



**“ଶ୍ରଦ୍ଧା” ସେଢ଼ାସେବୀ ଅନୁଷ୍ଠାନ**

**Society for Development of Human Resources Through Handloom and allied activities  
(SHRADDHA)**

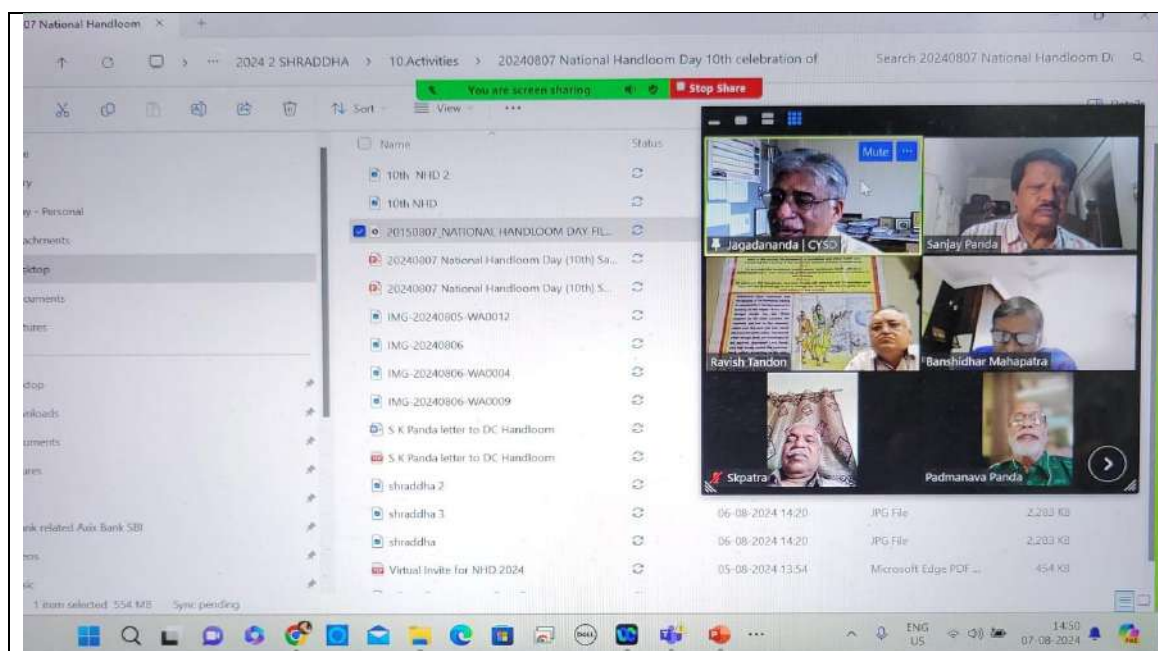
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**“Empowering the handloom weavers to produce quality fabrics with new design leading to enhancement of their earnings substantially, needs to be the fulcrum for making celebration of National Handloom Day meaningful”- reiterated “SHRADDHA” NGO based on its recent experience.**

1. **SHRADDHA**, a Non-Govt. Organisation, dedicated for promotion of handloom celebrated the 10<sup>th</sup> National Handloom Day in an **innovative manner** by organising a **web-based discussion** on digital media at **2.30PM on 7th August 2024**.
2. The celebration started with a brief introduction on the significance of the day and screening of a video (made in 2015, while observing the day for the first time in Chennai). **Dr Sanjay Kumar Panda**, President, mentioned that the day is being celebrated with the twin objective of recognising the importance of handloom as a part of the glorious culture and tradition of our country and to mobilise support of all segments of the society for promotion of handloom and increasing the earning of the weavers substantially, to which **SHRADDHA** is deeply committed. .
3. **In his inaugural address, Shri Jagadanand**, eminent social worker and head of **CYSD**, Bhubaneswar paid rich tribute to the diverse and rich handloom products and weavers of India. He underlined the importance of handloom as an integral part of the rural economy and emphasized on its relevance in the 21<sup>st</sup> century for making the development socially and environmentally sustainable. Referring to the gender dimension of handloom, he mentioned about handloom products as a medium of socio-cultural identity. He stressed on the need for government, nongovernment organisation and media coming together for promotion of handloom and take action for generation of awareness with appropriate marketing arrangements for giving the best value to the weavers for his /her fabrics. While appreciating the role played by **SHRADDHA**, he advised for networking and replicating the best practices.
4. Smt Rashmita Rout, Smt Bharati Sahu and Smt Baijayanti Pradha, all women weavers, participated in the discussion from Haripur village of Baramba block, Cuttack districts. They narrated their experience and the gains from the training and raw materials support provided by **SHRADDHA** in the last two years. All of them unanimously praised the interventions, which have enabled them to improve quality of the fabrics from coarse count Kargil saree to higher value saree and dress materials. This has led to increase in their earnings by 50% and enhanced their social prestige. While expressing their satisfaction, they mentioned that they would continue their effort for improving the quality of fabrics further.
  - i. Ms Arpita, founder of **Duhieta** brand of exquisite handloom, participated from Kolkata and narrated her experience with handloom. She stressed on diversifying the product base, adhering to quality in dyeing and innovating continuously for meeting the aspirations of the younger generations.

- ii. Shri Bijan Behari Paul advisor drew upon his rich experience on handloom from the past as well as present in dealing with Taneira and Antaran. He stressed upon the importance of saree as a premier product and major strength of handloom and on the need for maintaining quality with new design and colour combinations for increasing the earning of the weavers,
- iii. Shri Surendra Kumar Patra, Vice President expressed his satisfaction over the experience of first-generation weavers of Haripur switching over from Kargi to high value saree and dress materials. He mentioned that this is a very healthy sign as the women weavers have appreciated the strength and weakness of handloom and their willingness to change and adopt new things is the real assets for taking promotion of handloom forward.
- iv. Ms Sangeeta handloom entrepreneur participated from Bengaluru and assured to give her support in designing and buying back the fabrics .
- v. Shri Padmanava Panda participated from Puri and stated that handloom products are an integral part of Odiya Asmita. He requested all to buy, gift and wear handloom for widening the marketing avenue.
- vi. Shri Ravish Tandon mentioned about his work with silk weavers of Sonapur and assured to support for promotion of handloom with design and technology inputs.
- vii. Based on his own personal experience on the interventions of *SHRADDHA*, Shri Kshirod Mohapatra mentioned that the confidence of the women weavers have gone up with acquisition of new skill which has led to increase in income. It is required to be followed up with use of technology for contacting the buyers directly which will eliminate middlemen and increase their earnings further.
- viii. Shri Syama Padhy underlined on the need for adhering to quality and new design for winning the confidence of the consumers, which will lead to the consumers contacting the weavers directly in due course and increase in the earnings.

The webinar ended with thanks to all the participants. All were requested to extend their full support for taking forward the activities of *SHRADDHA*.





***SHRADDHA***'s celebration of the 10<sup>th</sup> National Handloom Day extended beyond the webinar including the following



**Shri Surendra Kumar Patra, Handloom technical expert and Vice president** participated in a Breakfast Odisha television show organised by News 7 Channel from 7.30 to 8.30 AM on the 7<sup>th</sup> August 2014.

Shri Patra participated in the interactive live show and answered wide range of questions posed by the audience relating to Handloom, handloom weavers, consumers, and role of *SHRADDHA* NGO,



**Shri Raja Parija, OAS (Retired), former civil servant and member of SHRADDHA** participated in another discussion organised by voice of SoA community on the 7<sup>th</sup> August 2024.

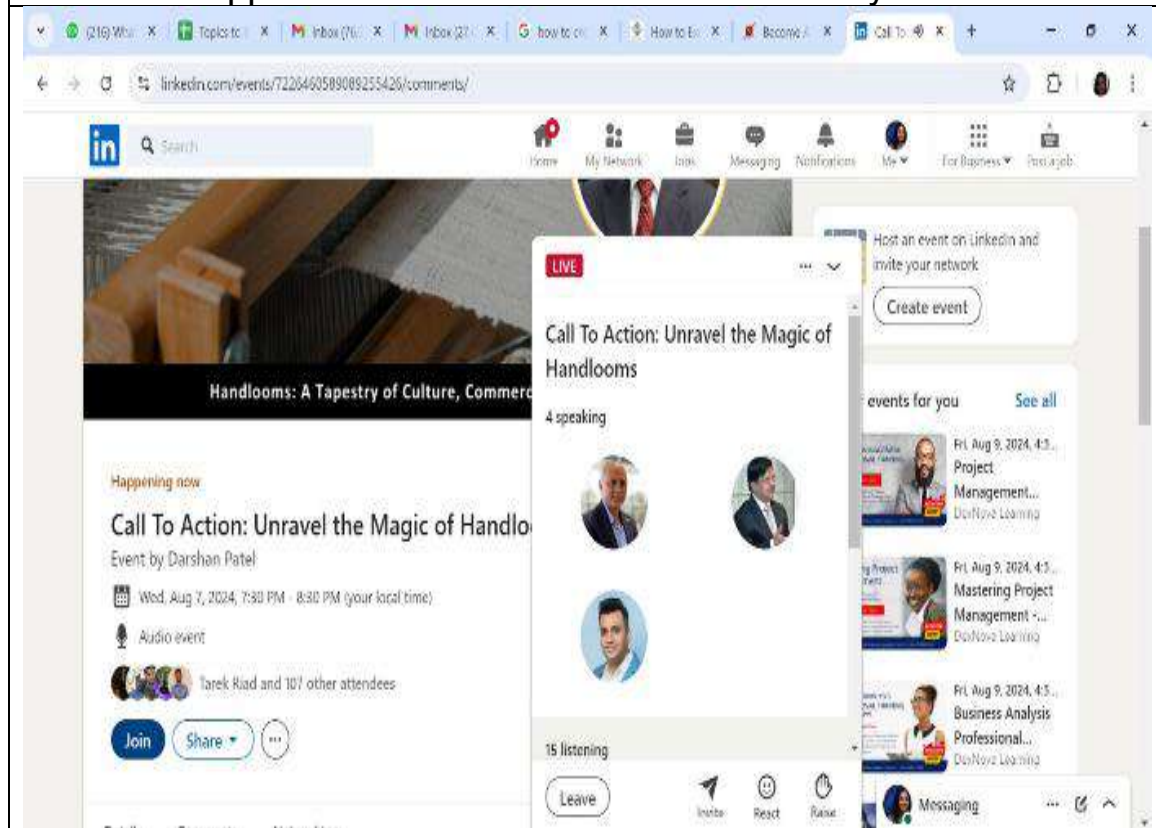
Based on his service experience, interest, passion and research in handloom, he dealt with the rich tradition of Odisha handloom and the prospects of taking in forward to national and international markets..

Recording of panel discussion on the occasion of National Handloom Day, 7th August.



In an exclusive international seminar hosted on LinkedIn titled **“Call to Action: Unravel the magic of Handloom”**, Shri Darshan Patel interviewed Shri Sanjay Kumar Panda former Secretary Textiles in LinkedIn at 7.30 hours (Indian Standard Time) on the 7<sup>th</sup> August 2024.

A wide range of issues were dealt with by Dr Sanjay Kumar Panda covering ranging origin, strength and weakness of handloom, relevance of the National Handloom Day as well as importance of handloom on sustainable development. Over 90 participants from different parts of the globe including India participated in the event. The session generated interest among the participants for handloom and drew support from a cross section of the society.



**Dr Sanjay Kumar Panda, President** was the chief guest in a function held 11AM in the **Sailabala Autonomous Women's College**, Cuttack organised with support from the Weaver Service Centre, Bhubaneswar. Smt Principal of the college presided over the function, Shri Syam Sundar Karan, *Santh Kabir* national awardee, Ms Beauty Mili, Designer Weavers Service Centre, Smt Ajanta Nayak, Head of the Department of Home Science, other faculty and over 1,000 students attended the function. All students and faculty were on handloom attire and enjoyed the day. A video depicting various aspects of handloom, and its products was screened at the beginning of the meeting

Dr Panda started with paying rich tribute to *Utkal Gouraba* Madhu Sudan Das and Smt Sailabala Debi, who were the guiding spirit behind promotion of women education in Odisha and had started this premier institution for women's higher education in the state. Reiterating the importance of handloom as a part of *Odiya Asmita*, he referred to its unique place in the heritage and culture as well as in providing livelihood to the weavers, particularly women. He urged upon the students to extend their full support by encouraging the handloom weavers and buying handloom for wearing and gifting.

Further, he emphasized on the the coordination between weaver, customer and Government for popularising handloom product and increasing the earnings of the weaver. He reiterated that Government and civil society should come forward and encourage the handloom weavers by arranging to sell their product in right price, which directly affect the employment position in rural area.

Students were awarded prizes based on their performance in essay and debate competitions on importances of handloom.







## 10<sup>th</sup> NATIONAL HANDLOOM DAY CELEBRATION

7<sup>th</sup> AUGUST 2024

ORGANISED BY

PG Dept. of Home Science  
Shailabala Women's Autonomous College,  
Cuttack. In association with  
IQAC.

AND

Weavers' Service Centre,  
Ministry of Textiles, Government  
of India.



Chief Patron  
Prof. (Dr.) Gayatri Biswal  
Principal, Shailabala Women's  
(Auto) College, Cuttack



Chief Guest  
Dr. Sanjay K. Panda  
Former Secretary,  
Ministry of Textiles, GOI,  
Former Chief Secretary,  
Govt. of Tripura



Guest of Honour  
Sri Shyam Sundar Karan  
Sant Kabir Awardee



Chief Speaker  
Beauty Mili  
Textile Designer  
Weavers' Service Centre,  
Bhubaneswar



Patron  
Dr. Ajanta Nayak  
HoD, PG Dept. of Home Science,  
SBWAC, Cuttack.