The adoption of the following clusters provides easy access for decision makers and policy makers to have a look at the changes that have taken place or would take place as a result of DEF handloom cluster digital development programme. The outcome of these programmes will also help other clusters to adopt the same model and scale up their interventions.

**Barpali**
Located 340 kilometres north west of Bhubaneswar, Barpali is a densely populated block in Bargarh district of Odisha. In Barpali, there are more than 1,000 handlooms spread across several pockets of clusters, each at a distance of five kilometres from the others. Weavers in this part of Odisha are known for their original ikat prints on cotton and Tasar silk. However, machine-sided printing is damaging the market for handloom products as the former can be produced in minutes and costs much less.

**Chanderi**
Located in the Bundelkhand region of Madhya Pradesh, Chanderi is rich in heritage, culture, tradition and art. At present, there are about 4,500 weavers and an equal number of handlooms in Chanderi, which has a population of approximately 40,000. However, the brand Chanderi was facing a stiff competition from powerlooms, which were manufacturing fake Chanderi sarees, until project 'Chanderiyaan' was launched in 2009. From being worth Rs.65 crore, the Chanderi handloom industry has grown over the last five years to be worth over Rs.150 crore today.

**Rohtak**
Located 340 kilometres north west of Bhubaneswar, Barpali is a densely populated block in Bargarh district of Odisha. In Barpali, there are more than 1,000 handlooms spread across several pockets of clusters, each at a distance of five kilometres from the others. Weavers in this part of Odisha are known for their original ikat prints on cotton and Tasar silk. However, machine-sided printing is damaging the market for handloom products as the former can be produced in minutes and costs much less.

**Khajuraho**
Located in the Bundelkhand region of Madhya Pradesh, Chanderi is rich in heritage, culture, tradition and art. At present, there are about 4,500 weavers and an equal number of handlooms in Chanderi, which has a population of approximately 40,000. However, the brand Chanderi was facing a stiff competition from powerlooms, which were manufacturing fake Chanderi sarees, until project 'Chanderiyaan' was launched in 2009. From being worth Rs.65 crore, the Chanderi handloom industry has grown over the last five years to be worth over Rs.150 crore today.

**Saidanpur**
Saidanpur in Uttar Pradesh specialises in weaving gamchhas and stoles or embroidering suits pieces or sarees in zari. Saidanpur is home to about 200 weaver families, while Barabanki district has over 20,000 looms. Most of weavers have not completed school, and live in joint families where almost every member is involved in the process of weaving. These weavers receive wages from middlemen and master weavers, and their average daily income is less than Rs.120.
In India, there are more than 2000 traditional skill-based handicrafts, and glass, leather and brass goods to wooden industries. Out of 2000, there are 470 handloom clusters employment sector after agriculture.

However, most of those working in the sector are suffering wages and inaccessibility to direct market. The handloom-based clusters are unable to sustain their livelihood from exploitation, poor living conditions, extremely low adequate working capital, inadequate infrastructure, poor enterprise due to its very nature of being unorganised and institutional framework and absolute disassociation from modern technologies including digital and Information & Communication Technology.

Hence, reluctance of younger generation to engage in their traditional arts and handicrafts is causing its rapid decline. Involving and engaging youth from the community is, thus, not only an integral part of the process of reviving traditional craft but also of ensuring that it for the weaver community.

Keeping this in mind, Digital Empowerment Foundation in partnership with the government or private organisations has initiated a project that primarily involves inclusive and decentralised use of Information Communication Technology and other digital tools in critical aspects of cluster development, especially improving and integration of both the social and economic capital scaling up weaving skills, designs, marketing and needs of the targeted artisan communities towards entrepreneurship, besides creating sustainable livelihood options for the youth in the clusters.

The project envisages implementing four major activities to accomplish an integrated development of creation. These include:

1. Setting up of cluster resource centre, computers, hardware, fully equipped with training facilities for imparting digital literacy to locals for increased knowledge and employability of artisans to bridge the digital divide.
2. Training of locals to turn designers for core master digital library as a repository of traditional and new designs to add value to the already existing and to introduce new designs.
3. Providing design and knowledge creation. This includes training of locals to work as digital entrepreneurs and enablement of modern technologies including digital and Information & Communication Technology. DCDP provides a holistic support to the IT company has provided a holistic support to the infrastructure, guidance and sponsorship.
4. Training of locals to work as digital entrepreneurs and enablement of modern technologies including digital and Information & Communication Technology.

The project aims to provide a digital platform for the weaver community to develop skills of local youth and provide specific training for entrepreneurship. It also aims to develop an e-Commerce portal, exclusively for services to national and global-level customers.

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According to official figures, there are about 70 lakh artisans engaged in craft production for their about 20 crore artisans who form the backbone of India's non-farm rural economy.

Need for DCDP

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2. Training of locals to turn designers for core master digital library as a repository of traditional and new designs to add value to the already existing and to introduce new designs.
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4. Providing design and knowledge creation. This includes training of locals to work as digital entrepreneurs and enablement of modern technologies including digital and Information & Communication Technology.