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Women-Led SHGs to Drive Odisha's Weaving Heritage Forward

: Deputy Chief Minister Smt Parida

Mission Shakti Signs MoU with Weavers' Service Centre to Promote Traditional Weaving Enterprises

Bhubaneswar, 29/07/2025

Odisha's traditional weaving sector is receiving renewed momentum through the active involvement of women-led Self Help Groups (SHGs), said Deputy Chief Minister Smt. Pravati Parida. At an event held at the Mission Shakti Bhawan Auditorium, an MoU was signed between the Department of Mission Shakti and the Weavers' Service Centre, office of development commissioner Handlooms, Government of India. The partnership aims to empower women weavers through skill development, modern design inputs, and access to national and international markets.

Speaking on the occasion, Deputy Chief Minister Parida reiterated the government's commitment to making Odisha's SHG members economically self-reliant. Citing Prime Minister Narendra Modi's recent reference to Odisha's Santali weaving art of Mayurbhanj and women's Sankirtan groups of Keonjhar during the "Mann Ki Baat" address, she said, "Our mothers are making Odisha proud across the nation. We are determined to offer SHGs viable and dignified income opportunities as part of our goal to achieve the target of 'Lakhpati Didis'." She added that under the visionary leadership of Chief Minister Shri Mohan Charan Majhi, the state now aims to transform lakhpati didis into crorepatis.

The MoU will facilitate design mentoring, training, and market linkage for weaving-based SHGs, enabling them to adapt to evolving fashion and decor preferences. This collaboration will help build a sustainable women-led textile ecosystem and strengthen the textile value chain across Odisha.

Smt. Shalini Pandit, Commissioner-cum-Secretary of Mission Shakti, emphasized the importance of the initiative, noting that it supports thousands of women who have already adopted weaving, tailoring, embroidery, and home-based production as a means of livelihood. "This partnership will provide an enabling ecosystem for design, training, and market-ready innovations for SHG members," she added.

Dr. Monica Priyadarshini, Director of the Department, highlighted the program's goal of fostering sustainable weaving enterprises led by women and improving access to value-added textile production. Shri Bikash Kumar, deputy Director of the Weavers' Service Centre, commissioner

Handlooms, Govt of India stated that Odisha's weaving talents have gained national recognition and that this partnership will offer new dimensions to Odisha's creativity while boosting the country's overall handloom landscape.

Odisha continues to be a national leader in women-led development with over 16 lakh Lakhpati Didis created, supported by pioneering initiatives such as the Subhadra Shakti Melas, Subhadra Shakti Cafés, and the "One District One Product" cluster model. Under the Lakhpati Didi initiative of the Government of India, Odisha has emerged as a top-performing state.

This collaboration will involve developing unique multi-colour paper designs tailored to emerging trends in apparel and home décor. The Weavers' Service Centre will support prototype development and provide expert guidance on aesthetics, finishing, and enterprise-readiness. SHG products will also receive professional photography and digital cataloging support to enhance both online and offline visibility.

The partnership is set to play a transformative role in converting traditional weaving skills into structured enterprises, linking SHGs' creative potential with expert mentorship to build sustainable livelihoods, enhance market competitiveness, and foster long-term value creation.



Tanuja Mohanty
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