

### ***Felicitating our sisters on 8<sup>th</sup> March 2022- the International Women day***

As a part of its dedicated effort for promotion of handloom, *Society for Development of Human Resources through Handloom and Allied Activities (SHRADDHA)* celebrated the International Women's Day in the *Nuapatna* handloom cluster Nuapatna, Cuttack on the 8<sup>th</sup> March 2022. A simple function was held in the premises of the *Nuapatna* No II Weavers' Co-operative Society Limited in collaboration with the regional office of the Weavers' Service Centre (WSC) Bhubaneswar to acknowledge the important role played by women in the handloom industry. The event witnessed active participation of large number of enthusiastic women weavers. President of the *Nuapatna* No II Weavers' Co-operative Society Limited presided over the function.

Shri Surendra Patra, Vice President SHRADDHA (former Deputy Director WSC, Bhubaneswar, who hail from this locality), initiated the discussion and gave a detailed account of the handloom industry, the active role played by the women weavers in the industry as well as his considered views for increasing the earning of the weavers.

Based on his long association with the handloom weavers as Director of Textile, Odisha and Secretary, Ministry of Textiles, Shri Sanjay Kumar Panda (Former Secretary Ministry of Textiles), President congratulated the weavers for their superb workmanship in general and the women weavers for their significant role. He stressed on the importance of weaving fabrics with new design, colour and new products, free of any defects, as per satisfaction of the consumer, which is the motto of Shraddha, NGO. In this connection, he appealed to the weavers to getting connected with the consumers directly online by using social media, for getting the consumers preference directly, produce clothes and send it to the consumers directly and get the sale proceeds online, which is the best way to increase their earnings substantially.

Shri Vikash Kumar discussed various schemes of the DC (Handloom) and the procedure to avail the benefits. Shri Bani Ranjan Das, Shri Binayak Swain and Smt Swain laid stress on producing clothes with new design and without any defect as per the changing demand for handloom products.

On the occasion, **Smt Saraswati Kundu**, wife of Late Rama Chandra Kundu aged about 50 years, Haribola Sahi, Nuaptana **was honoured with flowers and a cash award** by SHRADDHA for her outstanding contribution to the traditional tie & dye industry. The awardee was selected by a committee with the President of the society and Shri Surendra Patra. It was a small function arranged without press, mike or camera. just plain speaking from heart and for simple persons as a way of giving back to the society.

