



MUSLIN TANGAIL

A GROUNDBREAKING INITIATIVE TO BLEND THE
DELICATE FINENESS OF MUSLIN WITH THE
ENDURING CRAFTSMANSHIP OF BENGAL'S TANGAIL HANDLOOM



An initiative by the Handloom Foundation



RECAP

We started our crowdfunded initiative (known as Direct 2 Crowd 'D2C') during Covid lockdown to support weavers. With our limited resources we managed to get a precise impact on the ground. Due to its impact we continued this initiative after covid.

Till date we financially empowered almost 50 Artisan families through this initiative in this small journey. 10 successful Seasons of this initiative made us feel that may be in small numbers but there are people who like to get authentic craft from authentic sources.

This impression made us more energetic to go ahead. This time we are going for a ground breaking initiative to blend the delicate fineness of muslin with the enduring craftsmanship of Bengal's Tangail handloom.

THE TANGAIL HANDLOOM

Some people think Tangail Handloom started its Journey in the 19th century some think the 17th century in Tangail area of the eastern part of Bengal, Presently in Bangladesh.

Though Tangail Handloom got overshadowed by the heavy name of Jamdani one must admit that it is one of the most important parts of Bengal Handloom.

During Partition the Tangail weavers (Mostly having surname 'BASAK') refuged to West Bengal and Started living Majorly in Fulia and Dhatrigram Area. Though Tangail have its history of weaving Cotton, Tussar, Muga and Mulberry Silk but to ensure existance the craft limited itself to Cotton only and got a strange name 'taNt' (taNt means loom in Bengali).

In this Project, we are going for a ground break. We have chosen an old Design Having the heavy influence of Persian textile. It is going to be a ground breaking initiative to blend the delicate fineness of muslin with the enduring craftsmanship of Bengal's Tangail handloom.



THE PROJECT

Just like previous 10 seasons this pro-bono 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 2nd wave of covid hit India really hard and flood in West Bengal added to it. Handloom is not an exception and still now weaver and spinner community facing a real hard time. On this note Handloom of India is committed to support the craftsmen with its limited ability.

This Muslin Tangail Project is also a crowd-funded project where all participant can place pre-order for Muga Tangail saree. Saree will be 6.5 Mtr long as it will have blouse piece and it will have 46+inch of width. This saree is going to have a classic Tangail design in it. We will elaborately know about that.

HOW THIS PROJECT CAN HELP ARTISANS?

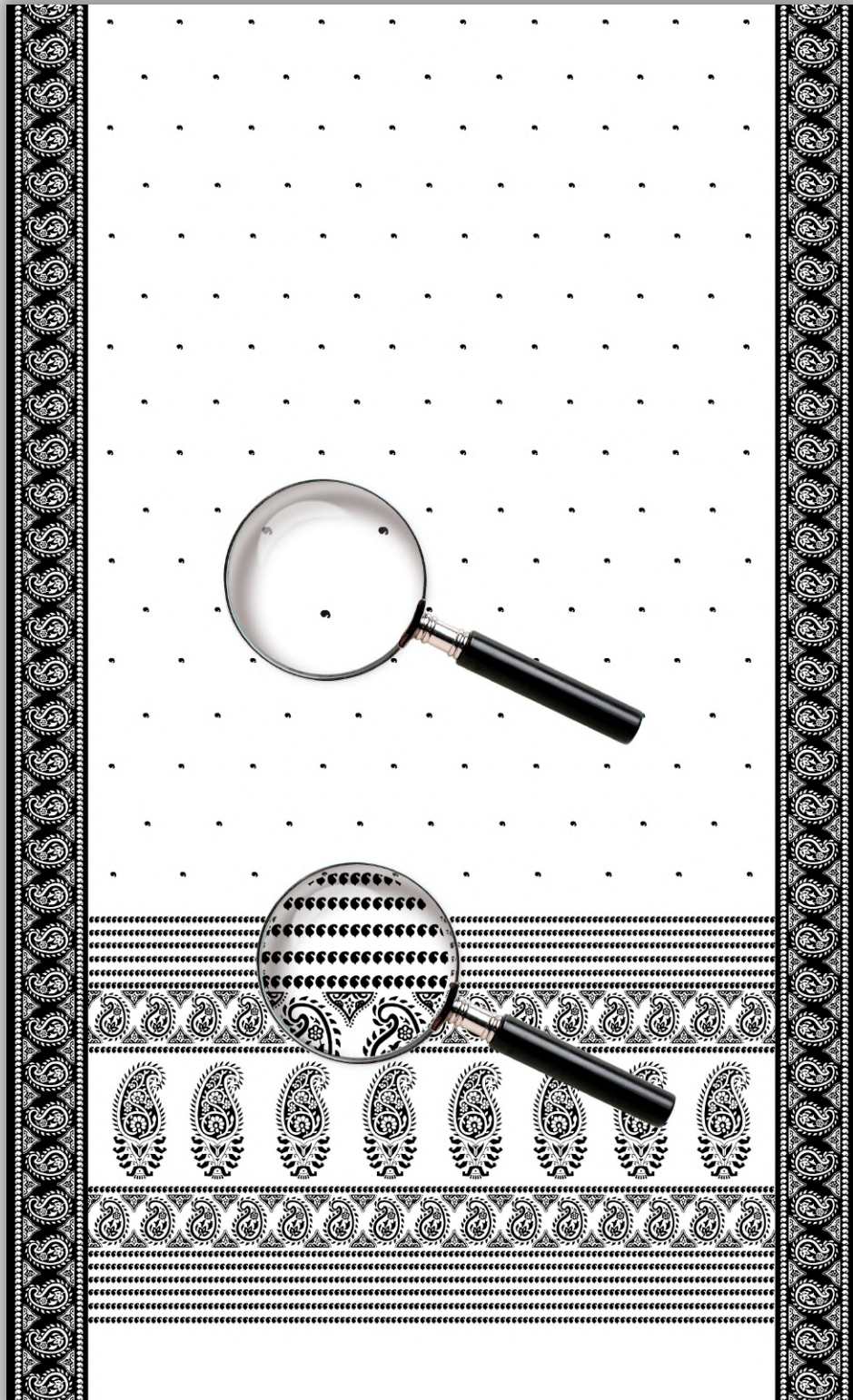
Generally, ground-level artisans don't have money to use a working capital hence they mostly work under traders and middlemen. Here we are inviting at least 100 pre-orders where one has to pay 50% advance in time of order placement and rest 50% before delivery.

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.

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

THE CAD

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



COLOUR OPTIONS WITH RED BORDER



Kora (natural White)



Pastel Yellow

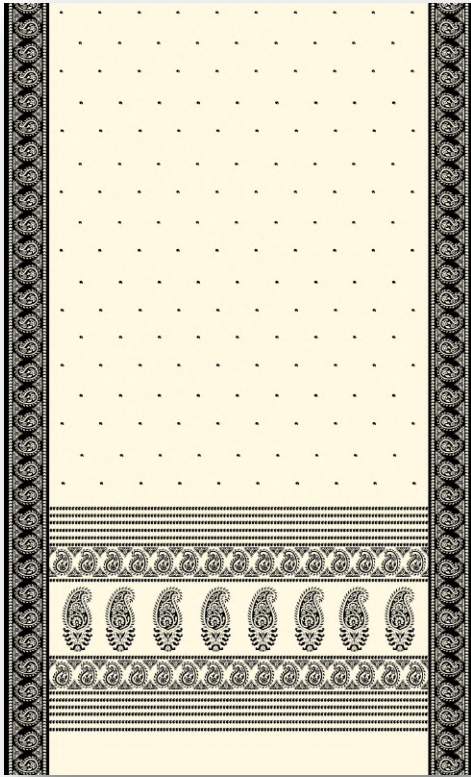


Pista Green

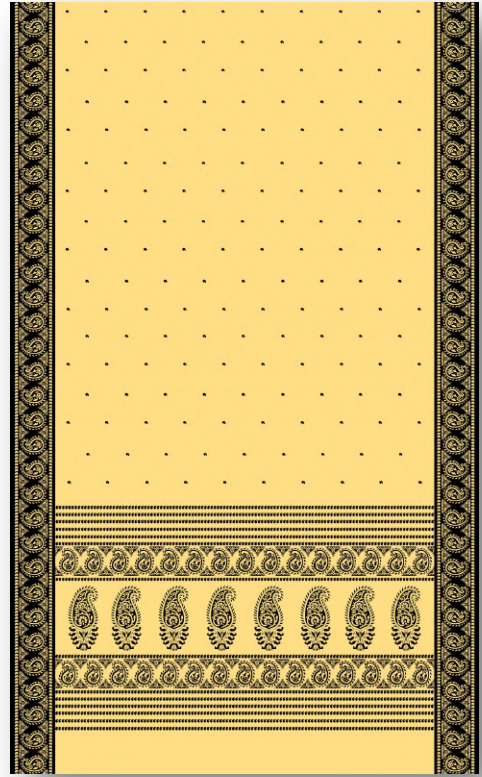


light grey

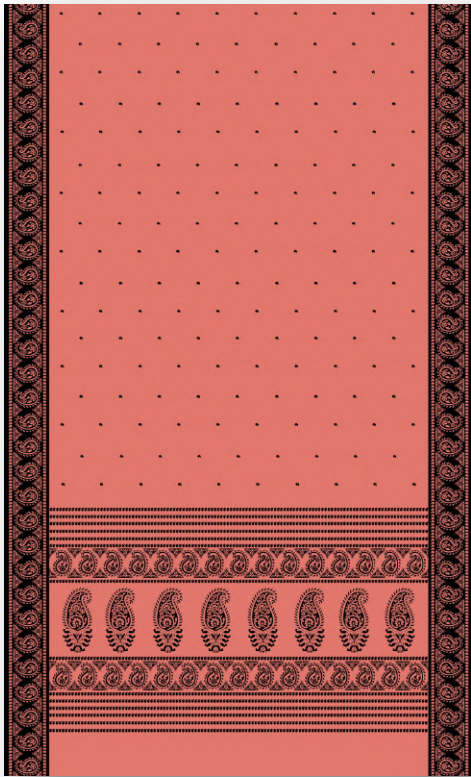
COLOUR OPTIONS WITH BLACK BORDER



Kora (natural White)



Pastel Yellow



Watermelon Red



light grey

Important Note:

- For the optimal muslin experience, we recommend choosing the natural white option. This is because when other colors are used, natural dyes are applied, and the pigments can make the yarn thicker, which affects the overall fabric thickness.
- We will use thicker cotton yarn for border because of the demand of the craft hence your border wont be as light as body
- All dyes will be natural dyes in this project.

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. We are going to deploy 1 weavers on every loom.

#	Detail	Cost (INR)
1	250-300 count (approx. 400gms)	1,500/-
2	Mercerised Cotton yarn for border and motif (approx. 300gms)	300/-
3	Dyeing cost (includes raw material and dyer remuneration)	800/-
4	Sizing (applying starch before weaving) remuneration & Raw Material	600/-
5	Warping & drafting	500/-
6	Bobbin winder remuneration	100/-
7	Jacquard Design Cost	1,400/-
8	2 Weaver's remuneration @ 500/Day for 10 days	10,000/-
Grand Total		15,200/-

HOW YOU NEED TO PAY AND WHEN YOU GET YOUR MUSLIN TANGAIL SAREE?

- You have to pay 50% (INR 7,600/- 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 7,600/- 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 muslin 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 48 hrs of receiving the package with photos of that defect. We will exchange it with similar piece or 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.org

WHATSAPP: +91 79803 18496