



FEATURED MEMBER

Peoli

Hand Knitting

Almora, Uttarakhand

‘Peoli’ is a brand of Almora Craft Design Studio LLP, a company founded in the year 2014 by design duo Abhinav and Vasanthi. Peoli is an initiative to bring hand knitting, a local skill of the women of the region, into main stream craft and design, with an objective to enable and empower the local women of Almora.

Studio Peoli engages with housewives for hand spinning and knitting. They are one of the few brands who are known for their naturally dyed hand spun yarns which are hand knitted into beautiful products. Maintaining a low carbon footprint, their focus is to use locally available resources. A hand knit piece at Peoli, may take upto one month or sometimes more to complete. The process begins with hand spinning wool, then combining it into 3 ply or sometimes 6 ply yarns which are then dyed in natural colors. The knit structure and embellishments are parallelly explored. The final result is one-of-a-kind piece. They have been exhibiting their products across India through various exhibitions and reputed stores.

At Peoli one can find a wide range of cardigans, sweaters, mufflers, caps etc. for all age groups.



FEATURED MEMBER

Samoolam

Hand Crochet

Gaya, Bihar

Samoolam is a social enterprise started in 2009, by design entrepreneur Usha Prajapati. A name synonymous to women empowerment in Gaya, Bihar, Samoolam was established to empower house-wives. Hand crocheting was a low-capital-investment, simple-tool-based skill that Usha could teach, hence it was picked up to begin work.

With a base in Gaya and an office in Delhi NCR, Samoolam is an organization driven by and for the local community. They train all their artisans before getting them on board. A team of designers and master artisans conceptualize designs which are then made into actual products with the help of a simple tool - a crochet needle. Samoolam has been known for their innovative use of unconventional materials like paper, hand quilled beads and zardozi for crocheting. They have been marketing their products across India through various exhibitions, but with their presence online now, they intend to go global!

Samoolam is known for its wide range of accessories like hair accessories, key chains, jewellery, book marks etc.



FEATURED MEMBER

Ek Katha

Plain Handloom Weaving | Batik
Kutch, Gujarat

Ek Katha founded in the year 2016, is a brain child of designer Madhumita Nath. It was setup with an objective of working on sustainable textiles and engaging with the craftsmen of Kutch, Gujarat. Ek Katha ensures the use of completely natural raw materials, environment friendly methods of production and use of locally available resources.

Ek Katha brings farm to fashion in the form of textiles as well as a ready-to-wear range of garments that are completely handmade. They source kala cotton from local farmers, get them locally spun and hand woven by the local weaves into fine cotton fabrics. These textiles are later hand printed using a hand block wax resist technique, called batik. At their unit in Mumbai, these are stitched into a beautiful range of garments. Ek Katha sells across India through various stores. They participate in various pop-up events through out India.

One can find a wide range of cotton stoles, dupattas and garments at Ek Katha.



FEATURED MEMBER

Leeway Handikraft

Pauri Filigree

Pauri, Uttarakhand

Leeway Handikrafts is an artisan led sole proprietorship organisation founded by Mr. Akhilesh Mani in a remote village of Pauri, Garhwal in 2012. It was founded with an objective to sustain the local skills of metal work and jewellery making along with keeping the idea of re-use, reduce and re-cycle alive. Through Leeway Mr. Akhilesh wanted to prevent migration due to lack of employment opportunities in the local area.

Leeway means 'free to move or act'. At Leeway Handikrafts they follow this fundamental and have trained their artisans to be able to design and create. The filigree technique of coiling metal wire into artistic patterns, is done in a rather contemporary style at Leeway. Sometimes, metal wire is also flattened and soldered together to make abstract forms and patterns. Metal is combined with semiprecious stones to add color. These pieces are simply hand buffed for final finishing. As a result Leeway Handikraft is known for it's unique designs and aesthetics. They sell across India through various exhibitions and stores.

Leeway Handikrafts offers a wide range of jewellery and brooches.



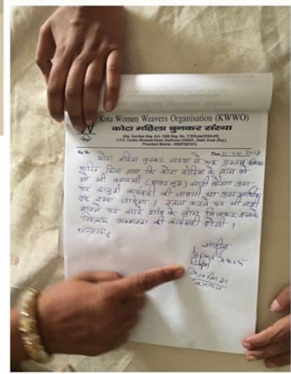


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Craftmark Activities



Conserving the Heritage Thread by Thread

KWWO members signed a pledge to restrict imitation and sale of Kota Doria made out of powerloom.

Green Production Workshop with Kota Women Weavers' Association, Rajasthan

As a part of the Green Production Workshop conducted in Kota, Rajasthan in April'18, the artisans of Kota Women Weavers' Organisation (KWWO) signed a petition to ensure that no power loom imitations of Kota Doria products would be produced in their village. During the workshop it was realized that some of the weavers themselves were dealing in both handloom and machine made products which was creating a bad name for the village. To keep a check on this, the weavers signed the petition.

The workshop also addressed issues faced by the cluster due to the use of harmful dyes. A detailed analysis of the various kinds of dyes used, was presented to the participants. A master dyer from the community also shared his experience of using Azo free dyes and discussed about it's feasibility. The weavers did understand that it will be beneficial for them to switch to using safe dyes.

A session of practically testing the water from the region was also conducted which turned out to be very informative for the participants. The water waste from the dye baths was being discarded in the drains that reached the ground water. It then mixes with the drinking water that the locals use. This was an eye opener for the community.

As a result, all the weavers and dyers were convinced to switch to safer dyes and responsible dyeing methods.

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