

**GOVERNOR'S SECRETARIAT  
ARUNACHAL PRADESH  
ITANAGAR**

**Press Communiqué**

**First Lady of the State interacts with Textiles & Handicrafts officials**

**First Lady of the State calls for revival of traditional methods of weaving and use of natural fibres**

The First Lady of the State Smt Neelam Misra interacted with the senior officers of the department of Textiles & Handicrafts at Raj Bhavan, Itanagar on 15<sup>th</sup> March 2022. They discussed about promoting of traditional weaving and marketing of textiles and handicrafts of the State.

The First Lady of the State, who has been practising and encouraging traditional Loin Loom weaving of the State called for revival of traditional methods of weaving and use of natural fibres as done in the past by the Arunachali tribal women. She said that the motifs and designs of the tribes of Arunachal Pradesh are unique and distinctive and the weavers can create a niche in the market with this time-honoured products and expertise.

Sharing her experience of the visits to established weaving centres in different States of India, the First Lady of the State advised the State Textile Department officials to conduct exposure tours for the weavers, self help groups and women entrepreneurs outside the State so that they can learn and emulate the marketing knowledge and focus on the demands of their products. She said that the traditional art of textiles, handicrafts and handloom of Arunachal Pradesh must reach different parts of the country for socio-economic empowerment of Arunachali women and their families.

The First Lady of the State, who regularly visits emporiums of other States, suggested for revamping the State emporiums particularly in the National Capital New Delhi to augment the showcasing of Arunachali textiles, handicrafts and handloom items. She also suggested for opening a kiosk with traditional items of the State in airports, helipads and railway stations, where tourists can buy Arunachali textile products as souvenirs.

The Director of Textiles & Handicrafts Shri Haj Dodung and OSD (Textiles & Handicrafts) Ms Kari Lombi were present in the meeting amongst others.

PRO to Governor  
Arunachal Pradesh  
ITANAGAR, March 15, 2022