

# Newsletter

November 2018



*We wish you  
a happy, safe  
&  
Green Dipawali*



Etikopakka tealights by Bharat Arts and Crafts



## DHONK CRAFT

Moonj craft  
Soft toy making  
Hand block printing  
- Sawai Madhopur,  
Rajasthan

Dhonk Craft is a brand founded by Divya Khandal, a dietician by profession but an ardent lover of handicrafts at heart. Their journey began when Divya relocated to Sawai Madhopur and wanted to find livelihood opportunities for the local women including the Moghiyas, to empower them and provide them with alternate sources of income. At Dhonk, the artisan, mainly women work with 3 crafts - hand made toys, sometimes using waste fabrics; hand block printing and moonj basketry, which is being practised by the women of the Moghiya community only. They also educate them on issues related to the preserving, protecting forests and the tigers.

The local women meet everyday, at the common facility center in Sawai Madhopur, to work. While women of the Moghiya community work from home and visit every week. Divya keeps herself personally involved in product development and quality check. The women train and help each other to make new products. They use techniques like

braiding, taanka work and hand stitching to make soft toys. For Moonj baskets, they cover the grass using waste hand block printed fabrics to make long ropes which are then coiled and stitched together to make baskets. Nonetheless, hand block printing is practised in a traditional method of pigment printing.

At Dhonk Craft one can find a wide range of garments, table covers, table runners, bed sheets, napkins, curtains, soft toys and baskets in various sizes, which they sell from their store in Sawai Madhopur. They also supply to selective boutiques in India and US.



## POKARAAN ARTS

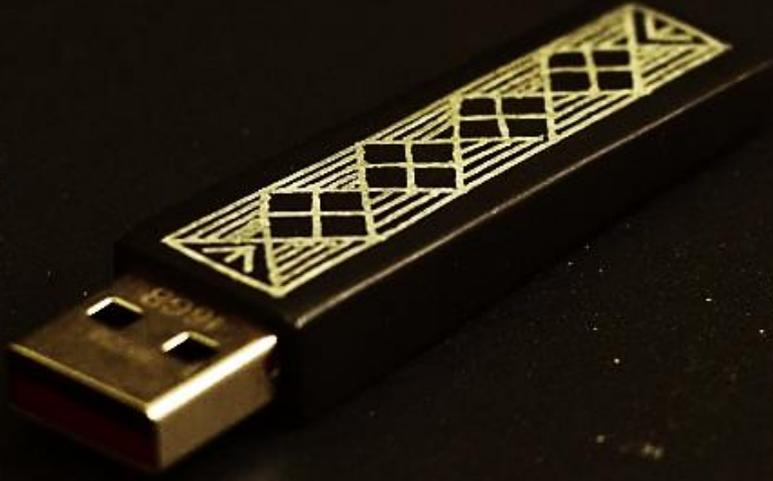
Extra Weft Weaving  
- Pokaran, Rajasthan

Pokaraan Arts was established in September 2009 as a social initiative by Fort Pokaran Hotel & Resorts Pvt. Ltd. to promote and provide better livelihood opportunities for the traditional weavers of the Meghwal community based in the region. The weavers requested Mr. Param Vijay Pokaran, the heir to the royal seat of Pokaran, to engage them in a production unit, to be managed by the Fort. A weaving unit has been set up with the objective of enhancing income generation opportunities for the traditional weavers.

The operations of Pokaraan Arts are currently being managed by Mr. Param Vijay, Director Fort Pokaran Hotel & Resorts Pvt. Ltd. The Fort has an Art and Craft Center inside its compound which serves as the operations base for the weavers. Currently Pokaran Arts is working with 17 weavers, all of whom are skilled and have a considerable experience working on handlooms. Pokaraan Arts also envisions integrating the traditional terracotta artisans from the region

under their setup.

They make several contemporary products using tradition pattu designs, including table covers, table mats, table runners, napkins, tea set covers, bed sheets, cushion covers, bags and wallets etc.



## MARKET WATCH

Reviving Bidri!

Gift these unusual, intricate home décor items in organic and geometric themes to your loved ones this Dipawali !

Write to us on [marketing@aiacaonline.org](mailto:marketing@aiacaonline.org) for business queries



## EVENTS & ACTIVITIES

Craftmark at Lakme Fashion Week  
23d August, 2018  
Mumbai

Craftmark collaborated with Ka-Sha by designer Karishma Shahani Khan who used Kota Doria fabrics, created by the Kota Women Weavers of Kaithun for Lakme Fashion Week 2018 on the Sustainable Fashion day, 23rd of August, 2018.

The women weavers created check-patterned Kota Doria, a traditional handloom yardage used as the base of the designs. The fabrics were dyed in bright colors to make stylish and trendy ensembles.

Leading media hubs talked about Kota Women Weavers' collaboration with Ka-Sha by Karishma Shahani Khan at the Lakme Fashion Week 2018.

The event provided a great platform to promote handcrafted processes and the artisans behind them, and helped strengthen business and market linkages for the handloom craft.







## GOING GREEN

**Raasleela**  
Ahmedabad  
Gujarat

Craftmark member Raasleela is a brand synonymous to 100% hand stitched clothing. Being based out of Gujarat, the brand has a contemporary look made by age old traditional ways and techniques of hand sewing. With a focus on environment-friendly and sustainable clothing the brand was founded by designer Hetal Shrivastav in 2013.

The all-women's team at Raasleela clothing works towards a zero waste concept. Raasleela is also known for its use of dye-free & bleach-free fabrics, in order to provide completely eco friendly clothing options to the consumer. All the fabrics they use are unprocessed - Raw/Kora/Greige. They not only are a zero waste studio, but also up cycle fabric remnants sourced from fabric stores in the form of yardage ends, cutting waste from design studios, manufacturer's samples as well as damaged or defective fabrics.

They turn them into boriya buttons (fabric balls) which they then convert into beautiful necklaces, bracelets, finger rings etc. They also use smaller fabric pieces for applique work on their kora fabrics. These are then used to make garments.

