70 lakh artisans across the country

2000 traditional skill-based clusters

470 (24%) - handloom
CHANDERI
3500
WEAVER HOUSEHOLDS
PROJECT CHANDERIYAAN RUNS FROM THE RAJA RANI MAHAL OF CHANDERI
CHALLENGES

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

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**
- Train youth to become entrepreneurial digital master designers
- Digital cluster resource centre
- Design library

**SELF-SUSTAINABILITY**
- Tertiary skills
- English speaking
- Capacity building

**PROMOTE RURAL HANDLOOM 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**
  - 10 COMPUTERS INSTALLED FOR DIGITAL LITERACY & DESIGN THROUGH CAD/CAM
  - 26 INSTALLED IN 13 SCHOOLS AND MADRASAS
  - 2 COMPUTERS INSTALLED FOR DIGITISATION
- **ACCESS TO INFORMATION RESOURCE CENTRES**
- **JACQUARD LOOM**
- **HEALTH CARE & TELE-MEDICINE FACILITIES**
- **YOUTH ENGAGEMENT**
  - OPERATE e-COMMERCE SITE
  - PHOTOGRAPHY & PHOTOSHOP
  - SOCIAL ENTREPRENEURSHIP & VOCATIONAL TRAINING
- **TRAINED WOMEN DESIGNERS**
CHANDERI HANDLOOM INDUSTRY GROWTH

FIGURES IN CRORE

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MODULE REPLICATED IN OTHER CLUSTERS
IMPACT
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 telemedicine 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.
CHANDERIYAAN 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
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

an initiative of DEF
in partnership with media lab asia
Government of India
Internet Society