

SHRADDHA celebrates *Van Mahostava* with women weavers on 17th July 2024

As a part of its commitment to conservation of nature and environment, **SHRADDHA** NGO, dedicated to promoting handloom and increasing the earning of the weavers organized *Van Mahostava* with active participation of the women weavers on the 17th July 24 in a simple and innovative manner. The main programme was held at 12.30 PM in the Anganwadi centre, Kashikiari village, Baramba block, Cuttack district. It was followed up by distribution of saplings for plantation to the weavers of the Haripur village. It may be mentioned that **SHRADDHA**, founded by Dr Sanjay Kumar Panda (IAS retired) former Secretary Ministry of Textiles, Government of India has been actively involved with empowering the weavers with skill, design inputs and handholding, in the Maniabandh Nuapatna handloom cluster for the last two years.

Addressing the handloom weavers, Dr Panda, President of **SHRADDHA**, mentioned about the importance of *Van Mahostava* as a people's program for conservation of nature and checking global warming. Saplings of fruits bearing trees were presented to the women weavers for plantation in their homestead land. Emphasis was led on planting with due care so that there is no damage by cattle and survival is 100 percent. Shri Surendra Kumar Patra, Vice president of **SHRADDHA** stressed on the need of weaving fabrics with quality, new design and new products, which will increase their income on a continuous basis. Shri Kshirod Mahapatra, member of **SHRADDHA**, mentioned about the multiple advantages of tree plantation for supplementing income and good health.

The program received enthusiastic response from the women weavers, who assured to raise the plants in their homestead land with care as their own children. Dr C. Biswal, ACF Athagarh forest division was thanked for arranging the saplings and facilitating the plantation program.

In course of discussion, it appeared that support extended by **SHRADDHA** has enabled the women weavers to improve quality and diversify the product base from Kargil design saree to bandha saree as a result of which their average daily earning has gone up from about Rs 250 to Rs 400.



Cheerful Women weavers with saplings at Kasikiari Anganwadi centre



SHRADDHA celebrates Van Mahostava with women weavers at Haripur