

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

Press Communiqué

**First Lady of the State stresses on taking Arunachali loim loom products from
local to global**

Documentary on Arunachali Loin loom screened at Tezu

The First Lady of the State Smt Neelam Misra called upon the people to preserve, protect and promote the practice of loim loom weaving of Arunachal Pradesh. She said that Loin loom weaving is the identity of the tribal ladies of the State. Speaking at the screening of a documentary, captioned 'Celebrating Azadi Ka Amrit Mahotsav through Loin Loom weaving of Arunachal Pradesh' at Tezu in Lohit District, the First Lady of the State said that the age-old weaving skill of our women has always contributed towards the empowerment of our women. So far they have gone on their own initiative and hard work in loim loom weaving, but now the need of the hour is to assist the local weavers, so that they can contribute towards the general economic and financial advancement of our tribal women, which in turn will promote the national programme of 'Atma Nirbhar Bharat'.

The First Lady of the State, while reiterating the call of the Prime Minister of India, Shri Narendra Modi 'Khadi for Nation, Khadi for Fashion, Khadi for Transformation', urged the womenfolk of Arunachal Pradesh to take loim loom products from local to global. She said that loim loom products are attractive and exclusive and thus have huge market value.

The First Lady of the State appreciated the direction of the State Government for the public servants to put on traditional dresses on 15th of the month and said that it will promote the production of traditional attires. She felicitated the government officials working for the promotion of the traditional weaving and in appreciation of the weavers work, she distributed yarns to them.

The First Lady of the State informed that the documentary of Loin Loom of Arunachal Pradesh will be screened in the National Gallery of Modern Arts, Bangalore, Ministry of Culture, Govt. of India in collaboration with National Institute of Fashion Design on 9th September 2022 as part of ongoing exhibition titled VIGNETTE- Visvakarma Textiles- Art & History.

The documentary 'Celebrating Azadi Ka Amrit Mahotsav through Loin Loom weaving of Arunachal Pradesh' is conceptualised by the first lady, produced by the Directorate of Information & Public Relations, Government of Arunachal Pradesh and filmed by Maya Films, Bangalore. It highlights the roots of Loin Loom weaving and its history, the traditional attires, the uniqueness and beauty of its products.

Deputy Commissioner, Lohit District Shri Marge Sora, SP Shri Minjom Ete, DDSE Shri Eto Ete and DDTH Shri G. Tayeng were also present on the occasion along with weavers, students and SUPW teachers.

PRO to Governor
Arunachal Pradesh
ITANAGAR, September 9, 2022