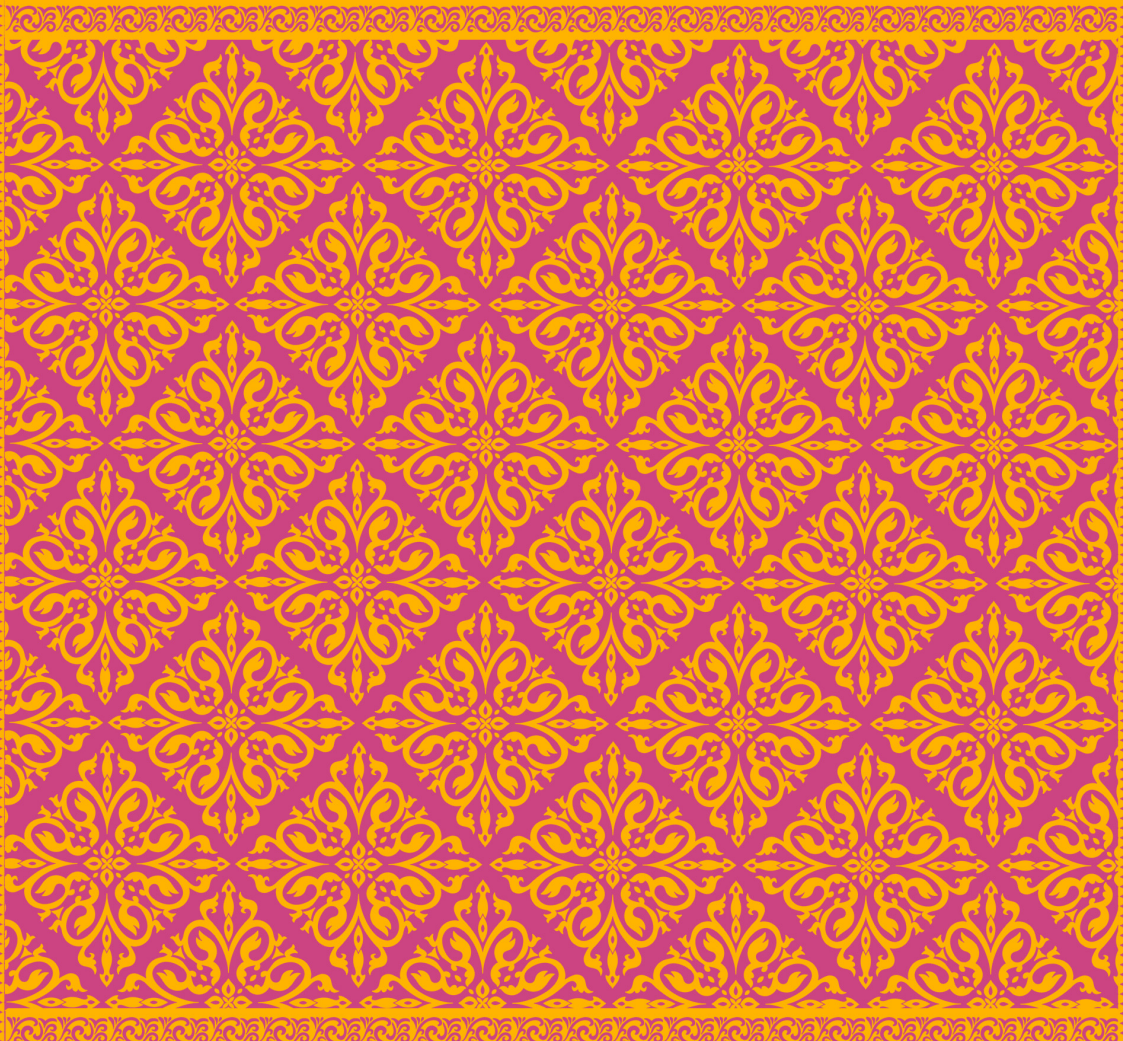




REVISITING BANARASI

A NON-PROFIT PROJECT FROM
HANDLOOM FOUNDATION





Hello friends

If you are currently following our endeavours, you must be aware that at regular intervals, we undertake non-profit crowd-funded handloom production projects. Our journey began during the initial lockdown due to the COVID-19 pandemic, with the aim of supporting the handloom artisans of India. Even after the pandemic subsided, we continued our efforts to provide assistance to these artisans by fulfilling bulk production orders and offering handloom enthusiasts the opportunity to acquire genuine handloom products.

For those who have recently started following us, we kindly invite you to visit the link provided below, where you can learn more about our organization and explore our previous projects.

Having successfully completed eight seasons, we take great pride in announcing our ninth season, in which we will be crafting exquisite BANARASI SILK sarees. As with previous seasons, we cordially invite you to join us on this journey and acquire your own authentic Banarasi silk saree, dyed using natural techniques.

We eagerly anticipate your participation in this project.

Sincerely,
Team Handloom Foundation

Know about Handloom Foundation
Visit: handloomfoundation.org/about

Know about previous season
Visit: handloomfoundation.org/d2c



THE PROJECT

Similar to previous seasons, this pro bono project aims to empower several artisan families by granting them economic independence. This endeavour will enable them to become self-reliant when it comes to sourcing raw materials for fulfilling orders. These families will no longer need to rely on intermediaries or local lenders. The Banarasi Project is also a crowd-funded initiative, allowing all participants to place pre-orders for the exquisite Banarasi sarees. Each saree will measure 6.5 meters in length and include a blouse piece, boasting a width of 46+ inches. The design of this saree will embody the timeless elegance of a classic Banarasi Saree.

HOW THIS PROJECT CAN HELP ARTISANS?

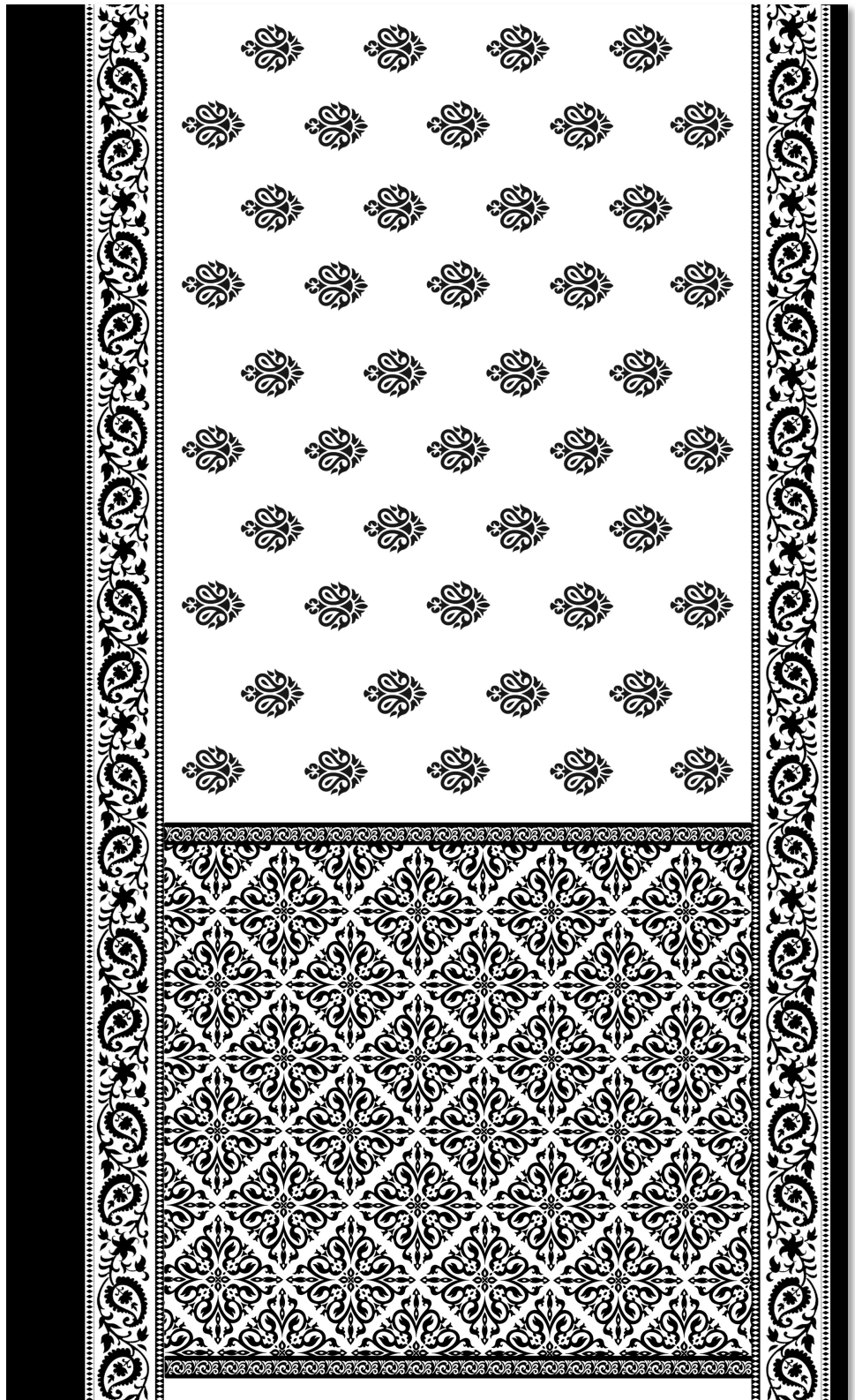
Typically, grassroots artisans face financial constraints that hinder their access to working capital, often resulting in their dependence on traders and middlemen. In light of this, we extend an invitation to participate in a minimum of 100 pre-orders, requiring a 50% advance payment upon order placement and the remaining 50% prior to delivery.

The significant portion of the second instalment serves as their remuneration. Receiving this remuneration as a lump sum can provide them with a substantial amount to initiate their own independent ventures. Typically, these artisans receive their remuneration in instalments from middlemen or traders, with small amounts being allocated towards their daily necessities.

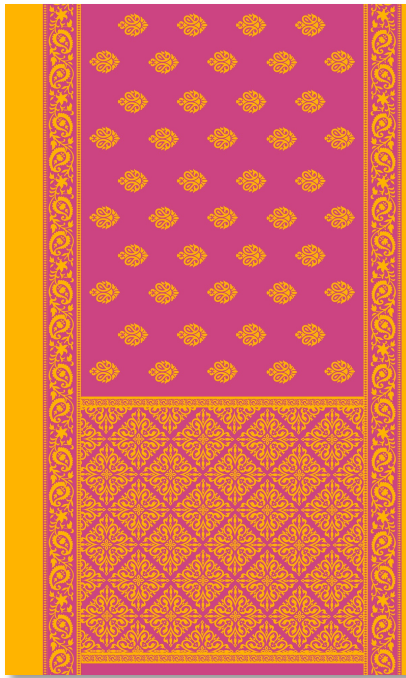
Your pre-orders can assist them in receiving the entire amount at once, which can then serve as their working capital. In this process, you not only obtain a muslin product by covering the production costs, but you also contribute to a collective of muslin weavers in acquiring the necessary funds for their independent ventures.

THE CAD

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



COLOUR OPTIONS



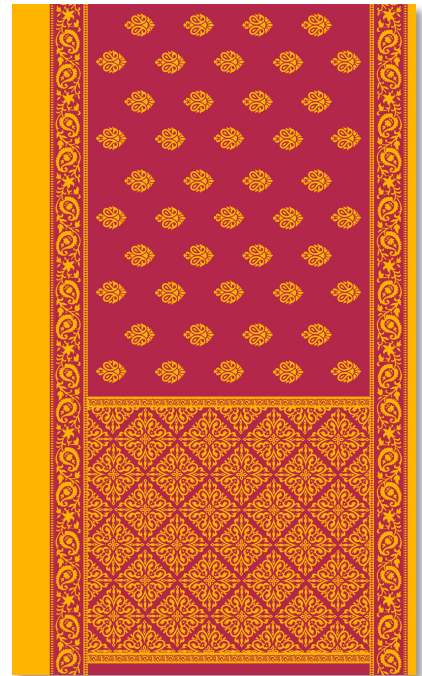
PINK



DARK PINK



PURPLE



BLOOD RED



RAW MATERIAL

Within this project, our chosen base material will be degummed reeled mulberry silk yarn, commonly referred to as Katan Silk. This particular type of silk is renowned for its exquisite luster and luxurious, soft and silky texture.

For the purpose of designing, we will utilize gold-plated copper zari. It is important to note that we have made a deliberate decision to exclude pure zari, which is composed of silver and then gold-plated, in order to manage costs effectively.

Natural Colours

Diverging from the banarasi sarees commonly found in the market, including those claimed to be authentic, our approach involves the utilization of traditional natural dyes to achieve the desired colors.

To gain a better understanding of the dyeing process and the colors we aim to achieve, kindly refer to the chart provided below.

COLOUR OF SAREE	NATURAL DYEING MATERIAL FOR WARP YARN	NATURAL DYEING MATERIAL FOR WEFT YARN
Pink	Manjistha(Madder)	Manjistha(Madder)
Dark Pink	Manjistha(Madder)	Manjistha(Madder)
Purple	Manjistha(Madder)	Indigo
Blood Red	Manjistha(Madder)	Lac (Laccifer lacca)

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 2 weavers will be deployed.
- The dye we will use in this project are all from natural sources.

PLEASE GIVE A LOOK TO THE DETAILED COST BREAKUP

Please bear in mind that the aforementioned cost breakdown pertains to a single unit and is applicable when produced in a specific quantity. It is important to note that we will be assigning two weavers to each loom. The remuneration provided to the weavers and other artisans will align with the wages received by unskilled construction workers in metropolitan cities.

Furthermore, when determining the weight of the final product, please refrain from simply adding the weights of the raw materials, as there will be a certain degree of wastage involved in the production process.

#	Detail	Cost (INR)
1	Degummed mulberry silk yarn Yarn @ Rs 11,000/Kg (approx. 600gms)	6,000/-
2	Gold Plated Copper Zari @ Rs9,000/Kg (Approx 400gms)	3,600/-
3	Dyeing cost (includes raw material and dyer remuneration)	2,300/-
4	Sizing (applying starch before weaving) remuneration & Raw Material	1,000/-
5	Warping & drafting	1,000/-
6	Bobbin winder remuneration	500/-
7	Jacquard Design Cost	7,000/-
8	2 Weaver's remuneration @ 700/Day for 12 days	16,800/-
Grand Total		38,200/-



How you need to pay and when you get your Banarasi Saree?

- You have to pay 50% (INR 19,100/- for 1 pc) at the time of pre-order.
- You will receive the product within 6 months from the order date.
- Before order dispatch, you have to pay the last 50% (INR 19,100/- 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 Banarasi 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 (handloomfoundation@gmail.com) within 24 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

Handloom Foundation

Kolkata, India

handloomfoundation@gmail.com | handloomfoundation.org

WHATSAPP: +91 79803 18496