

Visit of the *Shraddha* Team to Nuapatana on the 29th December 2022

Shri Sanjay Kumar panda, President (Shraddha), Shri Surendra Kumar Patra, Vice President and Shri Paramanada Charan Panda (Member) along with Shri Santosh Sahoo, Project Co-ordinator visited Banki Central Co-operative Bank Limited and Orissa Gramya Bank, Nuapatna and Kasikiary and Badabarising villages on the 29th December 2022.

Following points came up

- Alleviation of earning levels of Hand loom weavers of the locality by adopting modern technologies in weaving and marketing.
- Diversification of weaving product from share to other clothing materials with customer centric approach.
- Development of awareness between weaving women regarding health, education, nutrition of self and their children with necessary possible supports and related programmes.
- Improvisation of digital literacy between the weaving community people so as to make them conversant with latest technologies in the weaving, marketing and banking operation.
- Exploration of market high profile segment customer and linking them directly with weavers.

Assessments:-

The team assessed following aspects during their visit

- General perception on the training program conducted during Nov and Dec'2022.
- Psychological barriers in the field of weaving, marketing & Banking operations considering opportunities and field positions.
- Awareness regarding early age marriage, delivery & postpartum care & Post Natal Care. (General Hygiene & nutrition etc.)
- Awareness regarding vaccination programmes and registration process.
- Awareness on naturally available iron and calcium rich vegetables.
- Awareness programmes on primary education through Anganwadi.
- Awareness regarding modern technologies in the field of weaving, dying, designing etc.
- Awareness regarding quality Raw material procurement to deliver quality cloth.
- Awareness sources of quality Raw material and optimisation of use.
- Awareness reading various operations in banking (relating to Loan assistance, savings bank Account operation, financial transactions etc.)
- Govt. Regulations and opportunities governing in the field of weavings, marketing of clothing products, procurements, taxations & banking.
- Awareness regarding marketability of the clothing products(keeping focus to customer requirement)
- Assess the lively hood situation of people engaged in Dokra Casting.
- Our assessment may be concluded that the most of the people engaged in the sector are aware of the subject in respective norms as above to a satisfactory level however a training need may be identified for refresher training. In addition some master trainers may be identified from the selected groups for advance training on specific skill in the field of weaving, Bandha, dying, designing, marketing & banking etc.

Action Plan: -

Following action points were identified for consideration.

- (i) Fresh training programme shall be finalised soon.
- (ii) To develop strategic clothing product diversification.

- (iii) To develop a base for ready to use garment with the help of Block Project Coordinator (BPC).
- (iv) Identification of Apparel trainees to be deployed for the readymade garments.
- (v) Imparting advance apparel stitching training to interest persons with help of M/s.Shahi Exports, Bhubaneswar.
- (vi) Training the of specific intended group to weave /prepare different garment cloth in the handloom.
- (vii) Promoting interest by assisting them with new design, yarn, dye & dying technologies to develop shirting cloth.
- (viii) To create a competitive environment a strategy may be evaluated for competition in weaving with model reward.
- (ix) Identification of Highly Skilled persons in Weaving, Bandha, dying & design and to develop a skill assessment test with certificate of competency.
- (x) Identification of entrepreneurs for E- marketing and develop a plan to impart training skill enhancement.
- (xi) Coordinating with financial institutions for necessary debt support to the above entrepreneurs.
- (xii) Finalisation of place where the apparel centres to instituted with coordination of BPC.
- (xiii) Procurement of Stitching machine and allied stitching equipments along with product for pilot project of apparel making.
- (xiv) Exploration of different allied products out of defective cloth in help organisation working in the field.
- (xv) To prepare product catalogue with a special segment to the new arrival of the month/year.
- (xvi) Strategic data base for skilled weavers, bandha workers, dye workers and design developers associated with "Shraddha" & Coordination with Bankers, Block Project coordinators, Anganwadi workers, Weavers Cooperative Societies and government organisation working in the field of hand loom sector.
- (xvii) To develop tourism linked marketing and hand loom advertising strategies.
- (xviii) To develop places for tourist convenience places for creation natural interest for hand loom products.
- (xix) To develop hand loom product display counter near Kasikiary and Haripur to facilitated interest for the tourist.
- (xx) Plantation programmes for Sajana, Banana & papaya with awareness poster on benefits.
- (xxi) Support funding different article used for preliminary education for weaver's children.
- (xxii) Development of a website of Shraddha.
- (xxiii) Emphasis on ready to use clothing product as far as practicable.
- (xxiv) Exploration of international and national market for the hand loom describing superiority of the quality & special characteristics of handloom cloth to the customers.
- (xxv) Short films, Films, documentaries having socio-cultural importance and economic growth inhibitors may be displayed to educate and create awareness between the weaver communities with a touch other human aspects.
- (xxvi) Organising tours for skill enhancement for the weavers in the handloom sector.
- (xxvii) Preparation of documentary on the weavers in the adopted village considering their life style , education ,health, weaving process, dying, designing , marketing of hand loom products with financial supports ,opportunities & other relevant aspects etc.
- (xxviii) Exploration of available markets for the people engaged in Dokra Casting in Badabarising village to enhance their lively hood.

Later we visited this village and saw the village of dokra worker as per advice of Surendra babu. While we were happy to see the workmanship, we were pained to see their economic condition. It was decided to help them under shraddha banner subject to availability of resources



Discussion with beneficiaries of phase I training



Visit to Dokra workers and seeing their products at Badabarising. on 29th Dec 2022



Visit to the Maniabandh branch of Banki DCC on 29th Dec 2022