



REDISCOVERING
LINEN

A NON-PROFIT CROWD FUNDED PROJECT

THE INITIATOR

Debal Banerjee (Deb) is the founder of Handloom Foundation. He is a handloom evangelist with 18+ 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

The Project

Just like previous seasons this non profit 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 waves of covid hit India really hard and post covid recession added to it. Handloom is not an exception and still now weaver and spinner community facing a real hard time. On this note Handloom Foundation is committed to support the craftsmen with its limited ability.

This season is special as in this season we are not only going to make sarees for ladies but gentlemen will get fabric to make shirts/kurtas. The dress material can be used for making ladies dresses too.

This project is special as this is probably the only option under the sun from where a consumer can get pure linen saree & dress material in just manufacturing cost.

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 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 Linen saree/dress material by just paying production cost and you are also helping a group of weavers to arrange working capital for independent venture.

If we get order of
**100 UNITS OF LINEN TANGAIL SAREE
OR 1000MTR OF LINEN DRESS MATERIAL**
Then
8 WEAVER FAMILIES
will get the chance to be
FINANCIALLY INDEPENDENT

Linen and market confusion

Linen is a textile made from the fibers of the flax plant.

Linen is very strong, absorbent, and dries faster than cotton. Because of these properties, linen is comfortable to wear in hot weather and is valued for use in garments.

Nowadays in the name of linen there are few fake fabrics available in the market. In most of the cases those are not regulated material hence may not be good for human health. On the other hand brands who are offering pure linen fabric are exorbitant.

After many request from several corners we have decided to do this season of our crowd funded project so that the participants will get pure handwoven linen by paying just the production cost.

In this project we will make the following things:

- **Natural dyed Linen Tangail saree**
- **Natural white Linen Dress material (can be used for men's shirt/kurta and lady's dresses.)**

Cost Breakup of Linen Tangail saree

Keep it in mind that this breakup applies to 1 unit only and can be achieved only when produced in a certain quantity.

Design and colour options are given in coming pages.

#	Detail	Cost (INR)
1	Low twist 80 lea Linen yarn (approx. 800gms) @Rs 3400/kg	2720/-
2	100s cotton yarn(for selvage and motifs) (approx. 100 gms) @Rs 700/kg	70/-
3	Dyeing cost (includes raw material and dyer remuneration)	1400/-
4	Sizing (applying starch before weaving) remuneration & Raw Material	450/-
5	Warping & drafting	450/-
6	Bobbin winder remuneration	130/-
7	Design Cost	500/-
8	Weaver's remuneration @ 500/Day for 7 days	3,500/-
Grand Total		9,220/-

Cost Breakup of Linen Fabric

Keep it in mind that this breakup applies to 1 mtr of fabric having 48 inches of width only and can be achieved only when produced in a certain quantity. (fabric will be 135+GSM which is the international standard for linen shirting/dress material)

This time we are offering Natural white fabric only. The fabric can be used for making shirts, kurta or any kind of dresses. Here we are offering 2 length options as purchase unit 3mtr & 6Mtr.

#	Detail	Cost (INR)
1	High twist 100 lea Linen yarn (approx. 180gms) @Rs 4400/kg	792/-
4	Sizing + Warping & drafting + Bobbin winder remuneration	200/-
8	Weaver's remuneration @ 450/Day for 1 day	450/-
Grand Total (cost of 1mtr fabric)		1442/-

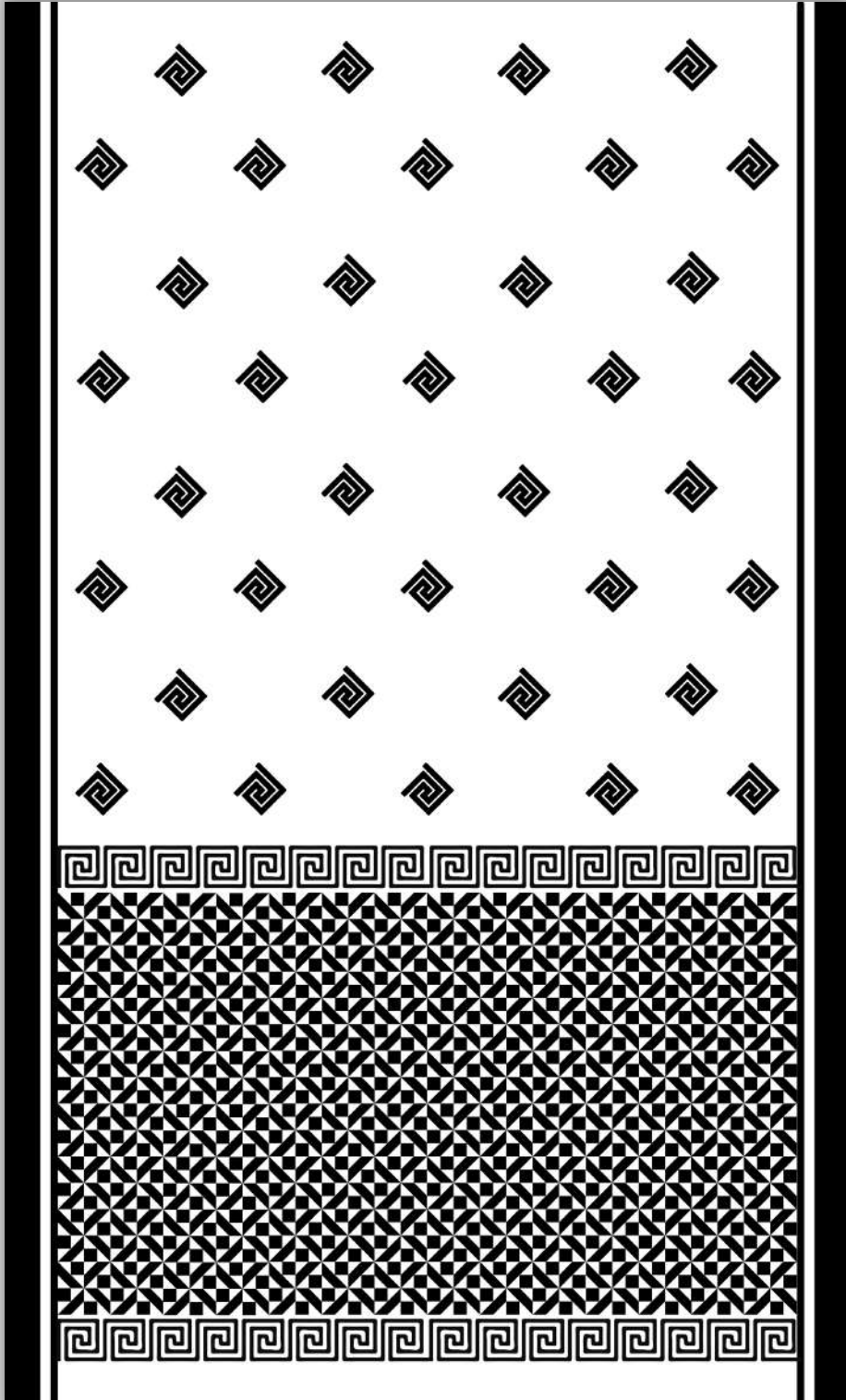
2 options to get the fabric:

- 3 mtr cut length fabric @ Rs 4326/-
- 6 mtr cut length fabric @ Rs 8652/-



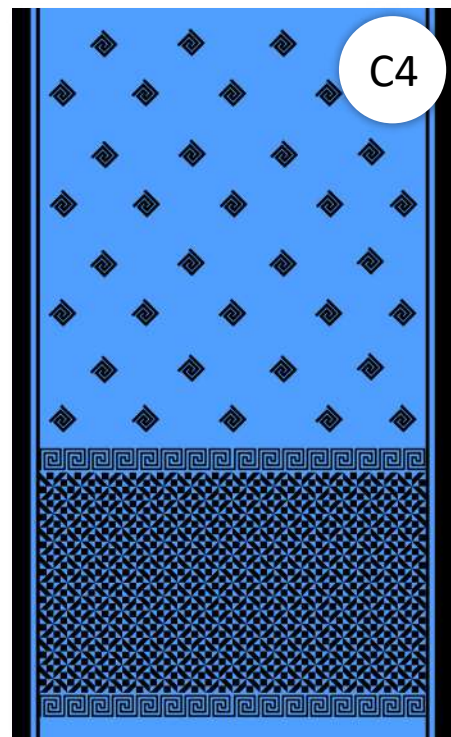
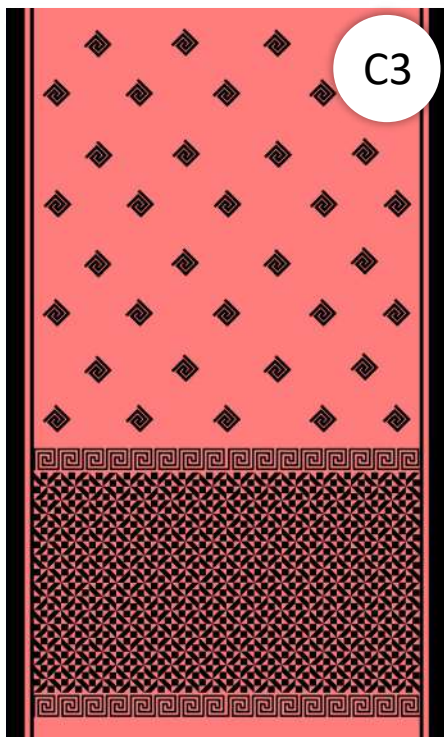
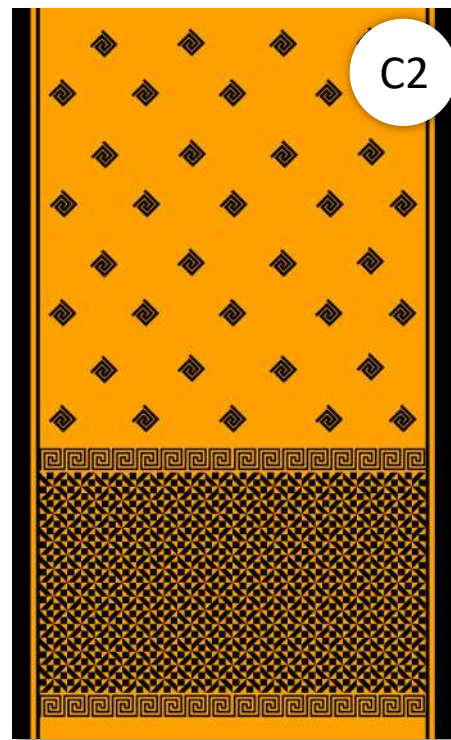
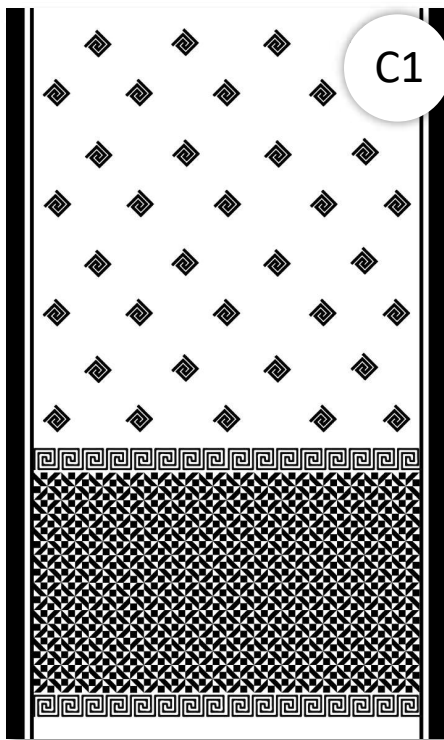
THE SAREE DESIGN

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)
Peach	Madder Root
Yellow	Yellow Marigold flower & Turmaric
Dark Grey	grey can be achieved by a combination of Haritaki(Chebolic Myrobalan) and iron dust
Blue	Indigo
White	Cotton have a natural off white colour we are not goint 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 Saree/fabric?

- You have to pay 50% 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% 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 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 SAREE 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%
5	100+MTR OF FABRIC	10%
6	500+MTR OF FABRIC	15%

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

PLEASE KNOCK US FOR ANY QUERIES

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