

Newsletter

September - October 2018



FEATURED MEMBER

Bidriwala

Bidri Work

Bidar, Karnataka

"Brand "Bidriwala" is known for bidriware products crafted by traditional artisans from its place of origin "Bidar", a small town in Karnataka. Owned by Curio38, it aims at promoting the craft and its makers. It brings together master craftsmen and their cultural and social experiences that helps in developing well-designed products with symbolic, functional and rich aesthetic value. They also work with an aim to stimulate artisan's creativity for achieving beautiful handcrafted pieces in Bidri.

Bidriware is a GI (Geographical Indication) tagged craft. There are multiple ways in which a piece of bidriware can be made. At Bidriwala they follow the traditional method of hand casting and hand done inlay. The base is an alloy of zinc and copper with inlay done using thin sheets of pure silver. Beautifully crafted, it has striking inlay work which makes the Bidri craft admirable. Bidriwala works with individual designers, design studios as well as offline and online retail brands in India to develop products as per their requirements.

One can find intricately designed range of home and office décor products, jewellery and furniture at Bidriwala.



FEATURED MEMBER

Gopal Hand Printers

Dabu

Bagru, Rajasthan

Gopal Hand Printers is a family run, sole proprietorship business, lead by Mr. Gopal Lal Chippa and his son. It was founded in 1980s by master artisan Bhanwarlal Chippa, father of Mr. Gopal Lal Chippa. They specialize in dabu and hand block printing with an aim to promote the craft and carry forward their business.

They continue to follow the traditional method of dabu printing. Hence, they use all natural raw materials in the process. All dyes and pigment used for printing are made of natural ingredients. They also get their own blocks and designs developed in Bagru itself. All designs are developed in house. With a small but efficient team, they have been catering to wholesale buyers across India and participating in select retail exhibitions too.

They make a variety of contemporary and traditional design in sarees, dupatta , stoles, yardages, bed linens and quilts.



FEATURED MEMBER

Raasleela

Hand Sewing

Ahmedabad, Gujarat

Raasleela is a brand synonymous to 100% hand stitched clothing. With a focus on environment friendly and sustainable clothing, the brand was founded by designer Hetal Shrivastava in 2013, a NIFT, Gandhinagar graduate. Hetal has been working in Kutch and Patan (Gujarat) for a decade now and has considerable experience of working with clients in the US. She was inspired by the indigenous clothing of Gujarat and their hand stitching techniques and as a result Raasleela was established.

The all-women's team at Raasleela clothing works towards the zero waste concept. Importantly, they work on dye free and bleach free capsule collections that are hand stitched by housewives based in Ahmedabad and hand embroidered by women in Patan. The women are trained in the unique hand sewing techniques, before they start developing samples and carry out production. They sell through leading retail outlets in Pune, Kolkata, Jaipur, Ahmedabad, Goa, New Delhi and in other parts of India through various exhibitions.

They specialize in making womenswear, men's shirt and accessories. Raasleela is also popular for its fabric jewellery for women.



FEATURED MEMBER

Barbasudebpur Deshapran Pragati Sangha

Madur Kathi

Purba Medinipur, West Bengal

Barbasudebpur Deshapran Pragati Sangha was established with the support of Narendrapur Ramkrishna Mission with an objective of providing education and livelihood development in the region. The focus of their work was to impart informal education and nutrition to the children of disadvantaged families as well as provide the local women with livelihood opportunities. Several women of the nearby villages have benefited from the intervention as their income levels have risen.

They have a fully equipped common facility centre at Barbasudebpur with an in-house stitching facility too. Some local women also weave in their homes which they later translate into different products. They have been suppliers to the Government sponsored outlets such as Manjusha. They have also started to train more women in weaving madur kathi which they now sell at various Government sponsored fairs and festivals.

They make a variety of madur kathi table accessories, yoga mats, floor mats, table mats, curtains, table runners, bags and caps.





MARKET WATCH

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Events and Activities



Malkha @ Kamala – 3rd to 6th October'18 | Kamala Shop, New Delhi

Sante' Back to Nature - 5th to 14th October'18 | Kalakshetra Foundation, Chennai

IHGF Delhi Fair (Autumn) - 14th to 18th October'18 | India Expo Centre and Mart, Greater Noida Expressway, Delhi – NCR

Festival of Lights - 20th October – 01st November'18 | Nature Bazaar, Andheria Modh, New Delhi.

Nature 2018 - 15th – 26th November'18 | Nature Bazaar, Andheria Modh, New Delhi.

The Winter Mela – 13th - 24th December'18 | Nature Bazaar, Andheria Modh, New Delhi.

Native Bazaar - 1st to 9th December'18 | Manpho Spectrum, Bangalore.

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Going Green



Craftmark member Himalayan Weavers is an outstanding example of Going Green as they continue their journey of eco-friendly production and have devised new effective technology to conserve water and energy in the production process.

They have created insulated dye-baths with temperature control that can be used for up to a year, thereby conserving and recycling water, and re-using the dyes. Use of solar panels ensures electricity creation and conservation.

They use only naturally dyed wool and silk for their fabrics. The waste water released, which is very little as compared to other dyeing setups, is filtered through their effluent treatment plant and is re-used for other purposes such as watering their kitchen garden. The effluent treatment plant is a natural setup, which doesn't require electricity to run.

Overall, they run an energy-efficient process with its smart application to ensure optimum utilization of resources, dye material and water.

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