

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

First lady of the State interacts with weavers

Produce new items with traditional signatures: First lady to weavers

The First Lady of Arunachal Pradesh Smt Neelam Misra interacted with local weavers of Apatani Plateau at Ziro, during her daylong visit to the District Headquarters of Lower Subansiri on 6th December 2018. She appreciated the women for continuing the traditional weaving and keeping the legacy of the indigenous traditions and culture alive. The designs and patterns of traditional weaving of Arunachal Pradesh are unique, attractive and exclusive, which must be preserved, she emphasized.

Continuing her endeavour in promoting the traditional loin looms, the unique, exotic and one of its kind in the world, the First Lady of the State advised them to contribute to the preservation and propagation of the traditional loin looms. Weaving must be carried out as an extension of our traditions and rendering of help to economically weaker ladies of our society, she reiterated.

The First Lady of the State advised them to exhibit their produces in the Metros, such as Arunachal House in New Delhi and use E-commerce means in marketing their products, which is a practice by other States. She also suggested to them to produce new items with traditional signatures, like daily use items, such as table mats, curtains and mats etc.

The documentary on traditional weaving, entitles, ' Bunai Ki Rangin Duniya- Loin Loom Weaving' conceptualized and produced on 2nd October 2018 by the First Lady of Arunachal Pradesh, was presented to the weavers for motivation of the younger generation. The documentary, dedicated to Mahatma Gandhi, the Father of the Nation on his birthday on 2nd October 2018, aims to promote traditional weaving in our State as reminiscence of Mahatma Gandhi's Khadi movement as a means of self resilience and economic empowerment. Through the documentary, the First Lady of the State has appealed to the womenfolk of Arunachal Pradesh, especially the educated ladies and socially well established women. to practice, promote and propagate traditional weaving.

PRO to Governor
Arunachal Pradesh
ITANAGAR, December 7, 2018