70 LAKH ARTISANS ACROSS THE COUNTRY

2000 TRADITIONAL SKILL-BASED CLUSTERS

470 (24%) - HANDLOOM
PROJECT CHANDERIYAAN RUNS FROM THE RAJA RANI MAHAL OF CHANDERI
CHALLENGES

- Exploitation by middlemen
- Competition from powerlooms
- Disinterest of youngsters in traditional art

POOR/LACK ACCESS TO

- living conditions
- information
- wages
- market linkages
- industry
- infrastructure
- education
- investment
OBJECTIVES

DIGITAL AND TECHNOLOGICAL ACCESS & TRAINING
- Digital Empowerment of Weavers
- Digital Entrepreneurs
- One Digitally Literate Person in Each Household

DESIGN ASPECT SUPPORT
- Design Library
- Simple Design
- Typography

SELF-SUSTAINABILITY
- English Speaking
- Capacity Building
- Tertiary Skills

PROMOTE RURAL HANDBLOOM INDUSTRY
MINIMISE THE ROLE OF MIDDLEMEN
ACCESS TO GOVERNMENT SERVICES & ENTITLEMENTS
CREATION OF SELF-HELP GROUPS
INCREASE MONTHLY HOUSEHOLD INCOME
ENHANCE TRADITIONAL SKILLS & INCORPORATE CONTEMPORARY DESIGN
HOW

DIGITAL DESIGN BANK

COMPUTER LABS

ACCESS TO INFORMATION RESOURCES CENTRES

JACQUARD LOOM

HEALTH CARE & TELE-MEDICINE FACILITIES

OPERATE E-COMMERCE SITE

PHOTOGRAPHY & PHOTOSHOP

SOCIAL ENTREPRENEURSHIP & VOCATIONAL TRAINING

TRAINED WOMEN DESIGNERS

YOUTH ENGAGEMENT

10 COMPUTERS INSTALLED FOR DIGITAL LITERACY & DESIGN THROUGH CAD/CAM

26 INSTALLED IN 13 SCHOOLS AND MADRASAS

2 COMPUTERS INSTALLED FOR DIGITALISATION

DIGITAL ACCESS TO INFORMATION RESOURCES CENTRES

TRAINED WOMEN DESIGNERS

YOUTH ENGAGEMENT

OPERATE E-COMMERCE SITE

PHOTOGRAPHY & PHOTOSHOP

SOCIAL ENTREPRENEURSHIP & VOCATIONAL TRAINING

TRAINED WOMEN DESIGNERS

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YOUTH ENGAGEMENT
CHANDERI HANDLOOM INDUSTRY GROWTH

MODULE REPLICATED IN OTHER CLUSTERS

FIGURES IN CRORE

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COMPUTER LABS IN 11 SCHOOLS AND 2 MADRASAS OF CHANDERI HAVE BENEFITTED 840 STUDENTS.
WRITTEN AND SPOKEN KNOWLEDGE OF ENGLISH TO 870 YOUNGSTERS HAS OPENED UP WIDE CHOICES OF CAREER OPTIONS FOR THE YOUTH OF CHANDERI.
A TOTAL OF 830 CHILDREN AND ADULTS HAVE COMPLETED THE BASIC COMPUTER COURSE AT DEF’S DIGITAL INTEGRATED RESOURCE CENTRE IN CHANDERI.
ABOUT 300 MONUMENTS IN CHANDERI HAVE BEEN DIGITALLY DOCUMENTED ON CHANDERIHERITAGE.IN; MEMBERS IN THE LOCAL COMMUNITY HAVE BEEN TRAINED TO BECOME TOURIST GUIDES; AND STORIES BY AN “ILLITERATE” LOCAL HISTORIAN HAVE BEEN PUBLISHED INTO A COFFEE TABLE BOOK.
The primary health centre and doctors in Chanderi have been linked to the Ashoknagar District Hospital via tele-medicine services to provide advanced and accurate healthcare to locals without the need to travel to another town or city.
ABOUT 85 YOUNG WEAVERS IN THE COMMUNITY ARE NOW TRAINED TO CREATE NEW HANDLOOM DESIGNS USING ADVANCED DESIGN SOFTWARE SUCH AS CAD /CAM.
DIGITAL ARCHIVING OF THE LOCAL ARCHITECTURE, ESPECIALLY MOTIFS ON MONUMENTS, HELPS WEAVERS TO WEAVE NEW AND INNOVATIVE PATTERNS ON SILK SAREES. MORE THAN 20,000 DESIGNS HAVE ALREADY BEEN ARCHIVED BY THE COMMUNITY SO FAR.
CHANDERIYAN HAS ITS EXCLUSIVE SHOWROOM IN THE GRAND RAJ MAHAL WHERE THEY SELL SAREES, SUITS AND DUPPATTAS. WEAVERS HERE TAKE BOTH CASH AND CARD.
AS MANY AS 75 HOUSEHOLDS AND ENTERPRISES IN CHANDERI ARE CONNECTED TO THE WIRELESS NETWORK SET UP BY DEF, TAKING THE CLIENT COUNT TO 260.
BESIDES WEAVING, MEN AND WOMEN HAVE BEEN TRAINED IN BLOCK PRINTING, STITCHING, EMBROIDERY AND APPLIQUE IN AN EFFORT TO IMPROVE THE LIVELIHOOD OF WEAVER FAMILIES.
MORE THAN 250 WOMEN FROM WEAVER HOUSEHOLDS HAVE BEEN TRAINED IN APPAREL DESIGNING SO THAT THEY CAN BE EMPOWERED TO BRING ADDITIONAL INCOME INTO THEIR HOUSEHOLDS.
Young women in Chanderi have been identified, trained and assisted to become entrepreneurs. Many of them have opened their own digital services and training centres now.
FURQAN IS ONE OF THE MANY WEAVERS WHO WAS TRAINED TO DIGITALLY DESIGN AND MARKET SAREES. NOW, HE TRAINS OTHER WEAVERS/CLUSTERS THAT ARE INCORPORATING DIGITAL TOOLS.
SAREE COLLECTIONS

2016 COLLECTIONS

Chanderiyaan.net has a huge range of pure products which reveals the beauty of the Chanderi weaving and the brilliance of the weavers.

CHANDERIYAAN

CHANDERI HANDLOOM

View Details
INTEGRATED DIGITAL HANDLOOM SKILLS TRAINING
A 6-MONTH PROGRAMME

Module 1
History & Technique of Handloom Weaving

Module 2
Digital Literacy and Skill Building

Module 3
Photography, Digital Treatment and Archiving

Module 4
Heritage & Tourism

Module 5
Digital Textile Design/Complementary Artwork

Module 6
Digital Apparel Design

Module 7
Sales and Digital Marketing
STRENGTHENING OF WEAVER SERVICE CENTRES

CURRENT ACTIVITIES

- Provide weaver cards
- Accept Indian Handloom Brand applications
- Assist in designing & dyeing
- Enable loans under scheme for weavers
- Training for skill upgradation
- Resolve technical issues
- Archive traditional skill & design
- Enable access to schemes
- Facilitate interaction with stakeholders
- Arrange exhibitions & workshops
- Systemise yarn depot

PROPOSED ACTIVITIES

- Build a brand for handloom clusters
- Enable access to weaver cards
- Set up an information services centre
- Provide wireless Internet access
- Train weavers in digital designing
- Set up a showroom for display & sale
- Facilitate procurement & supply of raw material
- Improve marketing and promotion
- Create centralised database for weavers
- Training & skill building of weavers
 DEF’S DIGITAL CLUSTER DEVELOPMENT PROGRAMME (DCDP)

- Odisa
  - Barpali, Bargarh
  - Naapatna, Cuttack
  - Saidanpur, Barabanki

- Madhya Pradesh
  - Chanderi, Ashoknagar

- Rajasthan
  - Kaithoon, Kota

- Maharashtra
  - Paithani, Aurangabad
  - Narayanpet, Mahbubnagar

- Tamil Nadu
  - Musiri, Trichy
  - Kanchipuram

- Telangana
  - Kowal, Warangal

- Uttar Pradesh
  - RajaSthan
A Case Study on Digital Empowerment Foundation's Chanderiyaan Project

Fruit of the loom

Handloom Saris: From Han Meir

Sobha's Urban Park Living

Residences Overlooking Delhi Greens Sector 106, Gurgaon.Start@Rs 1.1 Cr
www.sobha.com/Premium_Apartments

Strong signals for trade

RASHMI PRATAP

The metamorphosis in India's villages, courtesy a digital drive

Internet, cellphones and ICT are changing the entertainment, business, education and health domains in rural areas

DIGICULT

MAKE MONEY

BY MAKING THE RIGHT CHOICE

From Digitally Illiterate to Networking
THANK YOU

DEF Website defindia.org
Chanderiyaan project chanderiyaan.org
Chanderiyaan eCommerce chanderiyaan.net
Chanderi heritage chanderiheritage.in

CHANDERIYAAN
Integrated Digital Cluster of Chanderi Weavers