



The Weavers Initiative

My journey with textiles has been a long one, covering 45 years. In the process of travelling through India, appreciating and learning each State's textile vocabulary, spreading awareness through writing, and acquainting my clientele of the joys of handlooms through my retail outlet Amrapali Boutique, the journey still goes on. But on a different path. Closing down commercial enterprise, I plunged headlong into interacting with the weavers on a one to one basis, by way of design intervention, exposing them to a new and bewildering market besides learning to use the internet and messaging.

The COVID pandemic brought to fore the despair of the weavers, already living a meagre existence and I resolved to do as much as I could do to somewhat ease their suffering. I began with three clusters nearer home with the restrictions on travelling. I persuaded the weavers to take photos of their products on their mobiles, and with whatever they sent me, circulated them to groups, friends, and stores. The response was overwhelming, and each weaver was slowly selling his unsold stock. But I had merely scratched the surface. I applied for grants and appealed for Donations.

I invited ***Bhoomika Trust*** to partner me in this initiative and they readily agreed making it a livelihood support project as part of Bhoomika's Covid relief initiatives. We are grateful for the Trusts who have supported us, and individuals who have donated towards this worthy cause. We have provided the clusters with raw material and labour charges, and we are helping with marketing. This catalogue is the forerunner of many more in a bid to expose the potential of the weaver, and showcase the gorgeous handlooms they are producing..

Sabita Radhakrishna

From the weavers of Arni

Master Weaver P.L. Banumurthi belongs to a tiny village named Durgam which is one of the many villages that form the Arni block of Vellore district in Tamil Nadu. in Vellore district, Tamil Nadu. This village is host to 6 master weavers and has about 300 weavers, for whom weaving has been a family tradition over 5–6 generations. A mind boggling 400 looms go clickety-clack from dawn to dusk weaving mostly silk sarees, which have the most demand.

Banumurthi however believes in staying with the traditional craftsmanship of his family looms which are cottons. His cotton sarees with their bold stripes, striking borders have delighted clientele through the length and breadth of our country. His multiple awards include Shrishti Sanman (2006), National award for best weaver (2007), which he felt honoured to receive from the hands of President Abdul Kalam, 1st prize at the Coimbatore Exhibitors (2010), Best weaver Award from the Craft Council of India (2013) and The Kamala Award (2015) from CCI.

Stunning koranadu sarees

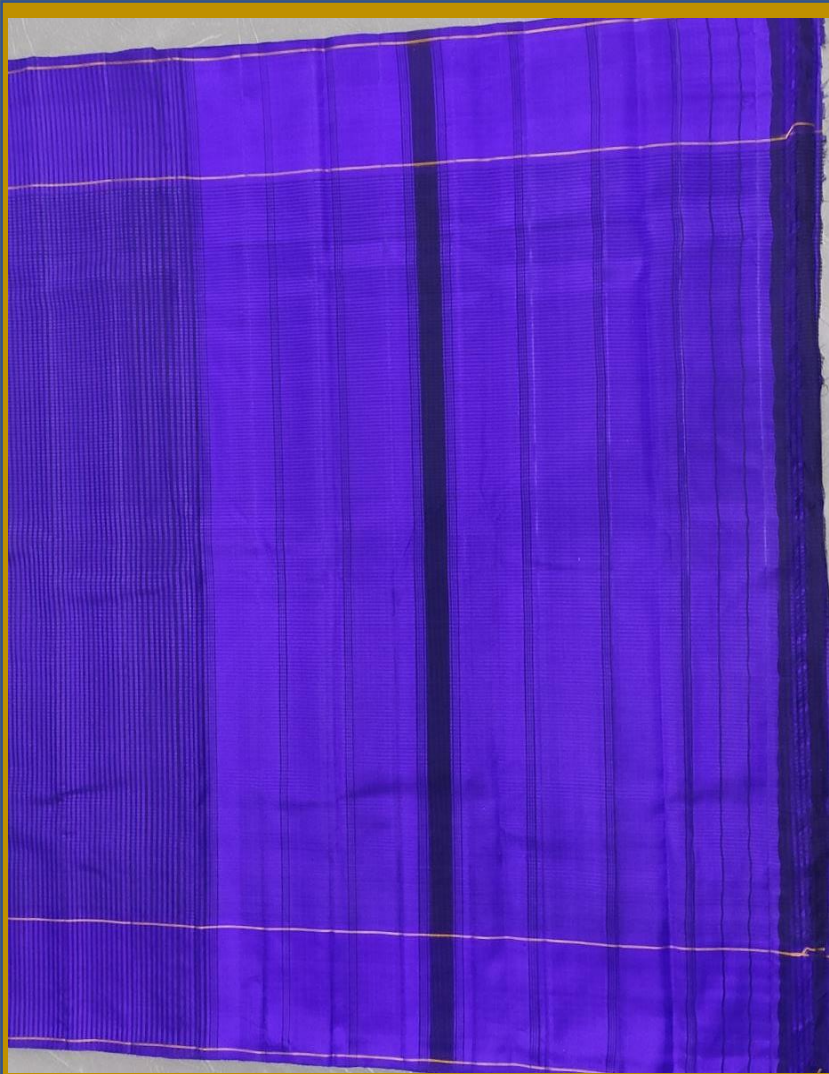


Weaver: Vijaya
CODE NO: BHA01



Weaver: Bhanumathi
CODE NO: BHA02

Koranadu sarees in resplendent hues



Weaver: Menaga
CODE NO: BHA03

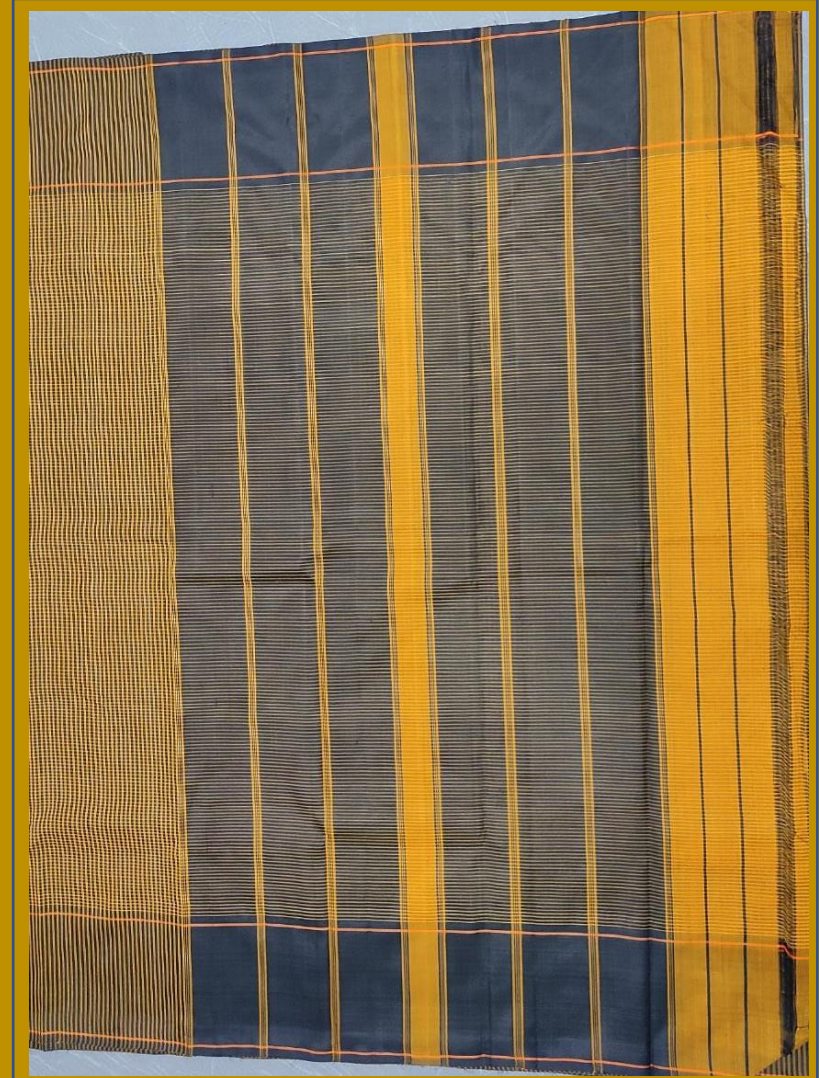


Weaver :Vanitha
CODE NO:BHA04

Koranadu-Traditional checks in vibrant tones



Weaver : Jayapal
CODE NO:BHA05



Weaver :kirubagaran
CODE NO:BHA06

The silken weave in exciting hues



Warp silk_weft 2/100
Weaver: Damodaran CODE NO:BHA07



Warp silk_weft 2/100
Weaver Sornambiga CODE NO: BHA08

Silk and cotton Sarees with mesmerizing stripes

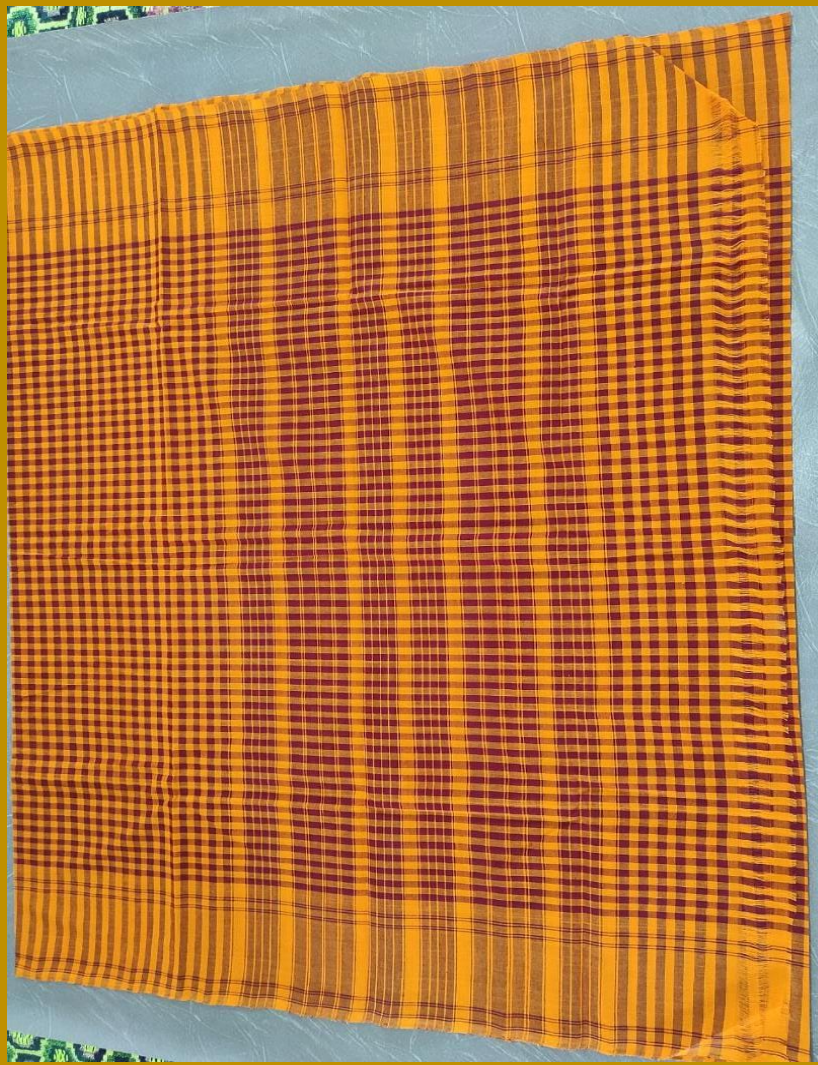


Warp silk_weft 2/100
Weaver Damodaran. CODE: BHA09



Warp silk weft 2/100 masrise cotton
Weaver: Sornambiga. CODE: BHA10

CHETTINADU COTTON SAREES



Weaver: Somasundaram
CODE: BHA11



Weaver: Somasundaram
CODE: BHA12

CHETTINADU COTTON SAREES



Weaver: Somasundaram
CODE: BHA13

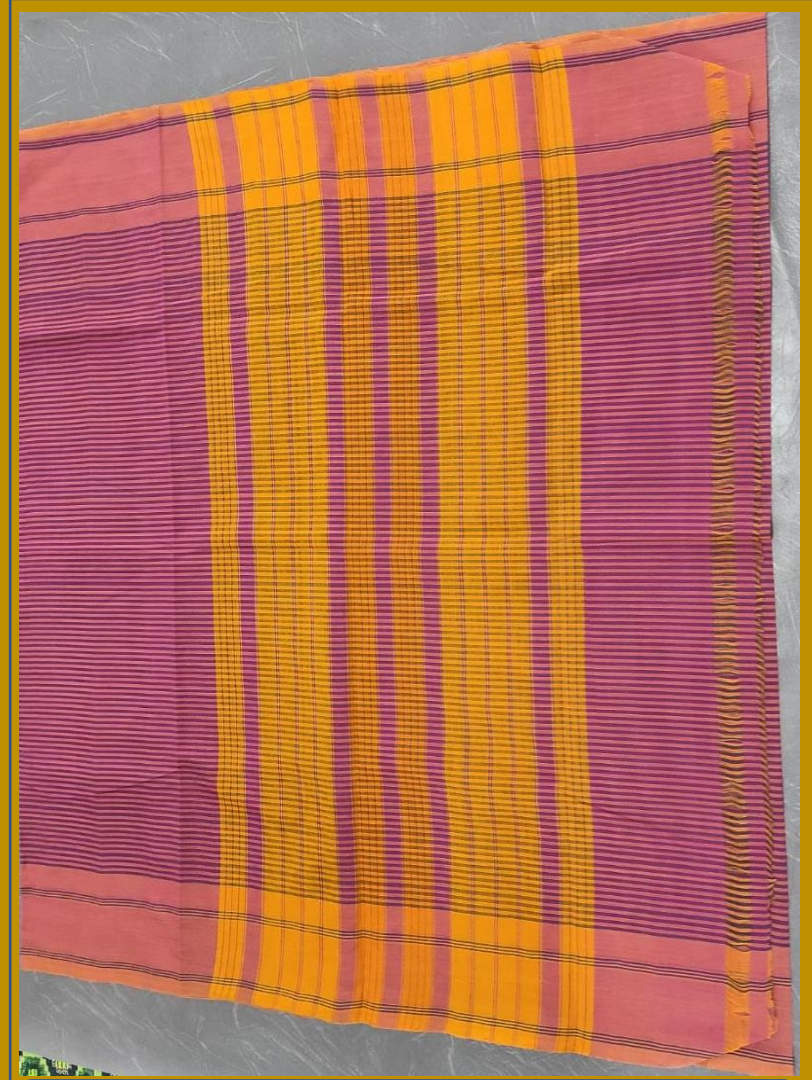


Weaver: Somasundaram
CODE: BHA14

CHETTINADU COTTON SAREES

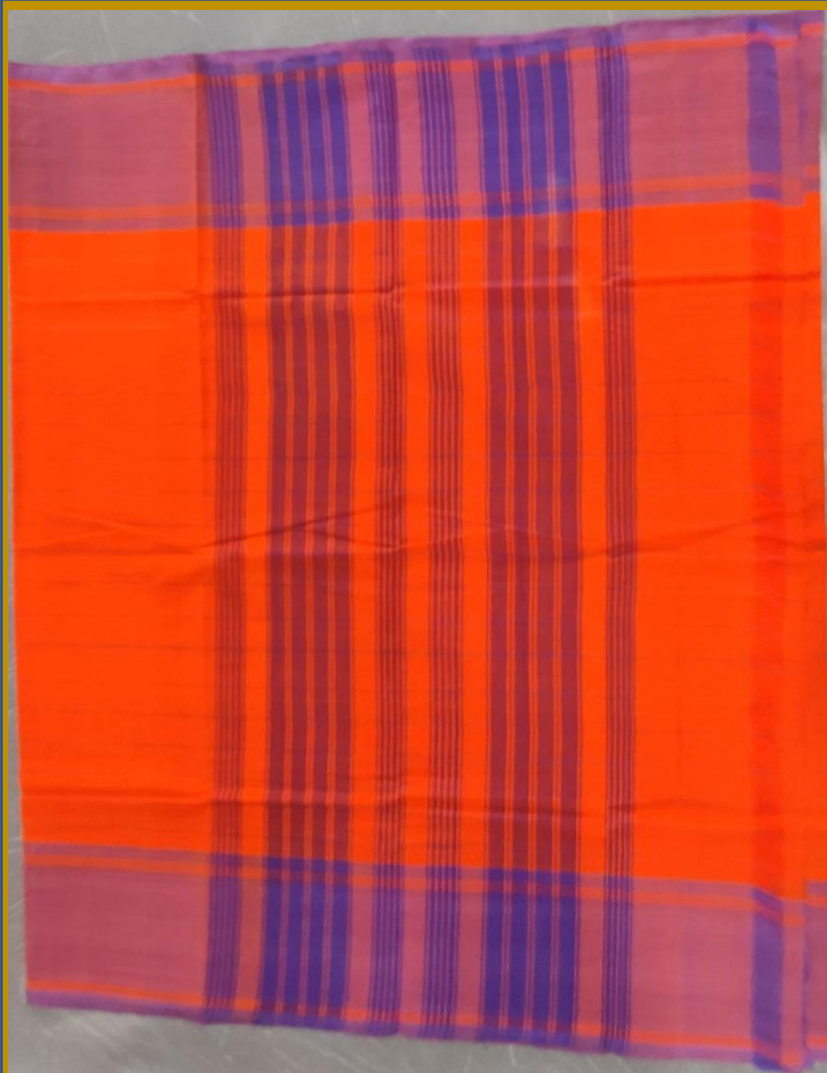


Weaver: Somasundaram
CODE: BHA15

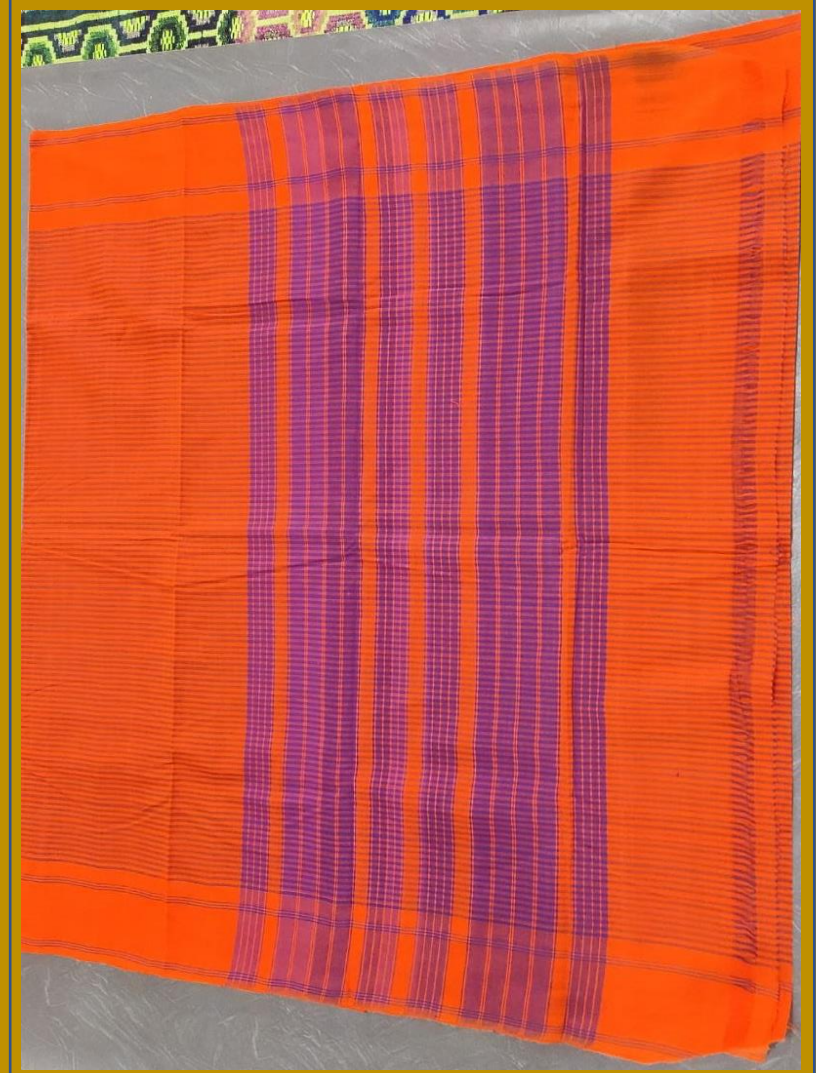


Weaver: Somasundaram
CODE: BHA16

CHETTINADU COTTON SAREES



Weaver: Somasundaram
CODE: BHA17



Weaver: Somasundaram
CODE: BHA18

CHETTINADU COTTON SAREES



Weaver: Somasundaram
CODE: BHA19



Weaver: Somasundaram
CODE: BHA20

CHETTINADU COTTON SAREES



Weaver: Somasundaram
CODE: BHA21



Weaver: Somasundaram
CODE: BHA22

CHETTINADU COTTON SAREES



Weaver: Somasundaram
CODE: BHA23

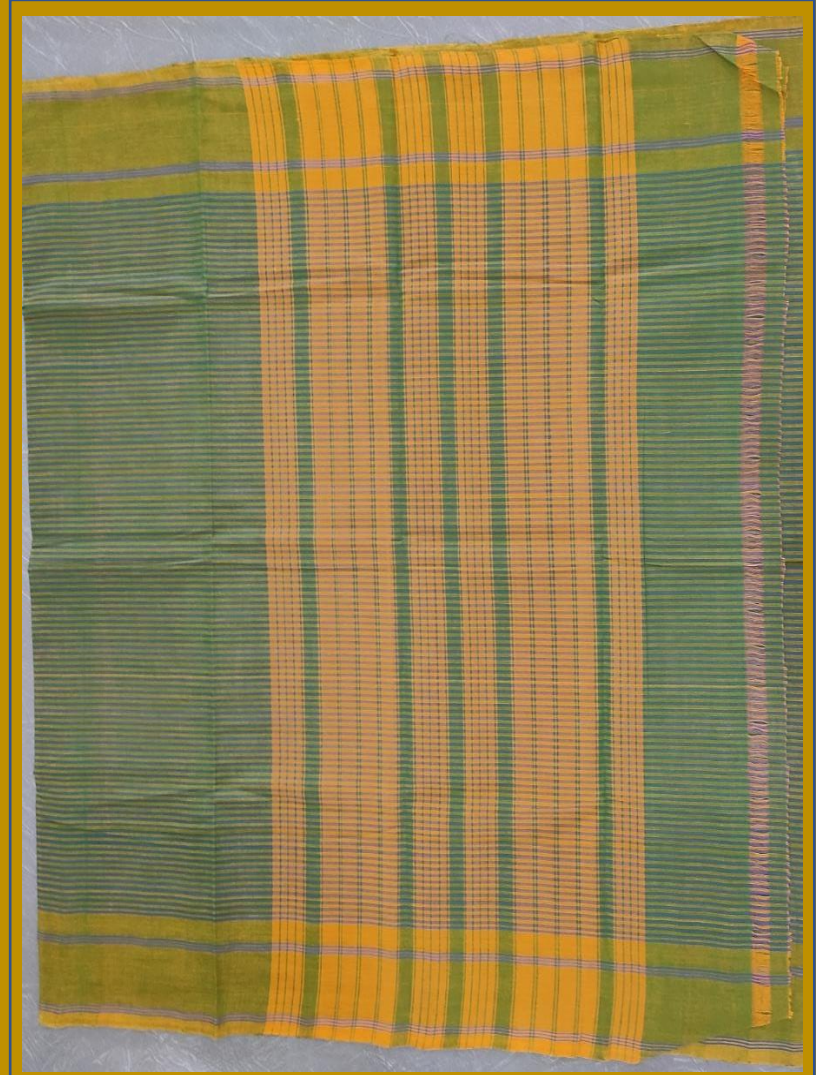


Weaver: Somasundaram
CODE: BHA24

CHETTINADU COTTON SAREES



Weaver: Somasundaram
CODE: BHA25



Weaver: Somasundaram
CODE: BHA26

CHETTINADU COTTON SAREES



Weaver: Somasundaram
CODE: BHA27



Weaver: Somasundaram
CODE: BHA28

CHETTINADU COTTON SAREES



Weaver: Somasundaram
CODE: BHA29



Weaver: Somasundaram
CODE: BHA30

Choose your saree

Identify the saree you would like to buy and message your request to this mobile number on whatsapp:

9994466498

Do mention the saree code number in your message
The weaver will connect with you with details of the saree and the price.

You can pay the weaver directly and he will courier the saree to you.

Any doubts on weaver transactions?
Call 9176055814 or 9884753312 (10am to 5pm)

Support the weavers

This is a livelihood support project by

Bhoomika Trust

as part of its COVID relief initiatives.

In association with

Sabita Radhakrishna

a textile designer and craft activist

If you wish to donate for our 'weavers initiative' please visit our website www.bhoomikatrust.org for more details.

Bhoomika