



Mentorship Program

PROSPECTUS

INTRODUCTION

We are really happy to announce that we are launching a mentorship program for people who already started a business and dealing with handloom products or someone who is planning to start a handloom venture.

This program is the only of its kind as you can't find any such comprehensive program under the sun where students will get a detailed idea about how to build a successful handloom business.

The duration of this program is 24 Weeks. Students will get live classes with online videos and readable content in this program. In any case, if any student misses the live class we will ensure the availability of the recording live class within the next 2-3 days in the dashboard.

In case if in a batch there is only one participant then without his/her presence the class wont happen.

PROGRAM DETAIL

CONTD...

Debal Banerjee designs this program who is a handloom practitioner and expert having 19+ years of experience. In this program, one can get a comprehensive insight on the following topic.

- Basic understanding of handloom textile with a comprehensive study of raw material, dyeing, designing, handloom technology, cost implications etc.
- Knowing Craft clusters and studying demography and supply chain.
- Product planning strategies.
- Study craft authenticity and plan revival projects.
- Sourcing strategy with a comprehensive understanding of production and procurement
- Quality control.
- Sustainable ecosystem planning.
- Product planning & positioning.
- Market selection with basics of building market intelligence.

PROGRAM DETAIL

After above written learning sessions every individual participants will get one on one sessions to cover below written points.

- Solving specific problems
- Consultation session(s) for product development
- Advisory for specific quality control issues
- Advisory for Market intelligence.

Debal Banerjee

The Mentor...



- 18+ years of domain experience
- Worked as advisor for 15+ global brand as sustainable textile expert
- Awarded by 'World economic forum' for contribution to Indian Handloom.
- Mentored 80+ successful handloom start-ups.
- The only author to write books on technical aspects of Indian Handloom.
- Catered as product development consultant for many Indian and global companies.
- As craft revivalist he intervened handloom craft clusters from 19 different states of India.

PROGRAM FLOW CHART

WEEK	TOPIC	TYPE OF MEETING
1-4	Basic understanding of handloom textile with a comprehensive study of raw material, dyeing, designing, handloom technology, cost implications etc.	ONLINE
5	Knowing Craft clusters and studying demography and supply chain	ONLINE
6-7	How to plan a product	ONLINE
8	Study craft authenticity	ONLINE
9-12	Sourcing strategy with a comprehensive understanding of production and procurement	ONLINE
13	Quality control & Sustainable ecosystem planning	ONLINE
14	HR Strategic planning & Team building basics.	ONLINE
15	Product positioning and Market selection with basics of building market intelligence.	ONLINE
16	Doubt clearing sessions	ONLINE
17-24	During this period there will be weekly sessions with individual participants where they can discuss issues related to their business and get advises what they are looking for.	

IMPORTANT POINTS

- Attending live classes is the priority as individuals can only clear doubts in those live classes.
- live lectures won't take place if we see there is no live student to attend the class hence we will reschedule the class.
- If there is only one participant in a batch then without his/her presence session cant take place.
- Additional video and readable content will be delivered to the registered email.
- During this program, there will be many types of homework and those are mandatory.
- Individual advisory sessions can be scheduled as per mutual agreement.

PAYMENT
DETAIL

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AN IMPORTANT
POINT

The fee we are taking will go to fund our 'GO TO SCHOOL' & 'PATHSHALA' initiative where we support education for poor weaver's kids.

Total Fee: Rs 50,000/- (one time advance Payment)

Point to be noted:

Despite of being a philanthropic organisation we don't take any corporate or government funding, hence we do arrange funds from donations and from the fees of educational programs.

We will take the fee as donation to support our programs.

For our program detail please visit handloomfoundation.org

Contact

If you are interested please write us please write to us with a subject line of 'Mentorship program'

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or WhatsApp us @ +91 79803 18496