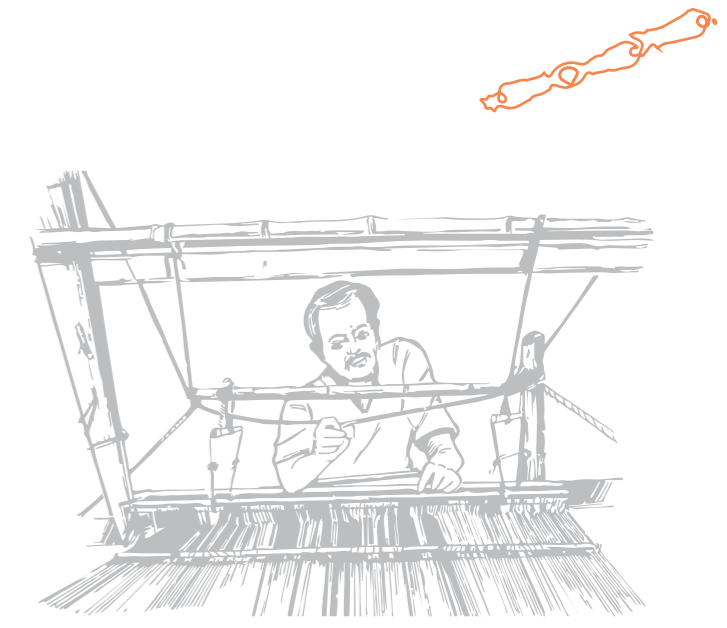
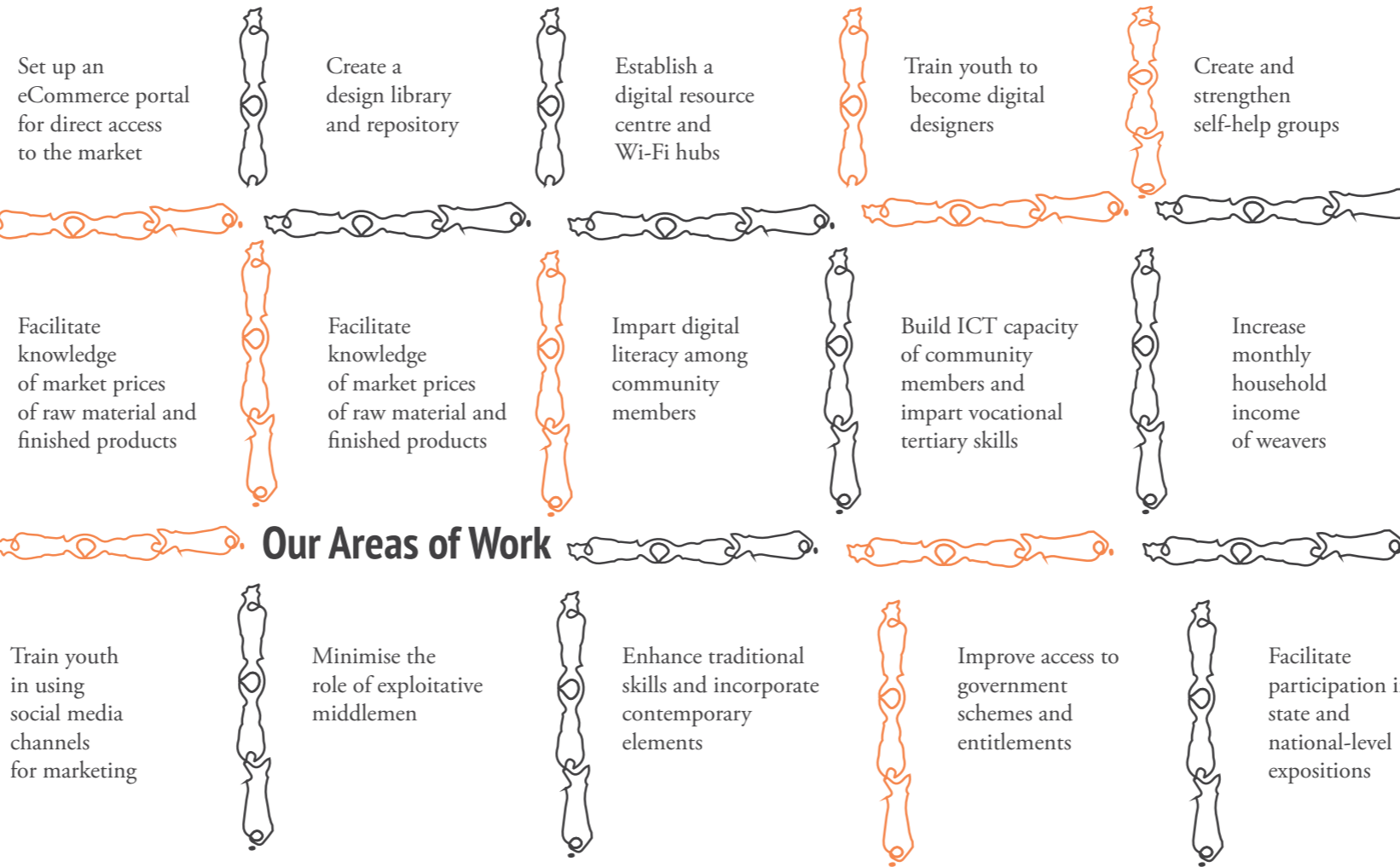


Digikargha

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



www.digikargha.in | www.defindia.org

For partnership or more information, contact:
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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

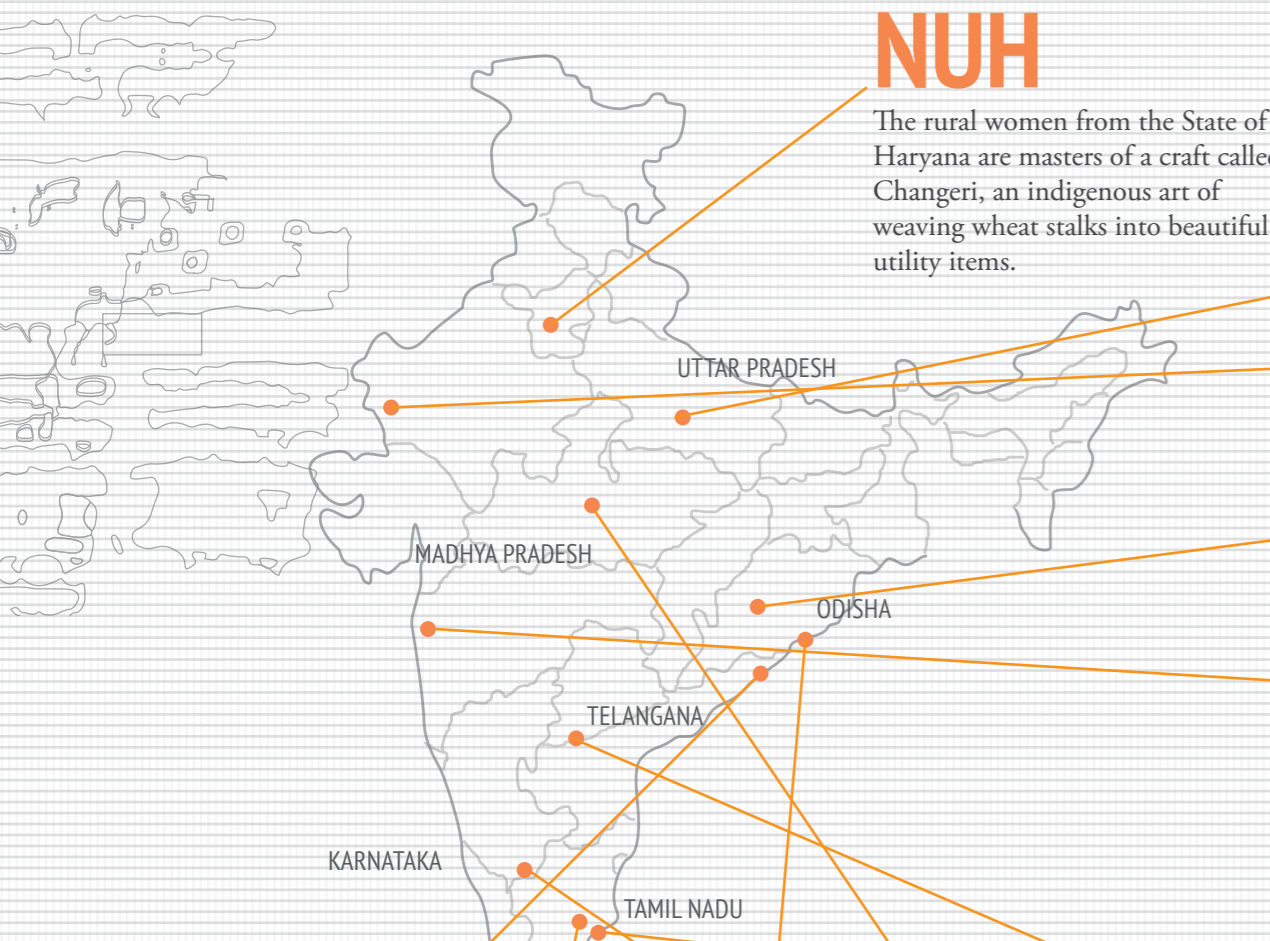
- Low wages for time-consuming craft
- Poor living conditions
- Poor market linkages
- Lack of sufficient support for the sector
- Outdated or inefficient infrastructure
- Low literacy levels
- Exploitative middlemen
- Disinterest of youngsters in traditional art
- Competition from powerlooms

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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.

KANCHIPURAM

KANCHILOOM

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

MUSIRI

MUSIRI

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

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.

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.

