

**Exposure visits of handloom weavers to Weaver's Service Centre (WSC), and
Kalabhoomi , Pokhariput, Bhubaneswar on the 7th February 2025**

SHRADDHA NGO, founded by Dr Sanjay Kumar Panda, former Secretary, Ministry of Textiles, has been striving for promotion of handloom with emphasis on increasing the income of the handloom weavers substantially.

Under its activities, **SHRADDHA** is training a group of women weavers of the Maland Village, Tirtol Block, Jagatsinghpur District with financial support from the Haridaspur-Paradip Railway Construction Company Limited with focus on increasing their earnings.

The training program seeks to handhold and guide the weavers to appreciate the change in the market conditions, which require production of high value fabrics, free of any defect, with new design, new colour, and new fabrics as per the taste of the consumers having taste for handloom and disposable income.

As a part of the ongoing training program, the trainee weavers will be brought to the Weaver's Service Centre, Sahid Nagar, Bhubaneswar (under the Development Commissioner for Handloom) (between 11AM to 2 PM) and *Kalabhoomi*, Pokhariput, Bhubaneswar (under the State Government) (between 2.30 PM to 4.30 PM) on the 7th February 2025 (Friday) respectively.

Shri Surendra Kumar Patra, (Mob + 91 79786 58991), former Deputy Director, Weaver's Service Centre, Vice president **SHRADDHA** coordinated the program.

As per program the weavers came from their village and reached the **Weaver's Service Centre**, Sahid Nagar, Bhubaneswar around 11 AM . They were divided into two groups and taken on a guided tour to different wings of the center by the Deputy Director in charge of the center and his colleagues. Staff knowing local language (Odiya) took the weavers around to different sections of the center in which Shri Surendra Kumar Patra also joined and guided.

At 12.30, all the weavers, officers and staff of the center, officials of HPRCL and members of **SHRADDHA** assembled in the hall in the ground floor. The old and new products woven by the weavers were displayed along with details of each fabric. The weavers were requested to narrate their experience of the training and skill acquired by them. They were heard with patience. Various technical aspects of handloom weaving and designing fabrics were explained to them which they heard with rapt attention. Aim and objective of the training program as well as future plans were explained to them. Shri Binayak Swain member **SHRADDHA** placed order for supply of 10 mt long dress material, which was a welcome development as better-quality product and direct marketing will increase their earning substantially

A soft skill training program was also arranged covering basics of marketing, quality control, branding, use of social media, financial literacy, gaining trust and confidence of the customers etc. This was followed by a community lunch for all.

In the afternoon, the weavers were taken to "**Kala Bhoomi**", the craft center of the Government of Odisha. Officer in charge of the center took the visitors around to different galleries and explained technical aspects of handloom products typical to different regions of the state.

The weavers left for their home in the late afternoon. These visits generated lots of enthusiasm among the weavers, which is self-explanatory from the pictures enclosed.



SHRADDHA team with the weavers at Weavers Service Centre, Bhubaneswar



President, **SHRADDHA** explaining the new approach for increasing earning to the weavers



Weavers interacting with the **SHRADDHA** team



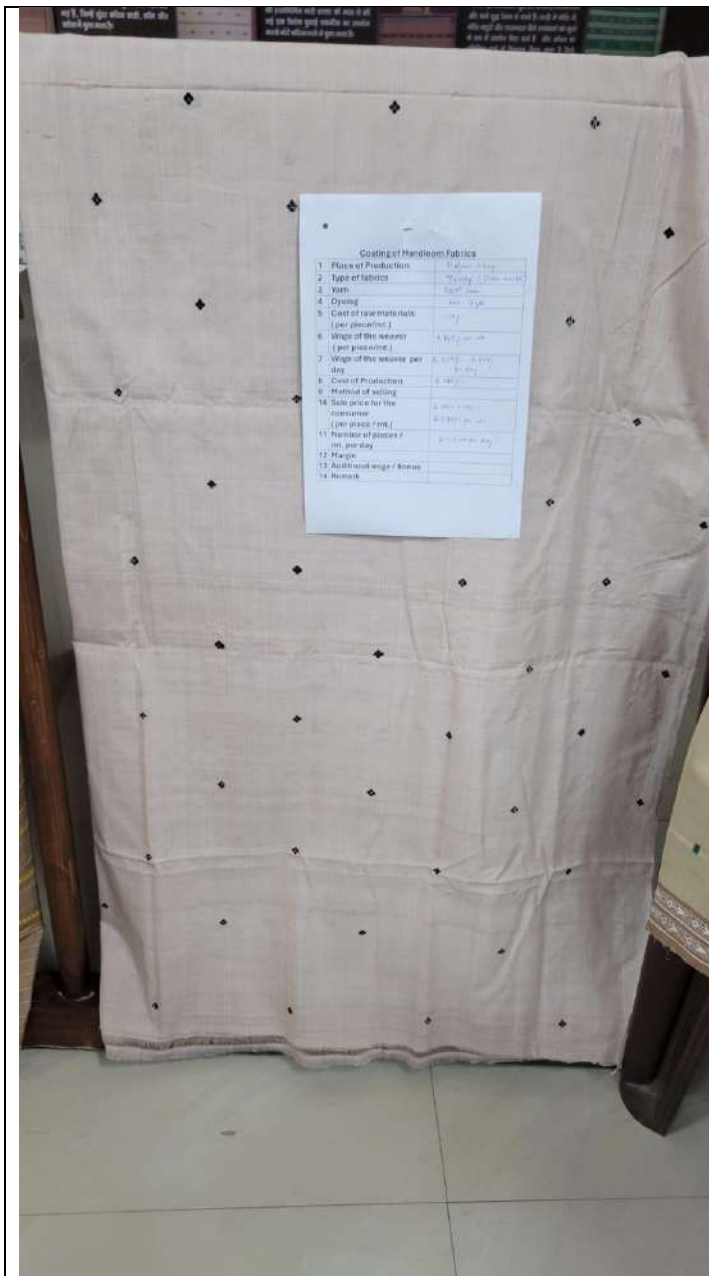
Major Gen (Retd) Atanu Patnaik making a point to the weavers



Fabrics woven by the weavers before (left side) & after (right side) the training



Dress material and lighter shades sarees woven after the training



Dress material



Sarees with lighter shades



Provision of soft skill to the weavers



Community lunch at the at Weavers Service Centre



Exposure to high value fabrics at “*Kala Bhoomi*” State resource center



Inside *Kala Bhoomi*