

## Annual Report of *SHRADDHA* for the year 2021 -22

During the year 2021-22, Governing body of the society with Dr Sanjay Kumar Panda as the President, Shri Ram Prasad Ratho as the Vice President, Shri Bani Ranjan Das as the Secretary, Smt Suvra Sivani as the Treasurer and Shri Sanjib Kumar Behera as the Joint Secretary vigorously pursued multiple activities with the active help and cooperation of its members and handloom experts namely Shri Bijan Behari Paul and Shri Surendra Kumar Patra with zeal and enthusiasm.

Continuing threats from Covid-19 the global pandemic, had a dampening impact on all segments of the economy both within and outside the country. This affected the economic condition of the handloom weavers very adversely. Shut down and preventive measures announced by the government had a significant dampening impact on social events like marriage, parties as well as festivals related gatherings. These affected the demand for handloom adversely and the stock of finished goods piled up. This in turn made the working capital increasingly scarce, affected availability of raw materials and employment opportunity for the weavers. Members of the society motivated and guided the weavers for using social media like Facebook and WhatsApp for marketing their product on the digital media, clearing available stock and continuing production.

The Governing Body met at regular intervals and explored ways to help the weavers for weaving products with quality, innovative design and colors. Further a **digital platform** was evolved for discussing handloom promotion related issues on **every Sunday at 7 PM**. Number of weavers as well as handloom enthusiasts from different walks of life from within and outside the country participated in the discussion. Importance of weaving defect free fabrics with new design, new color and product diversification like weaving running yardage instead of sarees for catering to the need of the younger generations were discussed at regular intervals. The weavers appreciated this.

A proposal for **amendment of the Memorandum of Association (MPA) and Byelaws** of SHRADDHA was considered and approved in the special meeting of the General Body on the 18<sup>th</sup> of December 2021. This was processed with relevant details for approval of the Inspector General of Registration (IGR) Odisha and got approved vide IGR (Regn wing) communication no 720210200206/ 2022 on the 15<sup>th</sup> of March 2022.

Financial assistance was also provided to poor students, for medical treatment and elderly person(s) having low income. Other days of national and social significance like the independent day, and international day for the Persons with Disability were organized for mobilizing community support and generating awareness about various administrative, legal, and social aspects.

Objectives of the society were discussed for motivating newcomers to join the society.

Some of the major events organized during the year included the following

### **Training and demonstration on dyeing using enzyme based new technique**

Shri Surendra Kumar Patra, former Deputy Director, Weavers Service Centre (WSC), one of the distinguished members of SHRADDHA had discovered a new enzyme-based technique for dyeing yarn. This technique has multiple advantages such as (i) better shade and shine, (ii) lower cost, and (iii) greater ease due to processing being done at room temperature.

A training cum demonstration programme was arranged by the society with help of the WSC on the 7<sup>th</sup> of December 2021 in one of the interior villages of the Nua Patana handloom cluster. Shri Shyam Karan, a national awardee weaver and Trainor was closely associated with this programme. It got enthusiastic response form the local weavers in general and the youth.



**Shri Surendra Patra explaining the new technique**





### Product diversification

With a view to generate awareness about the changing taste of the handloom consumers, particularly the younger generations, members of the society made continuous efforts. Few samples Gent ware were stitched out of available fabrics, which were displayed on the social media. It got enthusiastic response.

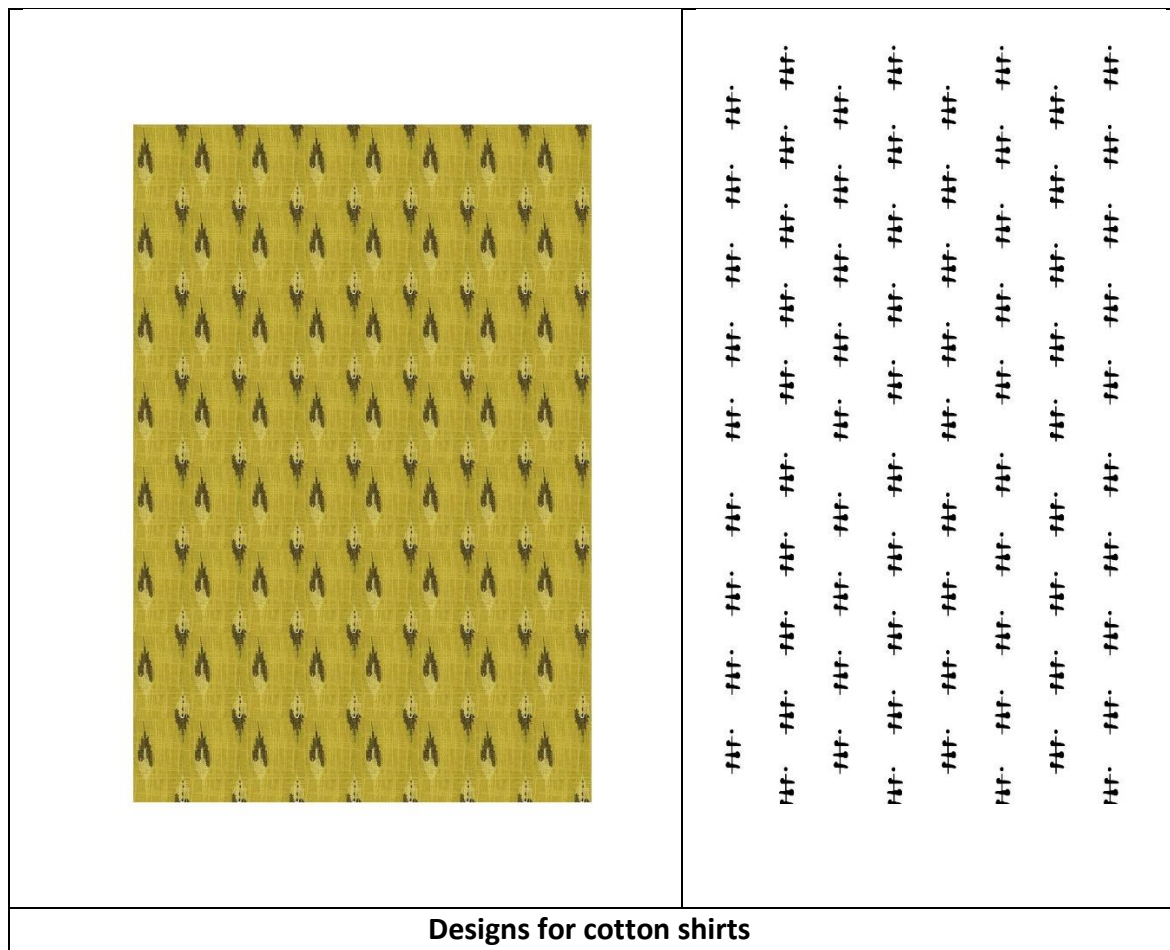


Tassar (silk) fabrics



Cotton shirts with tie & dye design

Based on the feedback of the customers, innovative designs were prepared by Contempo arising the on traditional motifs. These were made available to the weavers.



### **Celebration of the Republic Day in the registered office premises**

The National Republic Day was celebrated in the registered office premises of the society with enthusiasm on the 26<sup>th</sup> of January 2022. The national flag was hoisted by the President of the society and national anthem was sung by all. Participation of children of the locality made the celebration more colorful.





### **Igniting Young minds - students and faculty of the National Institute of Fashion Technology (NIFT) Bhubaneswar for promotion of handloom**

Under the able guidance of Dr S K Panda founder President of Shraddha, who is also guiding young minds in the NIFT as adjunct professor, visit of interested students of NIFT to the Weavers Service Centre Bhubaneswar was arranged on the 4<sup>th</sup> of February 2022.

Shri Vikash Kumar, Deputy Director WSC arranged for the students to see different types of loom and accessories used in handloom, the wide range of handloom fabrics produced in different parts of the country. They were also briefed about various schemes of the Development Commissioner for Handloom as well as the technical support provided to the weavers by the Centre. The students expressed their gratefulness for the visit which was quite interesting and educative.



### **Celebration of the International Women's Day on the 8th of March 2022**

The International Women's Day was celebrated on the 8th of March 2022 by SHRADDHA in company with the rural sisters, who are engaged in weaving masterpieces on handloom and making the Nation proud. A group discussion was organized on the occasion in the premises of the Nua Patana no II Weavers Cooperative Society, Athagarh, Cuttack District by the Weavers Service Centre (WSC), Bhubaneswar in collaboration with SHRADDHA, an NGO dedicated to the cause,

Significant part of the celebration related to honoring Smt Saraswati Kundu, (58 years), Haribola Sahi, Nuapatna with flowers and an award for her outstanding contribution to the traditional tie and dye industry.

Dr S K Panda, President congratulated the handloom weavers in general for their superb workmanship and the women weavers for their significant role in the industry. He stressed on the importance of weaving fabrics with modern design, colour and new products, free of any defects, as per satisfaction of the consumer. He urged upon the producers to get connected with the consumers directly online by using social media for getting the consumers preference in time, producing accordingly and dispatching clothes to the consumers directly and getting the sale proceeds online as the best way to increase their earnings. Shri Surendra Patra, former Deputy Director WSC Shri Bani Ranjan Das, former Manager, NHDC and Shri Vikash Kumar, Deputy Director WSC, Shri Binayak Swain and Smt D. Swain participated in the discussion and shared their valuable experience with the weavers for promotion of handloom in general and increasing the earnings.



