Low cost, marketing intervention of *SHRADDHA* for increasing earnings of the handloom weavers.

SHRADDHA, NGO dedicated to promotion of handloom and increasing the earnings of the handloom weavers, crossed another milestone in its journey, with organization of a handloom sale cum show exhibition in *"Club Pran*" of *Z1 Estate* residential complex, Patia, Bhubaneswar on the 27th of April 25.

Five weavers including Shri Sarat Kumar Patra and Smt Sukanti Meher, both national awardees for excellence in handloom, from Nuapatna-Maniabadh, Barapalli, and Gopalpur handloom clusters attended the program for display and sale of their fabrics.

Smt (Dr) Namita Mohanty (Retd), Former member of OPSC, resident of the complex inaugurated the event in the forenoon. Substantial number of residents of the complex including reputed film maker, Shri Sabyasachi Mohapatra and young journalist, Smt Tanaya Patnaik of the *Sambad* group, visited the exhibition and encouraged the participating weavers.

The event continued till 8 PM and handloom fabrics **worth Rs 3.5 lakhs** were sold by the weavers. The event generated lots of enthusiasm among the participating weavers, as the **purchase was made in cash/online (not on credit) and their earnings were sizably higher (as the sale was on "Direct to Customer(D2C)" mode without any intermediaries).**

Dr Sanjay Kumar Panda, Founder & President of *SHRADDHA* (former Secretary, Ministry of Textiles) explained the background of this low cost, innovative, marketing initiative to the visitors and solicited their support for the cause. The facility was made available to the reputed weavers, who have come forward to work with *SHRADDHA,* free of any charge. Shri Surendra Kumar Patra, Vice president, (former Deputy Director, Weavers Service Centre), Shri Bansidhar Mahapatra, Secretary, Shri Subhrangshu Roy, Shri Ashok Sahoo and Shri Gurudas Bramha (both inmates of Z1 estate) members supervised the event.

While thanking the Z1 estate authorities, all the inmates and visitors, *SHRADDHA* team reiterated its commitment to carry forward such activities in pursuit of its mission.

solicit your support for promotion of Handloom
Handloom Show, Sale & Exhibition
Venue : Z1 CLUB PRANA (Banquet Hall)
Soliciting your gracious presence and support to
encourage the handloom weavers

୨୮ ଏପ୍ରିଲ ୨୦୨୫

ଜେଡ୍ ୱାନ୍ ଇଷ୍ଟେଟ୍‌ରେ 'ଶ୍ରଦ୍ଧା' ପକ୍ଷରୁ ହସ୍ତତନ୍ତ ପ୍ରଦର୍ଶନୀ

ଭୁବନେଶ୍ୱର, ୨୭/୪(ଇମିସ): ପତିଆସ୍ଥିତ ଜେଡ୍ ଇଷ୍ଟେଟ୍‌ରେ ସ୍ୱେଚ୍ଛାସେବୀ ଅନୁଷ୍ଠାନ 'ଶ୍ରଦ୍ଧା' ପକ୍ଷରୁ ଆଜି ଏକ ହସ୍ତତନ୍ତ ପ୍ରଦର୍ଶନୀ ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି। 'ଜେଡ୍ ୱାନ୍ ଇଷ୍ଟେଟ୍ କ୍ଲବ୍-ପ୍ରାଣ' ପରିସରରେ ଆୟୋଜିତ ଏହି ପ୍ରଦର୍ଶନୀକୁ ଜେଡ୍ ଇଷ୍ଟେଟ୍‌ରେ ରହୁଥିବା ଜଣେ ବରିଷ୍ଠ ମହିଳା ଉଦ୍‌ଘାଟନ କରିଥିଲେ। ପ୍ରଦର୍ଶନୀରେ ନୂଆପାଟଣା, ମାଣିଆବନ୍ଧ, ବରପାଲି ଓ ଗୋପାଳପୁରର ହସ୍ତତନ୍ତ କାରିଗରଙ୍କ ସହିତ ଜାତୀୟ ପୁରସ୍କାରପ୍ରାପ୍ତ ଶରତ ପାତ୍ର, ସୁକାନ୍ତି ମେହେର ଯୋଗଦେଇଥିଲେ।

ପ୍ରତିଷ୍ଠିତ ସିନେମା ନିର୍ଦ୍ଦେଶକ ସବ୍ୟସାଚୀ ମହାପାତ୍ର ଓ 'ସମ୍ବାଦ'ର ସମ୍ପାଦକ ତନୟା ପଟ୍ଟନାୟକ ପ୍ରଦର୍ଶନୀ ପରିଦର୍ଶନ କରି କାରିଗରମାନଙ୍କୁ ଉତ୍ସାହିତ କରିଥିଲେ। ଏହି ଏକଦିବସୀୟ ଶିବିରରେ କାରିଗରମାନେ ପ୍ରାୟ ୩ଲକ୍ଷ ୫୦ହଜାର ଟଙ୍କାର କାରବାର କରିଛନ୍ତି। ବିନା ମଧ୍ୟସ୍ଥିରେ ନଗଦ ଓ ଅନ୍‌ଲାଇନ୍ ମାଧ୍ୟମରେ କାରବାର ହୋଇଥିବାରୁ ଅଂଶଗ୍ରହଣକାରୀ ହସ୍ତତନ୍ତ କାରିଗରମାନେ ଅଧିକ ଲାଭ ପାଇ ଉତ୍ସାହିତ ହୋଇଛନ୍ତି। ଜେଡ୍ ୱାନ୍ କର୍ତ୍ତୃପକ୍ଷ, 'ଶ୍ରଦ୍ଧା'ର ସଦସ୍ୟ ଅଶୋକ ସାହୁ, ଗୁରୁଦାସ ବ୍ରହ୍ମା ପ୍ରମୁଖ ଅଯାଚିତ ଭାବେ ସାହାଯ୍ୟ କରିଥିବାରୁ ସେମାନଙ୍କ ନିକଟରେ କାରିଗରମାନେ କୃତଜ୍ଞତା ଜ୍ଞାପନ କରିଛନ୍ତି। ଶ୍ରଦ୍ଧାର ସଭାପତି ସଞ୍ଜୟ କୁମାର ପଣ୍ଡା, ଉପସଭାପତି ସୁରେନ୍ଦ୍ର କୁମାର ପାତ୍ର, ସମ୍ପାଦକ ବଂଶୀଧର ମହାପାତ୍ର, ସଦସ୍ୟ ଶୁଭ୍ରାଂଶୁ ରାୟ ପ୍ରମୁଖ ପ୍ରଦର୍ଶନୀ ପରିଦର୍ଶନ କରିବା ସହ ଆଗାମୀ ଦିନରେ ଏଭଳି କାର୍ଯ୍ୟକ୍ରମ ପାଇଁ ପ୍ରତିଶ୍ରୁତିବଦ୍ଧ ବୋଲି କହିଛନ୍ତି।