

**GOVERNOR'S SECRETARIAT  
ARUNACHAL PRADESH  
ITANAGAR**

**Press Communiqué**

**First Lady of the State felicitates local weavers**

The First Lady of the State Smt Neelam Misra felicitated local weavers as part of '*Azadi Ka Amrit Mahotsav*' celebration at Raj Bhavan, Itanagar on 24<sup>th</sup> June 2022 for their entrepreneurship, innovation and for carrying forward the age-old indigenous traditions of loom weaving.

The First Lady of the State exhorted the local weavers to preserve the age-old tradition, which has always supported the womenfolk in their socio-economic empowerment. She said that in the mainland of our country many of our traditions stand extinct due to frequent attacks from outside the country in medieval times, but as the invaders never could come to the North East region, the treasured loom practices continued.

The First Lady of the State said that weavers are always close to her heart as she has learned and is a practitioner of loom weaving in Arunachal Pradesh. She called upon all weavers to pass on the tradition to the younger generation.

The First Lady of the State, while terming the loom products of our ladies as of excellent design, exotic motif and unique texture said that the local weavers must promote it from local to global. She advised the weavers to enthusiastically participate in handloom exhibitions and fairs to showcase their expertise in weaving.

The First Lady of the State stressed on inviting the known business houses, so that they can buy directly from weavers without involving middlemen. This arrangement, the benefits will go directly to the local weavers, she said.

The First Lady of the State emphasised on Geographical Indication (GI) Tagging for the indigenous Loom products of Arunachal Pradesh for authenticity and genuineness, which will help in its saleability in the global market. She said that the concerned government department must take interest in expediting this process.

PRO to Governor  
Arunachal Pradesh  
ITANAGAR, June 24, 2022