

Handloom Sourcing Show, Bargarh, Odisha

7th – 8th August 2022

Event Report

Handloom weaving is the outstanding, wide – spread small Industry, providing employment to largest number of people in the Bargarh District of Odisha. The growth of weaving activity in the Bargarh District is ascribed to the advent of the “Bhulia Meher” community in around 1765 AD from Sonapur. Bhulia Mehers are said to have been original inhabitants of Rajasthan and Delhi from where they moved to Dhamantari and Dhansa villages of Raipur District of Chhattisgarh. Later on, they were brought to Patnagarh of Bolangir District after the first Chauhan King Ramai Deb ascended the throne of Bolangir Patnagarh. It is presumed that the original Bhulia Meher community, after setting down in the region, intermingled with the other castes too and soon the Kosta Mehers (who are usually tussar weavers) and Kuli Mehers (who are the least skilled labour class) came into existence. The District predominantly consists of the Bhulia and Kosta Meher and the Ganda weavers. Kosta and Bhulia castes figure around 30% and 50% respectively each, whereas Harijan/Kuli castes account for 20% only of the total population of weavers in the District.

Bargarh District is famous for its handloom weaving just like its agriculture. The handloom weavers reside in almost all blocks of the District. But blocks like Barpali, Bargarh, Bijepur, Sohela, Bheden and Attabira are deeply populated with handloom weavers. They are famous in silk, tussar and cotton weaving. The quality and design of the products are gradually improving. The products manufactured have been changed from coarser count cotton to finer count has gathered momentum now.

In consideration of the market potential of handwoven products of this region, Ministry of Textiles, Government of India has been emphasizing the need for focusing market development of this region. To align with these objectives of Ministry of Textiles, Govt. of India, Handloom Export Promotion Council in association with National Handloom Development Corporation organized a special Handloom Sourcing Show (HSS) an Exclusive Sourcing Event for the Bargarh District’s handloom stakeholders at Indian Institute of Handloom Technology, Bargarh, in their auditorium Hall during 7th and 8th August 2022. The event was organised with an objective to provide necessary market linkage for International

market for the handwoven products from Bargarh, Odisha. The event was organised with the financial assistance under **National Handloom Development Programme of O/o. Development Commissioner(Handlooms), Ministry of Textiles, Govt. of India.**

The Sourcing Show was inaugurated by the Chief Guest **Shri Sambit Acharya, President, Sambalpuri Bastralaya HL Co-Operative Society Ltd** with an inaugural address in the presence of **Shri, S.Chetia, RM, NHDC Ltd Kolkata, Mr. M Anandam, Head Of Office, IIHT Bargarh, Mr. S N Pradhan, Secretary Cum WS, O/O the deputy Director (Textiles), Mr. A K Saha, Manager, NHDC Ltd, Bhubaneshwar & Mr M J Saikia, TFO, HEPC-Guwahati , Trade Visitors, Participants, Govt. Officials press & media.** The Chief guest also released the Show directory brought out by the Council exclusively for the event. Initially, Shri S Chetia ,RM, NHDC Ltd welcomed all dignitaries . Shri M J SAIKIA, TFO of HEPC delivered Key note address . Mr. M Anandam, Head Of Office, IIHT Bargarh, Mr. S N Pradhan, Secretary Cum WS, O/O the deputy Director (Textiles), Mr. A K Saha, Manager, NHDC Ltd, also spoke on the occasion.

Event Inauguration Photo:





30 exhibitors were shortlisted for participation in the event (21 Nos. as recommended by O/o Directorate of Handlooms, Govt. of Odisha and 9 Nos. as recommended by NHDC) of which 28 exhibitors who displayed their exclusive Handwoven products from Bargarh, Odisha region such as

- Sambalpuri Ikkat sarees of cotton & silk
- Cotton stoles
- Ikkat Dress materials
- Curtains
- Napkins

The Participants participated from Bargarh, Sonepur and Subarnapur of Odisha.

Post inauguration, the chief guest Shri Sambit Acharya, President, Sambalpuri Bastralaya HL Co-Operative Society Ltd accompanied by other dignitaries interacted with each individual exhibitor and ascertained the details such as their product ranges and its marketability etc. The Addl. Chief Secretary appreciated the HEPC for organising such event & suggested to organise such event in the state of Odisha every year, so as to provide the platform for international market.

Interaction with Exhibitors:

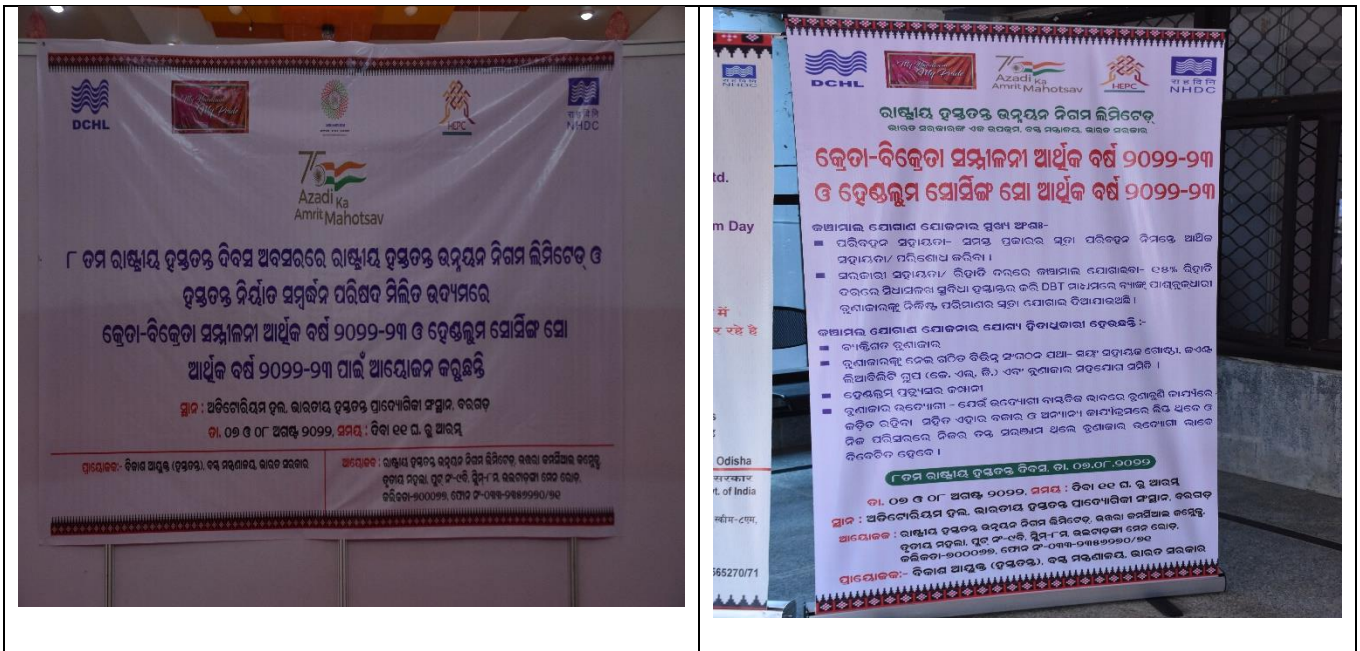




Various onsite branding by placing standees, banners were undertaken by the Council . Further, the Council had also released advertisements in local newspapers on 6th and 7th August 2022

Onsite Brandings:





The event was organized predominantly as a B2B event inviting trade visitors from other regions of the Council and neighboring countries. About 6 Trade visitors visited the fair which are from other regions of the Country. The event also had about 250 general visitors. . 27 Trade Visitors from India visited the show which included 21 Trade Visitors without grant. The event also had the visit of the following dignitaries.

- Mr. Bibekananda Das, Director, SWCRF, Bhubaneshwar, Odisha
- Mr. Raj Gopal Dash, Dy.CEO, ORMAS, Bargarh
- Ms. Leena Das, KPMG, SIDBI CLUSTER, Bargarh
- Mr. Chetan Biswas, Marketing Manager, Jayshree Textiles, WB

The participants expressed satisfaction on the quality of visitors turned out for the event and also the business generated in sizeable quantities & enquiries generated from Trade Visitors. The Trade Visitors and Visitors appreciated the uniqueness of the products displayed at the show and expressed their willingness to work with manufacturers. The exhibitors expressed their happiness regarding the event outcome and satisfaction of having such an exclusive event focussing on Handwoven products from Bargarh, Odisha region,

As per the feedback of the participants, spot sale of handloom products **worth of Rs.2,55,000/- & enquiries worth of Rs.37,00,000/- were reported.** A total business of **Rs.39.55 lakhs** was generated during the 3 days event.

The participants expressed their interest to participate again in such event in future and also requested to provide opportunity to participate in Domestic Exhibition & Overseas Exhibition.

The event was coordinated by Mr. Mrinal Jyoti Saikia, Trade Facilitation Officer of HEPC.

Few photographs taken during the Fair:

