



LIMITED

आई एफ सी आई लिमिटेड

(A Government of India Undertaking)

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PRESS RELEASE FOR IMMEDIATE DISSEMINATION

**Reg : Distribution of ASU machines to weaver families of Janagaon, Telangana
by IFCI Social Foundation**

New Delhi : Dated 11th July, 2018 ASU (in Telugu) is the name of a process of winding 12.5 km thread around 41 steel pins separated by 4 feet. The process is a laborious one and needs over 6 hours by moving of hand 9000 times across 4 feet. Women of Pochampalli weaving tradition in Telangana have been undergoing this drudgery over the last 7 decades without relief. Shri Mallesham saw his mother under pain day after day and decided to reduce her drudgery. Working for 7 years from 1993-2000, Shri Ch. Mallesham innovated a machine which does the work of a women in 1.5 hours and without any attendance. ASU machine has brought health and happiness to the Pochampally weavers community. The machine is patented and has been awarded by the President of India. Shri Mallesham received the Padma Shri Award 2017.

While the solution is available to the problem, due to poverty many weaver families are denied the ASU machine. Palle Srujana, a voluntary organization has been connecting people, from both private and Government organizations, to this need. The response has been good and so far 800 machines have been distributed with the financial support of many people and organizations. Shri Mallesham has the patent and also manufactures ASU machines.

IFCI Social Foundation (ISF) has extended support through Palle Srujana and Shri Mallesham for the ASU machines to reach the Pochampally weavers. The first lot of 8 machines has been distributed on July 11, 2018 in the Weavers' Colony, Janagaon, Telangana by Shri Deepak Mishra, General Manager, IFCI Ltd on behalf of the IFCI Social Foundation to the Pochampally weavers in the presence of Palle Srujana and Shri Mallesham.

Weavers express their gratitude to IFCI Social Foundation for their generous gesture.

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