

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

Press Communiqué

First Lady of the State interacts with SWADESH RELIANCE representatives

First Lady of the State emphasis on support for sustainable development of weavers and artisans

The First Lady of the State Smti Neelam Misra met the representatives of SWADESH RELIANCE at Raj Bhavan, Itanagar on 8th August 2022. They discussed about ways and means to promote indigenous handloom and handicrafts of Arunachal Pradesh.

The First Lady of the State emphasised on support for sustainable development of weavers and artisans. She advised the SWADESH RELIANCE to buy the products directly from the Self Help Groups that work in clusters.

The First Lady of the State suggested the SWADESH RELIANCE to be the ambassadors of loom and handloom of Arunachal Pradesh. She also suggested the 'pre-book' or 'pre-buy' system, thereby providing immediate incentives and assistance to the weavers as also to create e-commerce portals and participate in weaver support campaigns, exhibitions, sales and Expos.

Appreciating the SWADESH RELIANCE for reaching out to the local weavers and artisans of Arunachal Pradesh, the First Lady of the State recommended exclusive loom products counter in Reliance stores. She also asked the representatives of SWADESH RELIANCE to support the much needed skill development of weavers and artisans.

SWADESH RELIANCE representatives, Ms. Rajlakhmi Pegu (Sr. Textile designer COE North east), Mr. Souvik Mitra (Sourcing Manager COE North east) and Mr. Ravi Ratnam (None Textile Designer) attended the meeting.

PRO to Governor
Arunachal Pradesh
ITANAGAR, August 8, 2022