

Shradha NGO revives weaving tradition in Jagatsinghpur dist, empowers women weavers

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IN a significant step toward reviving the handloom industry and empowering women, Shradha NGO has launched a transformative program at Maland village in Jagatsinghpur district. The initiative, spearheaded by Dr. Sanjay Kumar Panda, former Secretary of the Ministry of Textiles,

aims to equip women weavers with enhanced skills to create high-quality fabrics, thus boosting their earnings and livelihood prospects. Inaugurating the 45-day training program on Tuesday, Dr. Panda reminisced about the vibrant handloom industry of Jagatsinghpur in the 1990s. Known for its fine-count cotton sarees adorned with intricate booti designs, the region's weaving tradition

suffered a severe blow after the devastating super cyclone of 1999. "Shradha NGO is making a humble attempt to revive this rich heritage," Dr. Panda said. "By focusing on women weavers, we aim to produce exquisite fine-count cotton sarees, complete with blouse pieces and dress materials tailored to the preferences of elite customers," he added. Surendra Kumar Patra, Vice President of



Shradha and former Deputy Director of the Weavers' Service Centre, elaborated on the technical innovations being introduced. He emphasized the

importance of using new colours, extra warp and weft booties, and achieving defect-free weaving to make the products more appealing to modern buyers. Highlighting the potential of digital tools, Banshidhar Mahapatra, Secretary of Shradha and a former officer of the Indian Statistical Service, encouraged weavers to adopt mobile apps for direct customer engage-

ment. He explained how this approach could eliminate middlemen, allow customization based on buyer preferences, and increase the weavers' earnings through online sales. The launch event, held at the Common Facility Centre of the Basudevpur Weavers' Cooperative Society in Maland village, saw enthusiastic participation from local women weavers and villagers. The Shradha team discussed

the program's objectives, which include comprehensive training in weaving, design, and soft skills, along with exposure visits to the Weaver Service Centre and Kalabhoomi in Bhubaneswar. This initiative has already sparked a wave of excitement among local weavers, many of whom see it as a beacon of hope for reviving their livelihoods and preserving their craft.