ୍କୁ ପ୍ରଶିକ୍ଷଣ



କଟକ, ୨୨ ୧୦ (କ.ପ୍ର) : ବୁଣାକାରମାନଙ୍କ ଆୟ ବୃଦ୍ଧି କରିବାକୁ ଶ୍ରଦ୍ଧା ସ୍ଵେଚ୍ଛାସେବୀ ଅନୁଷ୍ଠାନ ପକ୍ଷରୁ ଜାତୀୟ କୃଷି ଓ ଗ୍ରାମୀଣ ଉନ୍ନୟନ ବ୍ୟାଙ୍କ (ନାବାଡ଼)ର ଜୀବିକା ଓ ଉଦ୍ୟୋଗିକତା ବିକାଶ (ଏଲଇଡିପି) ଯୋଜନା ସହାୟତାରେ ନୂଆପାଟଣାରେ ଏକ ପ୍ରଶିକ୍ଷଣ କାର୍ଯ୍ୟକ୍ରମ ଆରମ୍ଭ ହୋଇଛି । ପ୍ରାଥମିକ ବୁଣାକାର ସମବାୟ ସମିତିର ସଭାପତି ତଥା ବୁଣାକାର ସେବା କେନ୍ଦ୍ର ଗୌହାଟିର କ୍ଷେତ୍ରୀୟ ନିର୍ଦ୍ଦେଶକ ଶ୍ରୀ ବନ୍ଦୋପାଧ୍ୟାୟ ଓ ଶ୍ରଦ୍ଧା ସ୍ଵେଚ୍ଛାସେବୀ ଅନୁଷ୍ଠାନର ଉପସଭାପତି ସୁରେନ୍ଦ୍ର କୁମାର ପାତ୍ର ଶିବିରକୁ ଉଦ୍ଘାଟନ କରିଥିଲେ । ଶିବିରରେ ସ୍ଵୟଂସେବା ଗୋଷ୍ଠୀର ୩୦ ମହିଳା ସଦସ୍ୟା ବୁଣାକାରଙ୍କୁ ୧୫ ଦିନ ଧରି ନୂଆ ପ୍ରଣାଳିରେ ରଙ୍ଗ କରିବା ବିଷୟରେ ପ୍ରଶିକ୍ଷଣ ଦିଆଯିବ । ପ୍ରଶିକ୍ଷଣକୁ ସମ୍ପନ୍ନ କରିବାକୁ ଶ୍ରଦ୍ଧା ସ୍ଵେଚ୍ଛାସେବୀ ଅନୁଷ୍ଠାନର ପ୍ରତିଷ୍ଠାତା ତଥା ଭାରତ ସରକାରଙ୍କ ଅବସରପ୍ରାପ୍ତ ବସ୍ତ୍ର ସଚିବ ସଞ୍ଜୟ କୁମାର ପଣ୍ଡା ଆହ୍ୱାନ ଦେବା ସହିତ ଧନ୍ୟବାଦ ଜଣାଇଥିଲେ ।

(The program was covered by the reputed Odia daily newspaper, “**The Samaja**” in its 23rd October 2022 issue)

11. Exposure visits

Exposure visits of the 90 women weavers, who had completed the intensive technical training in dyeing, was organized for making them aware about the potential of handloom and raising their confidence, aspirations, and skillsets. They were taken to (i) the Weavers Service Centre (WSC) in Sahid Nagar, Bhubaneswar and (ii) Kalabhoomi, State Museum for crafts in *Pokhariput* on the 14th March 2023 and 05th April 2023. The Deputy Director, WSC guided the weavers on the technical aspects of quality, defect free weaving, dyeing and product diversification as per the changing taste of customers. The officials in charge at *Kalabhoomi* highlighted the vast potential for high value, high quality handloom fabrics with reference to the views expressed by the high-end wealthy visitors from within and outside the country. Visit to these two centers, seeing the products on display as well as discussion with the officials demystified the potential of the high-quality, high value, diversified handloom fabric and inspired the weavers to take up weaving similar fabric, contact the customers and sell the fabrics *online*, which is the best way to increase their earnings substantially.



Shri Surendra Kumar Patra supervised implementation of the project with help of the Block level Officer, *Mission Shakti*, Badamba Block, President of the Primary cooperative society, head of the women self-help groups, trainee weavers and local villagers.

Dr. Uday Bhaskar, Chief General Manager (CGM) NABARD, Dr B B Sahu (GM), Shri Niranjana Bhuyan, (DGM) NABARD Bhubaneswar and Ms Praxima Parida, District Development Manager, NABARD, Cuttack extended their valuable support and guidance for implementation of the project from time to time. Their support is thankfully acknowledged.

12. Environmental conservation

Society took up tree plantation and generating awareness about soil and water conservation by adopting traditional ways of life. Plantation of saplings of fruit bearing trees was taken up in the campus of Nuapatna No 2 Primary Weavers Cooperative Society in course of observing the National Handloom Day on the 7th August 2022. Subsequently, during the rainy season, saplings were arranged with help of the forest department for plantation in the Anganwadi Centre and backyard of the beneficiaries.



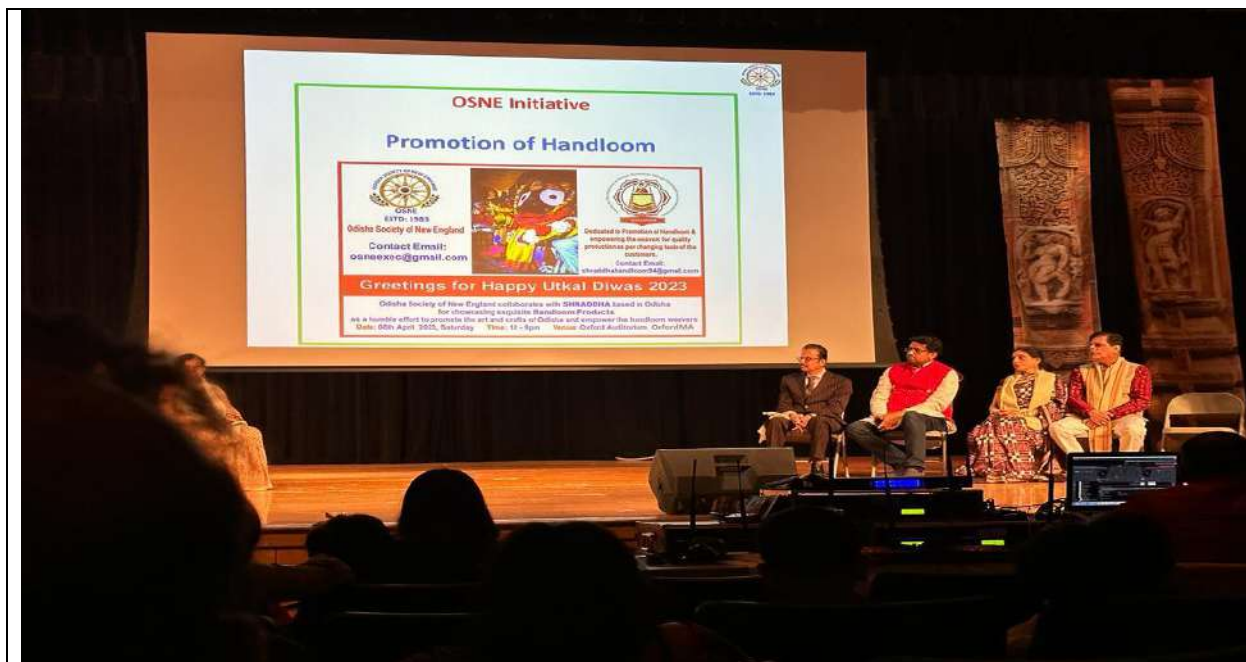
13. Tata Tea Premium event for promotion of Odisha Handloom

Tata Tea Premium sponsored promotion of Odisha Handloom in the *Ekamra Haat*, Unit 9, Bhubaneswar on the 31st March 2023. Shri Sanjay Kumar Panda, President *SHRADDHA* participated in the panel discussion along with *Padma Bibhusan*, Shri Sudarshan Sahoo and Odisha Cine star Ms Archita Sahu and Dr Anita Sabat. The strategy adopted by *SHRADDHA* for increasing the earning of the weavers was covered in the panel discussion, which got a positive response from the participants including the weavers.



14. Participation in the *Odisha Diwas* Celebration by OSNE in USA

On the request of the *Odisha Society of New England (OSNE)*, *SHRADDHA* sent a consignment of handloom fabric for display in the exhibition organized on the occasion of the *Utkal Diwas* celebration on the 8th April 2023 in Boston, MA, USA. It envisaged publicizing crafts of Odisha abroad and efforts of *SHRADDHA* for its promotion. Shri Akshay Mohanty, Shri Syama Charan Padhy and Shri Aditya Panda, members of *SHRADDHA* attended the programme and spoke to the visitors to generate awareness about Odisha handloom.



15. Mobilizing support of the Weaver Service Centre (WSC) for promotion of hand loom

Support of the Weaver Service Center, Bhubaneswar was availed on regular basis for.

- (i) Generating awareness about handloom among the members and other interested stakeholders and
- (ii) Imparting technical knowledge to the weavers for diversification handloom products with new color and new design and products.

Mr Vikash Kumar, Deputy Director, WSC arranged a discussion on “*Hand loom product diversification with new design and new products*” on the 16th September 2022 in the WSC for members of the Society and other stakeholders. Support extended by Mr Vikash Kumar and other staff of WSC is thankfully acknowledged.



16. Liaising with Government and Corporate

The national, state and district level officials dealing with promotion of handloom, corporate bodies, and other Civil Society Organizations like the Council for promotion of Handloom and handicraft were pursued on a continuous basis to avail financial and administrative support for furthering the aims and objectives of the society. Support of the students and faculty of academic institutions like the National Institute of Fashion Technology (NIFT), Bhubaneswar was also mobilized during the year.

17. Hand loom tourism

A proposal for organizing one day long hand loom tourism was conceived by the society. The program will start in the morning around 9 AM from at Cuttack (from Biju Patnaik square) or Bhubaneswar

(Weaver Service Centre) and return to the same place in the evening by 7PM on a weekend. It will include visit to (i) *Bhattarika* temple, (ii) *Buddhist shrine* at *Maniabandh*, (iii) seeing activities of the hand loom weavers adopted by *SHRADDHA* at work and (iv) *Ansupa* lake along with a vegetarian lunch. This aims at generating awareness about handloom, culture and tradition among the city dwellers and help in promotion of handloom.

18. Mobilizing support of the handloom dye manufacturers for training in dyeing

Based on his experience, Shri Bani Ranjan Das, Secretary contacted four major handloom dye manufacturers for holding training programs in quality dyeing for the handloom weavers as a part of their Corporate Social Responsibility initiative. The scope for supply of quality dyes and chemicals in small quantities at a reasonable price was also explored in due course. Out of them, *Colourtex*, *Indokem* and *Atul* have shown interest. The matter is being pursued.

19. **Provision of financial support** to meritorious students and persons from economically weaker segments for medicines was continued during the year as per availability of fund.

20. Finances of the society

The society carried on its activities during the year with the generous donations made by some members along with the membership fees. As the LEDP project sanctioned by NABARD had no provision of advance, loans had to be availed for implementation of the project. The first part of Rs 1,43,500.00 was reimbursed by NABARD under the LEDP on 13/02/2023. A second proposal seeking reimbursement has been submitted in March 2023, sanction of which will facilitate implementation of the project and carrying on the activities of the society. Bank accounts of society have been reconciled. Summarized position of finances of the society for the year 2022-23 as well as provision for the year 2023-24 is given below.

Code	Income Source wise	2022-23 (Final) Audited	2023-24 (Estimate)	Code	Expenditure purpose wise	2022-23 (Final) Audited	2023-24 (Estimate)
1	Membership fees	60,800.00	22,000.00	1	Promotional	4,54,042.00	590000
2	Donation	1,97,193.09	1,00,000.00	2	Meetings	25,125.53	32000
3	Grant from NABARD	1,43,500.00	4,00,000.00	3	Office exp	49,435.58	100000
3a	From other sources	0.00	2,00,000.00				
4	Loan	1,45,000.00	10,000.00	4	Charity	3,610.00	10000
	Total	5,46,493.09	7,32,000.00		Total	5,32,213.11	7,32,000.00
	Opening balance cash	17,845.00			Closing balance cash	2,464.10	
	Opening balance Bank	0.00			Closing balance Bank	29,660.88	
	Grand total	5,64,338.09			Grand total	5,64,338.09	
Three Cheques for Rs28,000 is to be encashed in 23-24							
A claim for Rs 3,38,161.80 has been submitted to NABARD for reimbursment in March 23							

21. Action plan for 2023-24

The year 2022-23 has been quite challenging and satisfying as well. With the active support of members, our society could overcome many obstacles of financial and administrative nature. Completion of all legal formalities and starting the implementation of the LEDP sanctioned by NABARD are the major milestones.

Based on experience, the activities will be pursued with greater enthusiasm during 2023-24 with focus on the following

- a) Implementation of the LEDP sanctioned by NABARD will be pursued systematically. The 90 (ninety) weavers trained in quality dyeing will be supported for improving the quality of fabric woven by them in phases covering (i) quality of weaving, (ii) dyeing with new technology and new color (iii) designing and (iv) online marketing with a view to increase their income substantially. Mentoring will be continued for activating the self-help group (SHG)s and availing assistance under *Mission Shakti*. These interventions will be targeted to increase the level of confidence, aspirations, and earnings of the primary producers and attract the younger generation to continue in handloom weaving.
- b) In addition, the trainees will be provided a package of services covering nutrition, mother & childcare, preventive & primary health care, preschool & primary education, and skill development & entrepreneurship by augmenting the facilities under the ongoing government schemes by generating awareness, mobilizing community support and supplementing with additional support. This work will be taken up through the Anganwadi center and health subcenter operating in the area.
- c) The production centers will be made functional for supporting product diversification i.e. production of running yardage in place of saree, introduction of new shades like pastel color, and natural motifs. This will enlarge the customer base, fetch higher prices for the fabric and higher earnings for the weavers. Supply of raw materials and other required support from these centers will cover other interested weavers of the area as well.
- d) Financial support will be sought from corporate under Corporate Social Responsibility (CSR), ongoing Government schemes as well as other avenues.
- e) “*SHRADDHA*” brand of handloom symbolizing quality, authenticity at reasonable price will be evolved for assuring the customers’ confidence on handloom products, which will support E-Commerce in due course.
- f) Activities of society will be expanded to new areas, subject to availability of financial resources.
- g) Steps will be taken to generate awareness about the significance of handloom and handicraft in achieving the Sustainable Development Goals (SDG) along with preservation of our rich culture and tradition.
- h) In brief, empowering the weavers for dyeing yarn with new color, weaving defect free quality fabric, with new designs and products as per the liking of the customers will be intensified, which will increase their earnings substantially and usher in a new era of prosperity and happiness - the basic objectives of the society.

22. Conclusion¹

On the footsteps of the squirrel of the Ramayana, the society will continue to work as a trendsetter in the field of promotion of handloom and other crafts, based on the principles of “Bringing about *transformative changes*² (enhancing the end result substantially) by a *multidisciplinary team, working with positive mindset and use of appropriate technology and innovations,*” For this, the society would look forward to the active support of all esteemed members in terms of finance and time for volunteering.

SHRADDHA draws inspiration from the episode of the Ramayana relating to contribution of the tiny squirrels to making of the mighty ‘Rama sethu’ (bridge) across the sea.

Being inspired by its noble purpose, the squirrels got wet in the seawater, rolled over the sand and then shook the sand off on the sethu.

Lord Rama was very pleased by the sincerity and effort of the squirrels, though small yet meaningful. He had fondly patted the squirrels in its back, which according to the epic, gave the squirrels its stripes.

SHRADDHA is committed to making humble efforts for promotion of craft in a meaningful manner on similar lines.



(Shri Bani Ranjan Das)
Secretary, SHRADDHA

Dated: 08th April 2023

¹ The annual report for the year 2022-23 was discussed and adopted in the Governing body meeting held on the 08th April 2023.

² dealt at length in the book titled “*Making One plus One Eleven*” authored by Dr Sanjay Kumar Panda.