



SHRADDHA

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

Regd office: Sidheswar Sahi, Cuttack, Odisha 753008

Email: shraddhahandloom94@gmail.com

Website: <http://www.shraddha-handloom.com/>

ANNUAL REPORT

FOR THE YEAR 2024-25

SHRADDHA draws inspiration from the episode of the Ramayana relating to contribution of the tiny squirrels to making of the mighty "Rama sethu" (bridge) across the sea.

Being inspired by its noble purpose, the squirrels got wet in the seawater, rolled over the sand and then shook the sand off on the sethu.

Lord Rama was highly pleased by the sincerity and though small yet meaningful effort of the squirrels. He had fondly patted the squirrels in their back, which according to the epic, gave the squirrels its stripes.

SHRADDHA is committed to making humble efforts for promotion of craft in a meaningful manner on similar lines.





“ଶ୍ରଦ୍ଧା” ସେବାସେବୀ ଅନୁଷ୍ଠାନ
Society for Development of Human Resources Through Handloom and allied activities
(SHRADDHA)

Regd. No : 19575/7 of 1994-95, Email : shraddhahandloom94@gmail.com,
Regd. Office : Sidheswar Sahi, Cuttack, Orissa- 753008,

Annual report for the year 2024-25

1. Background:

For *SHRADDHA*, 2024-25 had been another eventful year in its efforts for promotion of handloom and increasing the earnings of the weavers. With passion and commitment, it advocated for a new paradigm based on, (i) Promoting handloom as a *niche (Khas - extraordinary) product based on* its inherent strengths and not as an alternative to power loom weaves, (ii) Generating awareness among the masses about the *fascinating, high skill, labor intensive aspects of weaving on handlooms and targeting* those, *having liking for hand-woven products and disposable income* as potential customers for handloom throughout the year and looking beyond the festive season and rebate based sale., (iii) Making the weavers aware of the *changing market conditions* and persuading them to *weave with quality, free of any defect, with new designs, new color and new products* (dress materials in place of saree) as per the taste of the new generation customers, (iv) Handholding the weavers with time & patience to contact the customers on mobile phone, knowing their taste, weaving and selling fabrics accordingly direct to the customers (D 2 C basis) for eliminating the middleman and getting a substantially higher earning, (v) Supporting weavers with *extraordinary skills with supply of quality raw materials at a reasonable price, easy working capital, branding, and marketing abroad as well as encouraging the enterprising youths with supported for launching their handloom based “Startups”*, (vi) Collaborating with the Weaver Service Center for technical support, (vii) Collaborating with the State government for using “*Mission Shakti*” and other ongoing livelihood programs for supporting rural women from traditional handloom background for exploiting potential of handloom with multiple benefits.

Implementation of the CSR project, funded by HPRCL with a group of women weavers in the Tirtol block of Jagatsinghpur district provided a rare opportunity to experiment on the aforesaid paradigm during the year. The project was taken up in four interrelated parts (i) for supporting the marginalized weavers, who have either given up weaving recently or on the verge of it to restart weaving, (ii) for skill up gradation of the active weavers for improving quality, with new color, modern design, and new products like dress materials in place of saree for increasing earnings substantially, (iii) providing soft skills for quality control, packaging, branding, managing accounts etc. and using mobile phone for contacting the customers directly, and (iv) sensitizing the consumers about the unique features of handloom and persuading them to purchase handloom for wearing and gifting throughout the year. The outcome of this short and sweet venture was very satisfying as it led to an increase in the income of the weavers by about 50% by changing the nature and quality of fabrics. The earnings went up by another 50% by selling the fabrics directly to the customers in an innovative low-cost marketing intervention. This experiment reinforced the approach of *Shraddha* for promotion of handloom based on a two-prong strategy, namely (i) **Production and value Addition** *Production of high value, high quality, diversified fabric* as per the taste of the customers, who appreciate handloom and have disposable income, and (ii) **Sustainability: Marketing the fabric online direct to the customers** on “D2C” (Direct to Customer) basis for increasing the earnings of the weavers substantially on a sustainable basis.

2. Annual General Body Meeting (AGM):

The Annual General Body meeting (AGM) of *Shraddha* was held at 12 noon on the 28th July 2024 in the *Rusikulya Hall* of Centre for Youth and Social Development (CYSD), Bhubaneswar. Initiating the discussion, Dr Sanjay Kumar Panda, President referred to the two-prong strategy adopted for producing quality fabrics with new design, new colour and selling the products directly to the consumers with a view to increasing the earnings of the weavers substantially, for which he expressed sincere thanks to all members and well-wishers. Membership of society increased from 96 to 114 during the year. Activities of the society during 2023-24 were presented, followed by discussion and adoption of the annual report and audited accounts for 2023-24.

3. Constitution of the new Governing body (2024-26)

As per the notice issued, the conduct of election for the constitution of the new Governing body was taken up on the 28th July 2024. Smt. Rashmi Mohapatra, social worker, old town, Bhubaneswar conducted the election. The new body was elected unanimously with Dr Sanjay Kumar Panda as the President, Shri Surendra Kumar Patra as the Vice President, Shri Bijan Kuma Paul and Shri Syama Charan Padhy both as Advisers – Vice President, Shri Banshidhar Mahapatra as the Secretary, Smt Shivani Mohapatra as the treasurer, and Shri Suvendu Tripathy as the Joint Secretary. The new body assumed charge on 1st August 2024.

4. Meeting of the Governing Body:

The Governing Body met on the *second Saturday of every month* during the year *in hybrid mode* (physical and virtual). Activities of the society during the month and action plan for the next month were discussed.

5. In addition to this, a **web-based meeting was held every week** in the evening on *Saturday/ Sunday* with the members, handloom weavers and handloom enthusiasts from different walks of life. Contemporary issues relating to the promotion of hand loom and activities of society were discussed. This elicited an enthusiastic response from people within the country as well as from abroad.

6. Collaboration with the Central and State Government

Close collaboration was maintained with the Weavers Service Centre (WSC), Bhubaneswar as well as the field officers of the state government for technical guidance on weaving dyeing and designing and training of the trainers and weavers. A discussion was held in the WSC on 30.12.24 for design development for the HPRCL project. The weavers were brought on an exposure visit to the WSC on 09.02.2025. President, Vice president and Secretary met Dr. M Beena, Development Commissioner for Handloom during her field tour to Odisha on the 31st March 25 and apprised her about the activities of the organization. Field officers of the state government were closely associated with the implementation of the CSR project.



SHRADDHA design camp in WSC on
30.12.2024



Exposure visit of weavers to the WSC,
Bhubaneswar on 09.02.2025



Meeting the Development Commissioner for Handloom in Bhubaneswar on the 31st March 25

7. Implementation of a project for empowering women weavers of Jagatsinghpur district

7.1 Based on request of SHRADDHA, Haridaspur Paradip Railway Construction Project Limited (HPRCL) sanctioned an innovative project, under its Corporate Social Responsibility (CSR) intervention, for implementation in the peripheral area of its ongoing activities in the Jagatsinghpur district. The project envisaged empowering a group of twenty women weavers with skill and assets for weaving defect free fabrics with new design and color combinations as per the taste of the new generation customers with liking for handmade products and disposable income with the objective of increasing their income on a sustainable basis. HPRCL sanctioned Rs 8 lakhs for

“Promotion of handloom and empowering the women weavers” vide sanction letter no 1360 dated 17.10.2024.

7.2 Based on a baseline survey, twenty women weavers of Maland village, Tirtol Block, Jagatsinghpur district were selected for support under the project. The Common Facility Centre (CFC) of the Shri Sarala Weavers Cooperative Society (WCS) in the Malanda village (near Maa Sarala temple at 2km distance), at / PO: Malanda, PS: Tirtol , Jagatsinghpur district was identified as the venue for holding the training. The CFC was renovated with minor repairs. It was whitewashed and electrification was taken up to facilitate its use for training. Required Loom, accessories for designing were procured and fixed up and training materials were set up for the training. One master trainer and two assistant trainers having knowledge and skill for imparting the training were engaged for the project. They were provided with refresher training in the Weavers Service Centre, Bhubaneswar. Training material was prepared in simple language with easy-to-understand words in Odiya covering the aims of the training and responsibilities of the trainees, this was given to the trainees.

7.3 The 45-day-long training for improvement of quality and weaving new fabrics was started on the 24th December 2024 in the Common Facility Centre (CFC) in the Maland Village. Officials of HPRCL, District administration, and Deputy Director, Handloom and Textiles attended the inaugural function. In his inaugural address Dr Sanjay Kumar Panda, [former Secretary, Ministry of Textile and Founder of *Shraddha*, mentioned that in the 90s, Jagatsinghpur district was famous for fine count cotton saree, woven with booti designs in beautiful colors and providing livelihood to thousands of handloom weavers. This vibrant cottage industry got devastated by the super cyclone of 1999. With financial support from HPRCL under its CSR intervention, Shraddha NGO would make a humble attempt to revive this industry with focus on empowering the women weavers for weaving fine count cotton saree with blouse piece and dress material as per liking of elite customers with disposable income. Shri Surendra Kumar Patra, Vice president, Shraddha and former Deputy director, Weavers Service Center explained technical aspects of designing extra warp/weft booties with dobby and new color combinations. He stressed upon defect free weaving for making the fabrics attractive to the buyers. Shri Banshidhar Mahapatra, Secretary Shraddha dealt with the advantages of contacting the buyers directly by using mobile phone apps, getting their preference, weaving accordingly and selling the fabrics online, which would remove middlemen and increase earnings of the weavers. One training kit, with a copy of the reading material, notebook, pen and pencil, was given to each trainee.

7.4 On the 30th December 2024, development of design for the project was discussed with the technical experts in the Weavers Service Centre, Bhubaneswar. A design collection was prepared considering the fabrics woven at present and changes required for meeting the likings of the customers.

7.5 President, Vice President, Secretary and Joint Secretary visited the training center on 10th January 25 and reviewed progress of the training. Relevant personal particulars of each trainee trainers and asst trainers were collected for transfer of the stipend to their bank accounts online.

7.5. The trainees were counseled on the potential of handloom for providing decent earnings to the rural women with weaving background. Importance of weaving fabrics free of any defect, with new design and colour combinations, and new products like running yardage in place of saree as per the taste and liking of the consumers, having taste for handmade products and higher disposable income was impressed upon the trainees. While the experienced weavers took up weaving new fabrics, the new weavers and elderly women took up preparatory work for supporting those weaving in the loom. The trainees took keen interest and actively participated in the training for acquiring new skills and techniques. The trainees were provided with required

weaving accessories as well as quality raw material (colored yarn) for weaving quality fabrics. Attendance of the trainees was recorded the time of arrival and departure in the register kept for the purpose in the training center. Copy of the attendance along with photographs on progress for each working day was sent to the President, Vice President, and Secretary. After verifying details of the bank account, the stipend was transferred to the bank account of each trainee in three installments.

7.6. Training in **soft skills** was arranged by experienced people of AKP & Associates. Basics aspects of financial management and doing business covering planning for proper use of resources, savings, avoiding wastage, record keeping, banking, personal insurance and marketing, Importance of winning the trust and confidence of the buyers by providing quality products at a competitive rate were covered. These were appreciated by the trainees. Advantages of using mobile phone-based methods for publicizing the products, expanding the consumer base and marketing directly (D 2 C) which will give the benefit of higher income by eliminating the middleman were discussed during the training.

7.8. For facilitating online marketing, details of branding were explained to the trainees. “**SHRADDHA Brand**” was developed for winning the trust of the buyers. This was based on the reputation of the persons associated with the organisation. Process of branding was initiated **after verification** and signing of an Agreement between the weavers and designated authority of **SHRADDHA**.

7.9. Exposure visit:

As a part of the training, the trainee weavers were taken to the Weaver’s Service Centre, Sahid Nagar, Bhubaneswar (under the Development Commissioner for Handloom) in the forenoon on the **7th February 2025**. The trainees were divided into two groups and taken on a guided tour to different wings of the center by the Deputy Director and his colleagues. The weavers were taken around to different sections of the center under guidance and supervision of Shri Surendra Kumar Patra former Deputy Director, Weaver’s Service Centre, Vice president. At about 12.30PM, all the trainee 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.



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



Provision of soft skills to the weavers



Community lunch at the at Weavers Service Centre

7.10. In the afternoon, the weavers were taken to “*Kala Bhoomi*”, the craft center of the Government of Odisha. The 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. These visits generated lots of enthusiasm among the weavers.



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

7.11. Handloom sale exhibition in Royal Lagoon Residential complex on 9th March 2025

An innovative low-cost marketing arrangement was launched for increasing the earning of the women weavers by avoiding middleman. Under this a handloom show cum sale exhibition was organized on the 9th March 2025 from 11 AM to 8 PM in the club house of the Royal Lagoon Residential complex, Patia, Bhubaneswar, a gated society with around 700 high net worth families.

Weavers from Maland along with other weavers of Haripur, Maniabandha, Gopalpur and Bargarh participated in the exhibition with their wide range of fabrics including saree, scarves, dopatta, and dress material. The participating weavers sold their fabrics and collected the amount in cash/ online without making any payment/ charge. The exhibition was inaugurated by Smt Snehaprava Dash, an elderly inmate of the complex wearing the new design ***Shraddha saree woven by weavers of Maland village.***

The weavers were encouraged to sell their fabrics at the price they sell to customers with a marginal markup over the price, they charge in their villages or to the Primary Weavers' Cooperative Society. This position 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 and fabrics worth Rs 2.30 lakhs were sold without any discount/ support from government. The participating weavers left for their villages happy, **as they got about 30% more than what they would have got otherwise by selling the fabrics in their villages.** The weavers also got feedback from the buyers about their fabrics.

President, Vice Presidents, Secretary; and members of the society closely interacted with the visitors, explained about designing and weaving on handloom, socio-economic conditions of the weavers and the action being taken by *SHRADDHA*. 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 a 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.

The initiative taken by *SHRADDHA* was appreciated by the producer weavers as well as the craft loving consumers. Experience of this experiment taken up by a group of committed volunteers, working under *SHRADDHA*, as a part of their sincere efforts for giving back to society, was very satisfying and enlightening. *SHRADDHA* stands committed to replicating this low-cost marketing intervention at other places as well to increase the earnings of the handloom weavers.

Innovative, low-cost intervention for marketing Handloom fabrics, organized by *SHRADDHA* in the Royal Lagoon Residential complex on the 9th March 2025



Smt Snehaprava Dash, an elderly inmate of the complex inaugurating the event



Enthusiastic response of the buyers to traditional handloom & encouraging the weavers

7.12. Valedictory function on the 21st March 25

The valedictory function of the training program was held in the Maland Village of Tirtol block of Jagatsinghpur District on the 21st March 25. Shri Prashant Kumar Tarai, Sub Collector, Jagatsinghpur, Chief Guest (on behalf of Collector, Jagatsinghpur District) stressed on the importance of handloom for generating income and productive employment in the rural areas and urged the trained weavers to make best use of the skill acquired. The certificate of participation in training was given to each trainee. Shri S K Satpathy, Company Secretary, HPRCL touched upon the background of CSR and expressed his satisfaction for the dedication and commitment of *SHRADDHA* for empowering the marginalized segments in a meaningful manner. Shri Ashutosh Mohanty, zonal Deputy Director of Textile, gave an account of the ongoing government program for promotion of handloom. He appreciated the sincere efforts of *SHRADDHA* for upgrading the skill of the weavers. Shri Bansidhar Mahapatra, Secretary, conducted the meeting and gave an account of activities of the society. Shri Surendra Kumar Patra, Vice President of *SHRADDHA* mentioned about the technical aspect of the training.

On behalf of the trainee weavers Smt Taapoi Nandi and Smt Lovabati Sahu narrated their training experiences covering the skills acquired on weaving, designing, soft skills, visit to the Weavers Service Centre and *Kalabhoomi*, Bhubaneswar and participation in the sales exhibition. They mentioned that weaving dress materials and saree with lighter shades and smart designs has increased their earnings by 50%.

Dr. Panda, President, briefly touched upon the objectives and achievements of the project. He mentioned that the interventions under the project have made the weavers aware of the strength of handloom and given them the confidence to weave change production as per the taste of the customers, who have liking for hand-woven fabrics and disposable income.



Handloom as a dignified livelihood option for women inside house



Weavers on preparatory work



"Malapati" cotton saree with stripes in dark shades, woven before the training



Saree in lighter shades with blouse pieces, woven after the training



Dress materials woven with pastel / lighter shades and matching designs after the training



SHRADDHA team interacting with the weavers on the 25th January 2025

Implementation of the project generated awareness among the weavers about the potential of handloom as a livelihood option in the rural areas for the women in particular. The weaver understood the need for weaving fabrics as per the taste of customers, who have disposable income and are in a position to purchase handloom fabrics throughout the year for wearing and gifting. Cotton fabrics with light color, plain design and running yardage (than) have a huge attraction and demand in the summer season. Weavers realized that such fabrics can be easily woven with the skill acquired during the training. They appreciated the importance of getting connected with potential customers by using mobile phones to know their taste, producing and selling fabrics to them directly and the importance of branding, which will facilitate winning trust of the buyers and online sale. These will enhance their income further by eliminating the middlemen. The trainees appreciated weaving on handloom will be one of the best ways of getting a decent income and leading a happier life. This endeavor of *SHRADDHA* was dedicated to empowerment of women and promotion Odiya *Asmita* (pride of Odisha), which got enthusiastic response from the weavers and local villagers.



Weavers with the SHRADDHA team

7.13. Involvement of the Jagatsinghpur District administration.

The District administration was involved in implementation of the project. President, Vice president and Secretary had met the District Collector and briefed him about the project at the initial stage. The Collector, Shri Sonal J., was requested to make it convenient to give away the certificates to the trainees held on 9th March 25 at Maland Village. However, he could not join due to other important prescriptions but sent Shri Tarai, Sub Collector to attend the function on his behalf.



Shri Tarai, sub collector, Jagatsinghpur addressing on the valedictory function.

7.14. Involvement of the line department.

Shri Mohanty, the zonal Deputy Director of Textile, Central zone, was actively associated with implementation of the project and extends his technical guidance. He attended the valedictory function held on 9th March 25 and gave his encouraging support. Ms Inspector textiles accompanied the Deputy Director and remained present in the function.

7.15. Involvement of the funding agency

HPRCL was closely involved in implementation of the project. It was duly informed and requested to make it convenient to attend the training program started. Shri Satapathy, Company Secretary HPRCL attended the function along with another officer. He also attended the valedictory function, interacted with the trainees and expressed his satisfaction. He mentioned that HPRCL would consider new project for findings under its CSR intervention.

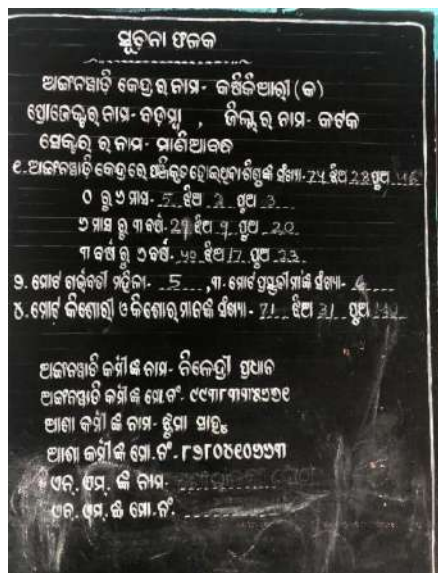
8. Environmental conservation Plantation of fruit bearing trees during *Van Mahostav*

Harmful consequences of global warming and responsibility of individuals for checking it were explained to the weavers in the premises of the Anganwadi centre, Kasikiari village, Nuapatna on the 17th July 2024 by the President, Vice president and member Shri Kshirod Mohapatra.

As a proactive step sapling of fruit bearing trees were distributed to the women weavers for plantation in their backyard, The saplings were procured from the Divisional Forest Officer, Athagarh by collaborating under the ongoing *Van Mahostav* program,.



Distribution of fruits bearing sapling to women weavers in Kasikiari village



9. Support for Health care and Pre-school Education:

Toys, slate, chalk and story books were distributed among the children below six years of age enrolled in the Anganwadi Centers in the Maland of Jagatsinghpur district and Kasikiari village of Cuttack district, covered under its activities.

Members were requested to support this with donation of toys and illustrated books for children, which may be lying unused in their house as well as new ones to the extent possible. These were collected and distributed to the children,

Health care facility was provided to the weavers by motivating the doctors to come forward voluntarily. Managing Director of the Kalinga Hospital limited, the first hospital in the private sector responded positively to the request.

10 Celebrations:

10.1. Celebration of the 10th National Handloom Day on the 7th August 2024.

The 10th National Handloom Day was celebrated by SHRADDHA with multiple activities. Dr Sanjay Kumar Panda, President participated in an event organized by the Sailabala Women's autonomous College at Cuttack in collaboration with the WSC Bhubaneswar at 12 noon on the 7th August 2024 with active participation of faculty and students of the college and weavers.



Celebration of the 10th National Handloom Day the Sailabala Women's autonomous College at Cuttack

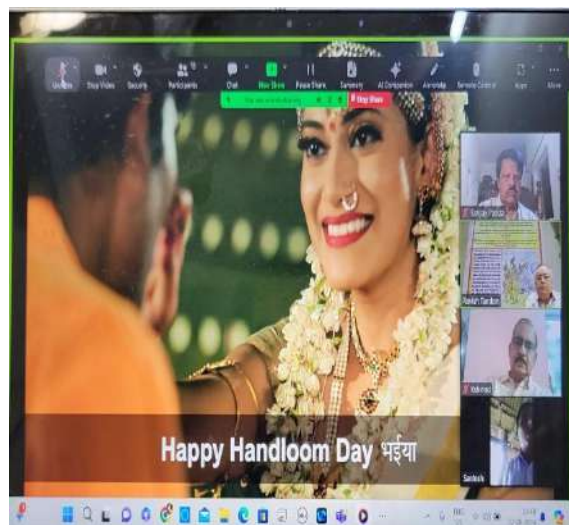
Shri Surendra Kumar Patra, Vice President participated in a Breakfast television show on handloom.

Shri Panda participated in an interview “Call to Action-Unravel the magic of Handloom”, organized by Shri Darshan Patel. 2024-08-07 Shri Raja Parija, member participated in “Voice of SoA community” discussion on handloom.

A webinar was held in the evening, with active participation of large number of members and handloom enthusiasts and sharing of their thoughts on the subject



Shri Surendra Kumar Patra, Vice President in a morning television show



SHRADDHA webinar on Promotion of handloom



SHRADDHA deeply committed to empowering handloom weavers, mobilizing support for promotion of handloom: Dr. Sanjay K Panda

PHD BUREAU
BHUBANESWAR, AUGUST

THE founder president of the social organization SHRADDHA Dr Sanjay Kumar Panda has underscored the importance of empowering handloom weavers and mobilizing support for the extensive promotion of handloom.

Speaking on the occasion of celebrating National Handloom Day by SHRADDHA, Dr. Panda said, “Empowering the handloom weavers to produce quality fabrics with new design, leading to enhancement of their earnings substantially, needs to be the fulcrum for making celebration of ‘National Handloom Day’ meaningful.”

SHRADDHA, a Non-Govt. Organisation, dedicated for promotion of handlooms, celebrated the 10th National Handloom Day in an innovative manner by organising a web-based discussion on digital media on 7th August 2024.

Deliberating on the significance of the day and screening of a video made in 2015, while observing the

day for the first time in Chennai), Dr. Panda said the day is being celebrated with the twin objective of recognising the importance of handloom as a part of the glorious culture and tradition of our country and to mobilise support of all segments of the society for promotion of handloom and increasing the earning of the weavers substantially, to which SHRADDHA is deeply committed.

Eminent social worker and head of CYSID, Bhubaneswar Jagadbandhu who also graced the occasion paid rich tribute to the diverse and rich handloom products and weavers of India. He underlined the importance of handloom as an integral part of the rural economy and emphasized on its relevance in the 21st century for making the development socially and environmentally sustainable.

Referring to the gender dimension of handloom, he mentioned handloom products as a medium of socio-cultural identity. He stressed on the need for government, non-government organisation and media coming together for promotion of handloom and take action for generation of awareness with appropriate market-



ing arrangements for giving the best value to the weavers for their fabrics. While appreciating the role played by SHRADDHA, he advised for networking and replicating the best practices.

Kashanti Rout, Bharati Saha and Rajayanti Pradhan, all women weavers, participated in the discussion from Hatispur village under Barabits block of Cuttack district. They narrated their experience and the gains from the training and raw materials support provided by SHRADDHA in the last two years. All

of them unanimously praised the interventions, which have enabled them to improve quality of the fabrics from coarse count. Kargil sarow to higher value saree and dress materials. This has led to an increase in their earnings by 50 per cent, and enhanced their social prestige. While expressing their satisfaction, they mentioned that they would continue their effort for improving the quality of fabrics further.

Participating from Kollata, Appala, founder of Odisha brand of exquisite handloom, narrated her

experience with handloom. She stressed on diversifying the product base, adhering to quality in dyeing and innovating continuously for meeting the aspirations of the younger generations.

Sangeeta, a handloom entrepreneur from Bengaluru and assured to give her support in designing and buying back the fabrics. Vidhwananda Panda participated from Paris and stated that handloom products are an integral part of Odia Astita. He requested all to buy gift and wear handlooms for widening the marketing avenues.

Ravish Tandon mentioned his work with silk weavers of Sonpur and assured support for promotion of handloom with design and technology inputs.

Based on his own personal experience on the interventions of SHRADDHA, Kallined Mohapatra mentioned that the confidence of the women weavers have gone up with acquisition of new skills which has led to increase in income. It is required to be followed up with the use of technology for connecting the buyers directly which will eliminate middlemen and

increase their earnings further.

Syama Padhy underlined the need for adhering to quality and new design for winning the confidence of the consumers, which will lead to the consumers contacting the weavers directly in due course and increase in the earnings.

Drawing upon his rich experience on handloom from the past as well as present in dealing with Tanora and Anaran, Bijan Debbari Thak stressed the importance of saree as a premier product and major strength of handloom and on the need for maintaining quality with new design and colour combinations for increasing the earning of the weavers.

In his address Surendra Kumar Patra, Vice President expressed his satisfaction over the experience of first-generation weavers of Haripur switching over from Kargil to high value saree and dress materials. He mentioned that this is a very healthy sign as the women weavers have appreciated the strength and resilience of handloom and their willingness to change and adopt new things in the real sense for taking promotion of handloom forward.

10.2 Celebration of the 78th Independence Day on the 15th August 2024:

The 78th Independence Day was celebrated on the 15th August 2024 with hoisting of national flag and singing of National Anthem in the registered office as well as the Branch office with active participation of the weavers, members, and other stakeholders of the society.



Celebration in the Branch office at Surendra Patna, Nuapatna



Celebration in the Registered office at Sidheswar Sahi, Cuttack

10.3. Celebration of the 76th Republic Day on the 26th January 2025

The Republic Day was celebrated on the 26th January 2025 in the Registered office of *SHRADDHA* at Sidheswar Sahi, Cuttack. Shri Sanjay Kumar Panda, President hoisted the national flag. The national anthem was sung by members of *SHRADDHA* and local children and sweets were distributed to all.



The day was also celebrated in the Branch office of *SHRADDHA* at Surendrapatna, Nuapatana, Athagarh, Cuttack district, Shri Sarat Patra, national awardee weaver hoisted the national flag. Local weavers and their children sang the national anthem. Sweets were distributed to all.



The Republic Day was also observed in the Training center of *SHRADDHA* in Maland village, Jagatsinghpur district. Shri Bijay Kumar Nandi weaver hoisted the national flag. Local women weavers and their children sung the national anthem. Sweets were distributed to all.



Celebration of the 76th Republic Day by the *SHRADDHA* weavers at Maland on the 26th January 2025

The 76th Republic Day was celebrated on the 26th January 2025 with the unfurling of the National Tricolor and singing of the National Anthem in the registered office, the Branch office in the Maland village with active participation of the weavers, members, and other stakeholders of the society.

11.Others

11.1 Voter's awareness program

On the eve of the General Elections to the Lok Sabha and the Odisha State Assembly, awareness generation program was taken up for making the weavers of the project area aware about their rights and duties. A brief was prepared in local language Odiya covering salient features of the democratic form of government, rights and responsibilities of the citizens under the Constitution and it was given to the weavers. Assistance was provided to ensure that all the eligible voters are registered in the electoral rolls. Those whose names have been missed out, were supported for inclusion of names in the electoral rolls by following the laid down procedure. Further the voters were provided the booth number, location of the booth and serial number of the voter in the electoral rolls, election schedule and were advised to exercise their franchise free of any fear and favors.



11.2 *Bunkar Choupal* for empowering the handloom weavers at Nuapatna

SHRADDHA collaborated with the WSC for conduct of a Bunkar Choupal for generation awareness among the weavers on 10.09.24 at Badapada Sahim, Hirapur, Badamba block, Cuttack District and Number of issues regarding financial services loan, insurance, social pension, supply of raw materials (e-dhaga app) & yarn passbook, IHB Application were discussed with 45 women weavers, who attended the camp.



11.3 Others Justice Anang Patnaik applauded the efforts of *SHRADDHA*

Justice Anang Patnaik retired judge of the Supreme court of India, a handloom enthusiast, visited the Nuapatna handloom cluster on the 11th October 24, for seeing the great "Khandua," Geographic indicator (GI) tagged handloom fabrics of Maniabandh-Nuapatna village, which was with recognized as the best craft village of the country by the Ministry of Tourism.

Jus Patnaik had close interaction with Shri Sarat Patra, national award-winning weaver and other weavers on weaving on handloom and economic condition of the weavers. Shri Surendra

Kumar Patra, Vice President of *Shraddha* apprised Jus Patnaik about various initiatives taken by *Shraddha* for imparting skill to women weavers. Shri Srikanta Nayak, Assistant Director of Textiles, Athgarh was also present during the visit.

Jus Patnaik expressed his happiness over the activities of *SHRADDHA* for improving quality of fabrics with modern design and color and running yardage in place of saree, which led to increase in wage by about 50%. Visit and interaction with Jus Patnaik generated lots of interest and enthusiasm among the weavers.



Jus Anang Patnaik with local weavers and Shri Surendra Patra, Vice President, *SHRADDHA*

11.4 Participation in the Cuttack *Baliyatra* 2024

Smt Bishnupriya Pradhan and other women weaver members of the Maa Tarani Mahila Self-Help Group (SHG) of Haripur, participated in the Cuttack *Baliyatra* 2024 with their fabrics in the stall (No24), in the special enclosure raised by NABARD for supporting women SHGs. They were trained by *SHRADDHA* under the LEDP sanctioned by NABARD during 2023-24,

Necessary support was extended to the women weavers for marketing their products directly to the customer. Shri Kshirod Mahapatra, Shri Suvendu Tripathy and Shri Bansidhar Mahapatra, visited the stall and encouraged the weavers. Handloom fabrics worth Rs 3.258 lakhs were sold by them in the fair, which continued from 15th to 23rd November 2024.



11.5 Visit to Jagatsinghpur district for exploring potential for promotion of Handloom

SHRADDHA team comprised of the President, Vice president and Shri Kshirod Mohapatra, member visited Jaipur, Maland and other villages of Jagatsinghpur district on the 20th July 2024 for an understanding the status of handloom weaving. This area was well known for weaving fine count cotton handloom sarees in the 90s. However, the weaving industry of this area was devastated during the super cyclone of October 1999. Subsequently large number of weavers shifted for alternate occupations.

The team discussed various with the weavers and explored the scope for reviving handloom weaving.



11.6. Generation of awareness among students about handloom

Based on the request of the Principal, Raajdhani Engineering College, Bhubaneswar, necessary support was provided to a group of students for an exposure to the process of designing and weaving on handloom and life and working conditions of the handloom weavers at Nuapatna on the 10th August 2024. Shri Suvendu Tripathy, Joint secretary, *SHRADDHA* arranged visit of the students to the branch office and weavers' households nearby in consultation with Prof

Pritam Jena, Convenor, Values and Skills of the college. This visit helped in igniting the minds of the youth to wonders of handloom.

11.7 Liasioning with Corporate

As a result of the close liaison with institutions / corporate both in the public and the private sector, CSR fund was sanctioned by HPRCL for the first time. Another proposal submitted to the Life Insurance Corporation of India Limited (LIC) is under their active consideration. Other Civil Society Organizations in the field of livelihood in rural area, environmental conservation, sustainable development was also contacted for collaboration. Support of the students and faculty of academic institutions like the National Institute of Fashion Technology (NIFT), Bhubaneswar was also mobilized during the year.

11.8 Hand loom tourism

For generating awareness and mobilizing support, promotion of handloom tourism was pursued. A proposal for organizing a day long was conceived, which will start in the morning (around 9 AM) from Cuttack (from Biju Patnaik square) or Bhubaneswar (Weaver Service Centre) and conclude at the same place in the evening (by 7PM) on the weekend. It will cover visit to (i) the temple at *Bhattarika* or Singhnath (island in the river Mahanadi), (ii) *Buddhist shrine* at *Maniabandh*, (iii) seeing activities of the hand loom weavers adopted by *SHRADDHA* at work and (iv) *Ansupa* lake along with a vegetarian lunch. In addition to generating business for the weavers, it will promote culture and tradition as well among the city dwellers.

11.9 Branding of weavers

Advantages of branding for gaining confidence of the consumers, which will in turn promote selling online and increase earnings were explained to the weavers. Procedures for branding including the format for agreement were finalized. This was pursued during the year by explaining the advantages of branding to the weavers and assisting **the willing weavers** to execute the agreement. Details of fabrics woven and Contact details of the branded weavers along **with picture of their fabrics would be posted on the website for enabling them to reap the benefits of branding.**



Banding of Smt Taapoi Nandi, handloom weaver of Maland village Jagatsinghur district

11.10 Redesigning the website

Website of *SHRADDHA*, <http://www.shraddha-handloom.com/>, launched on the 7th August 2023, was updated and redesigned for making it user friendly during the year. In addition to the basic information on the organization, relevant information have been arranged in two parts (i) academic and (ii) commercial. Technical aspects of Odisha handloom have been dealt in the academic part as an authentic source of information and for generating awareness and interest among the consumers and the new generation in particular. The commercial part intends to connect the buyers directly with the weavers, weaving high quality genuine handloom, who have been certified by *SHRADDHA*. It will help the consumers to contact such weavers directly on mobile phone for placing orders and getting the fabrics at a reasonable price. Simultaneously, this will lead to increasing the earning of the weavers substantially by satisfying the consumers with a fabric of their choice and eliminating the middlemen.

12.1 Finances of society

For the first time, the society received a grant of Eight lakh rupees (Rs 8 lakhs) from HPRCL under CSR for taking up a project during the year. This was supplemented by generous donations by some of the members along with the membership fees paid by the new members. Bulk expenditure incurred was for implementation of the project. Cash and Bank accounts of society have been reconciled. Summary of the finances of the society for the years 2023-24, 2024-25 and estimate for 2025-26 is given below,

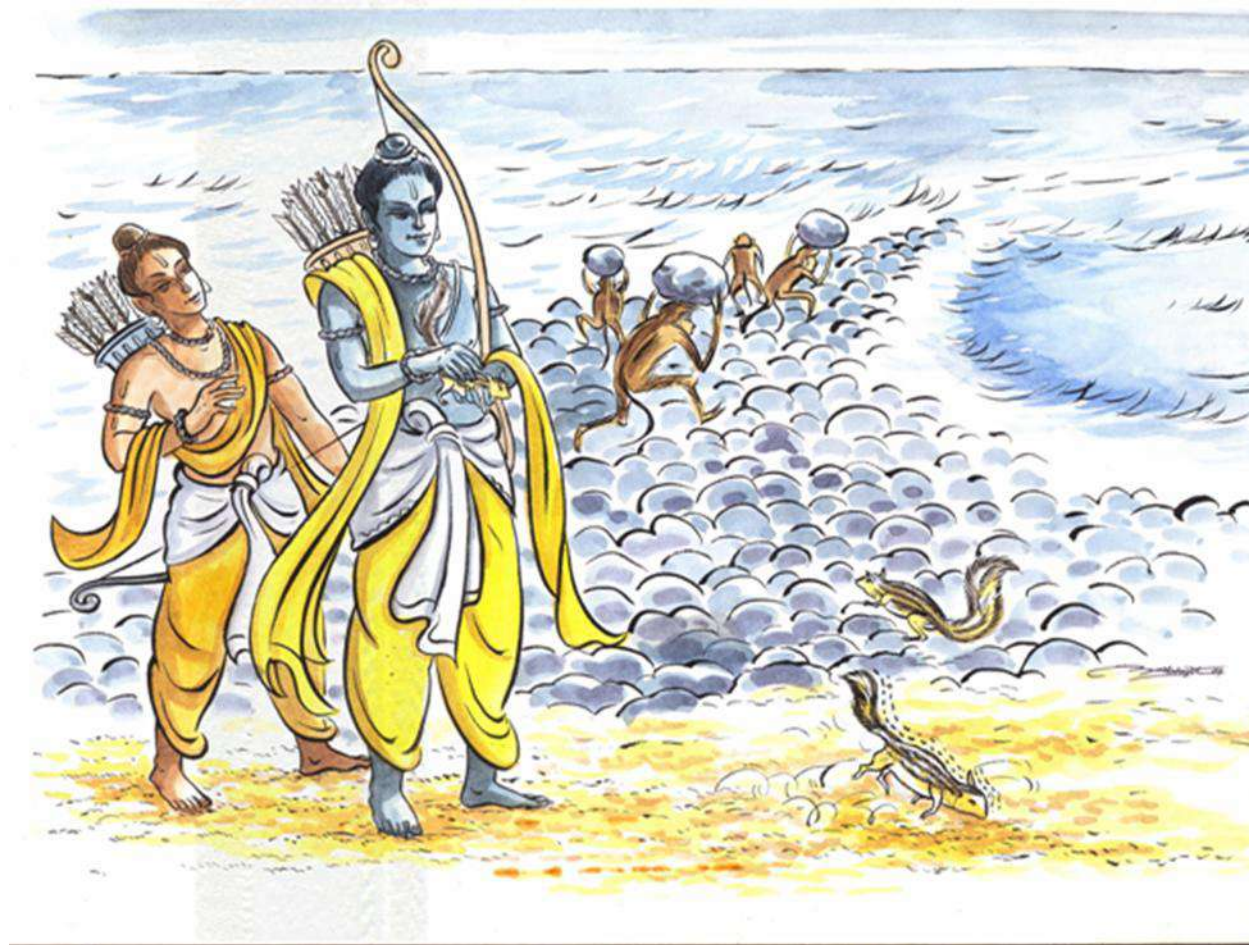
Code	Income/ loan Source wise	2023-24	2024-25	2025-26 (Estimate)
1	Membership fees	18,700.00	22,600.00	23,000.00
2	Donation	277,175.84	145,893.10	1,50,000.00
3	Reimbursement	4,83,086.00	31,323.00	0
4	Grant	0.00	800,000.00	1000,000.00
5	Others	15,487.60	21,929.00	27,000.00
6	Loan availed	75,000.00	90,000.00	
Total		8,65,861.84	11,11,745.10	12,00,000.00
Opening balance (Cash)		2,464.10	7,227.70	4,357.60
Opening balance (Bank)		29,660.88	3,22,974.88	4,59,560.38
Grand total		9,01,574.42	14,41,947.68	16,63,917.98

Code	Expenditure purpose wise	2023-24	2024-25	2025-26 (Estimate)
1	Promotional (Project)	4,30,675.20	8,18,508.00	10,40,000.00
2	Meetings	20,851.00	20,060.00	21,000.00
3	Office exp	68,775.64	32,326.70	40,000.00
4	Charity/ misc	23,121.00	14,835.00	35,000.00
5	Account & Audit	27,949.00	22,300.00	25,000.00
6	Loan repaid		70,000.00	95,000.00
Total		5,71,371.84	9,78,029.70	12,56,000.00
Closing balance cash		7,227.70	4,357.60	7,917.98
Closing balance Bank		3,22,974.88	4,59,560.38	4,00,000.00
Grand total		9,01,574.42	14,41,947.68	16,63,917.98

The accounts have been audited by the "MRN & Co" Audit firm

12.2 Conclusion

It has been a very satisfying year for SHRADDHA in its journey for promotion of handloom and empowering the weavers. The experiences with the rural women weavers of Jagatsinghpur district under interventions taken up with the CSR fund of HPRCL were very rewarding, It has proved that the earnings of the weavers can be increased reasonably, by making them aware about the change in the consumers profile, weaving new fabrics as per their taste and selling them directly to the extent possible. This has boosted the confidence of the weavers as well as the members of *SHRADDHA*, which will help in carrying forward its activities with greater zeal and enthusiasm.



Drawing inspirations from the small yet meaningful contribution of the squirrels in the making of the *Ram Setu of the Ramayana*, *SHRADDHA* stands firm on its mission to continue its meaningful journey for promotion of handloom and other crafts as a trendsetter. Based on the reputation and commitment of its members, it tried to network with other likeminded organizations for overcoming the limitation of resources for “Bringing about *transformative changes* (enhancing the end result substantially) by mobilizing the support of a *multidisciplinary team, working with positive mindset and use of appropriate technology and innovations.*”

The organization stands committed to its core values and solicits active support of all handloom enthusiasts, Central and State governments, Media and Civil society organization and public consumers for continuing its activities.



(Shri Bansidhar Mahapatra)
Secretary, *SHRADDHA*

Dated: 11th October 2025