

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

Governor interacts with the weavers, artisans and entrepreneurs

**Ensure employment generation, quality and quantity promotion of products
and increased financial returns for the people engaged in the textile and
handicrafts sectors: Governor**

The Governor of Arunachal Pradesh Brig. (Dr.) B.D. Mishra (Retd.) interacted with the weavers, artisans, entrepreneurs and officials of textile and handicrafts department of the State through videoconference from Raj Bhavan, Itanagar on the occasion of 6th National Handloom Day on 7th August 2020. He gave a patient hearing to their challenges, achievements and future plans during the videoconference.

The Governor said that the handloom products of Arunachal Pradesh, with its unique and distinctive designs and the patterns are matchless, attractive and exclusive. He said that it is the only one of its kind in the world.

The Governor called upon the people, particularly the womenfolk to preserve, practice and promote it for sustaining the legacy and also for socio-economic empowerment of the women. He said that the people must not forget the root of their tradition and cultural heritage.

The Governor emphasised on holistic approach in mitigating the challenges of the local weavers, artisans and entrepreneurs. He said that the main objective should be to ensure employment generation, quality and quantity promotion of products and increased financial returns for the people engaged in the textile and handicrafts sectors.

The Governor suggested that the officials must reach out to the people, advise them on 'Start up' and entrepreneurship and work as a Team. He advised the officials to work in a mission mode with artisans at every step of the trade cycle, including raw materials procurement at competitive price, the manufacturing ease, the sales opportunities and the returns to the artisans. The people must benefit from the expertise and technical knowledge of the officials, he said.

The Governor said that the younger generation must be motivated and encouraged to practice traditional handloom, taking advantage of COVID 19 protocols and lockdowns.

The Governor appreciated the suggestions of an online portal, setting up emporiums and kiosks for traditional handloom and handicrafts at the airports and asked the Secretary Textile and handicrafts to explore the avenues.

Secretary Textile and Handicrafts Shri Swapnil M Naik, IAS and Director Shri Haj Dodung also participated in the video conference.

PRO to Governor
Arunachal Pradesh
ITANAGAR, August 7, 2020