

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

First Lady of the State interacts with Loin Loom weavers

First Lady of the State advises the weavers to take advantage of e-Marketing

Continuing her endeavour to promote indigenous loin loom weaving, the First Lady of the State Smt Neelam Misra visited Lower Niti Vihar colony, Itanagar on 23rd March 2019 and met the loin loom weavers. She visited the individual houses of the weavers and saw for herself the way loin loom weaving is practised by the womenfolk at home.

The First Lady of the State, who took up the issues of local loin loom weavers with Union Cabinet Minister for Textiles, Smt. Smriti Zubin Irani, during latter's visit to Itanagar on 22nd February 2019, enquired about the challenges of the weavers, particularly the availability of raw materials, subsidised loans, training centres and the outlet for the produces.

While interacting with the weavers, the First Lady of the State said that the loin loom product of different tribes of Arunachal Pradesh are unique, attractive, exclusive and one of its kinds in the world. Every tribe of Arunachal Pradesh has different colour and design symbolizing their identity and it has to be preserved and promoted, she emphasised while sharing her ideas in making the products more appealing and attractive to the consumers.

The First Lady of the State said that Loin Loom weaving is an extension of our traditions and has been a time tested self-employment avenue for our ladies. It is an important aspect of financial empowerment of women, particularly in rural areas. She stressed that the practice and culture of loin loom weaving must be popularised, promoted and propagated particularly amongst the educated young girls of our society.

The First Lady of the State advised the weavers to take advantage of e-Marketing, which is the process of marketing a brand using the Internet. She said that through e-Marketing, they can sell their loin loom produces to any interested individual anywhere in the world. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. She also informed them about Government e-Market Place or GeM in short.

The First Lady of the State, while appreciating the women for keeping their houses clean, appealed them to keep their colony clean too.

PRO to Governor
Arunachal Pradesh
ITANAGAR, March 23, 2019