



Revival
of

CHANDERI

KERI-KINAR SAREE

A crowd-funded philanthropic project by



Handloom Foundation

CHANDERI:

Chanderi is the place of famous handloom craft is a geographical area named after Chandela Rajputs who ruled over central india between 9th to 11th century. Some people think capital of King Shishupal of Mahabharata named Chandi is nothing but this same Chanderi.

Handloom textile of chanderi got its pick during the era of mughals. Chanderi got Persian design influence during that era only.

Chandri silk handloom should have Katan silk(Degummed mulberry silk) for base fabric and for embellishments it should have either pure gold or silver zari or silk threads.

CHANDERI IN PRESENT TIME:

Now days you only can see some cheap sarees mostly having fake silk and plastic zari loosely woven like a mosquito net. So grossly we can say more than 90% of sarees claims chandreri in market have no relation with authentic chanderi weave.

THE KERI-KINAR SAREE:

Keri means mango and Kinar means border. So Chanderi sarees having paisley border historically known as Keri-Kinar saree.

Due to the absence of almost all traditional designs of Chandri handloom we felt some century old designs deserve a revisit. On that note we have decided to go for this design.

We got this design from personal saree collection of a sympathizer of Handloom Foundation. That saree is in really bad condition(it is getting torn if you move it) hence recovery of design was a challenge, but we tried to be as exact as possible. That saree is from great grand mother almost 120-130 years old.



WHY NOT ZARI:

Though Zari is the most popular embellishment material in chanderi but we must not forget it can also be done with silk threads. We must share some points why we are avoiding zari in this case.

- The saree what we are trying to recreate has no zari had we want to recreate it as close as possible.
- Pure Zari (having silver and/or gold) is super expensive thing now days and we don't want to use any fake and toxic material in such project.

MUGA IN PLACE OF ZARI:

As embellishment material we will use spun muga yarn. It will have the some luster and also a natural golden colour.

As we all know most of the woven embellishment in Indian handloom is famous with zari but the weaves who don't use zari are historically known for use of muga silk.

NATURAL DYES FROM PLANT BASED SOURCE:

You may or may not get a authentic chanderi saree in the market but we can assure you that we cant buy a single piece of chanderi saree which is dyed with natural sources.

As we are trying to do everything in traditional way hence why not dying. Please remember traditional Indian textile dying can only be done with natural dye sources.

WHY THIS PROJECT:

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 Foundation is committed to support the craftsmen with its limited ability.

We would like to initiate this crowd-funded project where you all can place pre-order for your Chanderi. Product will be 6.5 Mtr Chanderi Silk saree having a width of 48 inches.

HOW THIS PROJECT WILL SUPPORT WEAVERS:

Generally, ground-level artisans don't have money to use a working capital and aslo to buy raw material 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 meyorly 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. In many cases those middlemen don't even pay properly to the weavers.

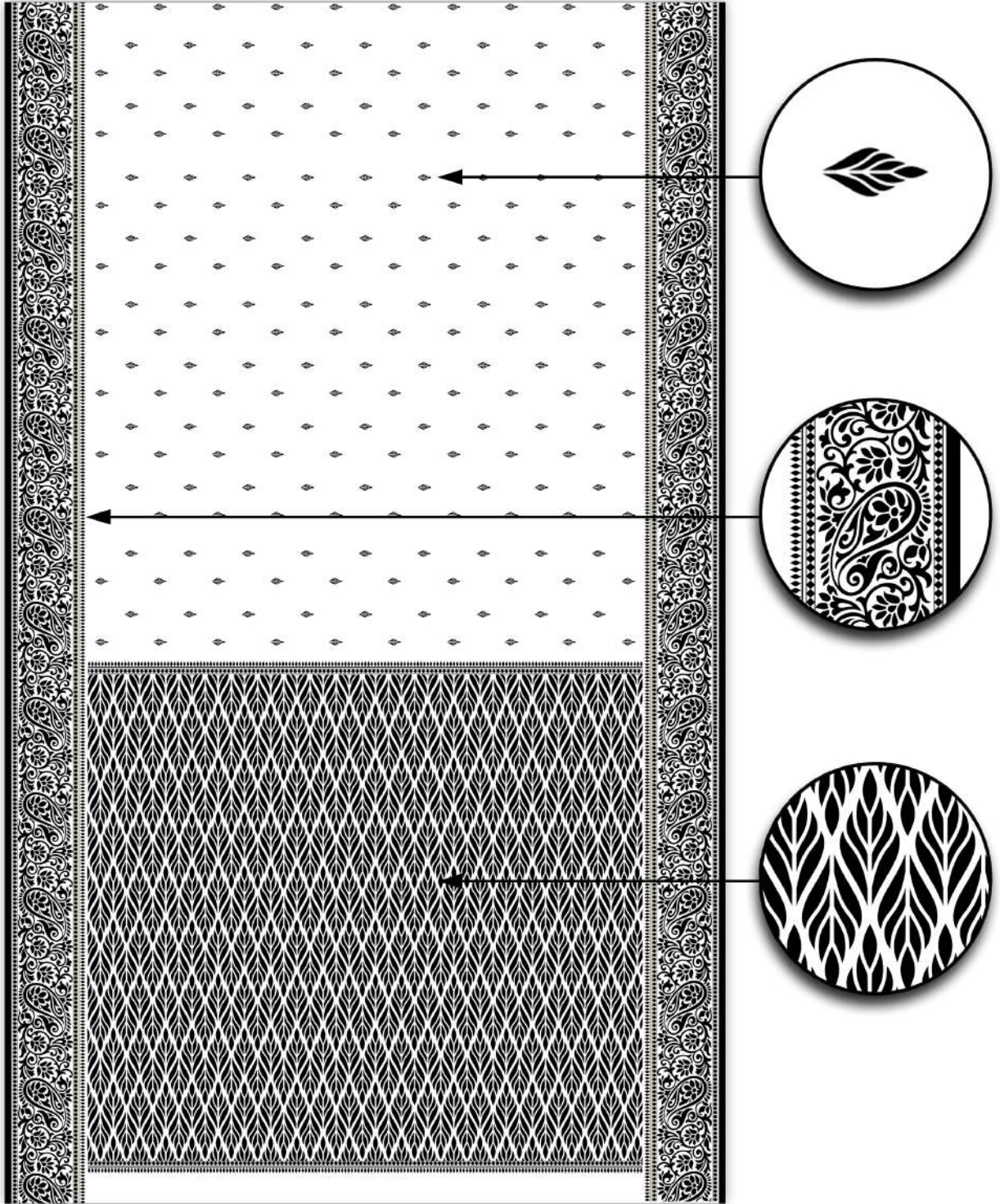
Your pre-orders can help them to get the amount in one shot so that they can use it as working capital. In this process you are getting a chanderi saree by just paying production cost and you are also helping a group of chanderi weavers to arrange working capital for independent venture.

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.

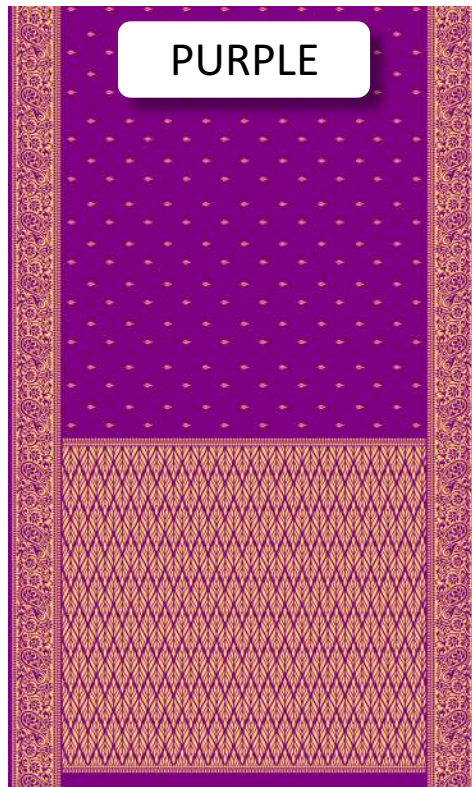
THE DESIGN

THIS IMAGE IS FOR DESIGN REFERENCE ONLY FINAL COLOUR COMBINATION CHOICES ARE PLACED IN LATER PART OF THIS DOCUMENT



COLOUR OPTIONS

PLEASE NOTE COLOUR OF YOUR CHOICE FOR FARTHER COMMUNICATION



IF WE GET ORDER OF
100 UNITS OF CHANDERI SAREE
THEN
8 WEAVER FAMILIES
WILL GET THE CHANCE TO BE
FINANCIALLY INDEPENDENT

WHAT SHOULD 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 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.

***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	Katan Silk (degummed mulberry silk) yarn approx. 700gm (with wastage) @ Rs 10,000/kg	7,000/-
2	Spun Muga silk yarn for embellishment approx. 400gm (with wastage) @ Rs 40,000/kg	16,000/-
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	3,000/-
9	Weaver's remuneration @ 400/Day for 15 days	6,000/-
Grand Total		34,200/-

DYE SOURCE DETAIL

Hues	Natural Source(s)
Red & MAROON	Madder Root
PURPLE	Hibiscus, pomegranate peel, water lily

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 17,100/- 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 17,100/- 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 (handloomfoundation@gmail.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.

OFFER ON BULK ORDER

Order having 5 or more sarees of any colour will get 10% discount

PLEASE KNOCK US FOR ANY QUERIES

Handloom Foundation

Kolkata, India

handloomfoundation@gmail.com | www.handloomfoundation.org

WHATSAPP: +91 79803 18496