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Corporate sector should come forward to promote Odisha handloom: Guv Prof. Lal

PBD BUREAU

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ODISHA Governor Prof. Ganeshi Lal on Friday said that the Corporate sector should come forward to promote handloom products of Odisha.

Speaking at World Trade Center's 'We For Weavers' programme at Kala Bhoomi here today, Governor Prof. Lal said, "Odisha handloom is as old as ancient ages; and is inspired and driven by nature. The whole process abides with spirituality. Handloom, which is the pride of Odisha, is reflected in the state's tradition, lifestyle, livelihood and character. To further strengthen this and to promote Odisha's handloom products at international level, planning should be done at different stages. Corporate sector should



come forward to promote these products."

The Governor proposed to use handloom clothes in University convocation programs instead of foreign designed clothes.

Many universities have accepted that proposal. Kalahandi University has come forward to make ethnic products.

World Trade Center Bhubaneswar Assistant Director Nimeshika Natarajan said, "This is an effort from World Trade Center Bhubaneswar to promote Odisha handloom and sustainable fashion and to take the products of Odisha handloom to inter-

national markets."

Odisha State Handloom, Textile and Handicraft Department Principal Secretary Arabinda Padhi, National Institute of Fashion Technology Professor BB Jena and Entrepreneurship Development Institute of India, Ahmedabad Director General Sunil Sukla also spoke on the occasion.

Nine weavers of Odisha were felicitated during the programme.

A fashion show was also organised in which models walked the ramp showcasing a dazzling range of attires made by local weavers.