Our Areas of Work

- Set up an e-commerce 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
- 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

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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-commerce 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 textile 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

For partnership or more information, contact:
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Phone: +91 11 422 33 114

www.digikargha.in | www.defindia.org

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Digital Cluster Development Program (DCDP) is an initiative of Digital Empowerment Foundation in partnership with the government and private organisations that primarily involve 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, along with creating sustainable livelihood options for youth in the clusters.

Chanderi, located in Ashoknagar district of Madhya Pradesh, is a town rich in heritage, culture, tradition, art and handlooms that dates as far back as 10th century AD. A cluster of most talented weavers and national awardees, Nuapatna is known for the most intricate tie-and-dye ikat designs. Skilled weavers in Barpali, Odisha, are known for their original double ikat prints on cotton fabrics. Saidanpur village in Barabanki district of Uttar Pradesh specialises in zari embroidery and weaving of gamchhas, stoles and now sarees.

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. Fifty kilometres from Trichy is Musiri, home to more than 5,000 weavers who make silk/cotton sarees or veshti. 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. Pochampally in Andhra Pradesh is famous for its unique process of weaving double ikat. The rural women from the State of Haryana are masters of a craft called Changari, an indigenous art of weaving wheat stalks into beautiful utility items.

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

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Musiri is known for its pictographic paintings that were first seen on the facade of their huts. It has 12000 active looms including 11000 dedicated to weaving sareis and only 1000 do weaving of yardage, and bangis.

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