

Newsletter

May 2019



A woman preparing yarns for weaving, Bhujodi, Gujarat



PARACHUTE HOME INC.

- Loop Pile Weaving
 - Panja Dhurrie Weaving
- Panipat, Haryana**

US based Parachute Home Inc. makes bedding essentials for a more comfortable home. Founded in 2014 by Ariel Kaye, Parachute began as an online-only, direct-to-consumer company focused on creating impeccable bedding products. It has since expanded their product offerings into many areas of home utilities, including bath, tabletop, nursery, decor, and most recently rugs and mattresses.

Parachute designs its products in Los Angeles, US. The designs for their area rugs travel to Panipat, India, where they are responsibly and ethically handmade by an 80-year-old heritage textiles manufacturing company. Parachute utilizes a robust system to monitor and supervise the quality of rugs being made. It also works closely with its manufacturing partners to assure that a fair method of production is being followed. It takes three

to four weeks for numerous artisans to meticulously handcraft each rug. As with all Parachute products, the rugs are made using 100% natural fibers.

In 2016 Parachute opened its first brick-and-mortar store in Venice, Calif. The company has since opened stores across US in Los Angeles and San Francisco, California; Portland, Oregon; New York City, New York and Dallas, Texas, with many more to come.





HUDA PRINTERS & CRAFTERS

- Hand Block Printing
Indore, Madhya Pradesh

Huda Printers and Crafters is a Madhya Pradesh-based venture of self-taught duo of father and son, who were traditionally Chanderi weavers but now specialize in the art of hand block printing. They have won accolades for their craftsmanship at the state level.

With just two printing tables at their unit in Indore, they manage to print over 3000 meters of fabric in a month. They use azo free pigment dye on fabrics such as kota cotton and chanderi. They get their blocks specially made from Jaipur, Pethapur, Farukkabad and Ahmedabad.

They travel to several exhibitions every year, not only to sell their products but also to learn and keep abreast with new trends in the markets. They sell to local vendors, government emporiums and also supply to a few stores in Delhi.

Huda Printers specializes in printing sarees, dupattas, and yardage. They love to experiment with new designs, quirky prints and have built a forte in printing light colors over dark fabrics.



MARKET WATCH

Try an Urban take on tribal designs with contemporary hand knotted jewelry. Available in bright colors and bold styles.

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CAPACITY BUILDING

Purkal Stree Shakti Samiti
Dehradun, Uttarakhand

Craftmark member Purkal Stree Shakti Samiti (PSSS), constantly strives to upgrade the various skills of its artisans as well as staff members.

Under the capacity building and enterprise support initiative of AIACA, a workshop was conducted for the artisans of PSSS.

Day one of the workshop commenced with the group leaders of each SHG, under the organization. Their roles and responsibilities were discussed and suggestions were given to them for efficient management of group members in order to achieve their monthly targets and goals.

‘Through the workshop, the women leaders were made to identify various traits of their co-workers and they were provided with methods to motivate, reinforce as well as tackle each of them. With the help of games and activities artisans were taught

the benefits of good coordination and group work.’ – PSSS

Day two of the workshop engaged the staff members and focused on marketing and client handling. With the help of role plays, the session covered a lesson on dealing with different kinds of customers. The various techniques and key attributes of generating as well as increasing sales were discussed. The session also discussed the importance of communication amongst the staff members and made suggestions on improving the productivity on individual level.

‘The two day workshop gave the organisation a refreshed and new direction towards improvement.’ – PSSS





GOING GREEN

Hao Crafts Society
Delhi, NCR

Hao Crafts Society is a collective of young tribal artisans who engage in making traditional black pottery known as Longpi pottery. This pottery is traditionally practiced by the Tangkhul Naga tribes of the Ukhrul district Manipur. The society's objective is to promote traditional crafts of the region and create sustainable income opportunities for the local youth.

Longpi pottery derives its name from the village of Longpi in Manipur, which is known for its art of black pottery.

Longpi pottery is unique in its own way, as the potters create the products without using the potter's wheel. The process begins with mixing the terracotta clay with powdered stone (black Serpentinite) and weathered rock to make it stronger and lustrous. The paste formed from these

is then rolled by hand into desired shapes. Unlike regular terracota or stoneware the pottery is shaped on a slab using various hand tools. There is very little use of water in the process.

Moreover, they use gas furnace instead of the conventional wood furnace to bake their pottery, thereby generating less pollution and waste.

