

We wish you a very
Happy New Year!!!

Photograph by: Bilal Bahadur

Sensitizing Media on Livelihood Issues and Concerns of Handloom Workers

Varanasi, Uttar Pradesh: Social Activists and Weavers under the banner of State Alliances for Rights, Empowerment and Livelihood (SAREL) Network have demanded popularization and promotion of 'Handloom Mark' for the hand woven projects.

SAREL Network supported by IGSSS has organised a Press Meet to sensitize the local and national media on the livelihood issues and concerns of handloom workers in Uttar Pradesh. It was observed that lack of promotion and use of Handloom Mark by weavers and other stakeholders of handloom products of Varanasi are causing immense loss to weavers' community. The SAREL network sought active support from the media to raise the issue and help the people gather enough influence on the government to work on the promotion of Handloom Mark.

It was shared that the cost of registration is just Rs 25 and a weaver, exporter or anyone engaged in manufacturing or selling handloom products can get the registration from the office of Additional Director, Handloom. But the fact is that the use of Handloom Mark is not being popularized sincerely which is evident with the number of registrations of the mark in comparison to the number of weavers.

Despite the fact that the Handloom Mark was introduced in 2006, out of total strength of weavers community in the region including Varanasi, Chandauli, and Mirzapur districts, only 700 handloom weavers have been registered for the use of Handloom Mark.

About Handloom Mark Scheme

- Promote Original handloom products in domestic as well as international market
- Provide assurance to consumers about authenticity of the products
- Improve international marketing linkages to handloom weavers
- Strengthen supply chain for handloom products
- Improve price realization of handloom products in domestic and well as international markets
- Improve earning of handloom weaver community
- Develop database on the handloom supplies and weavers

IN MEDIA



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let every voice be heard.

Century old traditions coupled with extreme poverty often create a situation in which a child has no say in her future. This is the story of Amina Bano, born in a family of 13 members where the sole source of livelihood was the backbreaking task of carper weaving.

Read Amina's story on **Sammukh**.

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IGSSS Kashmir Team on an Exposure Visit to Development Programmes in Varanasi



Varanasi, Uttar Pradesh: IGSSS Kashmir team (members of EIDHR project) visited Varanasi, Uttar Pradesh for an exposure visit to the projects and programmes implemented by Human Welfare Association (HWA). The team visited many target areas of the HWA and interacted with the beneficiaries, stakeholders and project teams to have an understanding of the work carried out by HWA.

The projects implemented by the HWA include, women empowerment, sustainable agriculture/organic farming, e-Panchayats/PRI, vocational centres, non-formal education to dropouts from minority communities of carpet weaving belts and livelihood programme. The visit was fruitful in terms of its objectives and gave the team an opportunity for cross cultural learning.



Community Facilitation Teams, of Eastern Region SOUL Partners, Meet to Review the Programme



Rajgir, Bihar: IGSSS organised a programme review meeting under SOUL programme to assess the progress of the Community Facilitation Team (CFT) and the community process to build up community structure under the programme in Eastern Regional States.

Around 30 representatives from 16 NGO partners from Odisha, Jharkhand, Bihar, Chhattisgarh and Andhra Pradesh participated in the meeting. It was shared that the Community Facilitation Team (CFT) has started functioning and playing an effective role in building and mobilizing various community structure such as Self Help Groups, Occupational Groups (farmers Group, fisherman groups, lac cultivation groups) and Issue based groups such as MGNREGA Watch committee, PDS committee, School Suraksha Committee etc.

The Review Meeting with Community Facilitation Team was facilitated by Sadananda Chakrabarti, Manager East, supported by Dr. Madan Sarkar & Mr. Rajiv member of Programme Core Team and Ms. Sukanya Chatterjee, Assistant Manager Eastern Region.