

Celebration of the 11th National Handloom Day by SHRADDHA

The 11th National Handloom Day was celebrated by *SHRADDHA* on the 7th August 2025 with a series of activities dedicated to promotion of handloom and increasing the earnings of the handloom weavers.

An article entitled “*Celebrating 11th National Handloom Day – for whom and for what? Some introspections “An Experiment with Handloom in Odisha”*” written by Dr Sanjay Kumar Panda, President based on the experience of “*SHRADDHA*” was published in the Business and Political Daily, a reputed electronic media in its 7th August 2025 edition.

Celebration of the day was started in the forenoon with discussion on activities of *SHRADDHA* with the women weavers in the premises of the Anganwadi Center in the Maland village of Jagatsinghpur district. It was followed by plantation of saplings of fruit bearing trees. Each women weaver was given sapling for planation in her backyard. This was done to generate awareness about global warming and mobilize community support as a part of commitment to conservation of environment.



Plantation of saplings of fruit bearing trees by women weavers



Shri Bijan Behari Paul, Advisor, Shri Surendra Kumar Patra, Vice President, and Shri Ravish Tandon, Member attended the state level handloom event “*EKTA 2025*”, organized by the Government of Odisha for celebrating the event. Shri Paul moderated the panel discussion on the 8th August on “*ENTERPRENEURSHIP OPPORTUNITIES IN THE HANDLOOM SECTOR*”, which was chaired by DR BEENA M IAS, Development Commissioner of Handlooms New Delhi, and attended by other dignitaries.



Panel discussion on “*ENTERPRENEURSHIP OPPORTUNITIES IN THE HANDLOOM SECTOR*”

Smt Sukanti Meher, member, participated in the state level celebration organized at Bhopal, Madhya Pradesh.



Online seminar at 7.30PM

As a part of celebration of the 11th National Handloom Day, an online seminar was held at 7.30 PM, which had a wide range of participants from weavers in the villages to handloom enthusiasts from within the country and abroad.

Initiating the discussion, Shri Banshidhar Mahapatra, Secretary welcomed all the participants and gave a brief account of the activities of *SHRADDHA* for empowering the handloom weavers on sustainable basis by utilizing available resources. He stressed on the need for training the weavers for producing quality fabrics with new designs as per the taste of the customers.

Dr **Sanjay Kumar Panda**, President made a brief presentation on the major challenges faced by the handloom weavers and underlined the urgent need for increasing the earnings of the weavers. He referred to the activities of *SHRADDHA* covering four parts (i) supporting the low skill weavers for starting afresh, (ii) upgrading skill of the weavers for quality production with new design, (iii) provision of soft skills in quality control, packaging, marketing, use of mobile phone and online marketing and (iv) generating awareness among the consumers. He dealt with the recent experience with implementation of the project in Jagatsinghpur indicating that said intervention has led to increase in the income of the women weavers by 50% and generated lots of hope among the weavers. He also discussed the impact of low-cost marketing interventions for enabling the skilled weavers to sale their fabrics directly to the inmates of high-end housing societies in Bhubaneswar which has given about 30 percent higher income, amount received online and getting connected with the consumers. He thanked the members and other concerned for their support.

Participating from Agartala, Tripura, Shri H K Pratihari expressed his satisfaction over the efforts and assured to extend his support. Maj Gen Atanu Ptanik (Retd) suggested to focus on introduction of modern design and supporting private entrepreneurs to start conversion of handloom fabrics in to garments for men and women. Shri Kshirod Mohapatra mentioned about the recent experience at Jagatsinghpur and the scope for weaving cotton fabrics on handloom and converting it to garments.

Shri Akshay Mohanty participated from USA and referred to the participation of *SHRADDHA* in the display and sale of handloom fabrics of Odisha in the Odisha day Celebration in Boston in April 2023 in collaboration with OSNE. He mentioned that it can be replicated for promoting marketing of Odisha handloom abroad. In this context, he referred to the event scheduled to be organized in Lincon Centre, New York in September.

Shri Suwendu Mishra participated from Washington DC and expressed his happiness over the steps taken by *SHRADDHA* for promotion of handloom of Odisha in USA. He also referred to the website of *SHRADDHA* for disseminating information.

Shri Debdutta Behera participated from Boston, USA and indicated the scope for support to be provided by people of Odisha origin in USA and networking with civil society organizations of USA. Shri Sukant Sahu (from London, UK), Shri Tushar Mishra (from Kuwait), Shri Kunna Dash (from Japan) participated and expressed their interest and willingness to support for promotion of handloom in general and for marketing Indian handloom fabrics abroad in particular.

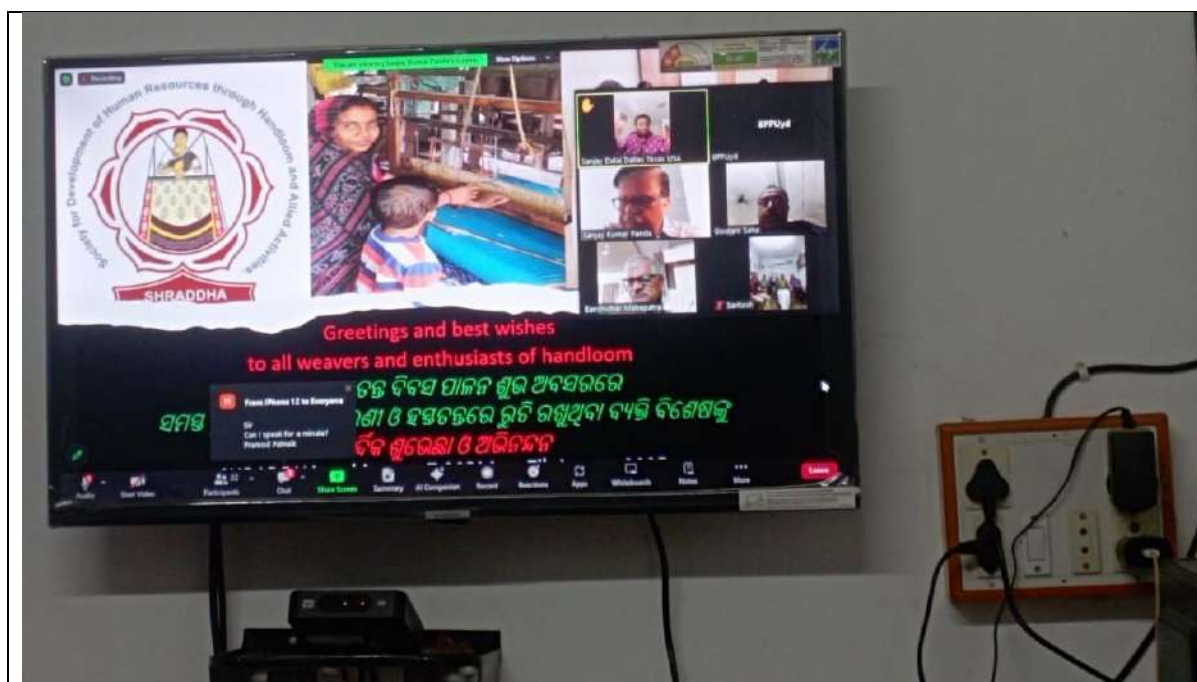
Smt Anita Sabat mentioned about their experience in *Utkalamrita* and advocated for GI tagging of handloom fabrics for assuring quality to the customers. Smt Sangeeta Mohapatra mentioned her experience with handwoven cotton fabrics and the potential in the metropolis.

Smt Sulochana Behera, Smt Jyoshnarani Behera, Smt. Dharitri behera, Smt. Sakhi Lata Das, Smt. Namita Behera, Smt Sasmita Behera, Smt. Shantilata Mahala, Smt. Sanjukta Behera. Smt. Iaxmipriy Mahala, Smt. Minarva Behera, Smt. Taapoi Nandi, Shri Bijaya Kumar Nandi and Shri Purna Ch Behera participated from Maland village of Jagatsinghpur district.

Shri Sahadev Patra, Shri Santosh Kumar Sahoo and other weavers participated from the branch office at Nuapatana in Cuttack district.

   Sukant Sahu - London	  KSHIROD C MOHAPATRA	  Sanjay Kumar Panda
  snmis	  Banshidhar Mahapatra	  Admin
  Skpatra	  Santosh	  vivo V2204
  realme RMX3686	Akshaya's iPad  Akshaya's iPad	Shrinibas  Shrinibas
8PPUyd  8PPUyd	  Dushyant Meher	Dr. Subhransu B...  Dr. Subhransu Bhusan ...
A K 's iPhone  A K 's iPhone	Goutam Saha  Goutam Saha	Ranjan Yoga ☺☺  Ranjan Yoga ☺☺
Bighneswar Sahu  Bighneswar Sahu	Dr Anita Sabat  Dr Anita Sabat	Sanjay Dalai Dal...  Sanjay Dalai Dallas Tex...

Participants in the online seminar



Participation of weavers from the Branch Office at Nuapatna

Shri Surendra Kumar Patra, Vice President wrapped up the discussion stressing on the need for upgrading the skill of the weavers. He mentioned the **two-prong strategy for producing quality fabrics with modern design, new color, and new products and (ii) selling the products directly to the consumers either in fairs or online adopted**. He underlined the impact of the recent interventions on the women weavers of Jagatssinghpur district, which has led to revival of weaving with great interest as it has increased their earnings by about fifty percent. The online seminar ended with a vote of thanks to all the distinguished members and guests for joining the meeting and giving valuable suggestions.
