

INITIATIVE SUPPORTED BY INDIA ITME SOCIETY

India ITME Society supported below mentioned 2 initiatives during 7th National Handloom Day on 7th Aug 2021.

- 1) Project "Siddhi"
- 2) Cleanliness Drive by Ministry of MSME DI Indore

1) Details of Project "Siddhi"

Project "Siddhi" - Empowering Women to adapt Hygiene Practices, Khargone District – Madhya Pradesh

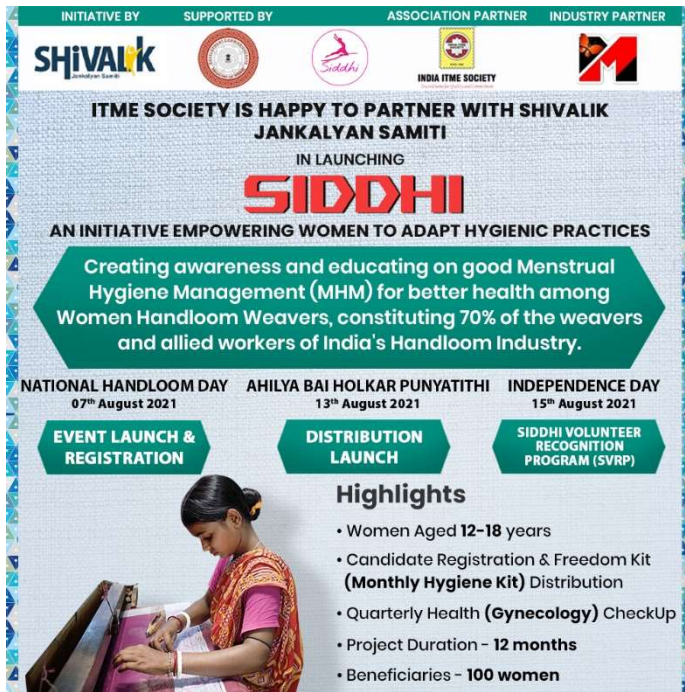
Shivalik Jankalyan Samiti announced their initiative " Project - Siddhi " on the 7th National Handloom Day, 7th Aug 2021.

The primary objective of the initiative is to recognise the efforts and contribution of the women weavers and to create a wave of revolution of menstrual hygiene management with the support of The Development Commissionerate, Ministry of MSME DI Indore, India ITME Society and Kasrawad Art Cluster - The handloom cluster of Madhya Pradesh.

The Project is a one-year duration activity that will act in 3 phases. Phase 1 will focus on empowering 100 women by distributing sanitary hygiene kits every month for one year and gradually looking forward to including up to 1000 beneficiaries.

Initiative Highlights

1. Beneficiaries - women
2. Age Group - 12 to 18 yrs
3. Duration - 12 months
4. Quarterly Health checkup by Gynecologists and Awareness campaigns will be carried out.



INITIATIVE BY SHIVALIK SUPPORTED BY INDIA ITME SOCIETY ASSOCIATION PARTNER INDUSTRY PARTNER

ITME SOCIETY IS HAPPY TO PARTNER WITH SHIVALIK JANKALYAN SAMITI IN LAUNCHING **SIDDHI** AN INITIATIVE EMPOWERING WOMEN TO ADAPT HYGIENIC PRACTICES

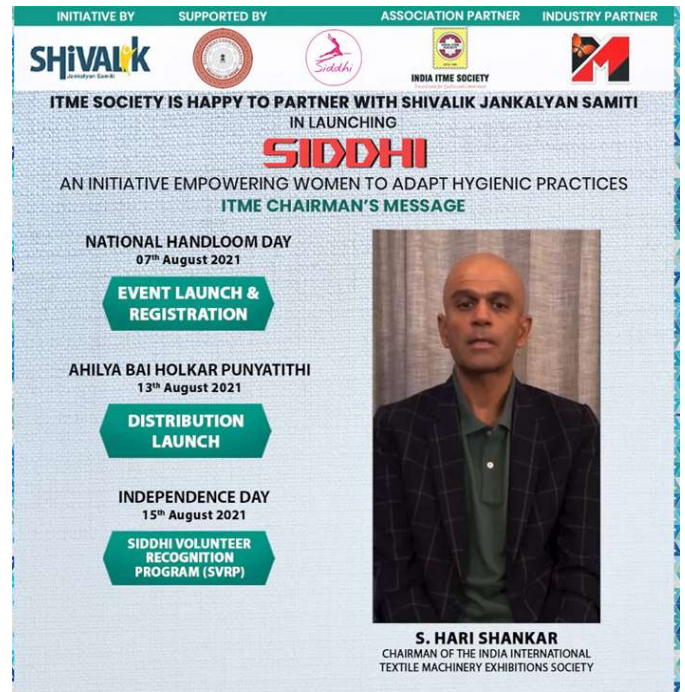
Creating awareness and educating on good Menstrual Hygiene Management (MHM) for better health among Women Handloom Weavers, constituting 70% of the weavers and allied workers of India's Handloom Industry.

NATIONAL HANDLOOM DAY 07th August 2021 AHILYA BAI HOLKAR PUNYATITHI 13th August 2021 INDEPENDENCE DAY 15th August 2021

EVENT LAUNCH & REGISTRATION DISTRIBUTION LAUNCH SIDDHI VOLUNTEER RECOGNITION PROGRAM (SVRP)

Highlights

- Women Aged 12-18 years
- Candidate Registration & Freedom Kit (Monthly Hygiene Kit) Distribution
- Quarterly Health (Gynecology) CheckUp
- Project Duration - 12 months
- Beneficiaries - 100 women



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ITME CHAIRMAN'S MESSAGE

NATIONAL HANDLOOM DAY 07th August 2021

EVENT LAUNCH & REGISTRATION

AHILYA BAI HOLKAR PUNYATITHI 13th August 2021

DISTRIBUTION LAUNCH

INDEPENDENCE DAY 15th August 2021

SIDDHI VOLUNTEER RECOGNITION PROGRAM (SVRP)

S. HARI SHANKAR
CHAIRMAN OF THE INDIA INTERNATIONAL TEXTILE MACHINERY EXHIBITIONS SOCIETY

Project "Siddhi" Media Coverage.

Launch of the Initiative was covered and appreciated largely below are some media coverages for same.

Digital coverage link for Global standard news

<http://gsni.in/?p=6124>

Digital coverage link for Free Press Journal

<https://www.freepressjournal.in/indore/madhya-pradesh-project-siddhi-for-teenage-girls-launched-in-khargone>

Project "Siddhi" Glimpses from the launch day



2) Detail of Cleanliness Drive by Ministry of MSME DI Indore

On 7th August 2021 Ministry of MSME DI Indore also conducted the Cleanliness drive at Kasrawad Art Cluster which was also supported by India ITME Society.

भारत सरकार
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय

स्वच्छता अन्तर्गत सफाई अभियान
एवम्
उद्यम रजिस्ट्रेशन जागरूकता कार्यक्रम

दिनांक : 07 अगस्त, 2021 स्थान : कसरावद आर्ट क्लस्टर जिला खरगोन

आयोजक : एम.एस.एम.ई-विकास संस्थान, इन्दौर
सह आयोजक : SHIVALK
INDIA ITME SOCIETY

Industry Partner Associate Partner Initiative By