

Exposure visits of trainee weavers under NABARD program to the Weavers Service Centre (WSC) Sahid Nagar, Bhubaneswar and Kalabhoomi on the 14th March 2023 and 05th April 2023

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.



Visit to Weavers Service Centre (WSC)



Visit to Kalabhoomi, State museum for crafts

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.