



Newsletter

December 2018





SADHNA

- Applique
Udaipur, Rajasthan

Sadhna was established in 1988 to provide alternative income to women in Udaipur's rural, tribal and urban slum belts. Initially set up as an income generation program by a non-government organisation, Seva Mandir, it later became a self-reliant group. With the objective of being an autonomous member managed body, Sadhna was registered as a Mutual Benefit Trust in December 2004.

Sadhna is an association of wholesalers, retailers and producers committed to providing fair wages and sufficient employment opportunities to economically disadvantaged artisans and farmers. New members are included in the trust, every year and they are given skills training in stitching and appliqué for 3 months, after which they join the regular production stream. Along with this, they are trained in design and marketing as well.

Sadhna retails in Udaipur through stores and in various

other metro cities across India, through craft exhibitions. At Sadhna one can find a wide range of kurtas, sarees, jackets, skirts, stoles, scarves, bags, dupattas and home furnishings like bed linens, cushion covers and throws, table runners, etc.



RAJ OVERSEAS

- Hand tufting
- Cut pile weaving
- Loop pile weaving
- Multi shaft weaving
- Weft and warp-faced weaving

Panipat, Haryana

Raj Overseas Pvt. Ltd. was set up in 1991, as an overseas and domestic marketing division of Raj Woollen Industries. Today, Raj Overseas serves more than 250 clients across the globe. They have one of the most well integrated manufacturing facilities in the country with complete in-house production to provide finished products.

Raj Overseas creates distinguished products, due to their US and UK design collaborations, who draw color and trend inspiration from around the world to create 10 stand-alone collections annually. They source high quality, innovative yarns including fine wools from New Zealand as well as polypropylene and PET fiber (made from recycled water bottles). As a part of their commitment to environmental and social initiatives, they have adopted sustainable methods of production by installing an effluent treatment plant and by incorporating handloom weaving in their product range. The skilled artisans on their campus,

execute every piece using traditional weaving techniques combined with latest advancements in hand tufting, dhurrie weaving etc. They are also, a member of Rugmark and GoodWeave.

Raj Overseas sells via various online portals and retail outlets such as boutiques, designer showrooms and big box stores in India and overseas. One can find a wide range of floor coverings like dhurries and rugs as well as cushion covers and other home furnishing items at Raj Overseas.



BELUN HASTA SILPA KUTHI SOCIETY

- Madur Kathi weaving
Mednipur,
West Bengal

Belun Hasta Silpa Kuthi Society was established by a skilled craftsman, Mr. Arun Khatua in the year 2010. The products made in this village of Pinga block, Paschim Mednipur were once, claimed as fine quality madur kathi products. They operate from their own common facility centre in Mednipur with support from the local women weavers to carry out business activities.

At Belun Hasta Silpa Kuthi Society undertakes capacity building, design development and entrepreneurship training , as part of their project across 11 blocks in Mednipur. Several women of the nearby villages have been trained on how to dye, stitch and finish madur kathi products. They work on loom based madur kathi weaving technique experimenting with various other material like waste fabrics, up-cycled plastic combined with madur kathi.

The society supplies regularly to Fair Trade organizations such as Sasha as well as art galleries and handicraft outlets

in major Indian cities.

They create table accessories, yoga mats, floor mats, table mats, curtains, table runners, bags and caps, etc in a wide range of colors.



INTRODUCING MS. SREYA MOZUMDAR

Executive Director
AIACA

We are happy to announce that Ms. Sreya Mozumdar has joined as the new executive director at AIACA. She has been working in the development sector for the last 11 years, after her graduation from the Department of Social Work, Delhi University. She brings to her work an academic experience of research into the area of women and gender. Her graduate and post graduate education in English Literature, from Jadavpur University, Kolkata, has lent a feminist theoretical perspective against which she frames much of her development practice.


In previous roles in senior management, she has been responsible for program design and management, advocacy, networking and fundraising, along with knowledge management and incubation of new ideas/approaches. She has a particular interest in communications and qualitative research. She has sectoral experience in the areas of sustainable rural livelihoods, urban poverty alleviation, disaster risk reduction, gender and youth development. She brings to her work an intersectional approach that looks at driving sustainable and inclusive development processes in contexts of marginality.

We are glad to welcome her onboard.

Ms. Madhura Dutta (former executive director of AIACA) will continue her association with AIACA as a board member.



MARKET WATCH



Add colors to your winter ensemble or gift something special to your loved ones as Craftmark brings to you soft, hand knotted Bandhini silk and modal scarfs / stoles dyed in winter tones by Nilak from Kutch, Gujarat.

Write to us on marketing@aiacaonline.org for business queries.



GOING GREEN

Peoli

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 Almora, Uttarakhand, into main stream craft and design, with an objective to enable and empower the local women of the region.

As an initiative towards reducing the carbon footprint of their products by using locally available resources, Studio Peoli engages with housewives for hand spinning and hand 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. A part of their raw material, primarily wool, is sourced from Uttarakhand. The process of knitting begins with hand spinning of wool, combining upto 3 ply or sometimes 6 ply yarns. The knit structure and embellishments are parallelly explored. These yarns are then dyed in natural pigments, which they source locally as well as from Delhi. After sun drying, these

yarns are knitted into exquisite pieces. A hand knit piece at Peoli, may take upto one month or sometimes more to complete.

Studio Peoli wishes to take new endeavors in the area of sustainable hand knit clothing and sell worldwide. At Peoli, one can find a wide range of jackets, cardigans, sweaters, mufflers, caps, etc. for all age groups.

