



Muga Tangail

R E V I V A L



A PRO BONO PROJECT FROM '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.

RECAP

We started our crowdfunded initiative during Covid lockdown to support weavers. With our limited resources we managed to get a precise impact on the ground.

We financially empowered 25+ Artisan families in this small journey. 3 successful Seasons of Muslin made us feel that may be in small numbers but there are people who like to get authentic craft from authentic sources.

This impression made us more energetic to go ahead.

This time we are going for a revival project. A forgotten handloom craft having glorious history.

THE TANGAIL HANDLOOM

Some people think Tangail Handloom started its Journey in the 19th century some think the 17th century in Tangail area of the eastern part of Bengal, Presently in Bangladesh.

Though Tangail Handloom got overshadowed by the heavy name of Jamdani one must admit that it is one of the most important parts of Bengal Handloom.

During Partition the Tangail weavers (Mostly having surname 'BASAK') refuged to West Bengal and Started living Majorly in Fulia and Dhatrigram Area. Though Tangail have its history of weaving Cotton, Tussar, Muga and Mulberry Silk but to ensure existance the craft limited itself to Cotton only and got a strange name 'taNt' (taNt means loom in Bengali).

In this Project, we are going for a revival. An old Design Having the heavy influence of Persian Architecture. Muga, the rare wild silk that had its place in Tangail Handloom once upon a time

THE MUGA SILK

Muga is wild silk majorly available in Assam, India. The silk is known for its extreme durability and has a natural yellowish-golden tint with a shimmering, glossy texture. It was previously reserved for the use of royalty. Muga is not easily available in the market because of its very very limited availability. it is expensive for the same reason.

THE PROJECT

Just like muslin season 1,2 & 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.

This Muga Tangail Project is also a crowd-funded project where all participant can place pre-order for Muga Tangail saree. Saree will be 6.5 Mtr long as it will have blouse piece and it will have 46+inch of width. This saree is going to have a classic Tangail design in it. We will elaborately know about that.

HOW THIS PROJECT CAN HELP ARTISANS?

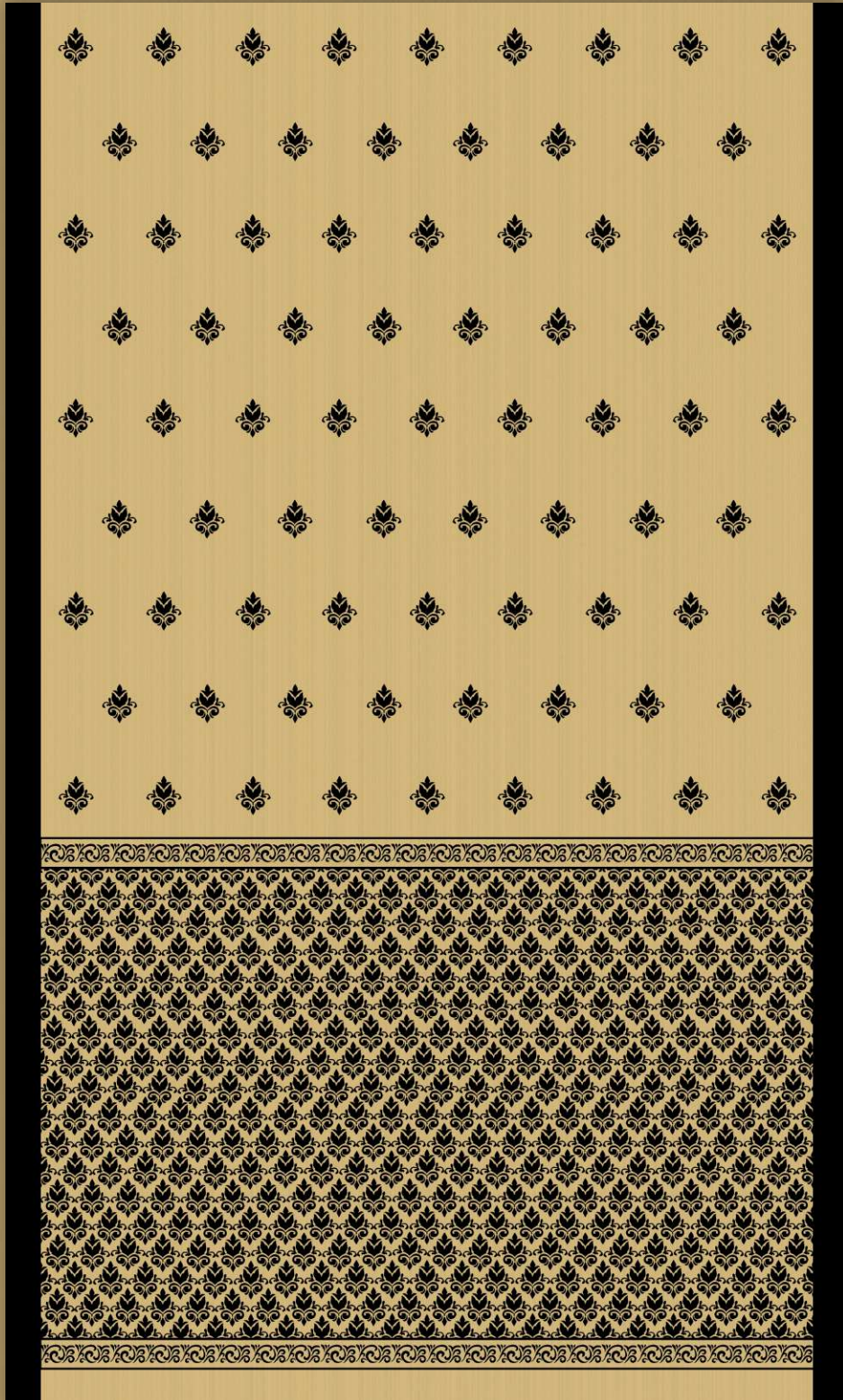
Generally, ground-level artisans don't have money to use a working capital hence they mostly work under traders and middlemen. Here we are inviting at least 100 pre-orders where one has to pay 50% advance in time of order placement and rest 50% before delivery.

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.

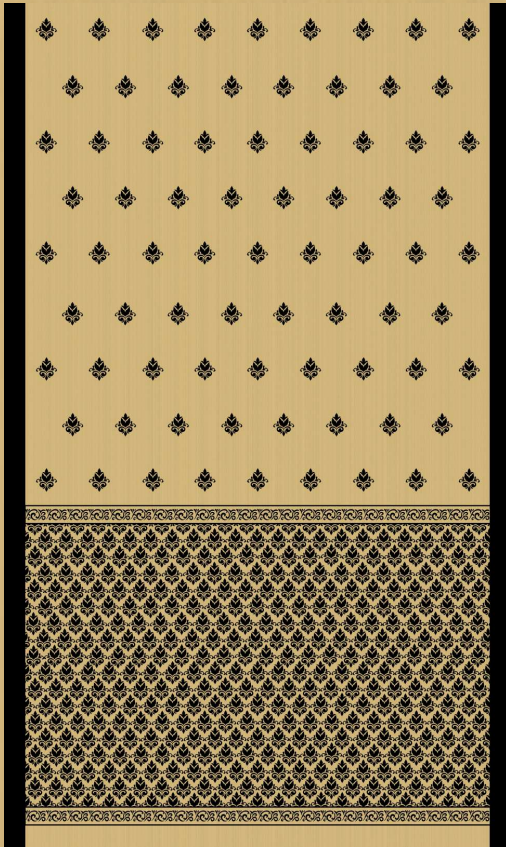
You pre-orders can help them to get the amount in one shot so that they can use it as working capital. In this process you are getting a muslin by just paying production cost and you are also helping a group of muslin weavers to arrange working capital for independent venture.

THE CAD

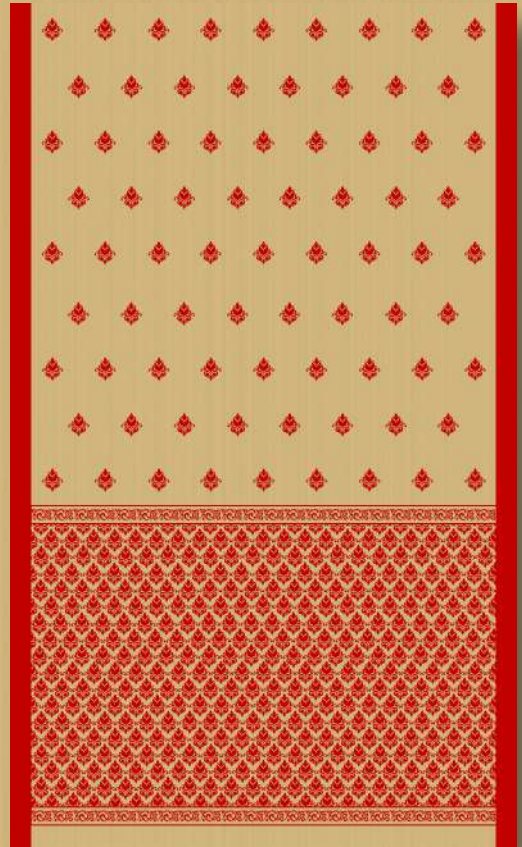
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COLOUR OPTIONS TO BE CHOSEN



DARK GREY ON KORA



RED ON KORA



BUTTA (MAGNIFIED VIEW)



PALLU (MAGNIFIED VIEW)

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 & Material Cost where in one loom 1 weavers will be deployed.
- The dye we will use in this project are all from natural sources.
- The cost of this project is higher than the common silk project because as we all know Muga is really expensive silk because of its less availability. After waiting for years we got the correct quality Muga yarn to make warp and weft.

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 1 weavers on every loom.

#	Detail	Cost (INR)
1	Muga Reeled Yarn (approx. 600gms)	18,000/-
2	Muga Spun Silk Yarn for border & Motifs	1,000/-
3	Dyeing cost (includes raw material and dyer remuneration)	500/-
4	Sizing (applying starch before weaving) remuneration & Raw Material	500/-
5	Warping & drafting	300/-
6	Bobbin winder remuneration	100/-
7	Jacquard Design Cost	1,000/-
8	1 Weaver's remuneration @ 400/Day for 12 days	4,800/-
Grand Total		26,200/-

HOW YOU NEED TO PAY AND WHEN YOU GET YOUR MUGA TANGAIL SAREE?

- You have to pay 50% (INR 13,100/- 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 13,100/- 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.

CONTACT

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