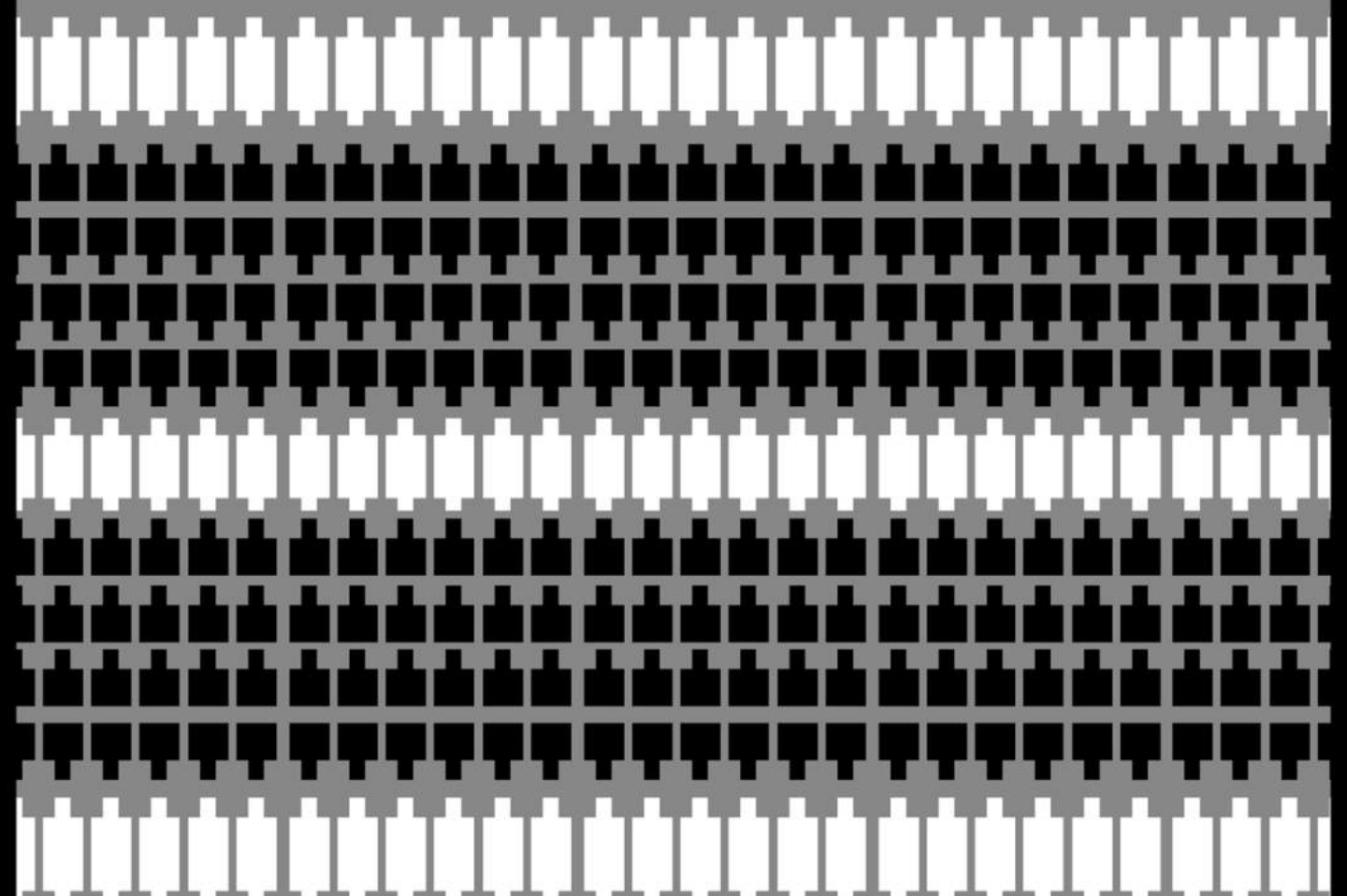




Handloom Foundation

MATKA-BAFTA

R E V I V A L



THE INITIATOR

Debal Banerjee (Deb) is the founder of Handloom Foundation. He is a handloom evangelist with 17+ years of ground experience in Indian Handloom sector.

He founded Handloom Foundation to promote sustainability as well as support Artisan Community of Indian handloom sector. From Educational support to kids to medical support for senior artisans.



Handloom Foundation

This project is under a regular activity of 'Handloom Foundation' named 'Direct to Crowd'....

Where we try to connect Individual Handloom consumer to direct Handloom production ecosystem on ground.

Through this Initiative we are trying to make impact on the economy of artisan families and on the other hand an individual will get Authentic craft with high quality material by paying cost price.

To know more about such initiatives please visit handloomfoundation.org

WHAT IS BAFTA?

Bafta is nothing but a Handwoven textile made with handspun silk and handspun cotton. Bafta was one of the most important thing in century old khadi tradition. Bafta is known to be a soft summer friendly shiny textile. It is also known for its breathability and durability.

Like many other handcrafted textile of India Bafta is also a forgotten textile.

In this project we will try to revive Bafta saree having tribal woven design.

Here as the silk component we will use matka silk.

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.

Your 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 Bafta by just paying production cost and you are also helping a group of Bafta weavers to arrange working capital for independent venture.

If we get order of
100 UNITS OF Bafta

Then

8 WEAVER FAMILIES

will get the chance to be
FINANCIALLY INDEPENDENT



TEXTURE OF MATKA BAFTA FABRIC

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 of weaver, material cost and dyeing cost.
- The dye we will use in this project are all from natural sources.
- In this project weaving will take time because due use of natural dye we cant use any weight/strength gaining material lime powder.

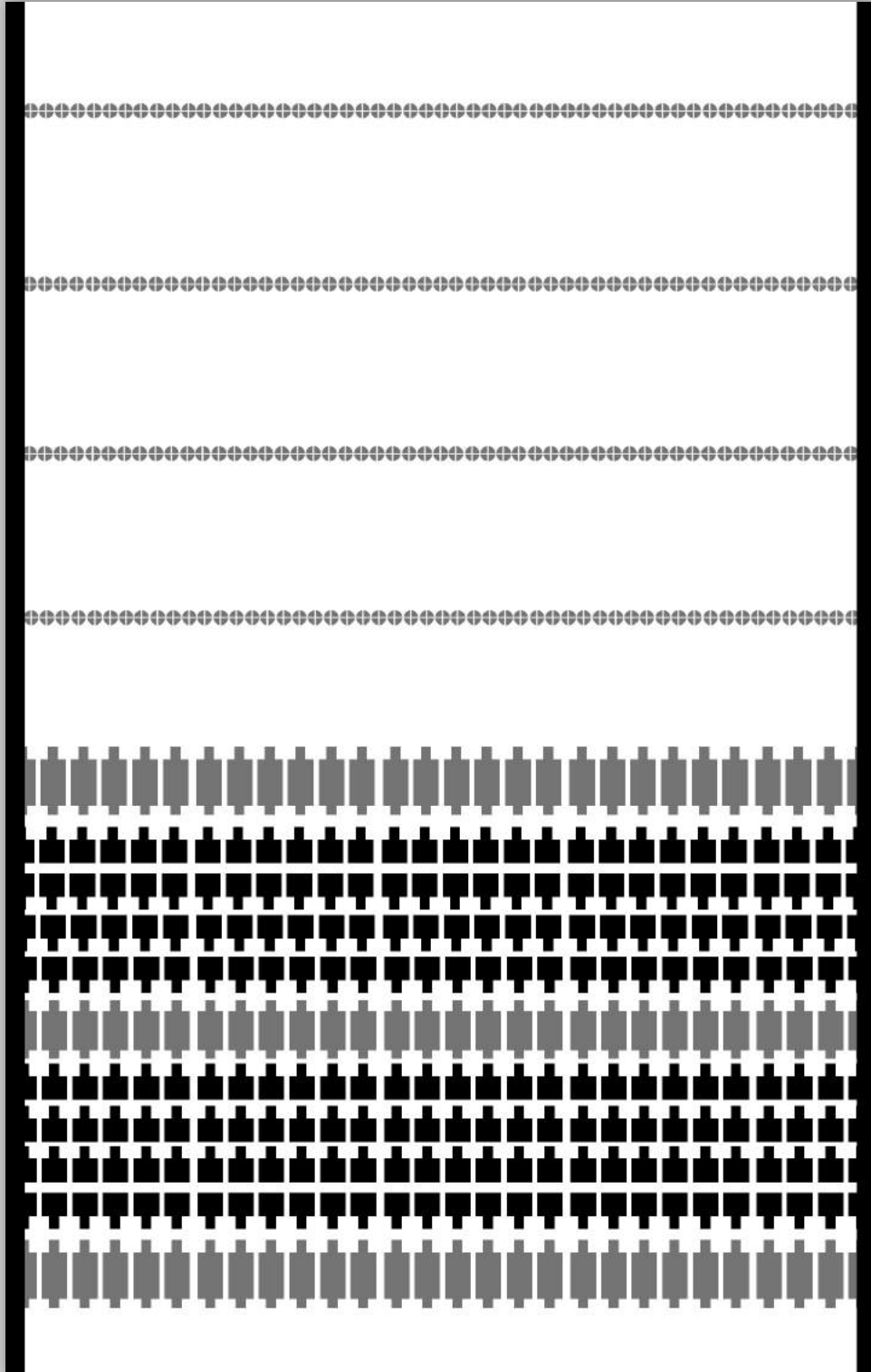
Please give a look to the detailed cost breakup

Keep it in mind that this breakup applies to 1 unit only and can be achieved only when produced in a certain quantity. 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	Handspun Cotton Yarn (200gms)	100/-
2	Matka Silk Yarn (500Gms)	3,000/-
3	Ketia Yarn (100Gms)	550/-
4	Dyeing cost (includes raw material and dyer remuneration)	1,300/-
5	Sizing (applying starch before weaving) remuneration & Raw Material	400/-
6	Warping & drafting	400/-
7	Bobbin winder remuneration	100/-
8	Designing cost	200/-
9	Weaver's remuneration @ 450/Day for 7 days	3,150/-
Grand Total		9,200/-

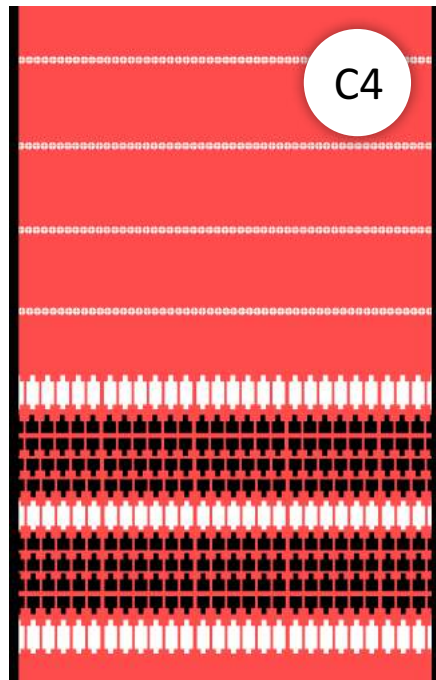
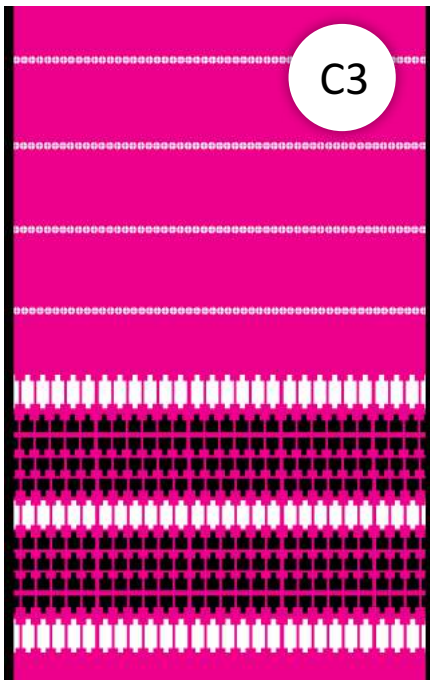
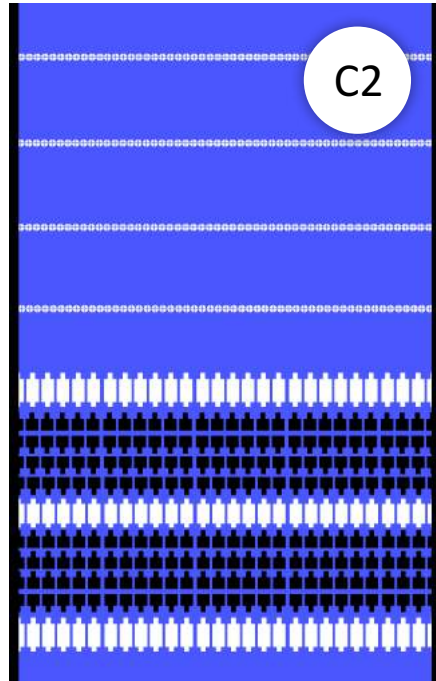
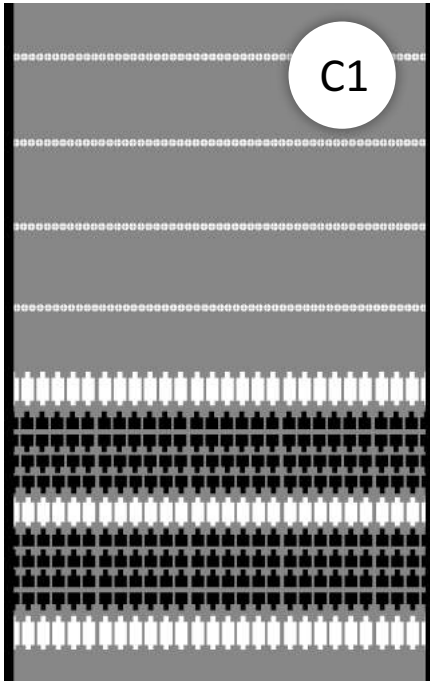
THE DESIGN

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



COLOUR OPTIONS

PLEASE NOTE THE CODE OF YOUR CHOICE FOR FARTHER COMMUNICATION



Dye Source Detail

Hues	Natural Source(s)
Vermillion Red	Madder Root
Pink	Hibiscus, pomegranate peel, water lily
Dark Grey	grey can be achieved by a combination of Haritaki(Chebolic Myrobalan) and iron dust
Blue	Indigo

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 Saree?

- You have to pay 50% (INR 4,600/- for 1 pc) at the time of pre-order.
- You will receive the product with 3 months from the order date.
- Before order dispatch, you have to pay the last 50% (INR 4,600/- for 1 pc) of the price
- Shipping within India will be complimentary 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 Handloom is always special to us 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 (info@handloomfoundation.org) 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.

OFFER ON BULK ORDER

#	ORDER VOLUME	DISCOUNT
1	5 PC OF ANY COLOUR	5%
2	5 PC OF A SINGLE COLOUR	10%
3	10+ PC OF ANY COLOUR	15%
4	10+ PC OF SINGLE COLOUR	20%

This offer will be given by the weavers by giving discount on remuneration.

PLEASE KNOCK US FOR ANY QUERIES

Handloom Foundation

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