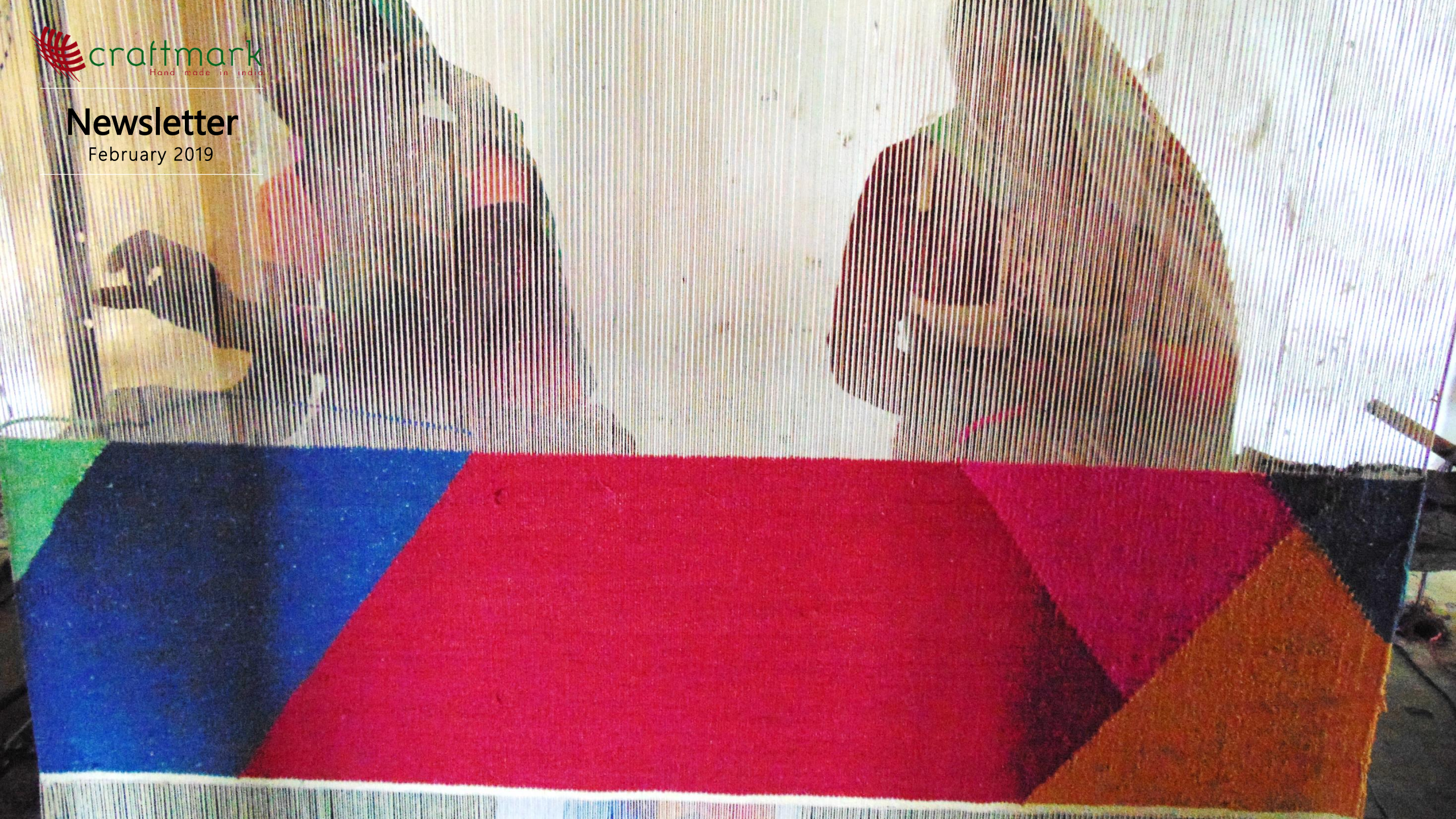


Newsletter

February 2019





KALAMARGAM

- Single Ikat
- Double Ikat

**Bhoodan Pochampally,
Telangana**

- Plain Handloom weaving
 - Extra Weft Weaving
- Godavari, Andhra Pradesh**

Kalamargam literally means 'path for art'. Founded by Ms. Shilpa Iyer in 2016, Kalamargam aims to be a sustainable accessory and clothing label working with traditional artisans from all over India. In this endeavor, they aim to bring traditional artisans to the forefront by putting their craft in spotlight, to enable artisans, especially women to be able to augment their family income and educate their children.

At Kalamargam, all designing, assembling and finishing takes place in Mumbai, whereas the hand woven ikats, extra weft and plain fabrics are sourced from craft groups and craft based organizations in Andhra Pradesh. Designs are handpicked from the existing archives, recreated in new color combinations and sent to the craft groups. These craft groups get the design hand woven as per specifications, check quality as per standards specified by

Kalamargam and send it to Mumbai. Once, hand woven fabrics are received, they are assembled into bags and garments at their tailoring and bag making units. Thereafter, all final finishing and quality checks are conducted at their Mumbai studio. They use re-cycled leatherite for all their bags and accessories.

Kalamargam sells online through their website and facebook page. They have been selling internationally through Etsy, now. At Kalamargam one can find a wide variety of bags and womenswear.



[CATEGORIES](#)[ABOUT US](#)[BLOG](#)[CONTACT US](#)

LAL10

- Handmade Paper Making
Jaipur, Rajasthan
- Single Ikat Weaving
Nuapatna, Odisha
- Plain Handloom Weaving
Phulia, West Bengal
- Maheshwari Weaving-
Maheshwar, Madhya Pradesh



Lal10 is a B2B social venture focused on generating livelihoods among rural craftsmen across India. It is an ecommerce portal sourcing authentic handmade products from across 8 Indian states to cater to bulk buyers, globally.

Lal10 works on a unique supply chain model, wherein they work with new generation of artisans and train them to be micro-entrepreneurs in the cluster they are operating in. To do so, they train select craftsmen from every cluster and designate them as 'cluster champions'. They train them and the craft groups tech-enabled to handle online orders in the cluster, crowd-source bulk orders and do initial level of quality checks in the cluster. These cluster champions are paid additionally on 'per order, variable pay' basis, resulting in a considerable increase in their income. Hence, they are able to work

with small-scale and large-scale retailers.

At Lal10 one can find a range of sustainable, handmade, curated range of apparel, lightings, home furnishings and other lifestyle accessories.



MARKET WATCH

Go eco-friendly this season! We bring to you hand woven, light weight natural fibre baskets, place mats and table runners from West Bengal.
To place your orders write to us on marketing@aiacaonline.org

EVENTS & ACTIVITIES

Training for Kumaon Grameen Udyog Nainital, Uttarakhand

Craftmark arranged a workshop in the hills of Uttarakhand to train hand knitters for its member Kumaon Grameen Udyog (Kilmora) in basic business management skills - market scenarios, quality control, stock management and pricing strategy, etc.

Kilmora is known for its quality of products. However, given the nature of the work and the size of the knitting groups, it sometimes does get difficult to manage the same. With the help of Craftmark, 21 knitters and 3 administrative staff of Kilmora were trained in the importance and right practice of quality check, direct communication and team work.

The group was exposed to the following concepts – Innovation, team-work and co-operation, communication and transparency, leadership

and trust, goal-stretching. Besides, a template was developed for improving the quality-checking process. Followed by this, a SWOT analysis helped the knitters understand their work better. The knitters were also explained the importance of customer interface, benefits of understanding competition and how to handle and participate in exhibitions.





GOING GREEN

Dastkar Ranthambore
Sawai Madhopur,
Rajasthan

Dastkar Ranthambore is an initiative of Dastkar, supported by Ranthambore Foundation to resettle communities in the Sawai Madhopur area of Rajasthan who had lost access to food, water, and farming lands due to the creation of Ranthambore National Park. The Ranthambore Foundation approached Dastkar in late 1980s to initiate alternate income generation activities, particularly among women in the area.

Dastkar Ranthambore emerged as one of the oldest women centric social welfare enterprise in Sawai Madhopur region. With an objective of empowering women, they took up the task of responsible production at the same time. To do so, waste management of water used for block printing and responsible disposal of waste fabrics became critical. In this endeavor, Dastkar set up an effluent treatment plant. Not only this, in 2008 the local skill of up-cycling waste fabrics to make hand braided

ropes was identified to have potential for further development. Designers were hired and local women were trained to make toys, key chains and other items of utility and decoration. Bigger hand block printed fabric pieces were patched together to make bed sheets, quilts etc. Today, up-cycled fabric products are one of their best selling products!

