



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

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Regd. Office : Sidheswar Sahi, Cuttack, Orissa- 753008,

Annual report for the year 2023-24

Background:

Handloom provides fabric, one of the basic human needs, as well as livelihood to lakhs of people in the rural areas. It has multiple advantages like low gestation, low capital investment, environment friendly, empowering women and achieving several Sustainable Development Goals (SDG). It also forms an integral part of the rich culture and tradition of India. Notwithstanding these strengths, the number of hand looms and weavers has been on the decline. Out of various factors responsible for this, low earnings have been the most important, which has been affecting the socio-economic status of the weavers and dissuading the younger generation from continuing in their traditional occupation. In this background, it is obvious that the strategy for promotion of handloom needs a *paradigm shift* along with mobilizing the support of the private sector and civil society organizations for supplementing the government interventions for revival of handloom.

Shradha civil society organization was founded in 1994 by Dr Sanjay Kumar Panda, a handloom enthusiast, who had worked as Director of Textiles, Odisha and Secretary, Ministry of Textiles. Activities of this organization was geared up in 2022 with the active support of technical experts namely Shri Bijan Behari Pal, former Director, Weaver Service Center (WSC); Shri Surendra Kumar Patra, former Deputy Director WSC; and Shri Bani Ranjan Das, former Manager, Commercial NHDC; among others for empowering the handloom weavers for increasing their earning on a sustainable basis.

Shradha's approach for promotion of handloom is based on the following two-prong strategy:

- (i) **Productivity 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.
- (ii) **Sustainability:** *Marketing the fabric online by the weavers on “D2C” (Direct to Customer) basis aiming at increasing the earning of the weavers substantially on a sustainable basis.*

1. Statutory:

SHRADDHA was registered under the Societies Registration Act; Odisha vide no 19575 of 1994-95. Its Memorandum of Understanding and Byelaws were amended, keeping it in conformity with the emerging requirements like Sustainable Development Goals (SDG)2030, with the approval of the Registrar General of Odisha vide communication Regd. wing no 720210200206/2022 dated 16.03.2022.

As per the provisions of the amended byelaws, election was conducted on the 24th April 2022 for constitution of the new Governing body and Dr Sanjay Kumar Panda (President), Shri Ram Prasad Ratho (Vice President), Shri Bijan Kumar Pal (Vice President-Adviser), Shri Surendra Kumar Patra (Vice President-Adviser), Shri Bani Ranjan Das (Secretary), Smt Suvra Shivani Mohapatra (Treasurer) and Shri Sanjib Kumar Behera (Joint Secretary) were elected unanimously. The new body took over on the 1st May 2022 for a period of two years.

SHRADDHA had got its Permanent Account Number (PAN) AACAS4415Q dated 28.04.1994. Its registration under sections 12 A and 80G of the Income tax Act was approved vide unique *Reg no AACAS4415-QE20221 and QF20221 dated 10-12-2022*. The annual return for the financial year 2022-23 was submitted online on the 28th October 2023. *SHRADDHA got registered under Darpan Portal of Niti Aayog with unique ID OR/2022/0334023. SHRADDHA got registered for undertaking CSR activities with MoCA vide number CSR00050638 dated 29-03-2023*. A current account of the Society was opened in the State Bank of India with *number 40987597141, IFSC code SBIN0010251* on the 17th May 2022.

The annual General Body meeting of the Society was held at 7PM on the 23rd April 2023 and Annual Report and the accounts of the society for the year 2022-23 were discussed and adopted by the General Body. Following the resignation of Shri Sanjib Kumar Behera, Joint Secretary on personal grounds, Shri Suvendu Tripathy was appointed as the Joint Secretary in his place for the interim period.

Some of the **major activities of the organization during the year 2023-24** have been outlined below.

2. Membership drive:

As a result of continuous effort for generating awareness about the objectives of the organization, soliciting cooperation to promote the cause, and enrolling new members entailing financial and time support, membership increased from 17 to 79 during 2022-23. This was pursued during 2023-24 and membership **increased to 96**. Patron members and core team members were also revised keeping in view relevant factors.

3. Meeting of the Governing Body:

During the year 2023-24, the Governing Body regularly met *every month* on the *second Saturday* in physical / virtual mode. Details of action taken during the month and action plan for the next month for achieving the aims and objectives of the society were discussed.

In addition to this, a web-based meeting was held every week in the evening on *Saturday/Sunday* for discussion on contemporary issues relating to promotion of hand loom. The link for the meeting was shared with the members as well as handloom enthusiasts from different walks of life as well as handloom weavers. This elicited enthusiastic response from people within the country as well as from abroad.

4. Activities:

The following events were conducted during the year under report with the active participation of members.

4.1 Celebrations:

4.1.1. Celebration of the 9th National Handloom Day with the weavers on the 7th August 2023.

The 9th National Handloom Day was celebrated by *SHRADDHA*, a Non-Government organization at 12 noon on the 7th August 2023 in the Kasikiari Gram Panchayat, Badmba block, Maniabndh handloom Cluster Cuttack District with active participation of large number of women and men members in a befitting manner. Smt Jostnamayee Pradhan Sarpanch of the Kasikiari Gram Panchayat presided over the function in presence of Shri Shyam Sundar Karan national handloom award winning weaver, Shri Arjun Pal and many other weavers and the women wavers who were trained under the LEDP. Shri Sanjay Kumar Panda, President, Shri Ram Prasad Ratho, Vice President, Shri Surendra Kumar Patra, Vice President, Shri Kshirod Ch Mahapatra member *SHRADDHA* and other distinguished persons form the locality participated.

The national handloom day celebration started with plantation of flower and fruit bearing trees in the premises of the gram panchayat office as a humble effort to check global warming and for environmental conservation.



Tree plantation by Chairperson, Kasikiari gram panchanyat and President, Shraddda

The program started with ceremonial lighting of lamp by Shri Sayam Sundar Karan, a highly skilled (in *tie & dye bandh*) national award-winning weaver along with singing of Vedic hymns by girl students studying in the local high school.

The **website of *SHRADDHA* was formally launched on the 7th August 2023** by Smt Sumitra Seth, a distinguished lady weaver of the locality. Shri Sanjay Kumar Panda, President paid rich

tribute to the superb skill and workmanship of the handloom weavers and said that National Handloom Day is being celebrated mainly for expressing solidarity with the handloom weavers and acknowledging the importance of the handloom industry in the national economy. He recalled his experience as secretary Ministry of Textiles being a part of observing the first national handloom day on the 7th August 2015 by Hon'ble Prime Minister, Shri Narendra Modi at Chennai. He stressed on a two prong strategy, i.e

- (I) for producing handloom fabric as an aspirational product with fashion elements, quality, new design, new products, which will be able to face the competition from power loom on the one hand and
- (II) for gradually switching over to marketing on the mobile phone based e-marketing, which will enable the weavers to establish direct contact with the consumers with high paying capacity and taste for handloom, get their taste and weave fabrics accordingly and sale online which will eliminate the middlemen. This strategy will lead to increase in the demand for handloom and increase in the income of the hand loom weavers substantially.

Shri Ram Prasad Ratho, Vice President, Shri Surendra Kumar Patra, Vice President, Shri Kshirod Ch Mahapatra member *SHRADDHA* participated in the discussion and stressed on the need for quality and branding, winning trust to the consumers and diversifying products.

Shri Syam Sunder Karan narrated his rich experience and stressed continuing the old tradition.



Celebration of the national handloom week at the grassroots level with the weavers generated lots of goodwill and happiness among the local weavers, the women, and younger generation.



ମାଣିଆବନ୍ଧ, ୨୯।୭ (ନି.ପ୍ର): ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସ ପାଳନ ଅବସରରେ ଅଗଷ୍ଟ ୭ ତାରିଖରେ ବୁଣାକାର ମାନଙ୍କ ସ୍ୱାସ୍ଥ୍ୟ ପରୀକ୍ଷା ନିମନ୍ତେ ସ୍ୱେଚ୍ଛାସେବୀ ଫଣ୍ଡେନ ଶ୍ରଦ୍ଧା ଚରପରୁ ସ୍ୱାସ୍ଥ୍ୟ ସେବା ଶିବିର ଆୟୋଜନ ନିମନ୍ତେ କଷିକିଆରୀ ପ୍ରଫୁଲ୍ଲ ବିଶ୍ୱାଳ ଉଚ୍ଚ ବିଦ୍ୟାଳୟରେ ବଡ଼ମ୍ବା ମଣ୍ଡଳ ଉନ୍ନୟନ ଅଧିକାରୀ ରମେଶ କୁମାର ଜେନାଙ୍କ ସଭାପତିତ୍ୱରେ ବୈଠକ ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି ଆଗଡ଼ ଭାରପ୍ରାପ୍ତ ଉପ ଜିଲାପାଳ ଦାସ୍ତମୟା ବେହେରା, ବଡ଼ମ୍ବା ଚହସିଲଦାର ନାଳକଣ୍ଠ ବେହେରା, ସ୍ଥାନୀୟ ସରପଞ୍ଚ

କେନ୍ଦ୍ର ସମବାୟ ବ୍ୟାଙ୍କ ପରିଚାଳନା ପରିଷଦ ନିର୍ଦ୍ଦେଶକ ମନୋଜ କୁମାର ବିଶ୍ୱାଳ, ବୁଣାକାର ପ୍ରତିନିଧି ଧନେଶ୍ୱର ପ୍ରଧାନ, ନିରଞ୍ଜନ ସେଠ୍ ପ୍ରମୁଖ ବୈଠକରେ ଯୋଗ ଦେଇଥିଲେ। ଅଗଷ୍ଟ ୮ ତାରିଖରୁ ୧୦ ଦିନ ଧରି କଳିଙ୍ଗ ହସ୍ତିଚାଳର ବିଭିନ୍ନ ବିଶେଷଜ୍ଞ ମାନଙ୍କ ଦ୍ୱାରା କଷିକିଆରୀ ଓ ଖୁଣ୍ଟୁକଟା ପଞ୍ଚାୟତର ବୁଣାକାର ମାନଙ୍କ ଚକ୍ଷୁ ଓ ସ୍ୱାସ୍ଥ୍ୟ ପରୀକ୍ଷା ଶିବିର ଅନୁଷ୍ଠିତ ହେବ ବୋଲି ନିଷ୍ପତ୍ତି ହୋଇଥିଲା ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଶ୍ରଦ୍ଧାର ନିର୍ଦ୍ଦେଶକ ଡଃ. ସଞ୍ଜୟ କୁମାର ପଣ୍ଡା

4.1.2. Celebration of THE 77TH Independence Day on the 15th August 2023:

The 77th Independence Day was celebrated on the 15th August 2023 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

4.1.3. Celebration of the 75th Republic Day on the 26th January 2024

The 75th Republic Day was celebrated on the 26th January 2024 with unfurling of the National Tricolour 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 of the 75th Republic Day with the weavers in the 26th January 2024

4.1.4. Celebration of the International Women’s Day on the 8th March 2024:

The International Women’s Day was celebrated by SHRADDHA on the 8th March 2024 in a unique way by holding a web-based discussion on the digital platform at 4 PM for exchange of ideas with the women weavers, a webinar was organized on the 8th March 2024. It got enthusiastic response from the weavers as well as members. The strategy advocated for handloom with stress on use of appropriate technology was discussed which drew lots of enthusiasm from the women weavers who participated in such meeting for the first time in their life.



4.2 Health care, Education and Environment: (Health Camp, Eye Testing, Child Care and Environmental Conservation):

With a view to address the basic health problems of weavers and their family members and to generate awareness about basic health care , education and environment the following activities were under taken.

4.2.1. Mega health camp organized in collaboration with Kalinga Hospital Limited:

A mega Health camp was organized by SHRADDHA in collaboration with the Kalinga Hospital Limited, Bhubaneswar, the first corporate hospital of Odisha, with a view to providing quality health care to the handloom weavers on the 7th August 2023 (9th National Handloom Day). The camp was held with focus on the children (pediatric), mothers (gynecology and obstetrics),

elderly (geriatric care) and medicine in the Kasikiari village under the Badamba Block, Athgarh subdivision of Cuttack district.

A team of doctors and paramedics left Bhubaneswar early in the morning and reached the venue, the Kasikiari gram panchayat office complex in time for starting the health camp. Basic facility for holding the camp was provided by *SHRADDHA under leadership of Shri Surendra Kumar Patra, Vice President*. Over 260 villagers, women and children attended the camp and got free consultation as well as medicine.

The Cuttack District administration extended support for holding the camp and a preparatory meeting was held in the Kasikiari High School in presence of the Sub collector, Athagarh, Tehsildar and Block Development Officer, Baramaba on the 29th July 2023.

The event generated lots of enthusiasm among the local villagers and goodwill for the corporate hospital in discharge of its social responsibility.



Health camp held in the Kasikiari gram panchayat office

ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସରେ ସ୍ୱାସ୍ଥ୍ୟ ଶିବିର

ମାଣିଆବନ୍ଧ, ୭/୮ (ଇମିସ): ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସ ଅବସରରେ ମେଢ଼ାସେବା ଅନୁଷ୍ଠାନ 'ଶ୍ରଦ୍ଧା' ପକ୍ଷରୁ ବଡ଼ମ୍ବା ବ୍ଲକ୍ କସିକିଆରୀ ପଞ୍ଚାୟତ କାର୍ଯ୍ୟାଳୟରେ ବୁଣାକାରଙ୍କ ପାଇଁ ସ୍ୱାସ୍ଥ୍ୟ ଶିବିର ଅନୁଷ୍ଠିତ ହୋଇଛି। ସରପଞ୍ଚ ଜ୍ୟୋତ୍ସ୍ନାମୟୀ ପ୍ରଧାନଙ୍କ ସଭାପତିତ୍ୱରେ ଅନୁଷ୍ଠିତ ଉତ୍ସବରେ ଅତିଥି ଭାବେ ଅନୁଷ୍ଠାନର ସଭାପତି ତନ୍ତର ସଞ୍ଜୟ ପଣ୍ଡା, ଉପ-ସଭାପତି ରାମପ୍ରସାଦ ରଥ, ସଭ୍ୟ କ୍ଷୀରୋଦ ଚନ୍ଦ୍ର ମହାପାତ୍ର, ଅବସରପ୍ରାପ୍ତ ଉପ-ନିର୍ଦ୍ଦେଶକ ସୁରେଶ ପାତ୍ର ଯୋଗ ଦେଇଥିଲେ। ଅବସରପ୍ରାପ୍ତ ସହକାରୀ

ବୟନ ଶିଳ୍ପ ନିର୍ଦ୍ଦେଶକ ପ୍ରସନ୍ନ ଚୋଷ ମଞ୍ଚ ପରିଚାଳନା କରିଥିଲେ। ଏହି ଅବସରରେ ସହକାରୀ ପୁରସ୍କାରପ୍ରାପ୍ତ ବାନ୍ଧଶିଳ୍ପୀ ଶ୍ୟାମସୁନ୍ଦର କରଣ ଓ ଦେବରାଜ ଦେବତାଙ୍କୁ ସମ୍ମାନିତ କରାଯିବା ପରେ ବୁଣାକାରଙ୍କ ଆର୍ଥିକ ଉନ୍ନତି ପାଇଁ ଅନଲାଇନ୍ ମାକେଟିଙ୍ଗ୍ ପାଇଁ ଅନୁଷ୍ଠାନ ସଭାପତିଙ୍କ ଦ୍ୱାରା ଡ୍ରେସ୍‌ପାଇଟ୍ ଉନ୍ମୋଚନ କରାଯାଇଥିଲା। 'ଶ୍ରଦ୍ଧା' ଓ କଳିଙ୍ଗ ହସ୍ତିଚାଳ ସହାୟତାରେ ଅନୁଷ୍ଠିତ ସ୍ୱାସ୍ଥ୍ୟ ସେବା ଶିବିରରେ କସିକିଆରୀ, ଧନାପଲ୍ଲୀ, ବାଲିମୂଳ, ଗୋଜାପଡ଼ା, ମଝିପଡ଼ା, ଖଣ୍ଡୁଆଳି ନୂଆଗାଁ ଖୁଣ୍ଟୁକଟା ଓ ହରିପୁର

ଆଦି ଗ୍ରାମର ୨୬୦ଜଣ ବୁଣାକାରଙ୍କ ସ୍ୱାସ୍ଥ୍ୟ ପରୀକ୍ଷା କରାଯାଇଥିଲା। ଅନୁଷ୍ଠାନ ପକ୍ଷରୁ ମଙ୍ଗଳବାର ଠାରୁ ଆସକ୍ତା ୧୩ ତାରିଖ ପର୍ଯ୍ୟନ୍ତ ଭିଜନ୍ ସିଙ୍ଗ ନୂଆଦିଲ୍ଲୀ ସହଯୋଗରେ ବୁଣାକାରଙ୍କ ପାଇଁ ଚକ୍ଷୁ ପରୀକ୍ଷା ଶିବିର ଅନୁଷ୍ଠିତ ହେବ। କାର୍ଯ୍ୟକ୍ରମରେ ପଲ୍ଲିଶ୍ରୀ ତନ୍ତ ସମିତି ସମ୍ପାଦକ ବିଚିତ୍ର ପ୍ରଧାନ, ଘଣ୍ଟେଶ୍ୱରୀ ତନ୍ତ ସମିତିର ଧନେଶ୍ୱର ପ୍ରଧାନ, ମା' ଭଞ୍ଜବିକାର ନରଞ୍ଜନ ସେଠ, ମା' କଳାପଟା, ମା' ଆଦିଶକ୍ତି ତନ୍ତ ସମିତିର କର୍ମକର୍ତ୍ତା ଓ ସ୍ଥାନୀୟ ସମିତି ସଭ୍ୟ ଅଲେଖ ପ୍ରଧାନ ପ୍ରମୁଖ ଯୋଗ ଦେଇଥିଲେ।

୨୬୦ ବୁଣାକାରଙ୍କ ସ୍ୱାସ୍ଥ୍ୟ ପରୀକ୍ଷା



ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସରେ ଯୋଗଦେଇଥିବା ଅତିଥି ଓ ଅନ୍ୟମାନେ । ମାଣିଆବନ୍ଧ, ୭/୮ (ଅଧିକ ଜୁମାର ସାହୁ)

ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସ ଅବସରରେ ଶ୍ରଦ୍ଧା ସେବା ଅନୁଷ୍ଠାନ ତରଫରୁ ବଡ଼ମ୍ବା ବ୍ଲକ୍ କସିକିଆରୀ ଗ୍ରାମ ପଞ୍ଚାୟତ କାର୍ଯ୍ୟାଳୟରେ ବୁଣାକାରମାନଙ୍କୁ ନେଇ ସୋମବାର ଏକ ସ୍ୱାସ୍ଥ୍ୟ ସେବା ଶିବିର ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି। ସରପଞ୍ଚ ଜ୍ୟୋତ୍ସ୍ନାମୟୀ ପ୍ରଧାନ ଏଥିରେ ସଭାପତିତ୍ୱ କରିଥିଲେ। ସମ୍ମାନିତ ଅତିଥିଭାବେ ଭାରତ ସରକାରଙ୍କ ବୟନ ଶିଳ୍ପ ବିଭାଗ ଅବସରପ୍ରାପ୍ତ ପ୍ରମୁଖ ସଚିବ ଥୋ ଅନୁଷ୍ଠାନର ସଭାପତି ତ. ସଞ୍ଜୟ ଜୁମାର ପଣ୍ଡା, ଉପସଭାପତି ରାମ ପ୍ରସାଦ ରଥ, ସଭ୍ୟ କ୍ଷୀରୋଦ ଚନ୍ଦ୍ର ମହାପାତ୍ର, ଉପନିର୍ଦ୍ଦେଶକ ସୁରେଶ ଜୁମାର ପାତ୍ର ପ୍ରମୁଖ ଯୋଗଦେଇଥିଲେ। ଉତ୍ସବରେ ସହକାରୀ ପୁରସ୍କାରପ୍ରାପ୍ତ ବାନ୍ଧ ଶିଳ୍ପୀ ଶ୍ୟାମସୁନ୍ଦର କରଣ ଓ ଦେବରାଜ ଦେବତାଙ୍କୁ ଉତ୍ତରୀୟ ବିଆଯାଇ ସମ୍ମାନିତ କରାଯାଇଥିଲା। ଏହି ଅବସରରେ ଏକ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ କରାଯାଇଥିଲା। ଶ୍ରଦ୍ଧା ଓ କଳିଙ୍ଗ ହସ୍ତିଚାଳ ସହାୟତାରେ ଆୟୋଜିତ ଏହି ସ୍ୱାସ୍ଥ୍ୟ ଶିବିରରେ ୨୬୦ ବୁଣାକାରଙ୍କ ସ୍ୱାସ୍ଥ୍ୟ ପରୀକ୍ଷା କରାଯାଇଥିଲା। କଳିଙ୍ଗ ହସ୍ତିଚାଳର

ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସ

ବିଭିନ୍ନ ବିଭାଗର ବରିଷ୍ଠ ବିଶେଷଜ୍ଞମାନେ ଏଥିରେ ଯୋଗଦେଇଥିଲେ। ସ୍ୱାସ୍ଥ୍ୟ ବ୍ୟାପୀ ତାଲିକାକୁ ଥିବା ଏହି କାର୍ଯ୍ୟକ୍ରମ ଭିଜନ୍ ସିଙ୍ଗ ନୂଆଦିଲ୍ଲୀ ସହଯୋଗରେ ଆୟୋଜନ କରାଯାଇଛି। ଏଥିରେ ପଲ୍ଲିଶ୍ରୀ ତନ୍ତ ସମିତି ସମ୍ପାଦକ ବିଚିତ୍ର ପ୍ରଧାନ, ଘଣ୍ଟେଶ୍ୱରୀ ତନ୍ତ ସମିତିର ଧନେଶ୍ୱର ପ୍ରଧାନଙ୍କ ସମେତ ସମିତିର କର୍ମକର୍ତ୍ତାମାନେ ଯୋଗଦେଇଥିଲେ। ସମିତିସଭ୍ୟ ଅଲେଖ ପ୍ରଧାନ, ବାଳୀ କେନ୍ଦ୍ର ସମବାୟ ବ୍ୟାଙ୍କ ପରିଚାଳନା ପରିଷଦ ନିର୍ଦ୍ଦେଶକ ମନୋଜ ବିଶ୍ୱାଳ ସହଯୋଗ କରିଥିଲେ। ମାଣିଆବନ୍ଧ ହାଣ୍ଡଲୁମ କ୍ଲଷ୍ଟର କନଭୋକ୍ସିସନ (ମହକ) ତରଫରୁ ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସ ମାଣିଆବନ୍ଧ ବୁଣାକାର ହାଟ ପରିସରରେ ପାଳିତ ହୋଇଯାଇଛି। ମହକର ବରିଷ୍ଠ ସଦସ୍ୟ ଗଦାଧର ପାତ୍ର ସଭାପତିତ୍ୱ କରିଥିବାବେଳେ ପୁଞ୍ଜୀ ଅତିଥି ଭାବେ ପଲ୍ଲିଶ୍ରୀର ସଭାପତି ନାରାୟଣ ପତି, ସମ୍ମାନିତ ଅତିଥି ଭାବେ ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ ଅଧ୍ୟାପକ ଲକ୍ଷ୍ମୀଧର ଚନ୍ଦ୍ର ଯୋଗ ଦେଇଥିଲେ।

Social media

- Facebook**- <https://fb.watch/mhyCJqgCsk/>
- Instagram** - <https://www.instagram.com/p/Cvq-EOpgEZX/>
- LinkedIn**- https://www.linkedin.com/posts/kalinga-hospital-ltd-06b5451a1_healthandheritag_screeningcamp-shradhafoundation-activity-7094546619030773760-MdYK?utm_source=share&utm_medium=member_desktop
- Twitter**- <https://twitter.com/HospitalKalinga/status/1688780917190619136?s=20>

ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସରେ ସ୍ଵାସ୍ଥ୍ୟ ସେବା ଶିବିର

ମାଣିଆବନ୍ଧ, ୭।୮ (ନି ପ୍ର): ଜାତୀୟ ହସ୍ତତନ୍ତ ଦିବସ ଅବସରରେ 'ଶ୍ରୀକା' ସେଲ୍‌ସେବା ଅନୁଷ୍ଠାନ ତରଫରୁ ବଡ଼ମ୍ବା ବ୍ଲକ୍ କର୍ଷକିଆରୀ ପଞ୍ଚାୟତ କାର୍ଯ୍ୟାଳୟ ଠାରେ ବୁଣାକାର ମାନଙ୍କୁ ନେଇ ଏକ ସ୍ଵାସ୍ଥ୍ୟ ସେବା ଶିବିର ସୋମବାର ଅନୁଷ୍ଠିତ ହୋଇଥିଲା । ସରପଞ୍ଚ ଜ୍ୟୋତ୍ସ୍ନାମୟୀ ପ୍ରଧାନଙ୍କ ସଭାପତିତ୍ଵରେ ଅନୁଷ୍ଠିତ କାର୍ଯ୍ୟକ୍ରମରେ



କରାଯାଇଥିଲା । ଶ୍ରୀକା ସହଯୋଗ ଓ କଳିଙ୍ଗ ହସ୍ତିଚାଲ ସହାୟତାରେ ଅନୁଷ୍ଠିତ ସ୍ଵାସ୍ଥ୍ୟ ସେବା ଶିବିରରେ କର୍ଷକିଆରୀ, ଧନାପଲ୍ଲୀ, ବାଲିମୂଳ, ଗୋଜାପଡ଼ା, ମଝିପଡ଼ା, ଖଣ୍ଡୁଆଳି ନୂଆଗାଁ ଖୁଣ୍ଟୁକଟା ଓ ହରିପୁର ଆଦି ଗ୍ରାମର ୨୬୦ ଜଣ ବୁଣାକାରଙ୍କ ସ୍ଵାସ୍ଥ୍ୟ ପରୀକ୍ଷା କରାଯାଇଥିଲା । ଅନୁଷ୍ଠାନ ତରଫରୁ ମଙ୍ଗଳବାର ଠାରୁ ଆସନ୍ତା ୧୩ ତାରିଖ

ଭାରତ ସରକାରଙ୍କ ବୟନ ଶିଳ୍ପ ବିଭାଗର ଅବସରପ୍ରାପ୍ତ ପ୍ରମୁଖ ସଚିବ ତଥା ଅନୁଷ୍ଠାନର ସଭାପତି ଡଃ. ସଞ୍ଜୟ କୁମାର ପଣ୍ଡା, ଉପସଭାପତି ରାମ ପ୍ରସାଦ ରଥ, ସଭ୍ୟ କ୍ଷୀରୋଦ ଚନ୍ଦ୍ର ମହାପାତ୍ର, ଅବସରପ୍ରାପ୍ତ ଉପ ନିର୍ଦ୍ଦେଶକ ସୁରେଶ କୁମାର ପାତ୍ର ସମ୍ମାନିତ ଅତିଥି ଭାବେ ଯୋଗଦେଇ ଥିଲେ । ଅବସରପ୍ରାପ୍ତ ସହକାରୀ ବୟନ ଶିଳ୍ପ ନିର୍ଦ୍ଦେଶକ ପ୍ରସନ୍ନ କୁମାର ଚୋଷ ମନ୍ତ୍ର ପରିଚାଳନା କରିଥିଲେ । ଏହି ଅବସରରେ ସଫଳକରି ପୁରସ୍କାରପ୍ରାପ୍ତ ବାନ୍ଧଶିଳ୍ପୀ ଶ୍ୟାମ ସୁନ୍ଦର କରଣ ଓ ଦେବରାଜ ଦେବତାଙ୍କୁ ଅଙ୍ଗବସ୍ତ୍ର ଦେଇ ସମ୍ମାନିତ

ପର୍ଯ୍ୟନ୍ତ ଭିଜନ ସ୍ତ୍ରୀ ନୂଆଦିଲ୍ଲୀ ସହଯୋଗରେ ବୁଣାକାର ମାନଙ୍କ ପାଇଁ ଚକ୍ଷୁ ପରୀକ୍ଷା ଶିବିର ଅନୁଷ୍ଠିତ ହେବ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ପଲ୍ଲିଶ୍ରୀ ଚନ୍ଦ୍ର ସମିତିର ସମ୍ପାଦକ ବିଚିତ୍ର ପ୍ରଧାନ, ଘଣ୍ଟେଶ୍ଵରୀ ଚନ୍ଦ୍ର ସମିତିର ଧନେଶ୍ଵର ପ୍ରଧାନ, ମା ଭଙ୍ଗାରିକାର ନିରଞ୍ଜନ ସେଠ୍, ମା' କଳାପଟା, ମା' ଆଦିଶକ୍ତି ଚନ୍ଦ୍ର ସମିତିର କର୍ମକର୍ତ୍ତା ଓ ସ୍ଥାନୀୟ ସମିତି ସଭ୍ୟ ଅଲୋଖ ପ୍ରଧାନ, ବାଙ୍କା କେନ୍ଦ୍ର ସମବାୟ ବ୍ୟାଙ୍କ ନିର୍ଦ୍ଦେଶକ ମନୋଜ କୁମାର ବିଶ୍ଵାଳ ଉତ୍ସବରେ ଉପସ୍ଥିତ ଥିଲେ ।

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4.2.2. Eye testing and provision of eyeglasses to the handloom weavers at a nominal cost (second phase):

Facility for eye testing and supply of quality eyeglasses at a nominal cost of Rs.80/- (Rupees eighty only) initiated by the society in collaboration with the Vision Spring Foundation during 2022 was continued during the year 2023-24.

This facility was started during the National Handloom Day celebration on the 7th August 2023 and continued for about a month in the nearby villages. Around 1,000 weavers were covered under this program and the response from the weavers is quite encouraging. Shri N M Prusty coordinated with the *Vision Spring Foundation* at the apex level and Shri Surendra Kumar Patra supervised conduct of the program at the field level. Support extended by the *Vision Spring Foundation* and other stakeholders is thankfully acknowledged.





[Eye testing of handloom weavers]

4.2.3 Child Care:

Support for children of women weavers with distribution of toys and books to the children in the Anganwadi Centers at Haripur and Kasikiari

On the 8th July 2023, Dr Sanjay Kumar Panda, President and Shri Surendra Kumar Patra, Vice President of SHRADDHA visited Haripur and Kasikiari villages of Maniabandh handloom cluster, *Badamba* block; where *SHRADDHA* is implementing a project sanctioned by NABARD working for empowering the handloom weavers and increasing their earning substantially.

As a part of our efforts for all-round development of the weaver families, the team visited the Anganwadi Centers (AWC) located in these two villages and interacted with the children below 6 years and their mothers (who were trained in dyeing under the project). Some toys were given to the children enrolled in the AWC at Haripur, which got very enthusiastic response from the children.



Distribution of toys and books to children in the Anganwadi Center (AWC), Haripur village



Distribution of slate & illustrated books to children in the Anganwadi Center (AWC), Kasikiari village

In course of discussion in the AWC at Kasikiari, some of the mothers requested slates, chalks and illustrated books for facilitating learning of the children. Accordingly, Shri Surendra Kumar Patra took immediate steps to purchase these items, which were provided to the children on the 10th June, as a token of our affection and concern for the handloom weavers.

Such meaningful initiative for helping the weavers, like the contribution of squirrels to making of the *Ramasetu* of the Ramayana, got enthusiastic response from the children as well as from their mothers. An appeal was made to all esteemed members to donate toys and illustrated books for children, which may be lying unused in their house as well as new ones to the extent possible.

4.2.4 Environmental conservation:

Activities for soil, water and environmental conservation were continued during the year as a humble effort to check global warming, plantation of saplings of flower and fruit species like Mango, jackfruit, champak, was taken up. This was started with plantation in the premises of the gram panchayat office on the National Handloom Day celebration and continued during the year in the Anganwadi Centre and backyard of the beneficiaries by mobilizing support of the Forest department for getting saplings.



4.3 Sales Promotion and support:

Efforts were made to promote sale of handloom fabrics and to extend support to weavers for arranging funds. Product diversification and value addition.

4.3.1. Assistance for marketing:

Provision of technical training was supported by assisting the weavers for marketing their fabrics directly to the consumers with twin objectives of getting (i) a higher earning by direct sale and (ii) idea about the choice of customers for changing their production plan accordingly. While the first one helps in increasing their earnings by 30 to 50 % immediately due to elimination of the middleman; and the second one enables them to increase their earning on a continuous basis by making a new and better fabric as per the taste of the consumers.

4.3.2. Participation in the Cuttack *Baliyatra* fair 2023:

For the first time, *SHRADDHA* participated in the Cuttack *Baliyatra* fair 2023, which started on the **27th November 23 and continued till 4th December 23**. Keeping in view relevant factors, this was done in the stall allotted by NABARD for the Self-Help group covered under LEDP in the special enclosure raised by ORMAS in the name of “**Maa Tarini Women weavers Self Help Group (SHG) (ମା ତାରିଣୀ ମହିଳା ସ୍ୱୟଂ ସହାୟିକା ଗୋଷ୍ଠୀ, ହରିପୁର, ବଡ଼ମ୍ପା, କଟକ)**”. Smt. Bishnupriya Pradhan, President and Smt Bharati Sahu member of the self-help group attended the stall and sold their fabrics.



Required support and carry bags were supplied by Shri Suwendu Tripathy, joint Secretary visited the stall daily. Shri Surendra Kumar Patra coordinated with the weavers at Haripur for attending the fair with their fabrics and effecting sale. In course of the fair, Shri Kshirod Mahapatra, Shri Bansidhar Mahapatra, Shri Ashok Sahoo, Shri Gurudas Bramha and Shri Satyagopal Rajguru visited the stall and encouraged the weavers. *SHRADDHA* provided handholding, support for transport as well as daily supervision. Members of *SHRADDHA* visited the stall daily during the fair and had encouraged the participants.

Fabrics worth Rs 3 lakhs were sold at the fair, which gave a big moral boost to the weavers on the prospects of quality handloom fabrics, it also gave idea about the new design and color combination preferred by the buyers.

4.3.3. Sale handloom exhibition, Indian Institute of Technology (IIT) Kharagpur,

With a view to expose the weavers to the market and demand for handloom and appreciate the liking of the consumers with high purchasing power and disposable income, *SHRADDHA* had got into a collaboration with the *Utkal Samaj* of IIT, Kharagpur based on an initiative taken by Shri Kshirod Mahapatra, member. Two *SHRADDHA* affiliated weavers, Shri Dutta from Nuapatna and Shri Narendra Behera from Hingula WCS Gopalpur were extended support for participation in a Show cum Sale handloom exhibition on 30th September to 2nd October 2023 the **eve of Durga puja 2023**. The weavers have come back with good experience (sale of Rs 1.52 Lakh by Shri Dutta and Rs 1. 92 lakhs by Shri Behera respectively) along with consumer preference and generating awareness about Odisha handloom and initiative taken by *Shraddha* for promotion of handloom.

**ଜାତୀୟ କୃଷି ଓ ଗ୍ରାମୀଣ ଉନ୍ନୟନ ବ୍ୟାଙ୍କ (ନାବାର୍ଡ) ସହାୟତାରେ LEDP ଯୋଜନାରେ
“ଶ୍ରଦ୍ଧା” ସ୍ଵେଚ୍ଛାସେବୀ ଅନୁଷ୍ଠାନ**

**Handloom show and sale exhibition in collaboration with
Utkala samaj of IIT Kharagpur from 30th September to 2nd October 2023**



Participation of Smt Sukanti Meher in Palishree mela in Janata Maidan Bhubaneswar on the 26th December 2023

4.3.4. Show cum Sale exhibition organized in the Kendriya Vihar Ph II on the 18th February 2024

As a part of the innovative marketing support to the weavers, a Show cum Sale exhibition was organized in the Kendriya Vihar (Phase II) on the 18th February 2024. Shri Bansidhar Mohapatra, Gen (Retd) Atanu Patnaik and Shri B Bramha, members of SHRADDHA, who are inmates of the Kendriya Vihar Pahes II took personal initiatives for this, which led to sale of over Rs 1.5 lakhs worth fabrics in a few hours. The inmates were satisfied with the quality and price of the fabrics and kept contact details of the weavers for future. The participating weavers were also happy as their earnings were higher as the marketing was done directly without any middleman.



Show cum Sale exhibition in the Kendriya Vihar Ph II, Bhubaneswar on the 18-02-2024

Innovative Marketing support provided to the trained weavers in the Show cum Sale exhibitions organized from time to time was one of the innovative initiatives taken during the year with a view to increase their earnings. It was organized with very small financial implications to the organization by mobilizing the support of the members. Such participation had **two distinct advantages**. It helped the weavers in getting the opportunity to interact with the consumers directly face to face, explain to them about their products and to know the consumers' preference as well. Besides, it gave them the weavers the advantage of getting the best possible value for their fabrics, as there was no transaction cost due to direct sale of product to the consumers which eliminated the middleman.

4.3.5 Support for provision of credit

Keeping in view of the importance of provision of credit for taking up production and sale of fabrics on a commercial basis, sincere efforts were made to enable the trainees to avail loan, use it judiciously for productive purposes, and to repay the loan. In addition to provision of institutional finance to the individual trainees, provision of loans to the Self-Help Group (SHG) for the trainees was also pursued. Close liaison was maintained with the officer of *Mission Shakti* dealing with women self-help groups at the block level.

As a result, out of the 90 women trainees covered under the training program under LEDP, loan amounting to Rs11.69 lakhs was sanctioned to 41 trainees since starting of the LEDP. This is in addition to loan amounting to Rs4,45,000/- sanctioned to 21 no of trainees before starting the project.



Branch manager, Maniabandh in the meeting with the weavers on the National Handloom Day celebration at Kasikiari on the 7th August 2023



President and members of SHRADDHA in discussion with the Branch Manager Odisha Gramya Bank, Maniabandh on 18th Sept 2023

It is expected that bankers will come forward to sanction loans to the remaining trainees and more importantly the loan sanctioned will be rotated and ensure provision of working capital and increase in earnings of the weavers on a continuous basis.

4.3.6 Mobilizing support of the Weaver Service Centre (WSC)

Technical support of the Weaver Service Center, Bhubaneswar was availed on regular basis for generating awareness about handloom among the members and other interested stakeholders and imparting technical knowledge to the weavers for products diversification with new color and new design and products.

A training program in weaving under the Central sector scheme was started on the 2nd January 2024 by the WSC in the Haripur village. 30 weavers were trained in quality and defect free weaving for 45 days. Support for raw material was extended by SHRADDHA for this training. It helped the weavers diversify and improve quality of their products.



Training program in weaving started on 2nd January 2024 by the WSC in the Haripur village

4.3.7 Liaising with Government and Corporate

Efforts were made to maintain close liaison with other institutions within government as well as corporate sector and other Civil Society Organizations dealing with promotion of handloom and handcraft for availing financial and administrative support. Also Support of the students and faculty of academic institutions like the National Institute of Fashion Technology (NIFT), Bhubaneswar was mobilized during the year.

4.3.8 Hand loom tourism

A proposal for organizing one day long hand loom tourism was followed up by the society. The program will start in the morning around 9 AM from Cuttack (from Biju Patnaik square) or Bhubaneswar (Weaver Service Centre) and return to the same place in the evening by 7PM on a weekend. It will include visit to (I) *Bhattarika* temple, (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. This aims at generating awareness about handloom, culture and tradition among the city dwellers and help in promotion of handloom.

4.4. Skill Development:

Training programs were conducted for the weavers to introduce digital practices by imparting soft skill.

4.4.1 Mentoring the women weavers at Haripur on 11th June 2023

Shri Kedar Panda, an expert in the field of mentoring, organized a session for providing soft skill in marketing, digital literacy, online banking, and related matters for benefit of the women weavers covered by *SHRADDHA* at Haripur in the Badamba block on the 11th June 2023. Shri Gyan Ranjan Acharya and Shri Kunal Trivedi assisted him in this work along with Shri Sanjosh Kumar Sahoo of *SHRADDHA*.



Mentoring women weavers at Haripur on 11th June 2023

4.4.2. Implementation of the Livelihood Project (LEDP) sanctioned by NABARD.

Implementation of the LEDP sanctioned by NABARD, vide letter dated 20th July 2022. with an outlay of Rs 6,84,200/- was started during 2022-23 and Initial Intensive Training (IIT) in quality dyeing was provided to 90 women weavers of Kasikiari and Haripur villages of Baramba block, Nuapatna Maniabandh handloom cluster. Besides the weavers were taken on exposure visit to the Weavers Service Centre, Bhubaneswar, and State Government Handloom Museum *Kalabhoomi* and soft skill was provided.

Remaining components of the project were implemented during 2023-24 with emphasis on increasing their earnings. The trained weavers were supported with handholding for improving quality of product and diversifying the product as per the taste of the consumers. The weavers were encouraged to use the technical skill acquired during training for removing defects in dyeing like bleeding, dyeing in new shades in light and pastel colors. Weaving of new products running yardage, saree with blouse pieces, dress material with design simplification was pursued with a view to enlarge the market. Specific attention was given to improving quality by increasing the reed and pick of the fabrics and taking up weaving in finer count cotton yarn and silk on a gradual manner.

Further close liaison was maintained with the Commercial and Gramin banks for increasing the flow of credit by maintaining close liaison with the Block Level Officer of *Mission Shakti*.

Two demonstration units, set up at Haripur and Kasikiari villages, were operated to provide required raw material to the trained weavers.

Implementation of the project was completed during the year and details were intimated to the funding agency (NABARD). Rs 1,43,500/- was reimbursed (first on 13.2.23) during the year 22-23. During 23-24, Rs3,34,520/- (second on 2.6.23), and Rs 1,48,566/- (third on 27.3.24) total Rs 4,83,086 were reimbursed making total release Rs 6,30,232,80. NABARD has been requested to release the balance amount of Rs 57,614/-.





Ms. Praxima Parida, DDM, NABARD on visit to the project area on the 06th January 2024

4.4.3. Achievements under the LEDP project :

Major achievements were done in the field of Skill development, Marketing solutions, Product diversification, Access to finance and wage enhancement.

The women weavers, trained under the project, are self-employed. With the technical as well as business skills acquired during training, they continued production with quality and new products.

Under the project, sincere efforts were made to increase the confidence of the weavers with skill and counselling to make a quality product and increase their earnings.

With a view to institutionalize the arrangements and provide support to the weavers for production on a continuous and seamless manner, **two production centers have been set up** at *Haripur* and *Kasikiari* villages. The centers sought to ensure supply of raw materials at reasonable rates as well as to provide a platform for the weavers to meet and interact with the customers as well as selling their products to the customers directly.

Four looms were set up at Haripur for production of saree with better design and higher count and modification of the Kargil pattern sarees. Weaving with blouse pieces were introduced for meeting the demand of the consumers. At Kasikiari, four looms were set up for weaving yardage for dress material both for ladies and gents. A set of new designs with natural motifs and pastel color were developed on the computer with help of the Weavers' Service Centre, Bhubaneswar. These designs were given to the weavers for production on a commercial scale.

This facility helped the weavers to continue weaving saree with soft colors like steel grey, pastel as well as with lesser design, which can be worn on normal days as office wear other than festivals or marriages. Besides the weavers diversified production and took up weaving saree with blouse piece and dress materials, which has a huge market for the younger generation.

The weavers were also assisted in getting loans from the rural and cooperative banks. Efforts were made for establishing synergy with the livelihood generation component under Mission *Shakti*.

Implementation of the project led to increase in the wage of the weavers by about 15% over the period of two years, which will increase further as the skill sets in.

Pictures of the fabrics made by the weavers before and after the training, as shown herein, clearly indicate the improvement in quality of the product as well as product diversification, which was appreciated by the consumers.



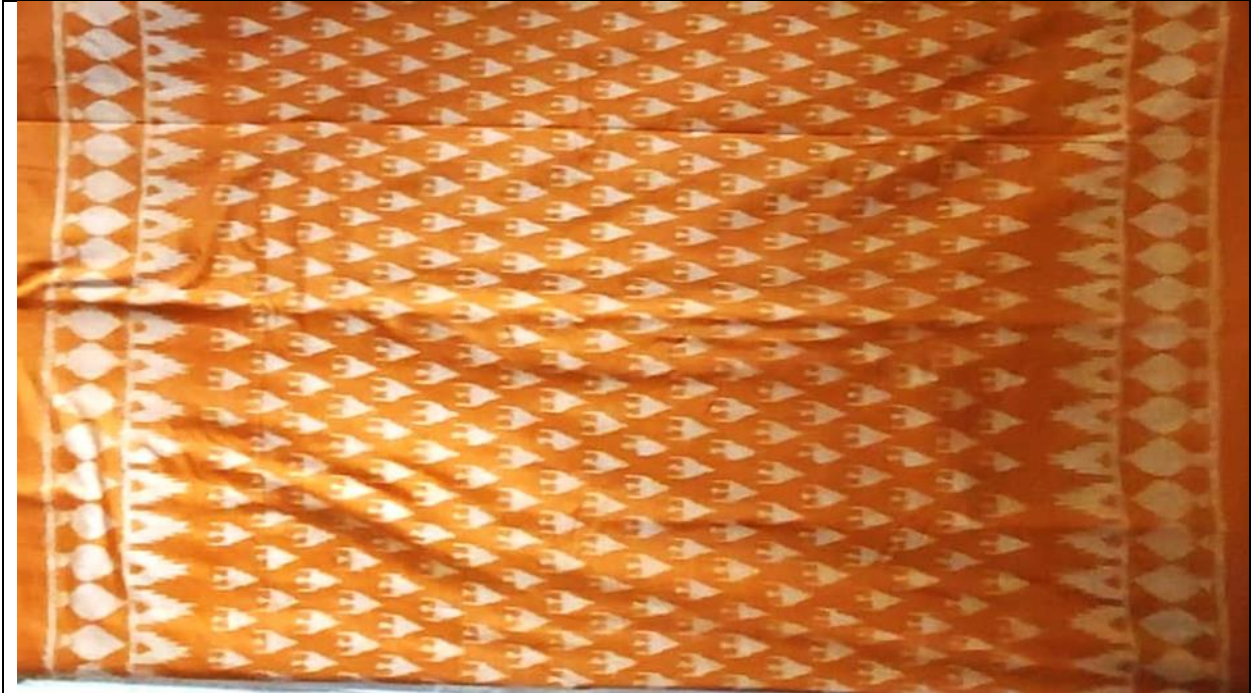
Production Centre at Haripur 3rd Feb 2024



Production Centre at Kasikiari 3rd Feb 2024



**Sarees Kargil design being woven earlier,
Product diversification for weaving saree with new color and design**



Product diversification for weaving running yardage as dress material



Women weaver on loom for production of running yardage as dress material



Saree and dress material with new design and in soft colour woven by the weavers, which has led to increase in their earnings

4.5. Webinar on “Future of Handloom”

A webinar on “Future of Handloom” was organized by Shraddha in the evening at 7.30 PM on 7th August 2023 on the 9th National Handloom Day. Justice Anaga Patnaik Presided over the webinar and shared his views on the importance of handloom, tassar silkworm rearing, weaving tassar silk, other cottage industry in generating livelihood in the Mayurbhanj, Keonjhar, Sundergarh districts, which has rich mineral reserve. Funds available from the district set up can be used in a meaningful manner for promotion of these activities. He specifically stressed the use of technology, making a quality product as per the taste of the consumer, and exploiting the demand generated.

Based on his long association with the handloom industry and the handloom weavers, Shri Prasana Acharya, former Minister stressed on importance of handloom in the state economy and appreciated the initiative taken by *SHRADDHA* for bringing the stakeholders together and mobilize their support for promotion of handloom. Shri Vivek Patnaik senior IAS officer participated from Montreal and indicated the market for handmade products abroad which can be exploited for generation of wealth and employment. Shri Bijan Pal. Shri Sanjay Panda, Shri Surendra Kumar Patra, Shri Padmanava panda. Smt Sangeeta Mohapatra, Shri Bansidhar Mahapatra, Shri Subhransu Bhusan Ray, Mrs. Shivani Mohapatra participated in the discussion.

Panda reiterates Shraddha's unwavering commitment to handloom promotion, increasing weavers' earning

PBD BUREAU

CUTTACK, MAR 8

ADDRESSING weavers and members of Shraddha on the occasion of celebration of International Women's Day, the President and founder of Shraddha, Dr. Sanjay Kumar Panda said the unflinching commitment of this organization for promotion of handloom and increase of the income of the weavers shall continue with renewed vigor.

Expressing satisfaction over participation of women weavers in today's video conference which took place in Zoom, Panda said, "It is heartening to know that our weaver sisters have not only gained substantially from Shraddha's intervention,



their participation in the video conference is a testimony to their empowerment."

Shraddha celebrated the International Women's day today through a web based zoom meeting held at 4PM with the women weavers of Haripur village in Badamba block of Cuttack District.

Bharati Behera and nine other women weavers participated for the first time in their lives in a web based deliberation.

Initiating the discussion,

Dr. Panda, President warm greetings to all the women weavers and reiterated commitment of "Shraddha" for promotion of handloom and increasing the earnings of the weavers substantially.

Padmanava Panda (from Puri), Kshirod Mahapatra, and Suwendu Tripathy (from Cuttack), Sangeeta Mohapatra (from Bengaluru) and Santosh ku Sahoo (from Haripur village) participated in the meeting.

The weavers, attending the meeting, spoke about

their experience in weaving better quality handloom fabrics with new designs in place for Kargil, which has led to an increase in their earnings.

They expressed their gratitude to Shraddha NGO for the help extended through motivation, hand holding, training in dyeing, weaving, support for marketing, eye testing etc.

They were enthusiastic about selling the fabrics directly to the customers, which has provided them a

higher margin and higher income.

Padmanava Panda mentioned the importance of weaving fabrics with quality and without any defects in dyeing, with new design, new shades, blouse pieces and dress material which will increase their wage further.

Speaking on the occasion, Sangeeta Mohapatra said that women weavers from rural areas participating in a virtual meeting for the first time indicates the empowerment of women in the real sense and adds value to the celebration of the International Women's day.

Based on her experience, she stressed on the need for continuing this experiment forward with greater zeal and enthusiasm.

4.6. Charity:

Assistance to a widow weaver in distress of Biramaharajpur village, Biramaharajpur Block, Subarnapur District

In a rare show of empathy, members of *SHRADDHA* came forward to support a widow handloom weaver, Smt Santi Meher, At, Hanuman Pali, Po, Biramaharajpur, Block, Biramaharajpur, Subarnapur district. News about untimely death of Sri Harihar Meher, her husband on the 13th March 23 was published in the 24th March 23 issue of *The Sambad*. Referring to the utter emotional and financial distress of the widow, an appeal was made requesting members to donate generously by 30th June 23 to help the lady along with five children in distress. Simultaneously the address and bank details of the lady were collected. A sum of Rs 20,001/- (Rupees Twenty Thousand One only) was sent to the lady directly to her bank account in the State Bank of India, Branch - Birmaharajpur SBI AC. 35246096408, IFSC. SBIN0007079. This prompt humanitarian help of the members was appreciated by all.

ସମ୍ବାଦ

ସ୍ଵାମୀଙ୍କ ମୃତ୍ୟୁପରେ ଚିନ୍ତାରେ ଅସହାୟ ଶାନ୍ତି

ମୁଣ୍ଡ ଉପରେ ୫ ପ୍ରାଣୀ କୁଟୁମ୍ବୁଙ୍କ ବୋଧ

ଦୀରଘକାଳପୂର୍ବ, ୨୪।୬ (ଭଗିମ) : ପୁରୁଷୋତ୍ତମ ଜିଲ୍ଲା ଦୀରଘକାଳପୂର୍ବ ବ୍ଲକ୍ ଦମ୍ପାମାଳ ପଞ୍ଚାୟତ ହନୁମାନପାଲି ଗ୍ରାମର ହରିହର ମେହେରଙ୍କର ମାତ୍ର ୪୨ ବର୍ଷ ବୟସରେ ଗତ ୧୩ ମାର୍ଚ୍ଚ ୨୦୨୩ ରେ ଲିଭର ସିରୋସିସ ରୋଗରେ ଅକାଳ ବିୟୋଗ ଘଟିଛି। ତେବେ ସ୍ଵାମୀ ଜୀବିତ ଶିବାବେଳେ ତାଙ୍କ ଦିବିମୁକ୍ତେ ମୃତ୍ୟୁକ୍ତ ଶେଷ ହୋଇ ଯାଇଥିବା ଏବଂ ଘରଟିହ ଖଣ୍ଡିକ ଛଡ଼ା ଅନ୍ୟ କିଛି ନ ଥିବା ଜଣାପଡ଼ିଛି। ଏଥିରେ ଲାଜିଛି ହରିହରଙ୍କ ବିଧବା ପତ୍ନୀ ଶାନ୍ତି। ସ୍ଵାମୀ ଠିକ୍ ଶିବାବେଳେ କୁଟୁମ୍ବୁ ଖୁସିରେ ଦେଖାଯିବେ ପରିବାର। ମାତ୍ର ହରିହରଙ୍କ ମୃତ୍ୟୁପରେ ତିନି ଝିଅ ଓ ଗୋଟିଏ ପୁଅଙ୍କୁ ଲିଭି ମଣିଷ କରିବେ ଯେହି ଦିଗରେ ତାଙ୍କୁ ଦୁଃଖିତା ଦେଖା ଯାଇ ନ ଥିବା କହିଛନ୍ତି ଶାନ୍ତି। ଦୃଢ଼ ଝିଅ ସଙ୍ଗୀତା(୧୭) ମାସିକ ପାଠ କରିବା ପରେ ଅର୍ଥାଭାବରୁ ପାଠରେ ତେଲି ଦେବା ହୋଇଛି। ମଝିଝି ଝିଅ ଅର୍ଚ୍ଚିତା(୧୪) ଏବେ ନବମ ଶ୍ରେଣୀର ଛାତ୍ରୀ। ସାନଝିଅ ଅଙ୍କିତା(୫) ଏବେ ପ୍ରଥମ ଶ୍ରେଣୀରେ ପଢୁଥିବା ବେଳେ ଏକମାତ୍ର ପୁଅ କ୍ରିଷ୍ଣା



(୯) ଏବେ ତୃତୀୟ ଶ୍ରେଣୀର ଛାତ୍ର। ଏକଲି ଏକ ଗରିବ ପରିବାରର ଏକମାତ୍ର ଗୋଟିଏ ଝିଅ ଦୀକ୍ଷିତାଙ୍କର ମୃତ୍ୟୁ ପରେ ସରକାରୀ ସାହାଯ୍ୟ ଓ ଦୁର୍ଗତ କଥା, ଶବ୍ଦ ଦର୍ଶି ହେବ ବନ୍ଦକରି ଦେଇଥିବାରୁ ସେଥିରୁ ମଧ୍ୟ ବଞ୍ଚିତ ହୋଇଛନ୍ତି। ଦୁଃଖାକାଳ ପରିବାର ଭାବରେ ଆଦାସ ସୋନାରୀ, କୁଟୁମ୍ବୁ ବୁଣିବା ପାଇଁ ମେସିନ, ପତନେ ଉଠାଇ ନେବାପରେ ବି ଘର ମିଳି ପାରୁନାହିଁ। ଅପରପକ୍ଷରେ ଜଣେ ଦଲାଲ ଶାନ୍ତିଙ୍କଠାରୁ କେବଳ କାର୍ତ୍ତି ମାଧ୍ୟମରେ ଅର୍ଥିକ ସହାୟତାର ପ୍ରଲୋଭନ ଦେଇ ୧୫ ଶହ ଟଙ୍କା ନେଇଥିବା ଅଭିଯୋଗ କରିଛନ୍ତି ଶାନ୍ତି। ଏହିପରି ଭାବରେ ସ୍ଵାମୀଙ୍କ ଅନ୍ତେ ପରିବାରର ବୋଧ ମୁଣ୍ଡେଇ ଘୋର ଦିଗରେ ବାଳ କାଟୁଛନ୍ତି ଶାନ୍ତି। ଏ ସମ୍ପର୍କରେ ପୁରୁଷୋତ୍ତମ ଜିଲ୍ଲା ବୟନ ଶିକ୍ଷା ଉପନିବେଶକ ବିନାୟକ ପୁଟ୍ଟିଙ୍କ ପ୍ରତିକ୍ରିୟା ନେବାକୁ ସେ କହିଛନ୍ତି, 'ଏ କଥା ମୋ ନଜରକୁ ଆସିନାହିଁ। ଆଜି ଆପଣଙ୍କଠାରୁ କାନ୍ଦିବାପରେ ମୁଁ ଆମ ପୁସରକାରଙ୍କରୁ ପଠାଇ କେଉଁକାରଖାରୁ ସେ ସବୁ ଯୋଜନାରୁ ବଞ୍ଚିତ ହୋଇଛନ୍ତି ତାର ଅନୁଧ୍ୟାନ କରିବେ। ଆମ ବିରାଜା ତରଫରୁ କେଉଁ କେଉଁ ଯୋଜନାରେ ସାମିଲ ହୋଇପାରିବେ, ତାଙ୍କୁ ତୁରନ୍ତ ସହାୟତା ଯୋଗାଇ ଦିଆଯିବ।' ତେବେ ଜିଲ୍ଲା ପ୍ରଶାସନ ତୁରନ୍ତ ଏଥିରେ ହସ୍ତକ୍ଷେପ କରି ଶାନ୍ତି ମେହେରଙ୍କୁ ଅର୍ଥିକ ସହାୟତା ଯୋଗାଇ ଦେବାକୁ ବୁଝିତାବା ମହଲରେ ଦାବି ହେଉଛି।

BOLANGIRI SONEPUR BOUDHA Edition
Page No.3 June 25, 2023

News item published in the 24th March 23 Day issue of the Odiya news daily *The Sambad*

the political and business daily
 THURSDAY, JULY 6, 2023 PUBLISHED SIMULTANEOUSLY FROM NEW DELHI AND CUTTACK www.pbdodisha.in

CUTTACK weather
 Temperature: 33.0° HIGH, 26.0° LOW, 18° MIN
 Humidity: 75%
 Wind: 15 kmph
 Rainfall: 0 mm

WORLD
 Hopeful of IMF board approving loan pact: Pak PM

NATION
 BJP's anti-Dalit, anti-tribal face exposed: Rahul Gandhi

SPORTS
 Mental preparation and skill execution key to success: Brathwaite

INDICATOR
 MARKET: Sensex 65,446 (34 ↓), Nifty 19,398 (9 ↓), Dow Jones 34,323 (96 ↓), FTSE 7,442 (78 ↓), Nikkei 33,330 (84 ↓), Shanghai 3,222 (23 ↓)
 COMMODITIES: Gold 45,566 (1130 ↑), Silver 47,392 (1999 ↑), Crude 7.962 (345 ↓), Oil 0.69 (0.0003 ↓)
 CURRENCY: Dollar 75.58 (1.01 ↑), Euro 95.63 (1.11) ↑, Pound 85.76 (1.21) ↑

'SHRADDHA' extends financial support to weaver's widow

PBD BUREAU BHUBANESWAR, JUL 5

TOUCHED by a news item that appeared in a leading vernacular daily describing the distress of a woman after the untimely demise of her husband, civil society organisation 'SHRADDHA' extended a helping hand to the lady by supporting her with financial assistance to the tune of Rs 20,000.

Moved by the news that handloom weaver Harihar Meher of Hanuman Patli under Birmaharajpur Block of Subarnapur district passed away at an early age of 42 years, leaving his wife Santi Meher and five children in dire condition, members of 'SHRADDHA' decided to help the distressed lady.

With its commitment to make small but meaningful contributions to the socio-economic causes of the handloom weavers like the "Squirrel of the Ramayana", an appeal was made to the members of SHRADDHA for donating generously to support Santi Meher.



Efforts were made to collect the address and bank details of Santi Meher for helping her with financial assistance.

With contributions from "SHRADDHA" members including Satya Gopal Rajguru and Bijan Behari Paul, Pratima Ray from Delhi, Subhendra Mishra from the USA, Padmanava Panda and Sanjay Kumar Panda, the organisation deposited a cheque amounting to Rs 20,000 Santi Meher's bank account with State Bank of India, Birmaharajpur Branch on July 3, 2023.

"It is in fact a big gesture. My compliments for the same," said a former senior bureaucrat of Odisha Anandinda Behera.

Odisha-based civil society organization 'SHRADDHA' set up by a group of like-minded people and led by former Union Textile Secretary Sanjay Kumar Panda keeps working with the mission to empower the handloom weavers, handicraft artisans with appropriate technology so as to help them increase income and scope of the market for their products eliminating middlemen in the trade. SHRADDHA also endeavours to ensure these traditional forms to survive by motivating the next generation not to look the other way. This profession will be financially rewarding for a member to earn enough for living a life with dignity at par with others in the society, said Panda while speaking to PBD.

SHRADDHA draws inspiration from the episode of the Ramayana relating to the contribution of the tiny squirrel in making of the 'Rama Setu' (bridge) across the sea. It is committed to make humble efforts for a meaningful impact in promotion of the craft sector, Panda said.

5. Finances of the society

The society carried on its activities during the year with the generous donations made by some members along with the membership fees. Expenditure incurred by the society for implementation of the LEDP project sanctioned by NABARD was reimbursed twice. Bank accounts of society have been reconciled. Summary of the finances of the society for the years 2022-23, 2023-24(Provisional) as well as provision for the year 2024-25 is given below.

Co de	Income Source wise	2022-23	2023-24 (Prov)	2024-25 (Estimate)	Co de	Expenditure purpose wise	2022-23	2023-24 (Prov)	2024-25 (Estimate)
1	Members hip fees	60,800.00	18,700.00	20000	1	Promo tional (Projec t)	4,54,042.00	4,30,675.20	6,00,000.00
2	Donation	1,97,193.09	2,77,175.84	200000	2	Meetin gs	25,125.53	20,851.00	21,000.00
3a	Reimburs ement from NABARD	1,43,500.00	4,83,086.00	0	3	Office exp	49,435.58	68,775.64	60,000.00
3b	Reimburs ement from other sources		16,900.00	28000					
3c	Grant	0.00	0.00	400000					
					4	Charity	3,610.00	23,121.00	25,000.00

					5	Account & Audit		27,949.00		25,000.00
4	Loan availed	1,45,000.00	0.00	10000	6		Loan repayment 50,000.00		70,000.00	
5	Misc receipt				7	Misc exp				
	Total	5,46,493.09	7,95,861.84	6,58,000.00		Total	5,32,213.11	6,41,371.84		7,81,000.00
	Opening balance cash	17,845.00	2,464.10	3227.70		Closing balance cash	2,464.10	3,227.70		6,574.42
	Opening balance Bank	0.00	29,660.88	322974.88		Closing balance Bank	29,660.88	3,22,974.88		1,80,000.00
	Grand total	5,64,338.09	8,27,986.82	9,84,202.58		Grand total	5,64,338.09	9,67,574.42		9,67,574.42

Conclusion

Shraddha working for empowerment of the women weavers over last two years (2022-23 & 2023-24) had the main objective of **increasing their earnings substantially on long term basis**. As indicated, the weavers selected for training in quality dyeing under the LEDP sanctioned by NABARD were first-generation weavers whose forefathers were agriculture laborers. They took up handloom weaving during the agricultural off season by availing the ecosystem prevailing in the Maniabandh traditional cluster, well known for "*Odisha ikat Khandua GI tagged handloom products*". With entry level skill, they were weaving on job work basis in their own dwelling house with the loom supplied by government under various ongoing schemes. The middleman, master weavers / traders were giving them processed tie and dye warp and weft as raw material as per market requirement and collecting back the woven fabrics on payment of conversion charge varying between Rs 200-250 per saree. They were weaving coarse count sarees with traditional color combination of a typical design named "Kargil sarees", named after the India's war against Pakistan at Kargil in 1999 (3 May 1999 – 26 July 1999)]. Depending on the ability and commitment to other household work, the women weavers were earning about Rs 4,000/- in a month, which was considered a good supplementary income.

In this background, Shraddha started working with these weavers with a package of interventions, namely.

- Making them aware of the handloom market,
- Generating aspirations for increasing their income by improving the quality of fabrics as well as weaving new fabric like dress material, with new color and design with lesser motifs and pestle color for expansion of the customer base,
- Removing the defects in dyeing and introducing new shades,
- Improving quality of weaving with higher reed and pick, finer count cotton yarn and silk.
- Using digital platform for getting in touch with the customers, explaining about salient features of the product, knowing the customers' preference, for making product accordingly,

- Branding and marketing the product online, which will reduce the transaction cost and increase their earnings significantly.

The training programme sanctioned by NABARD was only 15 days in duration, covering only the technical aspects of dyeing along with support for soft skill and exposure visit. Sincere efforts were made to implement the project with all seriousness. As indicated above, the technical training in dyeing was covered with support from the Weavers Service Centre, Bhubaneswar which is the agency under the Development Commissioner for Handloom under the Ministry of Textiles. As a result, the trained women weavers have appreciated the market conditions and the need to produce with quality as per the customer's choice. This itself is a big achievement as it will foster subsequent phases.

Despite several efforts, the bankers did not come forward to provide loans to the weavers. However, persuasion through the women self-help groups under Mission Shakti showed sign of hope. In view of the importance attached by the state government for empowering the women under Mission Shakti, this approach will yield good result on which a good beginning was made.

SHRADDHA stands committed to continue its engagement with the weavers covering other aspects, as indicated above, as well on a long-term basis by availing assistance under other ongoing schemes for skill development as well as collaborating with other organizations for marketing.

It is satisfying that with considerable efforts a beginning has been made on all these accounts. However, the empowerment process is like a journey which takes time to materialize.

In clear and specific terms in the last two years, there has been increase in the quality of weaving and dyeing with new shades and new designs. In financial terms, earnings of the weavers increased by 15% in the last two years, however the inertia to change has been overcome. While this amount may not be high, it served a purpose in providing a supplementary income for the family along with independence and boosting morals of the lady weaver of the house.

It is expected that provision of 's'ppor' and handholding on a continuous basis will increase earning of the weavers by 50% over the next two years. This will attract more women to handloom and will have a positive impact on the younger generation as well. This will make the development inclusive and sustainable.

This has given rise to new hope and expectations among the women weavers and there were demand for training in tie & dye technique, which is a critical link. Further activities of the society will be extended to other weavers in the same cluster and to other handloom clusters as well.

Drawing inspirations from the proverbial squirrel of the Ramayana, *SHRADDHA* is committed to work for promotion of handloom and other crafts as a trendsetter, based on the principles of "Bringing about *transformative changes*¹ (enhancing the end result substantially) by a *multidisciplinary team, working with positive mindset and use of appropriate technology and innovations,*" For this, the society would look forward to the active support of all esteemed members in terms of finance and time for volunteering.

¹ dealt at length in the book titled "*Making One plus One Eleven*" authored by Dr Sanjay Kumar Panda.

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 very pleased by the sincerity and effort of the squirrels, though small yet meaningful. He had fondly patted the squirrels in its 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.



**(Shri Bani Ranjan Das)
Secretary, SHRADDHA**

Dated: 08th July 2024

Some glimpses of time spent with the weavers.

Weavers at work in the Production center at Haripur on 3rd Feb 2024



“Harivansh Puran path” amidst the weavers at Kasikiari 3rd Feb 2024



Review of project activities at the branch office on 3rd Feb 2024



Product diversification weaving under progress



Dr Pratima Ray. Member SHRADDHA counselling the weavers for quality production. During her visit to the project area on the 29th March 2024



Weaving with quality and new design
