

## **International Delivery Wing Launched for Chanderiyaan**

Chanderiyaan.net has now gone international. The international delivery wing of Chanderiyaan was launched on 23<sup>rd</sup> March 2014. The e-commerce portal started functioning on 5<sup>th</sup> December 2013. Since then, Chanderi products for INR 89,205 have been sold through the portal. The website introduces the mystic beauty of Chanderi weaving to various countries all over the world.

It is a platform to share the brilliance of craftsmanship of the Chanderi weavers in District Ashok Nagar of Madhya Pradesh in Central India. It is one stop online shopping platform for Chanderi products. Chanderiyaan.net has a wide array of products that range from Chanderi ethnic pure designer handwork. It is a platform to share the richness of weaving and design patterns evolved through many centuries in this weaving town with its own historical dynamics and stories to reveal.

Through Chanderiyaan, Digital Empowerment Foundation tries to preserve the local aesthetics of the craft, educate and train the weavers and their family to be able to handle deals with markets on their own. It also trains the weavers on computer designing and digitizing archives of the traditional designs.

This platform is of the weavers, for the weavers and by the weavers, and is managed by a network of weavers self-help groups through a common platform - Chanderi Weavers Resource Integrated Information Resource Centre. The centre is an initiative of Media Lab Asia & Digital empowerment Foundation with support of Dept of IT, MCIT, GOI.