



Handloom <sup>of India</sup>

# REVISITING MUSLIN

## SEASON 2

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](http://handloomofindia.com).

# Season 1 Recap

We announced 'Revisiting Muslin (Season 1)' on 20<sup>th</sup> February 2021. We targeted 100 unit pre order (1 unit means Muslin Jamdani Fabric having 6.5mtr of length and 46inch if width) but we got just above 40unit order. As a result, our targeted 8 weaver families who supposed to get economic benefit reduced to 4 families.

Accidentally we faced the deadly 2<sup>nd</sup> wave of covid in India during this season 1. We lost senior spinners who spun our muslin yarn some of important personnel got covid affected too. Despite of all such issue we are on time and delivering muslin before our date of commitment.

Now 80% part of the Season 1 is over and more than 80% participant got muslin in hand. And we want to conduct another season of this project.

We request you to read the Brochure of Season 1 for more detail.

## Few of the happy participants from season 1



# The Season 2

Just like season 1 this pro-bono project will help few weaver families to be economically independent so that they can be self reliant when it comes to procuring raw material in order to fulfill orders. These families don't need to stay dependent on middle men and local lenders.

As we all know 2<sup>nd</sup> wave of covid hit India really hard. Handloom is not an exception and still now weaver and spinner community facing a real hard time. On this note Handloom of India is committed to support the craftsmen with its limited ability.

Season 2 is also a crowd-funded project where all participant can place pre-order for muslin Jamdani. Product will be 6.5 Mtr Muslin Jamdani fabric having a width of 46 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 2<sup>nd</sup> 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.



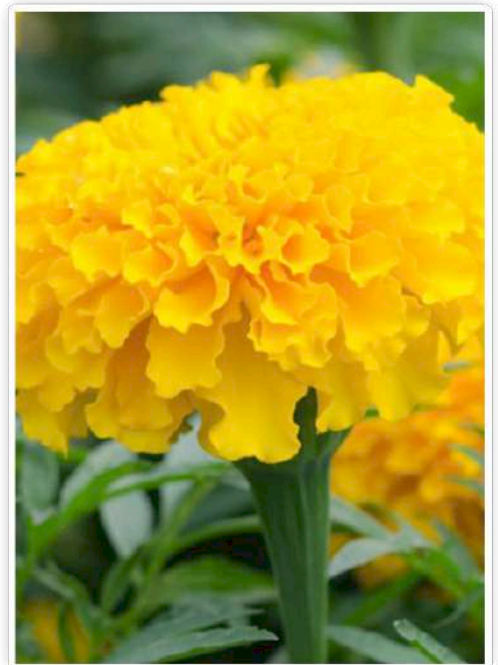
If we get order of  
**100 UNITS OF MUSLIN JAMDANI**  
Then  
**8 WEAVER FAMILIES**  
will get the chance to be  
**FINANCIALLY INDEPENDENT**

## What is different in season 2 ?

Most important development is this time we are going to use Marigold Petals as a dyeing material. Marigold is one of the most neglected natural dyeing material in world textile...hence we have chosen it as our dye.

More than that Marigold in muslin is going to be one of the most unique textile under the sun.

So its an opportunity get a rarest of the rare handcrafted textile for you.



# What will be the cost implication?

In season 1 the cost of Muslin Jamdani was INR 12,200/- this time it will be high...as we are answerable to all of you we listed the reasons below. And also there will be a detailed price breakup.

- Main reason of cost hike is the dye we are going to use is not only costly as dyeing material but during sizing (*the pre weaving process to apply starch and other component to make yarn stronger and weaver so that the yarn can handle frictions during weaving process*) we cant be able to use any weight and extra strength increasing material like Calcium oxide aka quick lime because all of them are heavily alkaline and have all the ability to fade the colour of yarn what we have to apply during dyeing process. Due to that weaving time will increase upto 20%. We all know in such delicate weave major cost component is remuneration.
- Additional reasons are minor but important which are price hike of almost every material due the rapid inflation during covid.

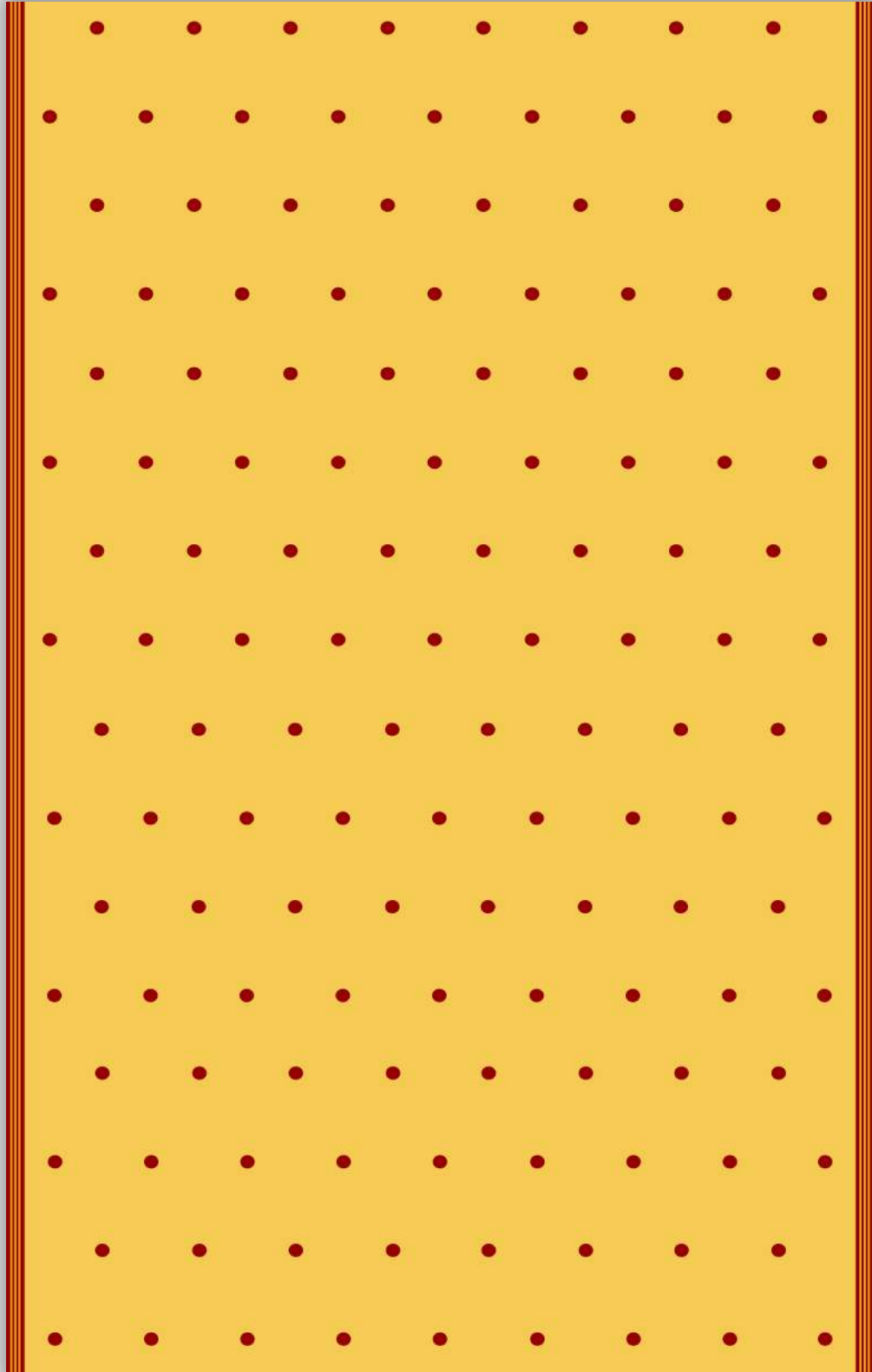
## Please give a look to the detailed cost breakup

Keep it in mind that this breakup applies to 1 unit only and can be achieved only when produced in a certain quantity. We are going to deploy 2 weavers on every loom. This will be an inclusive approach to get benefits to maximum people and this can help us to complete the project faster.

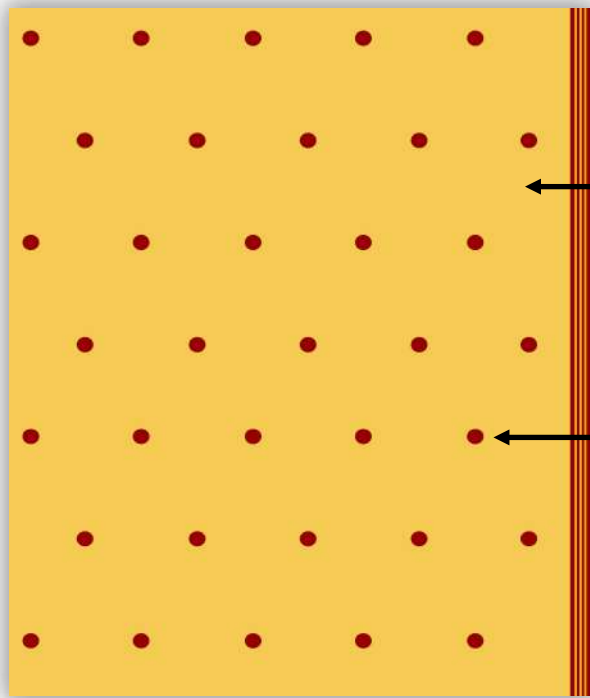
#	Detail	Cost (INR)
1	High count Yarn (approx. 400gms)	1200/-
2	Dyeing cost (includes raw material and dyer remuneration)	700/-
3	Sizing (applying starch before weaving) remuneration & Raw Material	300/-
4	Warping & drafting	300/-
6	Bobbin winder remuneration	100/-
7	2 Weaver's remuneration @ 350/Day/weaver for 18 days	12,600/-
<b>Grand Total</b>		<b>15,200/-</b>

# THE CAD

Design of the product simulated by using software



# Product Detail



Organic Marigold dye as base colour

Jamdani Butta having organic madder maroon dye

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

- You have to pay 50% (INR 7,600/- 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 7,600/- for 1 pc) of the price
- Shipping within India will be 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](mailto: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 can be aborted.



## **CONTACT**

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