



# FEATURED MEMBER

## Swavlambi

Kashida Kari (Contemporary needlework)  
Vadodara, Gujarat

Swavlambi, is a project of Manav Seva Foundation - a Non-Profit organisation based in Vadodara. The project was born out of the vision to create a community of self-reliant, self-employed women who can live with dignity and security. Since its inception in December 2014, they have trained more than 100 women artisans.

At Swavlambi, they support women by imparting them with vocational skills such as embroidery, stitching etc. They aim to create a self-sustaining system that is profitable for these women for which they have created their own line of products. Swavlambi has also collaborated with designers and companies for embroidery and stitching work. They sell through exhibitions, stores and online events.

One can find a wide range of bags, curtains, coasters, bed covers, tablet and phone covers, table runners, cushion covers and other home accessories at Swavlambi.





# FEATURED MEMBER

## Handweave India

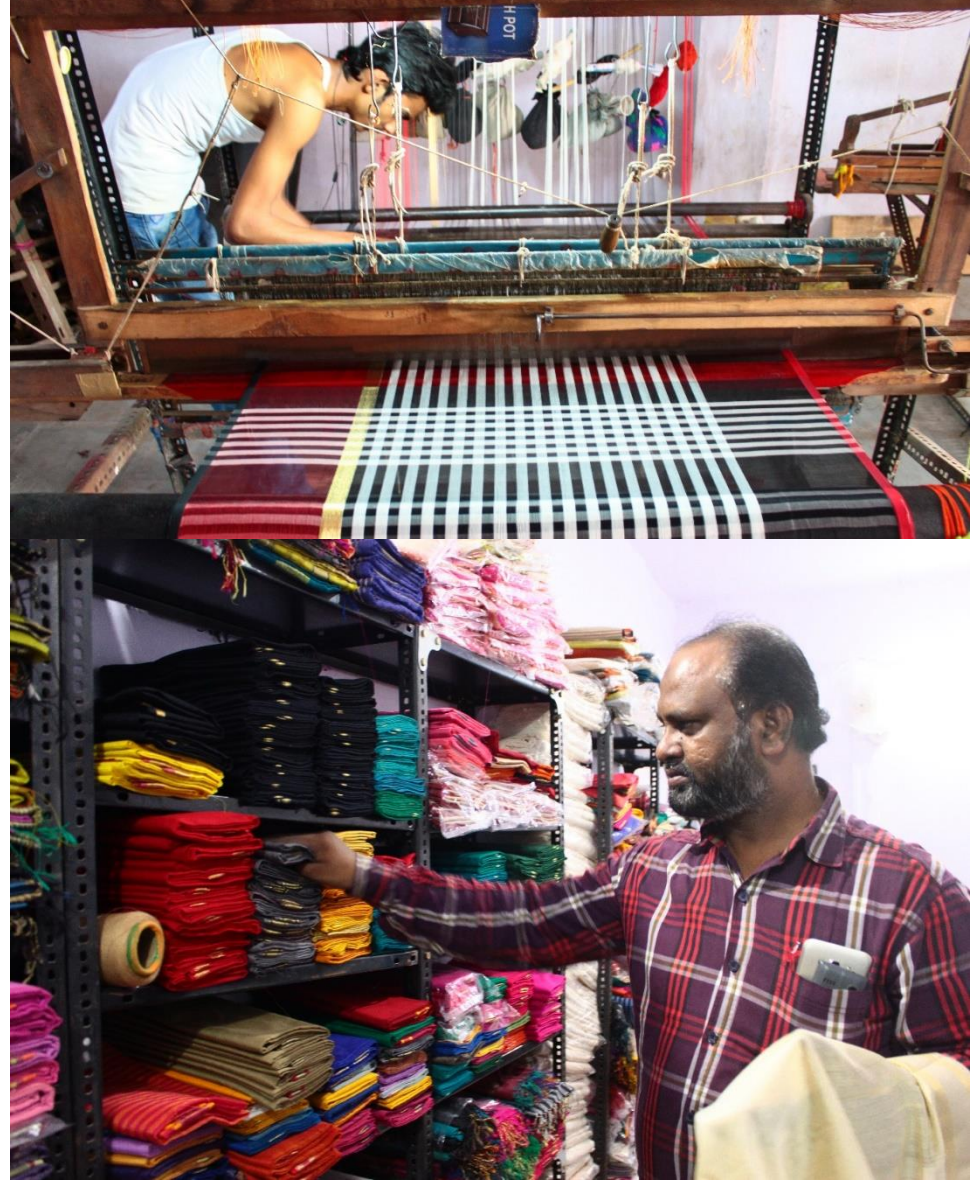
Maheshwari Weaving

Maheshwar, Madhya Pradesh

Handweave India is a traditional business of Maheshwar handloom weaving, based in Maheshwar, Madhya Pradesh. Owned by Mr. Aziz Ansari, Handweave India was officially registered as a business in 2011. His aim is to continue the weaving tradition of his family and employ local weavers in order to provide them with sustainable income.

At Handweave India, design and conceptualization is done by Mr. Ansari himself. He works with around 5 weavers and 5 family members to handle operations. Over the years he has displayed his work at various exhibitions across India.

Handweave India creates a wide range of colors in maheshwari handloom stoles, dupattas, sarees and suit materials.



# FEATURED MEMBER

## Avani

Plain Handloom Weaving, Natural Dyeing  
Pithoragarh, Uttarakhand

Avani is a voluntary organization based in the Pithoragarh district of Kumaon, Uttaranchal. It started as the Kumaon chapter of the Social work and Research centre at Tilonia, Rajasthan in 1997. It was formally registered as an independent society in November 1999.

Engaged in grassroot development, Avani has been involved in the areas of appropriate technology and alternative energy, conservation of local biodiversity, organic agriculture, savings and credit and supplementary education. Plain handloom weaving and natural dyeing, as a livelihood program, has grown in parallel and has become one of the organization's main interventions. Over the years, Avani has established reliable raw material procurement channels, which is a huge challenge in the mountainous region.

One can find a wide range of garments like jackets, dresses and ponchos; home furnishings like cushion covers, throws and accessories like stoles and scarves in wool as well as cotton, at Avani. The products are sold under the label of 'Kumaon Earthcraft'.



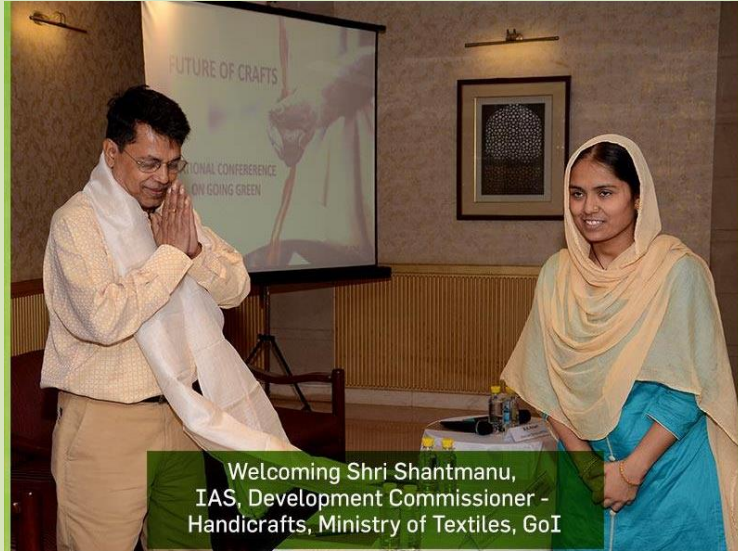




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## Events and Activities



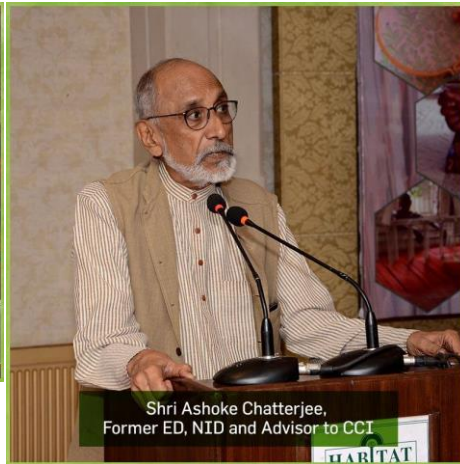
Welcoming Shri Shantmanu,  
IAS, Development Commissioner -  
Handicrafts, Ministry of Textiles, GoI

AIACA India organized a conference on 'The Future of Crafts' as a part of their Going Green Project (2014-2018) with a national conference held on 11th June, 2018 at India Habitat Centre, Delhi.

The Going Green Project was implemented by AIACA India in partnership with Traidcraft and local NGO partners, under the Switch Asia programme. It supported more than 500 SMEs/SHGs and 15000+ artisans and weavers in 6 textile clusters in Uttar Pradesh and Rajasthan. The project contributed to economic competitiveness of the Indian textile industry and promoted the well-being of textile artisans.



Guest of Honour - Ms. Cecilia Freire Costa,  
Team Leader - Cooperation Manager,  
Delegation of European Union to India



Shri Ashoke Chatterjee,  
Former ED, NID and Advisor to CCI

A special address was given by the Guest of Honor for the National Conference on Going Green - Ms. Cecilia Freire Costa, Team Leader - Cooperation Manager, Delegation of European Union - EU to India. She accentuated the importance of conscious, eco-friendly methods of production required globally for sustainable growth. Highlighting the cornerstones of the Going Green Project, she emphasized the need to promote economic prosperity by adopting sustainable production and consumption in small and medium enterprises.

(...contd.)



# Events and Activities

## GOING GREEN

The project contributed to the economic competitiveness of the Indian textile industry and promoted the well-being of textile artisans in Uttar Pradesh and Rajasthan.

### CORNERSTONES OF THE PROJECT (2014 - 2018)



(...contd.)

Dr. Ashoke Chatterjee, Former ED, National Institute of Design, India, and adviser to the Crafts Council of India, addressed the need for going green and how to achieve the sustainable goals. Dr. Chatterjee emphasized that a sustainable economy is the need of the hour rather than a choice and suggested ways to mediate in the crafts sector to achieve eco-friendly processes at all levels.

Shri Shantmanu, IAS, Development Commissioner - Handicrafts, Ministry of Textiles, GoI, was an honorable guest, who spoke about the holistic issues of the crafts sector and the way forward.

The conference was addressed by artisans and weavers from different clusters of the project. They spoke about real challenges faced in the field, adoption of green practices, social welfare activities, financial support and knowledge about marketing as well as business development that they have received through the project. Most of them see it as the beginning of a new chapter of eco – friendly ways of business practices.

The conference was attended by various participants including Government members, partner, project representatives, artisans and designers.

# Going Green



## MEHERA SHAW Jaipur, Rajasthan

Mehera Shaw is an artisan lifestyle brand and fair trade clothing manufacturer specializing in hand block printing techniques. It is based in Jaipur, India with an office in the US.

At present, they are in the process of expanding their product line of clothing and homewares, using certified organic cottons, handloom cotton, linen, ahimsa silk and azo-free dyes. Along with this, they are upgrading their environmental standards to include not only sustainable fabrics and low-impact dyes, but also to improve their water filtration during block printing and fabric dyeing. To promote this, they launched a CleanWater4Artisans crowd-funding campaign on 24 April, 2018. They plan to donate 10% of the funds they received, towards the village/artisan water filtration systems to other block printers.

They plan to set up an ETP (Effluent Treatment Plant), a water filtration system, over the next several months which will allow them to recycle washing water from block printing in order to harvest rainwater, conserve water, remove effluent from water and reduce their environmental footprint.

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