

**SHRADDHA's handloom sale exhibition
in the Vipul Greens Housing complex, Bhubaneswar on the 27th July 2025.**

Another feather was added to *SHRADDHA's* innovative cap in low-cost marketing of handloom fabrics for increasing earnings of the handloom weavers, with organization of the handloom sale exhibition in the *Vipul Greens Housing complex*, Bhubaneswar on the 27th July 2025.

Shri Rabi Prasad Panda, life member of *SHRADDHA* and Mrs Arati Panda, both residents of the complex, took personal interest and supervised all the arrangements for the exhibition in a flawless manner, giving particular attention to publicity. They explained the inmates and visitors the noble objectives behind this attempt. Shri Bansidhar Mahapatra, Secretary, *SHRADDHA* looked after the logistics in close collaboration with Shri Panda. Shri Surendra Kumar Patra, Vice President, *SHRADDHA* coordinated participation of weavers and remained present. Maj Gen Atanu Patnaik (Retd) and Shri Kshirod Mohapatra, members, *SHRADDHA* spend time with the visitors' explaining activities of *the organisation* and encouraged the weavers as well.

Six *SHRADDHA* weavers, namely Shri Sarat Patra & Smt Yasodhara Patra, Shri Niranjan Dutta, Shri Ajit Kumar Pal, all from Maniabandh , Nuapatna, Cuttack; Shri Abhiman Das from Gopalpur; Shri Prahlad Meher from Barapali, Baragarh district and Smt Taapoi Nandi & Shri Bijay Kumar Nandi from Jagatsinghpur district participated in the sale exhibition with their fabrics.

As per the information received, fabrics worth Rs 2,56,650/- were sold by the participating weavers on a single day, from 11 AM to 8 PM. This has special significance, as the amount was about 25% higher than what the weavers would have got at their village due to elimination of middlemen and direct sale; further there was no credit and the full amount was collected online. At the same time, the customers were happy as they got quality fabrics woven by national award-winning weavers at a reasonable rate.

Commitment of *SHRADDHA*¹ for empowering the handloom weavers was reiterated by this event.



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