

Handloom of India

Revisiting Muslin

SEASON 3

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.

Season 1 Recap

We announced 'Revisiting Muslin (Season 1)' on 20th 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 2nd 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



Season 2 Recap

We announced 'Revisiting Muslin (Season 2) on 17th JUNE 2021. In season 2 also we targeted 100 unit pre order (1 unit means Muslin Jamdani Fabric having 6.5mtr of length and 46inch if width) but we got 29unit order. As a result, our targeted 8 weaver families who supposed to get economic benefit reduced to 3 families.

We faced 2 floods during this project. Our participants weavers lost home due to flood and we have shifted warps to other places and completed weaving

Now despite of all such calamities and covid we are before time and completed our season 2.

All the muslin fabric is either on the way or reached to the participants.

Product and happy participant from season 2

(Sorry as of now we have only one participant's picture)



The Season 3

Just like season 1 & 2 the season 3 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 2nd wave of covid hit India really hard and flood in West Bengal added to it. 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 3 is also a crowd-funded project where all participant can place pre-order for muslin Jamdani saree. Saree will be 6.5 Mtr long as it will have blouse piece and it will have 46inch of width. This saree is going to have a classic Dhakai muslin design in it. We will elaborately know about that.

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.

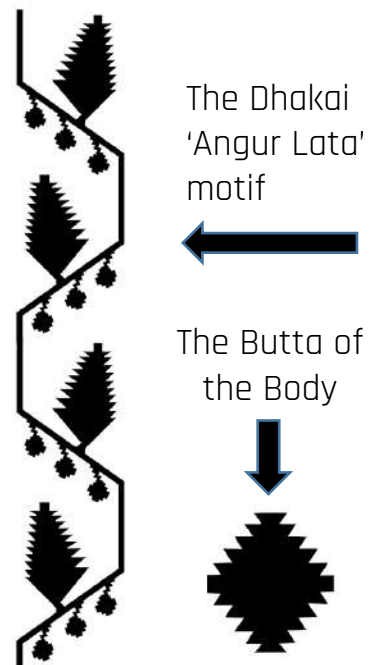
If we get order of
100 UNITS OF MUSLIN JAMDANI
Then
8 WEAVER FAMILIES
will get the chance to be
FINANCIALLY INDEPENDENT

What is different in season 3 ?

This time the end product will be a saree having classic Dhakai muslin design. The pallu motif is known as 'Angur Lata' (in English Grapevine), This saree will have butta all over the body. We will use Kosa (tussar silk) as a border.

The special part of this season is we have multiple choices on colour and combinations.

In all possible way this saree will be a timeless piece of art to keep in wardrobe.



What will be the cost implication?

The final cost breakup is given below but before going to that we need to make few points.

- Main component of the cost is remuneration where in one loom 2 weavers will be deployed.
- The dye we will use in this project are all from natural sources.
- From the season 1&2 we have hiked INR 50/weaver/day. Hope you also feel the inflation in present day market
- We are deploying 2 weavers because we want to complete this project fast and want to be inclusive. Deploying 1 weaver will take double time of weaving where we are trying to reach more weavers so that the benefit can reach more people.

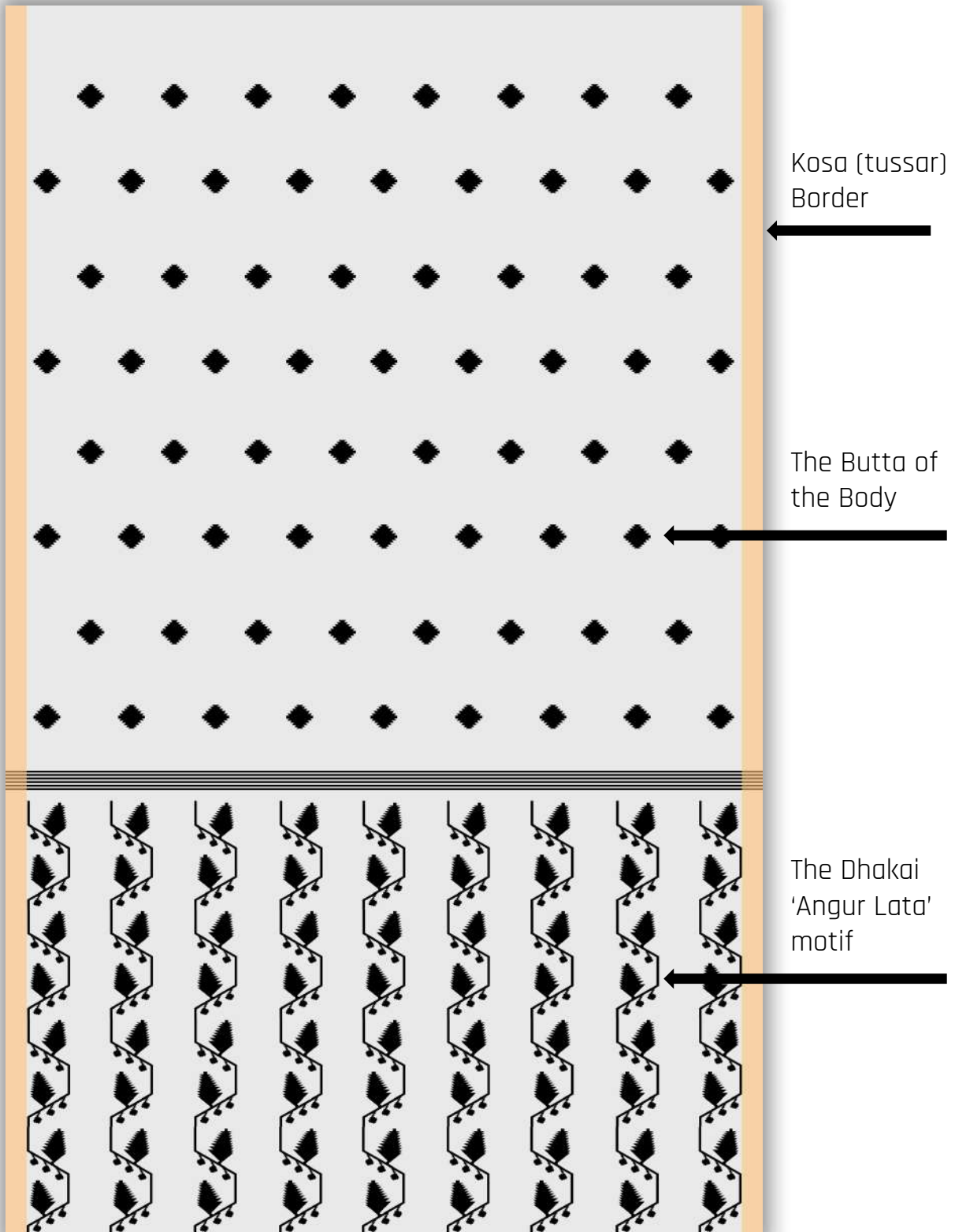
Please give a look to the detailed cost breakup

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)	1000/-
2	Kosa (tussar yarn) for border	400/-
3	Dyeing cost (includes raw material and dyer remuneration)	700/-
4	Sizing (applying starch before weaving) remuneration & Raw Material	300/-
5	Warping & drafting	300/-
6	Bobbin winder remuneration	100/-
7	2 Weaver's remuneration @ 400/Day/weaver for 28 days	22,400/-
Grand Total		25,200/-

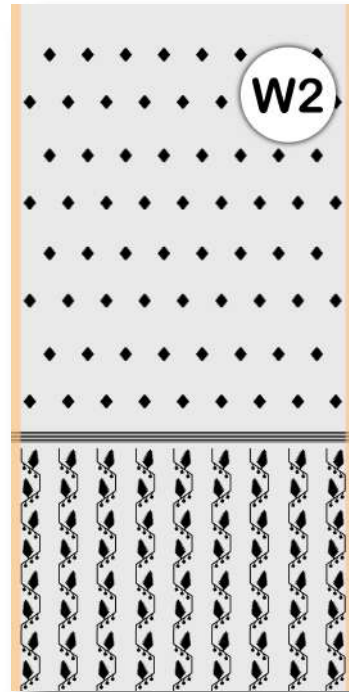
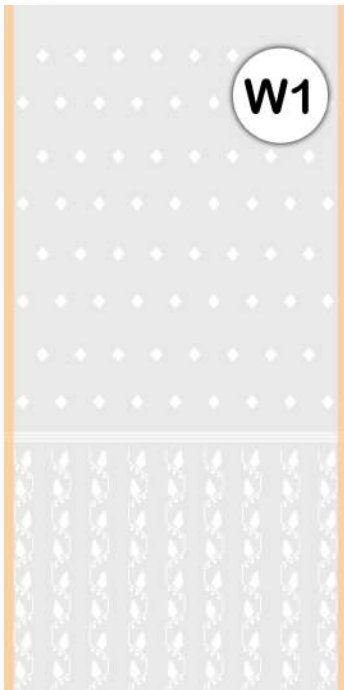
THE CAD

This image is for design reference only final colour combination choices are placed in later part of this document

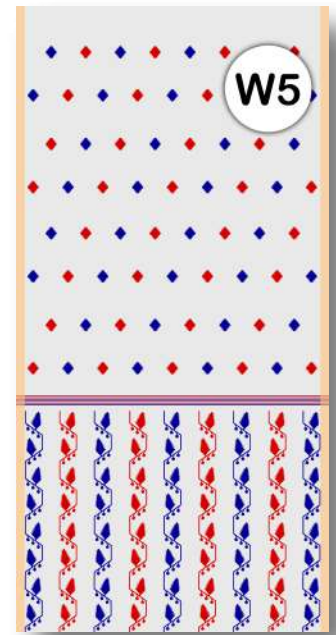
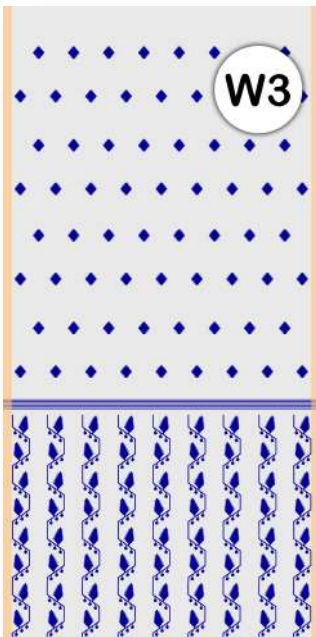


OPTIONS TO BE CHOSEN

PLEASE NOTE THE CODE OF YOUR CHOICE FOR FARTHER COMMUNICATION



THE CLASSIC COMBINATION OF DHAKAI MUSLIN
WHITE ON WHITE AND DARK GREY ON WHITE



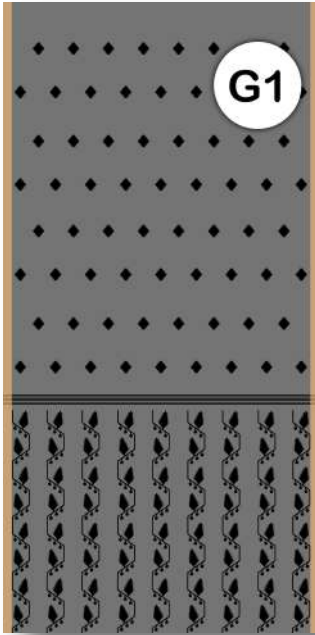
INDIGO & RED ON WHITE

RED ON WHITE

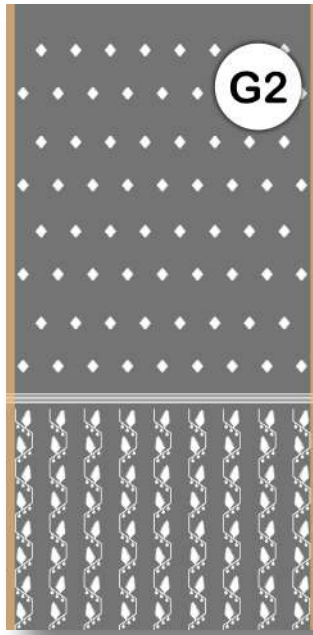
INDIGO ON WHITE

OPTIONS TO BE CHOSEN

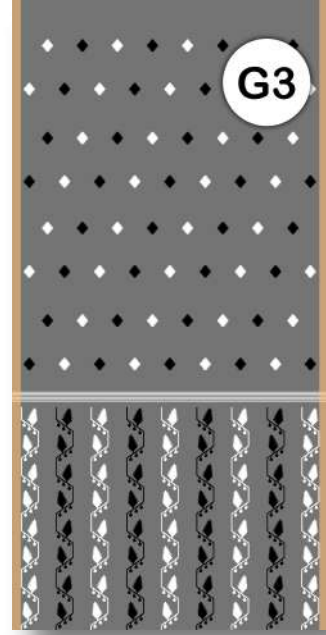
PLEASE NOTE THE CODE OF YOUR CHOICE FOR FARTHER COMMUNICATION



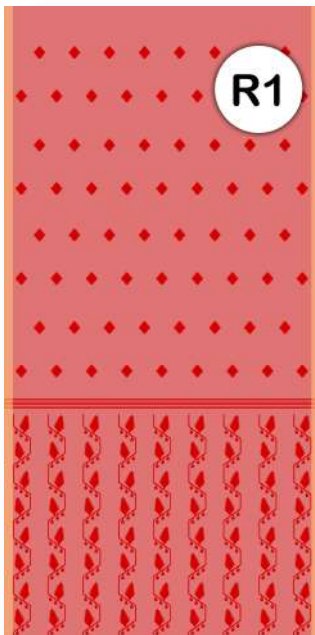
**DARK GREY ON
LIGHT GREY**



**WHITE ON LIGHT
GREY**



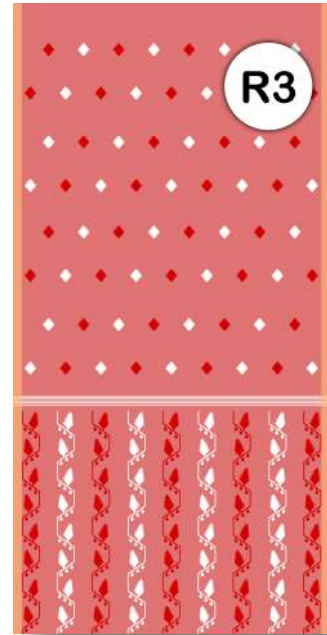
**WHITE AND DARK GREY
ON LIGHT GREY**



**BLOOD RED ON
WATERMELON RED**



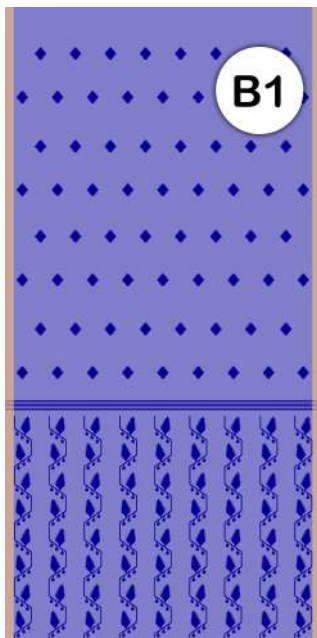
**WHITE ON
WATERMELON RED**



**WHITE AND DARK RED
ON WATERMELON RED**

OPTIONS TO BE CHOSEN

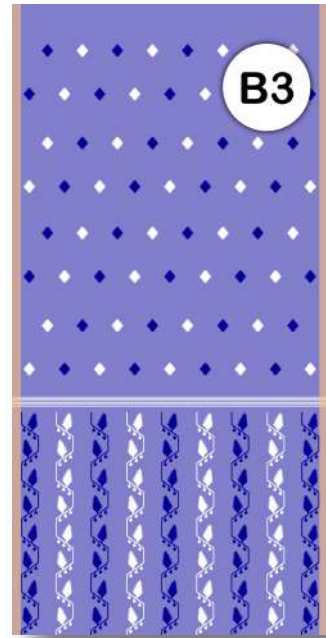
PLEASE NOTE THE CODE OF YOUR CHOICE FOR FARTHER COMMUNICATION



**DARK INDIGO ON
LIGHT INDIGO**



**WHITE ON LIGHT
INDIGO**



**WHITE AND DARK
INDIGO ON LIGHT INDIGO**

The choices of colours and combinations we have listed are all time tested as per aesthetic point is concerned.

For this season we are limited to it only.

Please use the code of your choice during communication. for any query feel free to knock us on WhatsApp.

Feel free to choose the combination of your choice but we must let you know **white on white** and **Dark grey on white** is the classic choice and with that you will enjoy your muslin in best possible way.

Dyeing Detail

Hues	Natural Source(s)
Blue	Indigo
Red	Madder
Grey	grey can be achieved by a combination of Haritaki(Chebolic Myrobalan) and iron dust
White	Cotton have a natural off white colour we are not going to bleach it to make milk white. We will bleach small amount of yarn to use it as extra weft in motif

We are going to procure all the dyeing sources from the open market. We don't believe in ready pigment

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

- You have to pay 50% (INR 12,600/- 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 12,600/- 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) 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.



MUSLIN JAMDANI FROM SEASON 1



MUSLIN JAMDANI FROM SEASON 2



CONTACT

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