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IRADO launches awareness campaign in Darrang



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Integrated Rural Development Organization (IRADO), a NE based voluntary organization has launched a campaign in Darrang district for improving the standard of livelihood of rural woman artisans, engaged in handloom and handicrafts. As a part of the said programme, an awareness camp was organized at Jhakuapara village under Kalaigaon Development Block on May 2 at 2 pm, to mobilize the artisans for the formation of SHGs under Ambedkar Hastashilpa Vikash Yojana. The camp was well attended by 120 women of the village Jhakuapara and Lakhimpur. Chao Rajnish Chetia, programme consultant of IRADO inaugurated the awareness camp. Addressing the women, he highlighted the prospects of benefits from village handicrafts products. He said that first phase of the campaign had been carried out with the survey and identification of beneficiaries. The second phase of the campaign would be launched shortly with the formation of SHGs and opening of individual bank accounts. He also spoke on credit and marketing procedures and said that necessary training would be arranged under the programme.

Later talking to 'The Assam Tribune', project consultant Chetia said that the campaign had been sponsored by the Development Commissioner, Handicraft, Ministry of Textiles, New Delhi. According to him the campaign would impart training to village women to improve the quality of handicraft products so as to attract global attention. It is worth mentioning that IRADO has been organizing various handicraft related workshop and exhibitions in NE since last twelve years. It had also successfully organized handicraft exhibitions of NE products in Bangalore, Sikkim, New Delhi and Goa. Office coordinator, Sumi Gogoi and media director Neelo Chetia also attended the programme.



Jayanta Kumar Das

Environmental journalist.