

## SUCCESS STORY

### MOHAMMAD FURQAN

Till recently Mohammed Furqan was like any other unemployed youth in Chanderi with no expectations from life. However, after hearing about and observing the activities of Chanderiyaan initiative, Furqan decided to join the Computerized Pattern Design course. Within few months, Furqan became extremely adept at it and began creating exquisite designs. He also succeeded in replicating existing designs that adorn the Chanderi weaves.



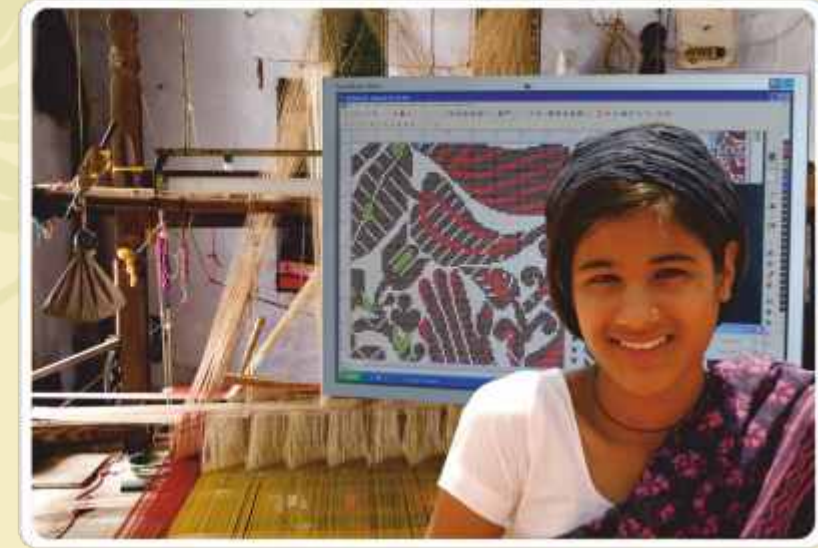
Today Furqan is a hero in Chanderi because he created the design of the monogram of Commonwealth games. This design, which was done for Hastkargha department, was accepted by the selectors, and woven on more than 11,000 Stoles that was produced in Chanderi. These Stoles were presented to all the participants of the Commonwealth Games at the time of inauguration. Furqan is now an inspiration for many a youth in Chanderi.

The CWIRC facilitates the process of value addition at all levels. It helps in enhancing the existing skills in weaving and textile designing, thereby increasing the weavers' earning capacity. It also aids in acquainting them with market demands and trends. The production of readymade garments and other utility items benefit the weavers' in more ways than one, by decreasing their dependency and making them self-reliant.

There is a plan to subsequently integrate the other programs of DEF into Chanderiyaan. These are the eNGO Program, Digital Panchayat Program, NeerJaal Program, and Gyanpedia Program.



**Chanderiyaan**  
 Chanderi Weavers ICT Resource Centre [CWIRC]  
<http://chanderiyaan.chanderi.org>



A model cluster-based initiative by Digital Empowerment Foundation for Chanderi weavers that fuses technology with traditional skills

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## ACTIVITIES

Nestled in the picturesque Vindhyaachal valley and situated in the Ashok Nagar district of Madhya Pradesh, the town of Chanderi is famous world over for its magnificent weaves. The town also hosts the occasional sightseer as it boasts of more than a hundred monuments which stand in testimony of its glorious and eventful past.



### SKILL BUILDER PROGRAM

The main objective of skill builder is to acquaint the rural youth with the benefits of ICT and their application in various spheres of life. In the Skill Builder Program, computer applications are taught through examples which are relevant to the learners' environment. Almost 1000 youth of Chanderi have been trained under this program, which is developed by IETS (IL & FS Education and Technology Services Limited).

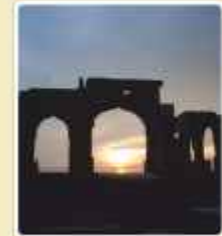


### LOOM FOR POP WEAVERS:

A special initiative to install 30 looms for the Poorest of the Poor (POP) Chanderi weavers has been taken up by DEF so that all weavers are given equal opportunities and resources irrespective of their economic status. Significant number of SHGs are using the looms to enhance the earnings and profit from their produce.



Supported by the Ministry of Communication & IT, Digital Empowerment Foundation (DEF) in collaboration with Media Lab Asia has conceptualized the Chanderi Weavers ICT Resource Centre (CWIRC) in order to provide vocational and technical education to the textile weavers of Chanderi. This initiative, collectively called 'Chanderiyaan' aims at fostering community based development by promoting tourism through the digitization of Chanderi's social, cultural and historical fabric.



### ENGLISH RELAY PROGRAM

English Relay Program, also devised by IETS is specially designed to cater to the needs of rural children. The objective of the English Relay Program is to train the children in Basic English language skills and later in the competent usage of English for academic purpose and daily usage. ERP has been able to develop a great sense of confidence among the 1000 participants having gone through the program.



### APPAREL DESIGN

Apparel design is an intensive training course. It is divided into two parts, the first part seeks to acquaint the women with the basics of sewing and stitching. The second part is more specific and deals with the intricacies of both textile and apparel designing. This course equips the women to produce ready made garments and furnishings in conjunction with market trends. More than 150 unique designs have been developed so far.

### MISSION CHANDERIYAAN:

The mission of Chanderiyaan is to bring "digital inclusion" in the lives of weavers to enhance livelihood options and make sure that the economic benefit is distributed equitably and democratically.

- To provide ICT support to the weavers for creation of new designs as well as for the preservation of traditional designs.
- To facilitate capacity building in terms of designing, tailoring and embroidery in order to produce finished products.
- To ensure the sustainability and survival of the handloom industry by linking the weavers with the world through the medium of ICT.

### SELF HELP GROUPS (SHG)

Promoting the formation of Self Help Groups is one of the key tasks of the CWIRC. The goal is to form at least 30 SHGs for various activities in order to create ownership, entrepreneurship, and to create long term sustainability for the Chanderiyaan project. More than 25 groups with a total of 250 members are active in various activities of Chanderiyaan.



### BLOCK PRINTING & KALAMKARI

Block printing and Kalamkari are two of the most sought after techniques for fabric decoration. Woodblocks engraved with intricate patterns are dipped into coloured dyes and stamped on to the fabric. The block printing unit at CWIRC is manned by skilled artisans who work their magic on Chanderi weaves. Whereas Kalamkari has been revived, Block printing has been introduced in Chanderi for the first time.



### INAUGURATION

The Chanderi Weavers' ICT Resource Center (CWIRC) was launched in January 2009 and formally inaugurated in February 2009 by Sh. Jyotiraditya M. Scindia, Union Minister of State for Commerce & Industry, Government of India. Mr. Scindia, has always had a special place for Chanderi, its weavers, and its history. As the member of Parliament from Guna Constituency, Mr Scindia has been contributing substantially to help the functioning of Chanderiyaan.



### COMPUTERIZED PATTERN DESIGN

The WonderWeave software has been customized according to the requirements of the Chanderi weavers. They have succeeded in reproducing traditional patterns and in combining the myriad existing designs to create new patterns. More than 400 patterns have been developed and archived so far.



### CHANDERIYAAN ECOMMERCE PORTAL:

The Chanderiyaan initiative has launched an e-commerce website to market and sell Chanderi products globally with an online payment option and a virtual shopping rack. [www.chanderiyaan.net](http://www.chanderiyaan.net) expects to become a virtual mall for all the weavers and suppliers from Chanderi.