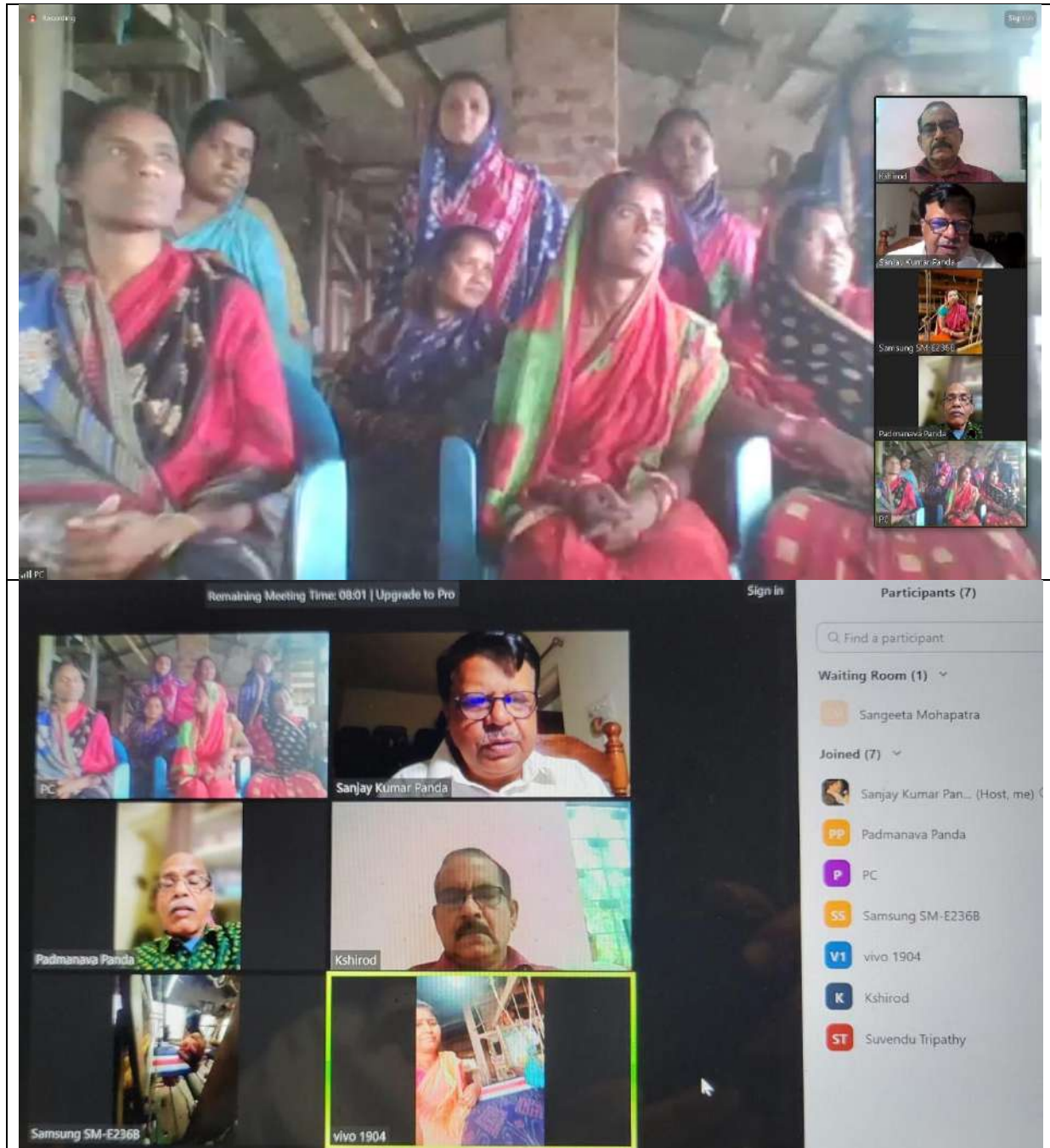
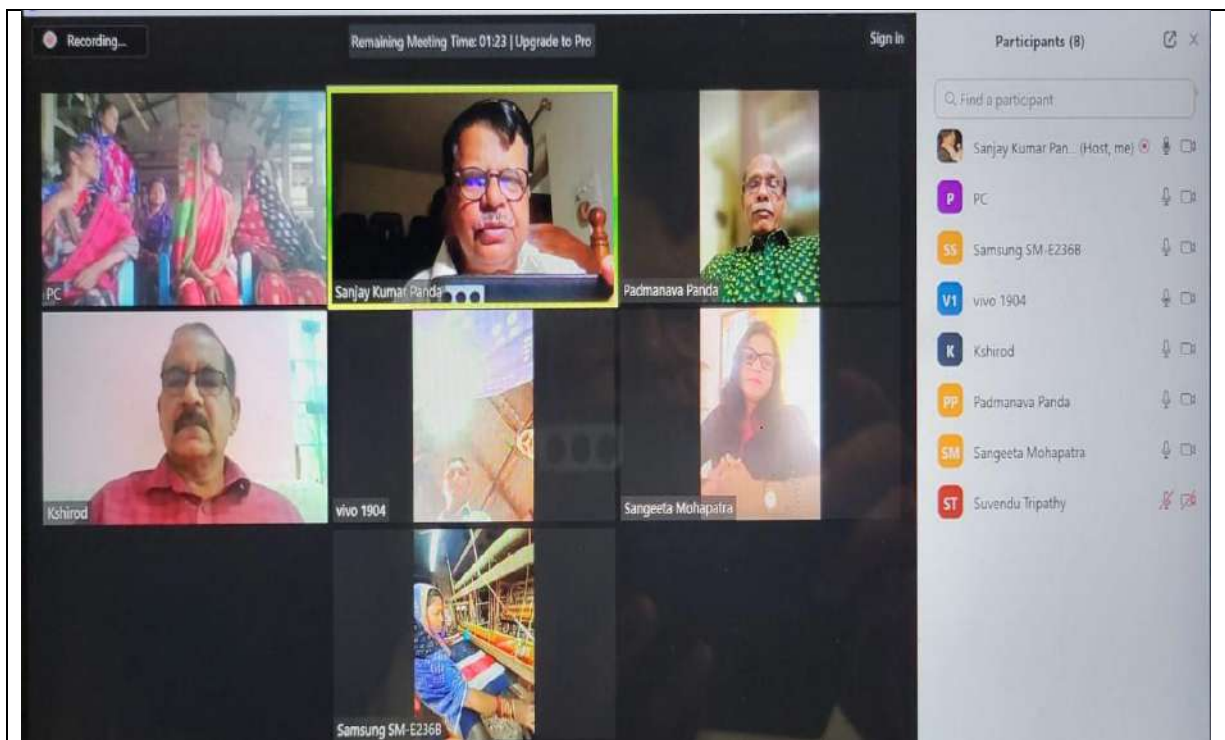


***SHRADDHA empowers the women weavers on the International Women's Day
on the 8th March 2024***

As a part of its commitment to empower the women weavers, SHRADDHA organized a webinar on the 8th March 2024.





Panda reiterates Shraddha's unwavering commitment to handloom promotion, increasing weavers' earning

PBD BUREAU

CUTTACK, MAR 8

ADDRESSING weavers and members of Shraddha on the occasion of celebration of International Women's Day, the President and founder of Shraddha, Dr. Sanjay Kumar Panda said the unflinching commitment of this organization for promotion of handloom and increase of the income of the weavers shall continue with renewed vigor.

Expressing satisfaction over participation of women weavers in today's video conference which took place in Zoom, Panda said, "It is heartening to know that our weaver sisters have not only gained substantially from Shraddha's intervention,



their participation in the video conference is a testimony to their empowerment."

Shraddha celebrated the International Women's day today through a web based zoom meeting held at 4PM with the women weavers of Hariapur village in Badamba block of Cuttack District.

Bharati Behera and nine other women weavers participated for the first time in their lives in a web based deliberation.

Initiating the discussion,

Dr. Panda, President warm greetings to all the women weavers and reiterated commitment of "Shraddha" for promotion of handloom and increasing the earnings of the weavers substantially.

Padmanava Panda (from Puri), Kshirod Mahapatra, and Suwendu Tripathy (from Cuttack), Sangeeta Mohapatra (from Bengaluru) and Santosh ku Sahoo (from Hariapur village) participated in the meeting.

The weavers, attending the meeting, spoke about

their experience in weaving better quality handloom fabrics with new designs in place for Kargil, which has led to an increase in their earnings.

They expressed their gratitude to Shraddha NGO for the help extended through motivation, hand holding, training in dyeing, weaving, support for marketing, eye testing etc.

They were enthusiastic about selling the fabrics directly to the customers, which has provided them a

higher margin and higher income.

Padmanava Panda mentioned the importance of weaving fabrics with quality and without any defects in dyeing, with new design, new shades, blouse pieces and dress material which will increase their wage further.

Speaking on the occasion, Sangeeta Mohapatra said that women weavers from rural areas participating in a virtual meeting for the first time indicates the empowerment of women in the real sense and adds value to the celebration of the International Women's day.

Based on her experience, she stressed on the need for continuing this experiment forward with greater zeal and enthusiasm.