

# Digikargha

An initiative of Digital Empowerment Foundation under its Digital Cluster Development Programme

Set up an eCommerce portal for direct access to the market

Create a design library and repository

Establish a digital resource centre and Wi-Fi hubs

Train youth to become digital designers

Create and strengthen self-help groups

Facilitate knowledge of market prices of raw material and finished products

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Impart digital literacy among community members

Build ICT capacity of community members and impart vocational tertiary skills

Increase monthly household income of weavers

## Our Areas of Work

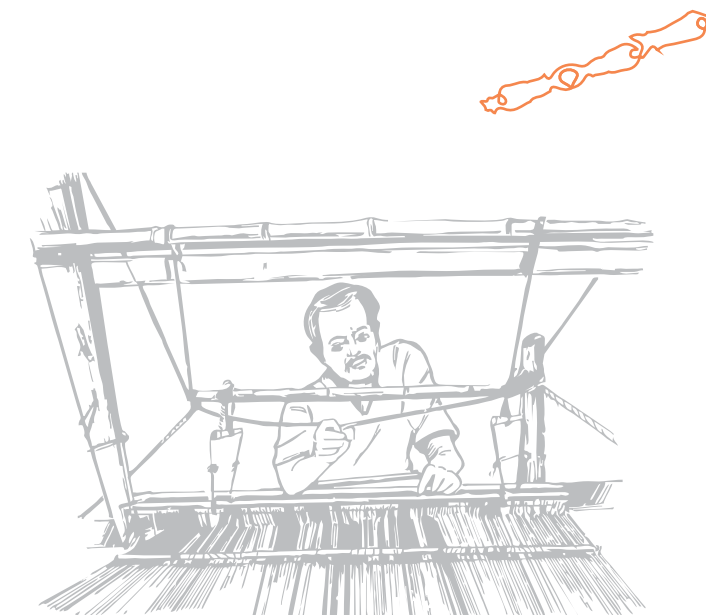
Train youth in using social media channels for marketing

Minimise the role of exploitative middlemen

Enhance traditional skills and incorporate contemporary elements

Improve access to government schemes and entitlements

Facilitate participation in state and national-level expositions



[www.digikargha.in](http://www.digikargha.in) | [www.defindia.org](http://www.defindia.org)

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## About DigiKargha

DigiKargha is a social enterprise (section 8 company). Initiated by Digital Empowerment Foundation in 2017, aims to support its cluster under the Digital Cluster Development Programme in an effort to lead them towards maturity and sustainability through digital empowerment and socio-economic sustainability.

DigiKargha primarily involves inclusive and decentralised use of Information Communication Technology (ICT) and other digital tools in critical aspects of cluster development, especially improving and scaling up weaving skills, designs, marketing and entrepreneurship, besides creating sustainable livelihood options for the youth in the clusters. The development focus of the model allows the integration of both the social and economic needs of the targeted artisan communities towards inclusive growth. Digikargha also provides full-fledged e-com platform to sell artisanal products.

In the last couple of years, DigiKargha has become a joining force that connects weavers, textile conservationists and fashion designers to celebrate the glorious textiles legacy our country.

## Reach

India's craft traditions and craft skills, passed on from generation to generation, are not just an important part of its cultural identity but a crucial means of sustenance for numerous communities.



There are more than **2000** traditional skill-based clusters in India

As many as **70 lakh** artisans are engaged in these clusters



Out of 2000 clusters, **470** of them are handloom clusters

## Challenges for Artisans

Low wages for time-consuming craft

Poor living conditions

Poor market linkages

Lack of sufficient support for the sector

Outdated or inefficient infrastructure

Low literacy levels

Exploitative middlemen

Disinterest of youngsters in traditional art

Competition from powerlooms

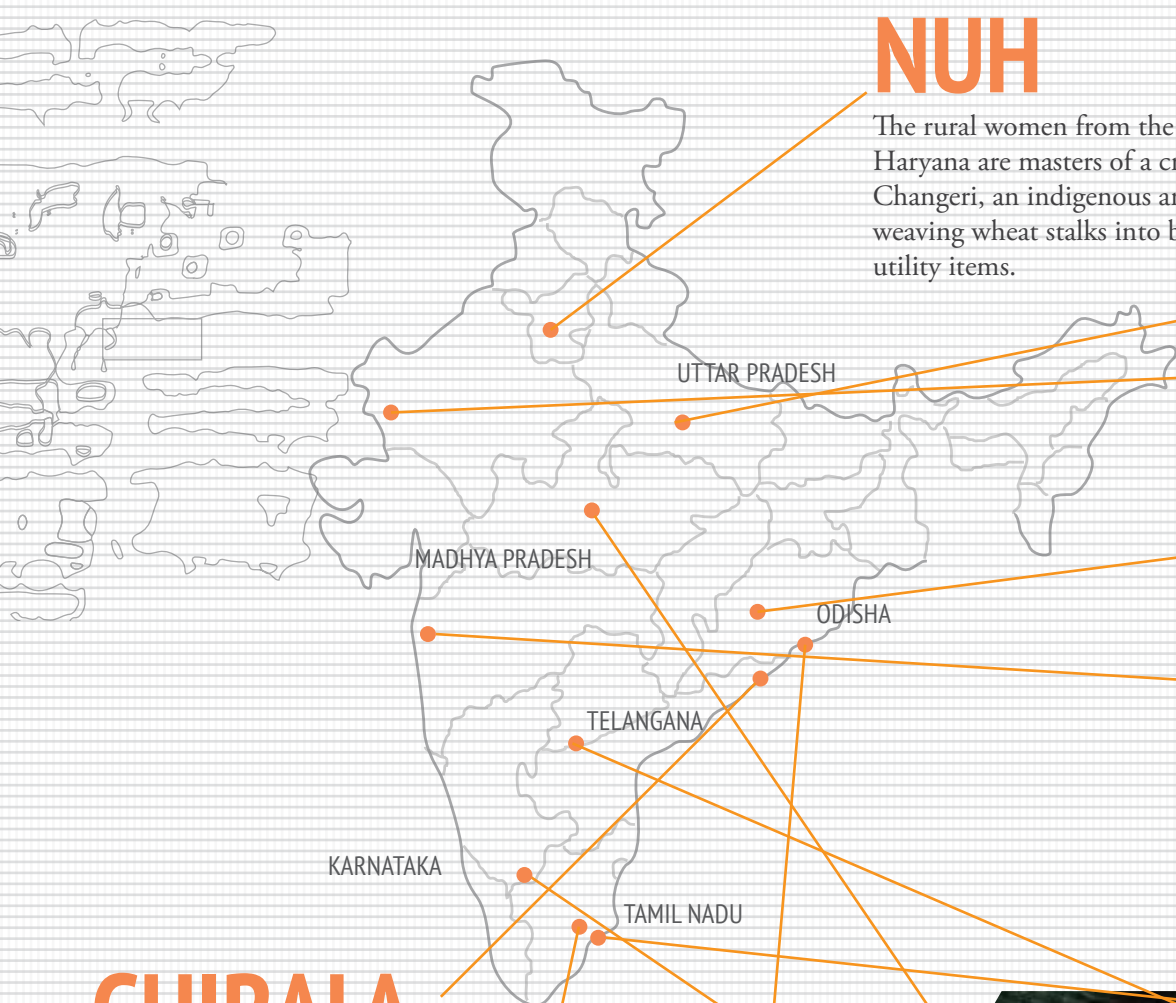
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scan code to buy our handmade, artisanal products





## NUH

The rural women from the State of Haryana are masters of a craft called Changeri, an indigenous art of weaving wheat stalks into beautiful utility items.

## SAIDANPUR

### BAANK-e-LOOM

Saidanpur village in Barabanki district of Uttar Pradesh specialises in zari embroidery, and weaving of gamchhas, stoles and now sarees.

## BARMER

### BARMER KALA

Located in Western Rajasthan, Barmer was once a camel trade route and always rich in craft that would include wood carving, pottery, embroidery work and applique work.

## BARPALI

### DIGIKALA

Skilled weavers in Barpali, Odisha, are known for their original double ikat prints on cotton fabrics.

## TALASARI

### UDDYAM (WARLI)

Warli tribe in the Thane district of Maharashtra is known for their pictographic paintings that were first seen on the facade of their huts.

## CHIRALA

It has 12000 active looms including 11000 dedicated to weaving saris and only 1000 do weaving of yardage, and lungis.

## MUSIRI

### MUSIRI

Fifty kilometres from Trichy is Musiri, home to more than 5,000 weavers who make silk/cotton sarees or veshti.

## NUAPATNA

### DIGIKALA

A cluster of most talented weavers and national awardees, Nuapatna is known for the most intricate tie-and- dye ikat designs

## CHANDERI

### CHANDERIYAAN

Located in Ashoknagar district of Madhya Pradesh, Chanderi is a town rich in heritage, culture, tradition, art and handloom that dates as far back as 10th century AD

## POCHAMPALLY

### REWEAVE

Pochampally in Andhra Pradesh is famous for its unique process of weaving double ikat.

## KANCHIPURAM

### KANCHILOOM

Kanchipuram, a noted centre of Tamil and Sanskrit from time immemorial, is an area rich in heritage, culture and handloom craft

## KOLLEGAL

### KAULAVA

Situated on the foothills of the Western Ghats in Chamrajnagar district, Kollegal is known as the 'Silk City' for its famous handloom silk saree industry.