



“ଶ୍ରଦ୍ଧା” ସେଢ଼ାସେବା ଅନୁଷ୍ଠାନ

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

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SHRADDHA's initiative for promotion of handloom and increasing the earnings of the weavers entered a new phase with organization of handloom show cum sale exhibition outside Odisha at Ahmedabad, Gujarat on the 14th September 2025.

SHRADDHA's initiative for promotion of handloom and increasing the earnings of the weavers entered a new phase with replication of its innovative marketing interventions outside Odisha at Ahmedabad, Gujarat on the 14th September 2025.

This was taken up as a collaborative effort between SHRADDHA with OSCA and JOSCA of Ahmedabad. Shri Maheswar Sahu, IAS (Retd) took keen interest and provided active support for this collaboration and organization of the event.

Six weavers branded with SHRADDHA from Mania Bandha, and Gopalpur handloom clusters of Odisha, including Shri Sarat Kumar Patra, National award-winning weaver were selected for participation in the event. They were provided railway tickets from Bhubaneswar to Ahmedabad and return. They left Bhubaneswar on the 11th September with a wide range of handloom fabrics for participation in the event.

Arrangements were made for lodging and boarding of the participating weavers by the organizers within the premises of Shri Jaganath Temple. The sale cum show exhibition was also organized at the same venue.

The sale cum show exhibition was formally started on the evening of the 14th September and was inaugurated By Shri Sahu and other distinguished person of the area. It started with lighting of lamps and prayers to Lord Jaganath, flowed by a cultural function, dedicated to Odisha culture.

The weavers were encouraged to sell their fabrics at the price they sell to customers in their villages or to the Primary Weavers' Cooperative Society with a small markup for taking care of their loss of wage. The costing pattern was explained to the visitors, who appreciated the position and did not ask for any rebate. The buyers found the price to be very reasonable, and lower than the rate at which it is sold in the city shops. Over 100 people visited the stalls on the first day. The exhibition continued till 23rd September in which handloom fabrics worth Rs5,80,000/-(Rupees five lakhs and eighty thousand) was sold).

This humble but meaningful experiment of SHRADDHA (working on the spirit of the contribution of the squirrel to making of the *Rama Sethu* in the Ramayana) had the following takeaways.

- Participating weavers got a rare opportunity of interacting with the potential customers (who have liking for handloom and disposable income), know about their taste as well as contact numbers. This enhanced their confidence.
- Visitors got the opportunity to buy quality handloom fabrics at a reasonable price.
- Buyers got a feeling of supporting a social cause and promoting tradition and culture.

This initiative aimed at making quality handloom fabrics of Odisha, woven by highly skilled weavers, available to the craft loving citizens of Ahmadabad at a reasonable rate and increasing the earnings of the handloom weavers substantially by eliminating any middleman.

Glimpses of Low-cost marketing intervention for Handloom fabrics
Organized by *SHRADDHA* in Shri Jaganath Temple premises on the 14th September 2025



The poster features a central image of a traditional Odia archway (Toran) with a temple tower (Shikhara) in the background. Below the archway are five circular insets showing handloom weaving, colorful threads, and jewelry. The top of the poster displays three logos: JCARC (Jagannath Cultural Academy and Research Centre), SHRADDHA (Society for Development of Human Resource Through Art and Design), and ORISSA SOCIO-CULTURAL ASSOCIATION. The text is in a mix of English and Odia, announcing a sale exhibition of handloom and handmade jewelry. It includes the date (13th to 21st September 2025), time (03:00 PM to 8:00 PM), and a list of items for sale: Khandua Silk Sarees, Silk Sarees, Dress Materials, Pattachitra & Other materials, and Handmade Jewellery of Gujarat. A QR code and contact information are at the bottom.

JCARC
JAGANNATH CULTURAL ACADEMY
AND RESEARCH CENTRE (JCARC)

SHRADDHA
SOCIETY FOR DEVELOPMENT OF HUMAN RESOURCE
THROUGH ART AND DESIGN

**ORISSA SOCIO-CULTURAL
ASSOCIATION**

*Handloom & Handmade Jewelry
Sale Exhibition*

JCARC, in collaboration with SHRADDHA (Led by Rashtrapati Award winning
artist's Shri. Sarat Kumar Patra & Shri. Ranjan Shanti)
& ADSF
We cordially invites to Join the Sale Exhibition.

Date: 13th September 2025 – 21st September 2025
Time: 03:00 PM to 8:00 PM (Daily)

Come and explore the beauty of Odisha's traditional handloom products, support
the skilled weavers, and take home a piece of timeless craftsmanship.
Your presence will encourage the artisans and help preserve our rich heritage

Khandua Silk Sarees **Silk Sarees**

Dress Materials

Pattachitra & Other materials

Handmade Jewellery of Gujarat

 JCARC Complex (Shree Jagannath Temple), Adalaj, Off S.G Highway, Near Shani Temple,
Adalaj, Ahmedabad - 382421. Phone: 7016507101/ 7575003000

Email: shraddhahandloom94@gmail.com Address: Sidheswar Sahi, Cuttack, 753008



Shri Maheswar Sahu IAS (Retd) and other members of the inaugurating the event





Shri Sarat Kumar Patra, National award-winning weaver expressing his thoughts



Participating weavers with their range of handloom fabrics