



Handloom of India

Revisiting Muslin 2021

A Pro Bono Project of Handloom of India

THE INITIATOR

Debal Banerjee (Deb) is a handloom evangelist with 15+ years of erudite pedigree who launched this handloom of India initiative in 2015 with the motto of helping brands and entrepreneurs harness the infinite potential of the Indian handloom industry which offers a high degree of complexity to the new entrants and the established players alike. Interestingly Indian handloom is a culmination of 5000 years of rich heritage which has never been adequately recorded or documented in any significant form.



Deb through his vast on-ground experience of having closely worked with the artisans and weavers through the length and breadth of this country has assimilated the know-how and pedagogy and developed deep market insights which make him an unmatched professional in this field.

Some of the best known international brands in the apparel industry leverage Deb's expertise to spearhead their R&D, sharpen market intelligence, enhance their portfolio, and streamline their operations. For his contribution to the industry, Deb has been bestowed with some of the most prestigious awards and recognitions. Deb has been invited to conduct several trainings and workshops across the globe and also engaged in pro bono consulting work for social causes and initiatives.

To know more about Debal and his initiative 'Handloom of India' please visit handloomofindia.com.

What is this project all about?

As we all know covid hit the whole world hard. Handloom is not an exception and still now weaving community facing a real hard time. On this note Handloom of India is committed to support the hand craftsmen with its limited ability.

We would like to announce a crowd-funded project where you all can place pre-order for your muslin. Product will be 6.5 Mtr Muslin Jamdani fabric having a width of 48 inches. You can drape this fabric as saree or you may hire a tailor and make dresses out of it. For more product detail please look at our project proposal.

How this project can help artisans?

Generally, ground-level artisans don't have money to use a working capital hence they mostly work under traders and middlemen. Here we are inviting at least 100 pre-orders where one has to pay 50% advance in time of order placement and rest 50% before delivery.

That 2nd part of payment is the remuneration they earned. Getting that remuneration at once may get them some bulk amount so that they can kick-start their own venture. Generally, from middlemen or traders, they get remuneration in instalments hence that small amount went out for daily life needs.

You pre-orders can help them to get the amount in one shot so that they can use it as working capital. In this process you are getting a muslin by just paying production cost and you are also helping a group of muslin weavers to arrange working capital for independent venture.

How many people will get benefit ?

In this project, direct beneficiary will be 8 weaver families that means at least 40 people will be benefitted. We must know that in handloom whole family other than kids need to work to achieve a textile.

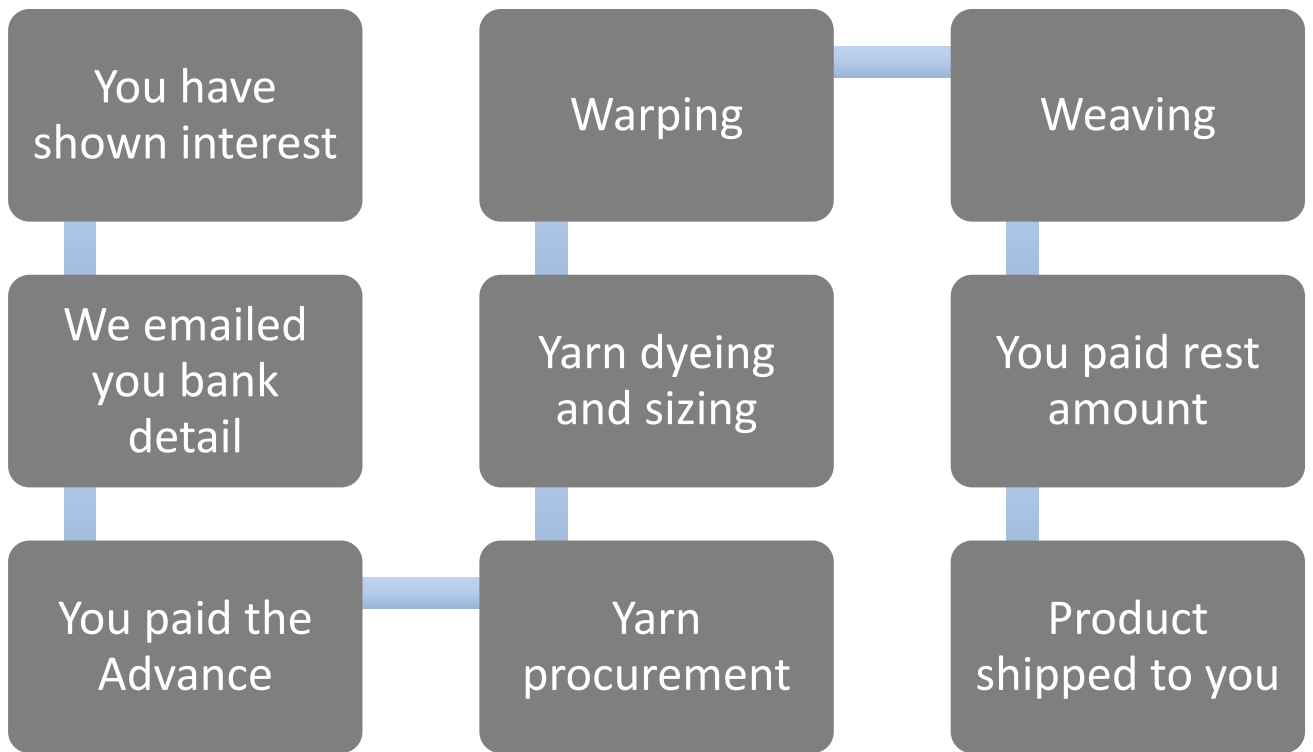
Banks and other financial institution never monetized them, your one step can monetize them to operate independently and achieve financial independence.

Why you should participate in this project?

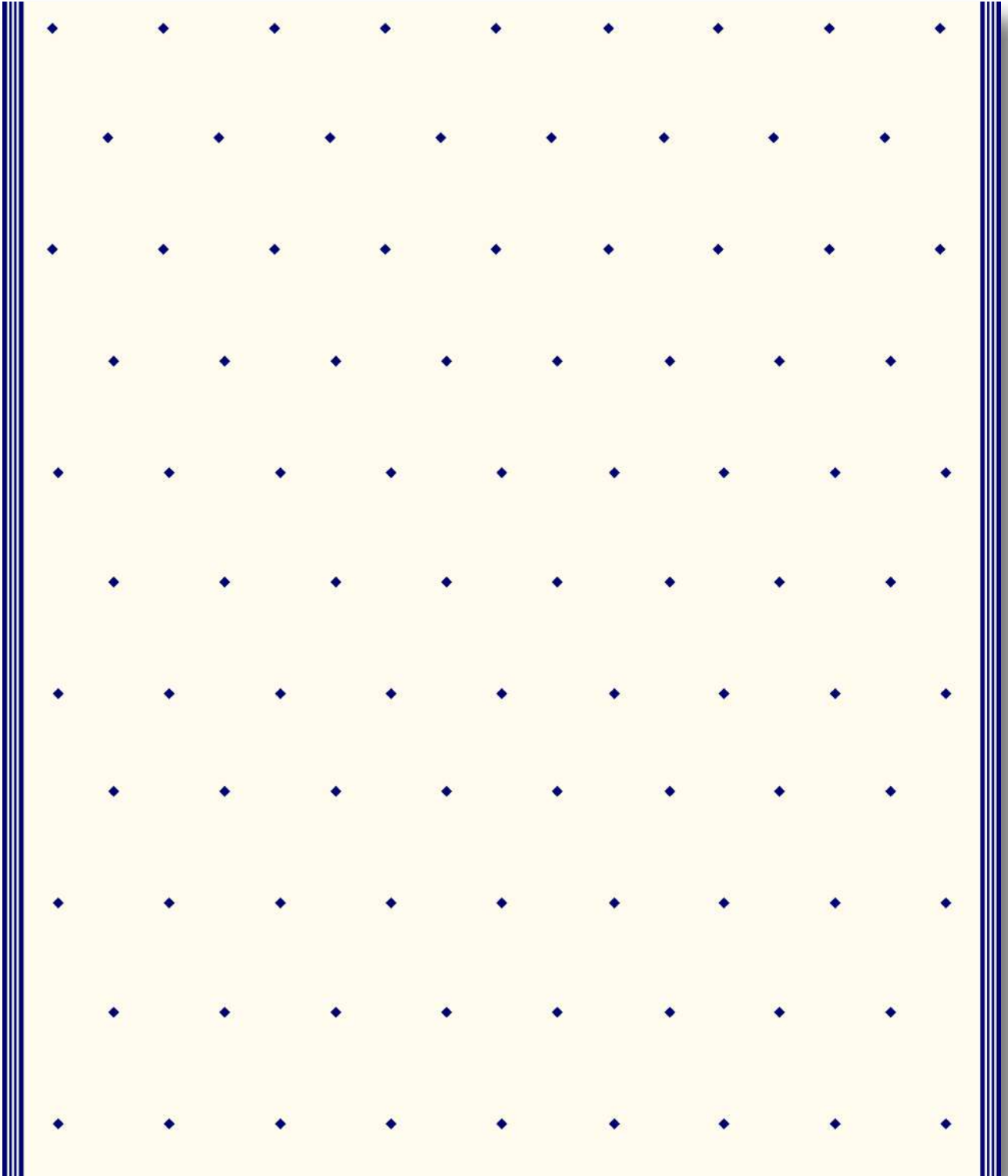
- Real Muslin Jamdani Fabric/Saree what you can't get in market you can get it here...be the proud muslin Jamdani owner. If you really have wish to collect a proper muslin for you then this is a golden opportunity for you.
- The price you are paying is the cost of production just because no one is making any profit out of it so the price is surely cheapest.
- You have the chance to contribute to the financial independence of some marginalised and neglected artists of India...



Project Roadmap



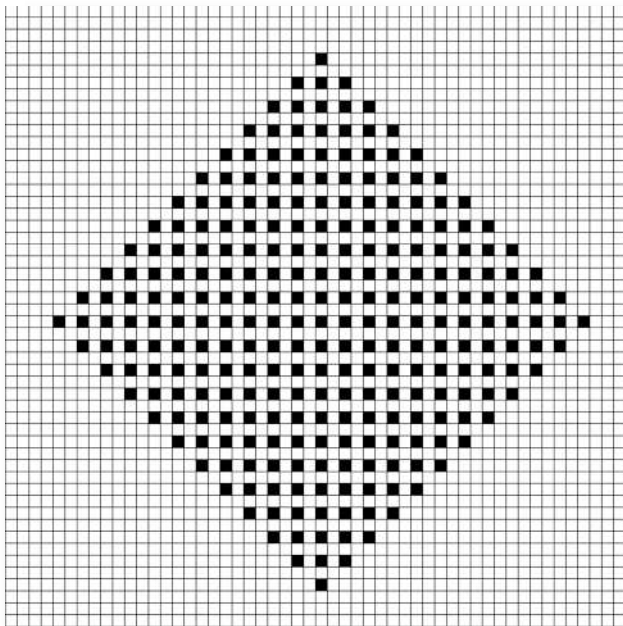
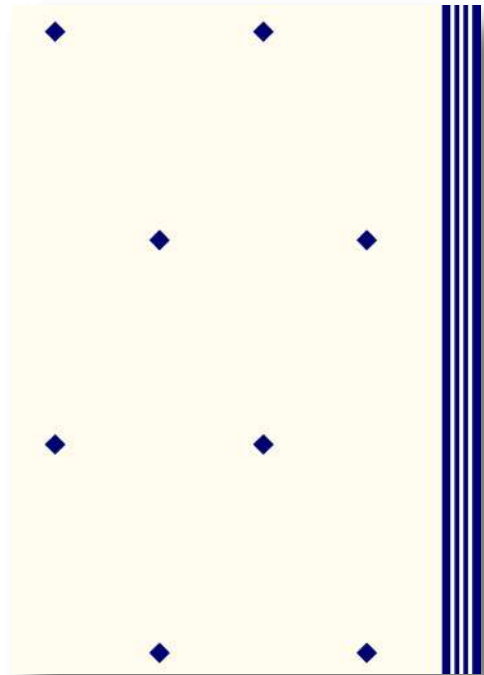
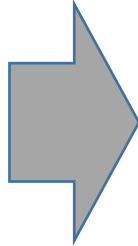
Design of the product simulated by using software



Detail of product

Design of
Salvage/Border
And Butta.

Colour will be Indigo
in butta and
Salvage/Border



Structural design
of butta...

2pic Jamdani butta

Lets give a look on the cost sheet...

#	Detail	Cost (INR)
1	High count Yarn (approx 600gms)	1000/-
2	Dyer remuneration (for extra weft and selvage)	100/-
3	Sizing (applying starch before weaving) remuneration	100/-
4	Warping & drafting	200/-
5	Dye, Mordant, Sizing material(rice powder, coconut oil) etc.	200/-
6	Bobbin winder remuneration	100/-
7	2 Weaver's remuneration @ 350/Day/weaver for 15 days	10,500/-
Grand Total		12,200/-

How you need to pay and when you get your Muslin?

- You have to pay 50% (INR 6100/- for 1 pc) at the time of pre-order.
- You will receive the product with 6 months from the order date.
- Before order dispatch, you have to pay the last 50% (INR 6100/- for 1 pc) of the price
- Shipping within India will complimentary and in surface courier. Shipping outside India will be chargeable and should be paid with the last part of payment.

What if you get defective product?

There is almost no chance of any major defect because muslin is a delicate textile and will be woven with the utmost care. But still, if you see any structural defect or sign of damage on the product please email us

(contact@handloomofindia.com) within 48 hrs of receiving the package with photos of that defect. We will initiate a full refund to you within 7 days after receiving the damaged product. Normal handcraft irregularity will not be considered as defect.... damage or structural defect on the textile can only be considered as a defect.

Last but most important point

This project is dependent on the number of orders as per our calculation without getting 100 orders this project won't be able to fulfil its motto. Initially, we are not asking you to pay the advance, rather we want you to fill up the form to show your interest if we get to see interest for 100 quantities (as one person may order more than 1 piece) then only we will share bank detail and ask for an advance from you. Without having an interest in at least 100 quantities the project will be aborted.



CONTACT

Handloom of India

Kolkata, India

contact@handloomofindia.com | www.handloomofindia.com

WhatsApp: +91 79803 18496