

SHRADDHA non-government organization celebrated the 9th National Handloom Day with the weavers.

The 9th National Handloom Day was celebrated by SHRADDHA Non-Government organization at 12 noon on the 7th August 2023 in the Kasikiari Gram Panchayat, Badmba block, Maniabndh handloom Cluster Cuttack District with active participation of large number of women and men members in a befitting manner. Smt Jostnamayee Pradhan Sarpanch of the Kasikiari Gram Panchayat presided over the function in presence of Shri Shyam Sundar Karan national handloom award winning weaver, Shri Arjun Pal and many other weavers and the women wavers who were trained under the LEDP. Shri Sanjay Kumar Panda, President, Shri Ram Prasad Ratho, Vice President, Shri Surendra Kumar Patra, Vice President, Shri Kshirod Ch Mahapatra member SHRADDHA and other distinguished person form the locality participated.

The national handloom day celebration started with plantation of flowers and fruit bearing trees in the premises of the gram panchayat office as a humble effort to check global warming and for environmental conservation.

The program started with ceremonial lighting of lamp by Shri Sayam Sundar Karan, a highly skilled (in *tie & dye bandh*) national award-winning weaver along with singing of Vedic hymns by girl students studying in the local high school.

A lady weaver of the locality formally launched the website of SHRADDHA.

Shri Sanjay Kumar Panda, President paid rich tribute to the superb skill and workmanship of the handloom weavers and said that National Handloom Day is being celebrated mainly for expressing solidarity with the handloom weavers and acknowledging the importance of the handloom industry in the national economy. He recalled his experience as secretary Ministry of Textiles being a part of observing the first national handloom day on the 7th August 2015 by Hon'ble Prime Minister, Shri Narendra Modi at Chennai. He stressed on a two prong strategy (i) for producing handloom fabric as an aspirational product with fashion elements, quality, new design, new products, which will be able to face the competition from power loom on the one hand and (ii) for gradually switching over to marketing on the mobile phone based e-marketing, which will enable the weavers to establish direct contact with the consumers with high paying capacity and taste for handloom, get their taste and weave fabrics accordingly and sale online which will eliminate the middlemen. This strategy will lead to increase in the demand for handloom and increase in the income of the hand loom weavers substantially.

Shri Ram Prasad Ratho, Vice President, Shri Surendra Kumar Patra, Vice President, Shri Kshirod Ch Mahapatra member SHRADDHA participated in the discussion and stressed on the need for quality and branding, winning trust to the consumers and diversifying products. Shari Syam Sunder Karan narrated his rich experience and stressed on continuing the old tradition.

A health camp was organized by senior specialists from the Kalinga Hospital Limited Bhubaneswar in which over 200 local weavers were benefitted.

An eye screening and provision of eyeglasses was started with help of the Vision Spring Foundation which will continue for 10 days for covering over 1,000 weavers. Celebration of the national handloom week at the grassroot level with the weavers generated lots of goodwill and happiness among the local weavers, the women and the younger generation in particular.

In the evening *Shraddha* organized a webinar on “Future of Handloom” at 7.30 PM on 7th August 2023 on the 9th National Handloom Day. Justice Anaga Patnaik Presided over the webinar and shared his views on the importance of handloom, tassar silkworm rearing, weaving tsar silk, and other cottage industry in generating livelihood in the Mayurnhanj, Keonjhar, Sundergarh districts, which have rich mineral reserves. Fund available with the district set up can be used in a meaningful manner for promotion of these activities. He specifically stressed the use of technology, making a quality product as per the taste of the consumer, and exploiting the demand generated.

Based on his long association with the handloom industry and the handloom weavers, Shri Prasana Acharya, former Minister, stressed on importance of handloom in the state economy and appreciated the initiative taken by *SHRADDHA* for bringing the stakeholders together and mobilizing their support for promotion of handloom.

Shri Vivek Patnaik senior IAS officer participated from Montreal and indicated the market for handmade products abroad which can be exploited for generation of wealth and employment.

Shri Bijan Pal, Shri Sanjay Panda, Shri Surendra Kumar Patra, Shri Padmanava panda, Smt Sangeeta Mohapatra, Shri Bansidhar Mahapatra, Shri Subhrangsu Roy, Mrs. Shivani Mohapatra participated in the discussion.











ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସରେ ସ୍ୱାସ୍ଥ୍ୟ ସେବା ଶିବିର

ମାଣିଆବନ୍ଧ, ୭।୮ (ନି.ପ୍ର): କାଗାନ୍ଦ ହସ୍ତତନ୍ତ ଦିବସ ଅବସରରେ 'ଶ୍ରଦ୍ଧା' ସେବାସେବା ଅନୁଷ୍ଠାନ ତରଫରୁ ବଡ଼ମ୍ବା ବ୍ଲକ୍ କର୍ମକ୍ଷିଆରୀ ପଞ୍ଚାୟତ କାର୍ଯ୍ୟକାରୀ ଠାରେ ବୁଣାକାର ମାନଙ୍କୁ ନେଇ ଏକ ସ୍ୱାସ୍ଥ୍ୟ ସେବା ଶିବିର ଯୋଜନା କରାଯାଇଥିଲା । ସରପଞ୍ଚ ଜ୍ୟୋତ୍ସ୍ନାମୟା ପ୍ରଧାନଙ୍କ ସମ୍ମୁଖରେ ଅନୁଷ୍ଠିତ କାର୍ଯ୍ୟକ୍ରମରେ



ଭାରତ ସରକାରଙ୍କ ବୟନ ଶିଳ୍ପ ବିଭାଗର ଅବସରପ୍ରାପ୍ତ ପ୍ରମୁଖ ସଚିବ ତଥା ଅନୁଷ୍ଠାନର ସରପଞ୍ଚ ଡଃ. ସଞ୍ଜୟ କୁମାର ପଣ୍ଡା, ଉପସରପଞ୍ଚ ରାମ ପ୍ରସାଦ ରଥ, ସଭ୍ୟ କ୍ଷୀରୋଦ୍ଧର ମହାପାତ୍ର, ଅବସରପ୍ରାପ୍ତ ଉପ ନିର୍ଦ୍ଦେଶକ ସୁରେଶ କୁମାର ପାତ୍ର ସମ୍ମାନିତ ଅତିଥି ଭାବେ ଯୋଗଦେଇ ଥିଲେ । ଅବସରପ୍ରାପ୍ତ ସହକାରୀ ବୟନ ଶିଳ୍ପ ନିର୍ଦ୍ଦେଶକ ପ୍ରସନ୍ନ କୁମାର ତୋଷ ମନ୍ତ୍ର ପରିଚାଳନା କରିଥିଲେ । ଏହି ଅବସରରେ ସହକର୍ମୀ ପୁରସ୍କାରପ୍ରାପ୍ତ ବାନ୍ଧବିଜ୍ଞା ଶ୍ୟାମ ସୁନ୍ଦର କରଣ ଓ ଦେବତାଙ୍କୁ ଅଙ୍ଗବସ୍ତ୍ର ଦେଇ ସମ୍ମାନିତ

କରାଯାଇଥିଲା । ଶ୍ରଦ୍ଧା ସହଯୋଗ ଓ କଳିଙ୍ଗ ହସ୍ତିଶାଳା ସହାୟତାରେ ଅନୁଷ୍ଠିତ ସ୍ୱାସ୍ଥ୍ୟ ସେବା ଶିବିରରେ କର୍ମକ୍ଷିଆରୀ, ଧନାପଲ୍ଲୀ, ବାଲିମୁଳ, ଗୋଟାପଡ଼ା, ମଝିପଡ଼ା, ଖଣ୍ଡୁଆଳି ନୂଆଗାଁ ଖୁଣ୍ଟକଟା ଓ ହରିପୁର ଆଦି ଗ୍ରାମର ୨୬୦ ଜଣ ବୁଣାକାରଙ୍କ ସ୍ୱାସ୍ଥ୍ୟ ପରୀକ୍ଷା କରାଯାଇଥିଲା । ଅନୁଷ୍ଠାନ ତରଫରୁ ମଙ୍ଗଳବାର ଠାରୁ ଆସନ୍ତା ୧୩ ତାରିଖ

ପର୍ଯ୍ୟନ୍ତ ଭିଜନ ଶିଳ୍ପ ନୂଆପଲ୍ଲୀ ସହଯୋଗରେ ବୁଣାକାର ମାନଙ୍କ ପାଇଁ ଚକ୍ଷୁ ପରୀକ୍ଷା ଶିବିର ଅନୁଷ୍ଠିତ ହେବ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ପଲ୍ଲିଶ୍ରୀ ଚନ୍ଦ୍ର ସମିତିର ସମ୍ପାଦକ ବିଚିତ୍ର ପ୍ରଧାନ, ଉଦ୍ଦେଶ୍ୟରା ଚନ୍ଦ୍ର ସମିତିର ଧନେଶ୍ୱର ପ୍ରଧାନ, ମା ଉତ୍ତାରିକାର ନିରଞ୍ଜନ ସେଠ୍, ମା' କଳାପଟା, ମା' ଆଦିଶକ୍ତି ଚନ୍ଦ୍ର ସମିତିର କର୍ମକର୍ତ୍ତା ଓ ସ୍ଥାନୀୟ ସମିତି ସଭ୍ୟ ଅଲେଖ ପ୍ରଧାନ, ବାଙ୍କା କେନ୍ଦ୍ର ସମବାୟ ବ୍ୟାଙ୍କ ନିର୍ଦ୍ଦେଶକ ମନୋଜ କୁମାର ବିଶ୍ୱାଳ ଉପସବରେ ଉପସ୍ଥିତ ଥିଲେ ।

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