

Annual Report of SHRADDHA for the year 2018-19

The idea of setting up an institution for dealing with promotion of handloom and welfare of the handloom weavers of Odisha was conceived by Shri Sanjay Kumar Panda (IAS) in course of his long association with the traditional handloom industry as the Managing Director of the Odisha State Tassar and Silk Cooperative Society and later as the Director of Textiles, Odisha over a long spell of five years (1989-94). This noble intention was institutionalized with setting up of the *Society for Development of Human Resources through Handloom and Allied Activities (SHRADDHA)*, registered vide no 19575/7 of 1994-95 on the 28th April 1994. Support of likeminded persons was mobilized for taking the cause forward with the main objective of giving back to the society.

The society adopted the strategy of developing human resources and introduction of appropriate technology for weaving fabrics with new design, new color for increasing the earnings of the weavers. In addition to provision of technical guidance on design and designing, the society took up welfare activities like holding medical camp and generating awareness about the legal and administrative provisions on various social issues through meetings and publications.

In the meantime, Dr Sanjay Kumar Panda, the person behind this noble effort, had rose to become the Secretary, Ministry of Textiles, Government of India (2014-15). He settled down in Odisha after his superannuation from Government service. With a view to pursue the efforts, an exercise was taken up afresh in April 2018 to revive the society with renewed enthusiasm by seeking support of persons interested in promotion of handloom and welfare of the weavers. An Executive Body was constituted by the General body for looking into various issues on a day-to-day basis.

During 2018-19, the society continued its activities with the support and voluntary contributions made by its members.

Discussion was held with the producer weavers in small groups for reiterating the internal strength of handloom and to appreciate the need for catering to a change in its consumer profile. Further the weavers were encouraged to stress on quality and weave clothes with new design, colour and new products.

Further, importance of preventive health care was stressed while rendering healthcare facility by mobilizing support of the allopathic and homeopathic doctors.

Financial assistance was also provided to poor students and elderly person(s) having low income.

(President, SHRADDHA)

(Secretary, SHRADDHA)