

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

SHRADDHA, a civil society organization, set up by some likeminded persons for promotion of handloom and allied activities, was revamped in 2022 with focus on promotion of handloom and increasing earning of the weavers substantially.

The 8th National Handloom Day (started on the 7th August 2015) was celebrated by *SHRADDHA* with active participation of the members, cooperation of the handloom weavers and support of various segments the society.

I- Tree plantation

The daylong celebration was started with plantation of mango saplings in the premises of the Nuapatana No.2 Weaver Cooperative Society (WCS) by Shri Surendra Patra, vice president, *SHRADDHA* and Shri Prasanna Kumar Guin, president of the WCS, in presence of number of weavers of the locality namely Sarba Shri Bijay Bhanja, Abhimanyu Dutta, Prafulla Tosh, Neelamani Nandy, Basant Kumar Das, Pabitra Dutta. Mr Sanjit of Visionspring Foundation, and Benudhar Mohapatra were also present. At the outset, the background of celebration of the National Handloom Day, activities of the *SHRADDHA* for promotion of handloom and increasing the earning of the weavers substantially as well as the importance of tree plantation on conservation of soil, water and environment and checking global warming was explained by Shri Patra. He urged the local weavers and villagers to extend their support to *SHRADDHA* and continue the plantation of fodder, flower and fruits bearing trees in community lands, premises of the Primary weaver cooperative Society, *Angan Wadi* Centre, Health subcenters, and other public institutions as well as in private land.





Plantation of mango sapling in the premises of the Nuapatana No.2 Weaver Cooperative Society by Shri Surendra Patra, Vice President, SHRADDHA & Shri Prasanna Kumar Guin, President WCS.

**Webinar on “Promotion of Handloom and increasing earnings of the Handloom weavers”
held at 7 PM on the 7th August 2022**

The discussion was held online in a scheduled Zoom meeting¹ at 07:00 PM on Aug 7, 2022

“ଶ୍ରଦ୍ଧା” ସ୍ୱେଚ୍ଛାସେବୀ ଅନୁଷ୍ଠାନ ଅଷ୍ଟମ ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସ ପାଳନ ଶୁଭ ଅବସରରେ

ସମସ୍ତ ବୁଣାକାର ଭାଇ ଭଉଣୀ ଓ ହସ୍ତତନ୍ତରେ ରୁଚି ରଖୁଥିବା ବ୍ୟକ୍ତି ବିଶେଷଙ୍କୁ ହାର୍ଦ୍ଦିକ ଶୁଭେଚ୍ଛା ଓ ଅଭିନନ୍ଦନ

Present

Sl no	Name	Slno	Name
1.	Shri Sanjay Kumar Panda	10.	Ms Amrita Sabat <i>UtkalAmrita handloom enterprise</i>
2.	Shri Bijan Kumar Paul	11.	Shri Vivek Pattanaik IAS (Retd)
3.	Shri Surendra Kumar Patra	12.	Dr. Bibhuti Bhushan Patnaik CMD CWC (Retd)
4.	Shri Bani Ranjan Das	13.	Dr (Smt) Bijoya Mishra
5.	Smt Suvra Sivani	14.	Prof Shri Rajesh Kumar Jha, NIFT kannaur
6.	Smt Bharati Behera	15.	Shri Binayak Swain
7.	Smt Ira Raguru	16.	Smt D Swain
8.	Smt Pavneet Kaur	17.	Shri Kamal Patnaik
9.	Smt Itishree Sahu	18.	Shri Shyam Meher

Initiating the discussion, Dr Sanjay Kumar Panda, Founder President of *SHRADDHA* conveyed warm greetings to all on the eve of the National Handloom Day. With a brief reference to the background of starting the National Handloom Day in 2015, with which he was closely associated as the then Secretary, Ministry of Textiles, he mentioned that the need of the hour is to increase their earnings substantially. In this context, he stressed on the need for the weavers to move ahead with self-confidence, acquire skill for weaving new, defect free fabrics with new design and colour and look out for the appropriate customers by using information technology based mobile applications for selling their products and getting the sale proceed online. In this context, he referred to the objectives and activities of *SHRADDHA* for empowering the handloom weavers with required skill and assets. He expressed hope that the civil society organization (NGO)s, supplementing the efforts of the government, will open a new chapter in revival of handloom, the age-old traditional crafts.

Shri Vivek Pattanaik, IAS (Retd) commended the efforts of *SHRADDHA* for its meaningful interventions. He referred to the vast potential of handloom within and outside the country, which can be exploited for solving the problem of unemployment.

¹ <https://us02web.zoom.us/j/85429659983?pwd=SURzdZlOR2ozVkpUcUJVK2dJaG5tQT09> Meeting ID: 854 2965 9983 Passcode: rTp5XX

Dr. Bibhuti Bhushan Patnaik CMD CWC (Retd) mentioned on the need for product diversification for meeting the need of the younger generation.

Dr Smt Bijoya Mishra mentioned about a project drawn up by *Mamata*, NGO for welfare of the women weavers and indicated the need for collaborative efforts for taking it forward.

Smt Ira Raguru, social worker based in Gurugram, indicated her passion and support for promotion of Odisha handloom and requested all others to join in this effort.

Prof Shri Rajesh Kumar Jha, NIFT, Kannaur mentioned about the scope for promotion of handloom with fashion and encouraging alumni and students of NIFT for launching their handloom based Startup enterprises for production as per new fashion trends.

Shri Bijan Kumar Paul (former Director, WSC, now working in the TATA *Tanera* project) mentioned about the scope for weaving new products on handloom, which can fetch a very good price and increase the earning of the weavers.

Shri Surendra Kumar Patra (former Dy Director, WSC, Bhubaneswar). Vice president mentioned about the arrangements made at Nuaptana for the eye testing and the enthusiastic response of the weavers to the programs initiated by *SHRADDHA*.

Ms Amrita Sabat mentioned about their "*UtkalAmrita*" enterprise, the challenges faced by handloom based enterprises, based on her personal experience of working in the sector.

Smt Suvra Sivani, treasurer, Smt Pavneet Kaur, Smt Itishree Sahu narrated their experience of working with the society in undertaking various activities for empowering the weavers.

Shri Bani Ranjan Das (former Manager, NHDC), Secretary *SHRADDHA* briefly referred to the future plan of *SHRADDHA* for serving the weavers and thanked all the participants.