

Film Mehermunda, Based on the Struggles of Odisha's Weavers, Receives Special Screening;
Hon'ble Ministers and Senior Officials overwhelmed

A Living Reflection of Odisha's Artisanship and Cultural Heritage;
Senior Dignitaries Applaud the Film's Outstanding Cinematic Excellence

Bhubaneswar, July 4, 2026:

A special screening of Mehermunda, a film produced by GR Records and dedicated to Odisha's weaving community, was held today at the Odisha State Convention Centre, Lok Seva Bhawan, under the aegis of the Department of Handlooms, Textiles & Handicrafts, Government of Odisha.



The screening was attended by Shri Pradeep Bal Samanta, Hon'ble Minister for Handlooms, Textiles & Handicrafts; Shri Sampad Chandra Swain, Hon'ble Minister for Industries, Skill Development & Technical Education; Smt. Guha Poonam Tapas Kumar, Commissioner-cum-Secretary, Department of Handlooms, Textiles & Handicrafts; Shri Somesh Kumar Upadhyay, Director of Handlooms & Textiles; Dr. Nivedita Prusti, Director of Handicrafts; Shri Pratap Chandra Hota, Managing Director of Utkalika; Shri Surya Narayan Pattnaik, Additional Director (Silk); Shri Jyoti Ranjan Panda, Managing Director of OFDC; senior officers and officials of the Department of Handlooms, Textiles & Handicrafts; and members of the cast and crew of Mehermunda.

Appreciating the film, Shri Pradeep Bal Samanta, Hon'ble Minister for Handlooms, Textiles & Handicrafts, said that Mehermunda is a vivid and authentic portrayal of Odisha's traditional handloom heritage, art, and culture. He observed that the film's compelling storyline and high-quality direction would serve as an effective medium for showcasing Odisha's rich cultural legacy to audiences across the world.

Produced by GR Records, Mehermunda is an Odia feature film based on the lives, struggles, and achievements of Odisha's weaving community. The film beautifully depicts how weavers preserved their traditional art and culture and strengthened their identity through online marketing despite the economic hardships that followed the COVID-19 pandemic.

Speaking on the occasion, Shri Sampad Chandra Swain, Hon'ble Minister for Industries, Skill Development & Technical Education, remarked that Mehermunda has the potential to touch the hearts of every Odia and inspire society by reinforcing Odisha's cultural values and identity.

In her address, Smt. Guha Poonam Tapas Kumar, Commissioner-cum-Secretary, Department of Handlooms, Textiles & Handicrafts, stated that the film beautifully captures the emotions, creativity, and dedication of Odisha's artisans. She described Mehermunda as more than just a film, calling it a meaningful tribute to the struggles, creativity, and rich cultural traditions of Odisha's weaving community. She further said that the film is dedicated to the weaver brothers and sisters of the State and stands as a symbol of Odia pride and identity.

Film producer Shri Rakesh Kumar Padhi said that Mehermunda is a sincere effort to bring before society the history, struggles, and contributions of Odisha's weaving community while promoting the State's rich handloom heritage, art, and culture at both national and international levels.

On the sidelines of the screening, exhibition stalls by Utkalika, Boyanika, and Sambalpuri Bastralaya showcased Odisha's handloom, textile, and handicraft products. The dignitaries visited the stalls and appreciated the State's rich craftsmanship and artistic traditions.

The film features Jyoti Ranjan Nayak, Rakesh Kumar Padhi, Sushanta Das Mahapatra, and Arlin Ankita in prominent roles.

It is noteworthy that Mehermunda has received three international awards in recognition of its social message and cinematic excellence. Screenings of the film have also been organised across various districts of Odisha to create awareness among the general public and students about the State's handloom heritage.

Recognising its significant contribution towards the promotion and preservation of Odisha's handloom legacy, the Government of Odisha declared Mehermunda tax-free on 9 June 2026. Earlier, on the occasion of National Handloom Day on 8 August 2025, the film's trailer was unveiled by the Hon'ble Chief Minister in the presence of nearly 1,500 weavers.

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