

SHRADDHA's experiment with promotion of Handloom

SHRADDHA, set up in 1994, was rejuvenated in 2022, with the single-minded pursuit of increasing the earning of the weavers to a respectable level for making the occupation attractive to the younger generation. Notwithstanding limitation of financial resources, it has been taking baby steps for achieving its objectives.

One of the recent experiments relates to participation in the 16th *Mahila Chandan Ustav* held in Siddhi Mandap, Old Town, Bhubaneswar, Odisha 751002 on the 24th May 2022. The event was organized by women groups under the leadership of Smt Rashmi Mohapatra, a well-known social worker of the area, for rejuvenation the culture and tradition of Odisha in an innovative way. On the request of the organizers, SHRADDHA decided to participate at a very short notice by encouraging *Shrimati Gitanjali Das*, one of the skilled traditional weavers from the Nuapatna handloom cluster to come with her produce.

Participation of Gitanjali with her wide range of beautiful Odisha handloom products became a star attraction of the event and received wide applause from the organizers and visitors. The striking feature of the participation relates to the visitors' appreciation and getting handloom fabrics with traditional tie & dye design (a *salwar kammej* cotton dress set cost Rs 1,300/- per piece *about 30% cheaper than price of similar products* in the local market around Rs 2,000/-). This differential price advantages of the product made the visitors swarmed around Gitanjali with request to come again. Gitanjali was awestruck with pride about her product and the potential for increasing her income.

This was an experiment SHRADDHA, had undertaken with its limited financial base to empower the weavers by networking with organizations like *Mahila Chandan Samiti* and providing financial support to the participating weavers by way of wage compensation and meeting the transport cost. The participation showed the potential as well as the path for empowering the weavers and increasing their earnings substantially. It was like the *tip of the iceberg hidden in the sea, waiting to be explored*. It helped in boosting the morals and confidence of the promoters of SHRADDHA about their approach to promotion of handloom in general and enhancing the learnings of the weavers substantially.

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ତା: ୨୪-୦୫-୨୦୨୨ ସ୍ଥାନ: ସିଦ୍ଧି ମଣ୍ଡପ

Our Partners:

SIVANI, Bank of Baroda, SWADIST, NALCO

ମହିଳା ଚନ୍ଦନ ଉତ୍ସବ କମିଟି, ପୁରୁଣା ଭୁବନେଶ୍ୱର

କାର୍ଯ୍ୟସୂଚୀ :-

ମୂଳକ ପ୍ରତିଯୋଗିତା: ଅପରାହ୍ନ ୪.୩୦ମି. ଆମ ରୋଷେଇ: ଅପରାହ୍ନ ୫.୦୦ମି
 ସାଂସ୍କୃତିକ କାର୍ଯ୍ୟକ୍ରମ: ସଞ୍ଜ ୭.୦୦ମି. ପ୍ରୀତି ଭୋଜନ: ରାତ୍ର ୮.୦୦ମି.

ସାଂସ୍କୃତିକ ଅବକ୍ଷୟର ପୁନରୁଦ୍ଧାର ନିମନ୍ତେ ଏକ ନୂତନ ପ୍ରୟାସ



Gitanjali, the weaver being felicitated by Mayor, BMC



Cultural event



Gitanjali, the weaver, displaying her handloom fabrics