



# FEATURED MEMBER

## Mayabazaar

Hand Knotted Jewellery Making  
Mumbai, Maharashtra

Mayabazaar was founded by designer Rosalind Pereira in 1997. The brand makes handcrafted jewellery and accessories using traditional craft forms with contemporary design sensibilities. Their collection is designed using semiprecious and uncut stones, copper and brass beads, silk and cotton yarns.

Mayabazaar works with grass root level artisans who had given up their tradition of charakkam, commonly known as handknotted, to work as migrant labourers in Mumbai. They encourage women to learn the craft and provide necessary support such as design intervention, product development and marketing aid to the artisans.

Mayabazaar continuously develops new designs and makes distinctive jewellery with multiple colour options in each style.



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## Asha Ram

Chanderi Handloom Weaving  
Ashoknagar, Madhya Pradesh

Asha Ram is a sole proprietorship business based in Ashoknagar, Chanderi, Madhya Pradesh. The enterprise specializes in chanderi weaving and is more than a decade old now. Asha Ram works with several weavers in the unit and has a production capacity of about 1,800 meters of cloth per month.

Asha Ram's products are unique in terms of design and color and they have diversified into working with a variety of natural fibers including cotton, linen, katan, silk, etc. Brand Asha Ram has travelled across the country through exhibitions such as Dastkar Nature Bazaar, Dastkari Haat Samiti and Pause for a Cause to name a few. He stocks his products at several reputed stores across India.

Brand Asha Ram offers a wide variety of handloom chanderi sarees, yardages, stoles and dupattas in multiple patterns and colors.



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## **Touchy Exports**

Felt and Soft Toys

Delhi NCR

Touchy Exports is a private limited company based in Delhi, that makes handmade soft toys and home accessories. The organization works with communities living in the slums of Delhi to provide them livelihood opportunities.

Touchy Exports engages with, both men and women artisans and trains them in activities such as stitching, cutting, hand quilting, filling and finishing, hand embroidery and hand stitching of recycled or new fabrics. The organization also conducts training in design, development of new products and business skill development. Touchy exports upcycles fabric and uses felt to make toys.

Their product range includes soft toys; baby accessories such as quilts, bumpers; home accessories such as wall hangings, buntings, cushions, curtains, garlands, etc. The toys made by the artisans are sold through various retail outlets around Delhi.





## MARKET WATCH

Kickstart the summer with a fresh and elegant collection of Kota doria sarees, dupattas and yardages straight from the women weavers of Kaithoon.

**Write to [marketing@aiacaonline.org](mailto:marketing@aiacaonline.org) to place orders now!**

# Craftmark Activities



## **Azo free Dyeing workshop for Mubarakpur Weaves**

There is a growing consciousness about responsible consumerism and demand for Azo free textiles. Mubarakpur, a village 120 kms from Varanasi, was unaware about Azo free dyes and its benefits. The dyers of Mubarakpur cluster, have always been catering to the local master weavers who in turn have been supplying to the traders of Varanasi. As a result, Azo free dyeing has never been a practice within the community.

To introduce Azo free dyeing at Mubarakpur Weaves, a weavers' collective based in Mubarakpur, AIACA organized an Azo free dyeing workshop on 6<sup>th</sup> February, 2018. The beneficiaries included a team of 4 dyers and 2 weavers working with Mubarakpur Weaves.

The workshop was conducted by Mr. Waqar Ansari who has been formally trained in weaving and dyeing at Weavers Service Centre, Varanasi. In the past 5 years, he has trained more than 15 batches of dyers and has been working as a master dyer with National Handloom Development Corporation (NHDC), Ramnagar, Varanasi.

The workshop included discussions about the importance of Azo free dyeing, its process and best practices to be followed during dyeing for maintaining consistent quality of work.

**Mubarakpur weaves will now only produce skin friendly textiles as an outcome of the workshop!**

# Events and Exhibitions



**Summer Weaves:** 5<sup>th</sup> - 16<sup>th</sup> April, 2018 | Dastkar Nature Bazaar, New Delhi.

**Poila Baisakh:** 5<sup>th</sup> - 20<sup>th</sup> April, 2018 | Weavers Studio, Kolkata, West Bengal.

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