



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 Anakaputhur

Anakaputhur is a weaving village near Pammal, Chennai. The original name of the village was Aanai-kattu-puthur, which literally means the place where elephants are tied, during the Pallava period. The weavers of Anakaputhur were weaving real Madras handkerchiefs (Bleeding Madras material) to Nigeria until the 1980s. When the export market in Nigerian crashed, they shifted to Kanchi cotton. Once a 5000-strong weaver community, Anakaputhur has been reduced to around 150 looms and 200-300 weavers now.

The Master Weaver, Mr. C. Sekar, is a 3rd generation weaver and has won numerous awards including Parivartan "Award of Excellence" in 2011, Limca Book of Records "National Record" in 2011, TN Traditional Industries Expo "Award of Excellence" in 2015 and the ICAR-NRC Banana "Best Entrepreneur Award" in 2020. Under his leadership, the community has shifted to weaving with sustainable natural fibres including banana, bamboo, aloe vera and gongura. Currently, they are experimenting with silver green nanotech fibres with anti-microbial properties incorporating neem, tulsi and turmeric dyes. Sarees, yardage of 44" width, stoles and duppattas are the main items produced.

Aloe vera cotton



Weaver: Manjula
CODE: SEAN01



Weaver: Malliga
CODE:SEAN02

Aloe vera cotton



Weaver: Janaki
CODE:SEAN03



Weaver: Malliga
CODE:SEAN04

Aloe vera and Khas khas fibre



Weaver:Padma
CODE:SEAN05



Weaver: Nagalingam
CODE: SEAN06

Bamboo cotton



Weaver: Inbaraj
CODE:SEAN07



Weaver;Inbaraj
CODE:SEAN08

Bamboo cotton



Weaver: Inbaraj
CODE: SEAN09



Weaver: Vanitha
CODE: SEAN10

Bamboo cotton



Weaver: Manjula
CODE:SEAN11



Weaver: Nagalingam
CODE:SEAN12

Banana cotton



Weaver: Janaki
CODE:SEAN13



Weaver: Laila
CODE:SEAN14

Banana cotton



Weaver: Inbaraj
CODE:SEAN15



Weaver: Janeshi
CODE:SEAN16

Banana cotton



Weaver: Malliga
CODE:SEAN17



Weaver: Mohan
CODE:SEAN18

Banana cotton



Weaver: Vanitha
CODE:SEAN19



Weaver: Vijaya
CODE:SEAN20

Banana cotton Silver Zari Pallu



Weaver: Sekar
CODE: SEAN21



Weaver: Sekar
CODE:SEAN22

Banana Cotton Temple Design Cut Work



Weaver: Janaki
CODE:SEAN23



Weaver: Mahendran
CODE:SEAN24

Banana Silk



Weaver: Karthicka
CODE:SEAN24



Weaver: Mahendran
CODE:SEAN25

Banana Silk



Weaver: Mahendran
CODE: SEAN26



Weaver: Vijaya
CODE:SEAN27

Banana Silk Temple Design Cut Work



Weaver: Mohan
CODE:SEAN27



Weaver: Mohan
CODE:SEAN28

Gongura Cotton Temple Design Cut Work



Weaver: Doribabu
CODE:SEAN29



Weaver: Doribabu
CODE:SEAN30

Gongura Cotton Temple Design Cut Work



Weaver: Doribabu
CODE:SEAN31



Weaver: Doribabu
CODE:SEAN32

Choose your saree

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

9841541883

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.

Bhoomika