

## Report – WTC Bhubaneswar observes National Handloom Day 2024

Handloom sector is a symbol of the country's glorious cultural heritage and an important source of livelihood in the country. The sector is key to women empowerment as over 70% of handloom weavers and allied workers are women.

World Trade Center Bhubaneswar observed National Handloom Day in association with K3 Ladies Club of KIIT. The vision is to develop a strong, competitive and vibrant handloom sector to provide sustainable employment to the handloom weavers particularly belonging to disadvantaged section of the Indian society and to ensure inclusive growth of the sector. The objective is to generate awareness about the importance of the handloom industry to the socio-economic development of the country.

The program witnessed various initiatives like a fashion show by the women entrepreneurs showcasing Odisha Handloom, deliberations by industry experts about the significance of incorporating handloom in our daily lives and to further pledge to promote Odisha Handloom.

On this occasion, Dr. Manjusha Pandey, Chairperson of the K3 Ladies Klub extended a warm welcome to the chief guest, Dr. Itirani Samanta. Dr. Samanta, a distinguished writer and social activist, delivered an inspiring address highlighting the socio-cultural and economic significance of handloom. She urged support for sustainable practices that empower artisans, emphasizing the collective responsibility to preserve this invaluable heritage.

Dr. Rina Routray, Advisor at WTC Bhubaneswar Women Forum; Ms. Choudhury Jyoshna Das, Convenor of the WTC Bhubaneswar Women Forum and Ms. Jayanti Nath, Member Secretary, also shared their insights on the importance of handloom. Following their contributions, Ms. Nimeshika Natarajan, Assistant Director, WTC Bhubaneswar, expressed gratitude to all attendees for their participation and gracious presence.

The program also witnessed cultural program showcasing Odisha Handloom Weaves and tradition and felicitation of weavers to further encourage them while recognizing their exceptional craftsmanship and dedication. The event concluded with a solemn pledge for handloom, reaffirming the commitment to support and promote handloom as a crucial element of India's cultural identity.

***The program was held on Tuesday, 06 August 2024 at Auditorium, KIIT University, Bhubaneswar.***

### Caption for the photographs:

**DS 001** – Esteemed dignitaries during the National Handloom Day 2024 celebration

**DS 002** – Officials and Associate Members of WTC Bhubaneswar during the National Handloom Day 2024 celebrations

**DS 005** – Participants, special invitees and other esteemed dignitaries during the Handloom pledge ceremony during the occasion