



# *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 Jalakandapuram: an ethnic handloom cotton collection*

K.V. Sengodan is a master weaver in Sowriyur a hamlet about 40km from Salem. He operates from Jalakandapuram. Hand dyed, hand spun, hand woven, his cotton collection over 40 years is a feast for the eyes. Sengodan is one of those weavers who does not just follow paramparic skills as a mere habit, but is passionate over handlooms and keen that the handloom story in India goes on and on without a pause. He learnt the art of natural dyes and traditional form of weaving from his grandfather also a National Award recipient.

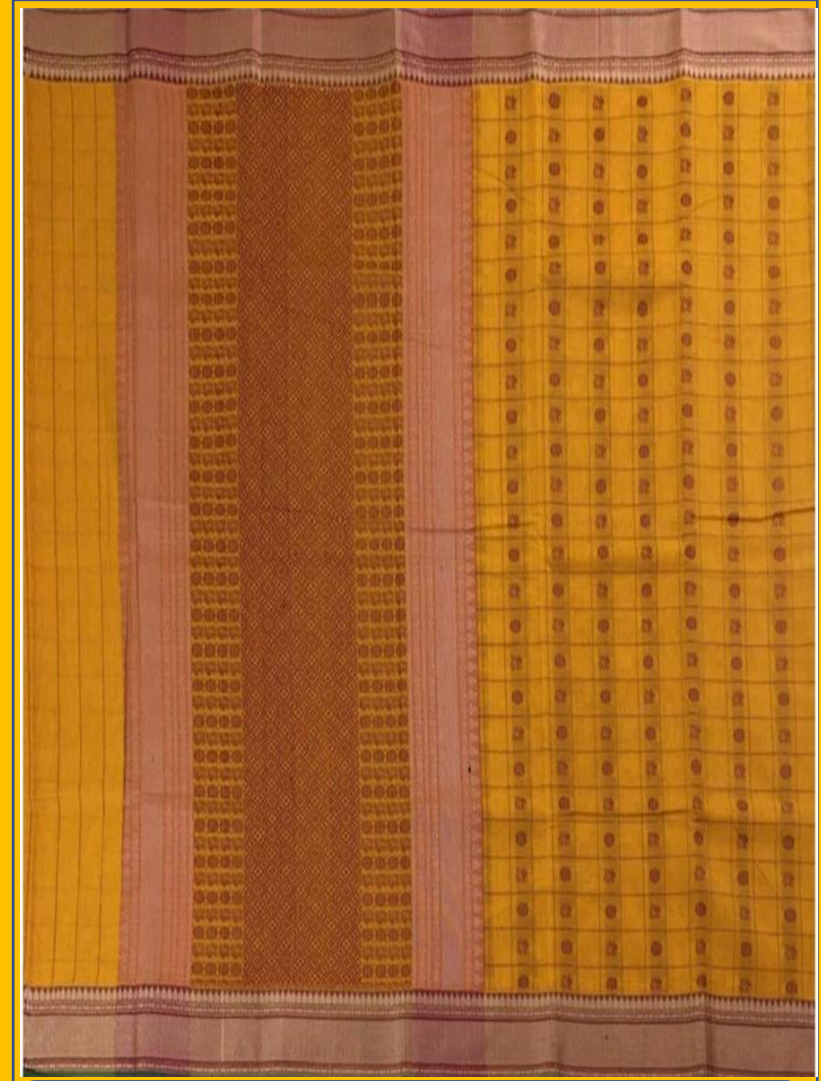
There are around 200 families in his village, and most of them have looms, but all power-based. “Only 10 are handlooms,” says Sengodhan, with regret prominent in his voice. “Everything is done by hand and fed into the machines, and we have used machines merely to help the weavers earn more.” Sengodan practised vegetable dyeing between 1986 and 2008, and then stopped when sourcing raw materials became too difficult. Economics is the important reason for this state of the craft. This is not lucrative. Also, it is laborious. The raw materials are procured from barks of trees, river beds and flora. Collecting them can be quite daunting. So, nobody is willing to risk it.

Luckily for this Master Weaver his children are well qualified, but happy to return to their father’s vocation, and help with the technology that is necessary today for marketing their products.

# *Jamun and turmeric overlaid with buttis*



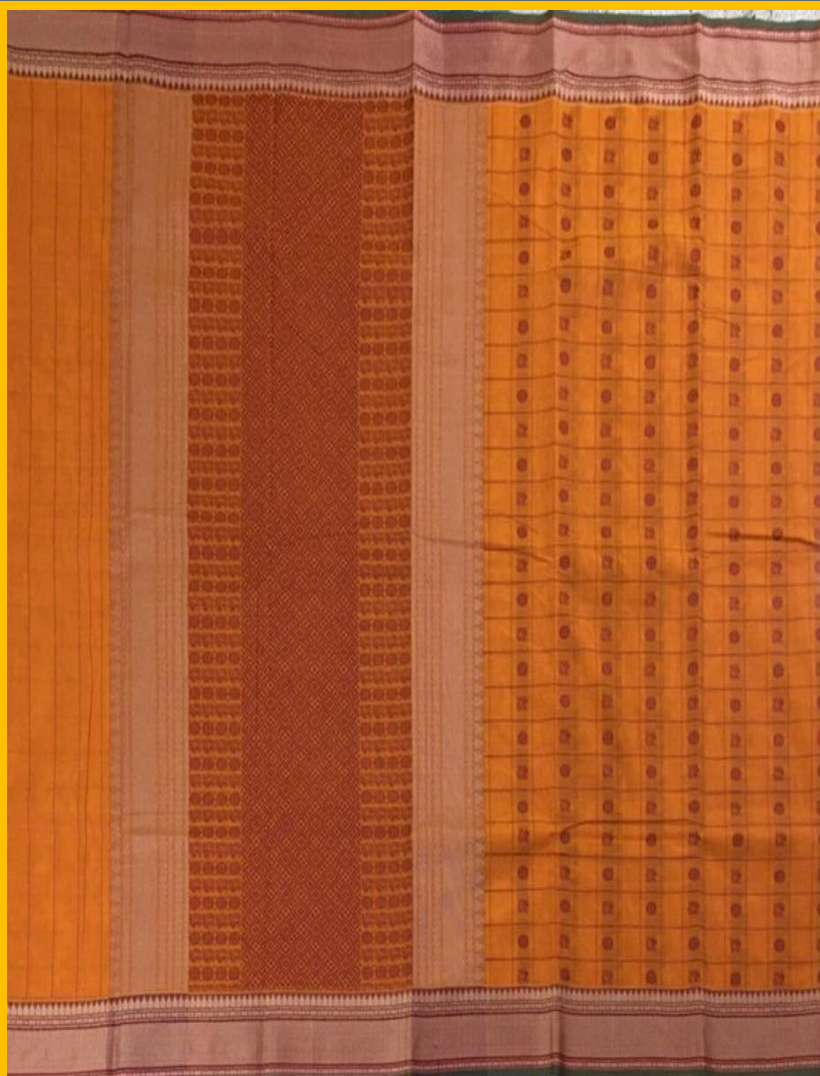
**Weaver RAVI**  
**CODE NO: SKJ01**



**Weaver MANIKKAM**  
**CODE NO: SKJ02**



# *Auspicious colours of Kumkum and Manjal*



**Weaver MANIKKAM:  
CODE NO: SKJ03**

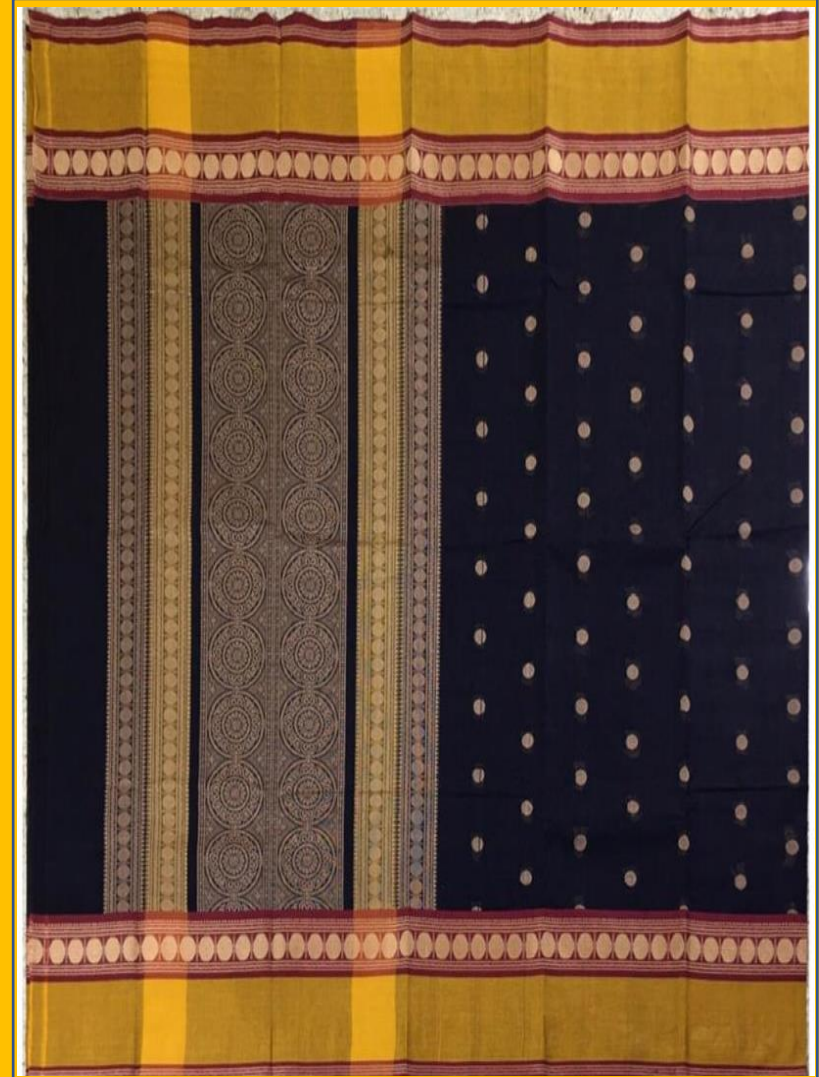


**Weaver RAVI  
CODE NO: SKJ04**

*The colours of night flanked with intricate borders*



**Weaver PALANIVEL UTHIRASAMY**  
**CODE NO: SKJ05**



**PALANIVEL UTHIRASAMY :**  
**CODE NO: SKJ06**



# *The drape of a thousand buttis*



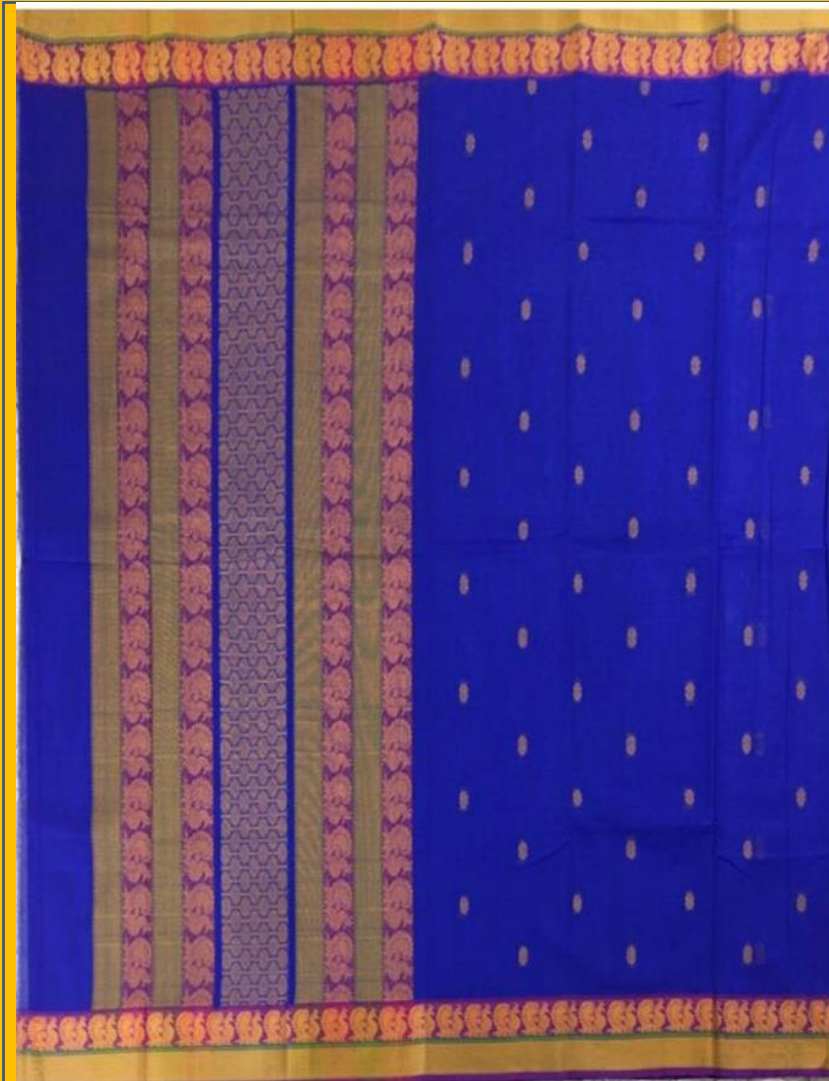
**Weaver CHINRASU**  
**CODE NO: SKJ07**



**Weaver MANIKKAM**  
**CODE NO: SKJ08**



# *The Lustrous shades of Blue*

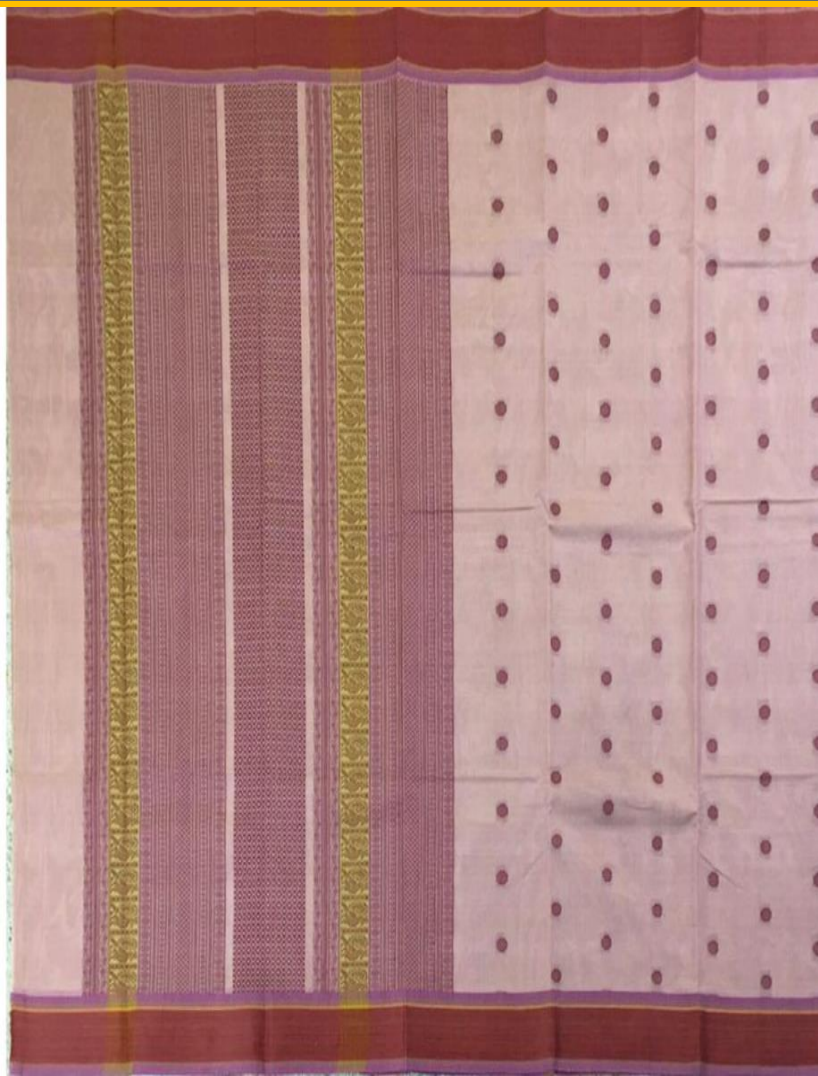


**Weaver SEKAR**  
**CODE NO: SKJ09**

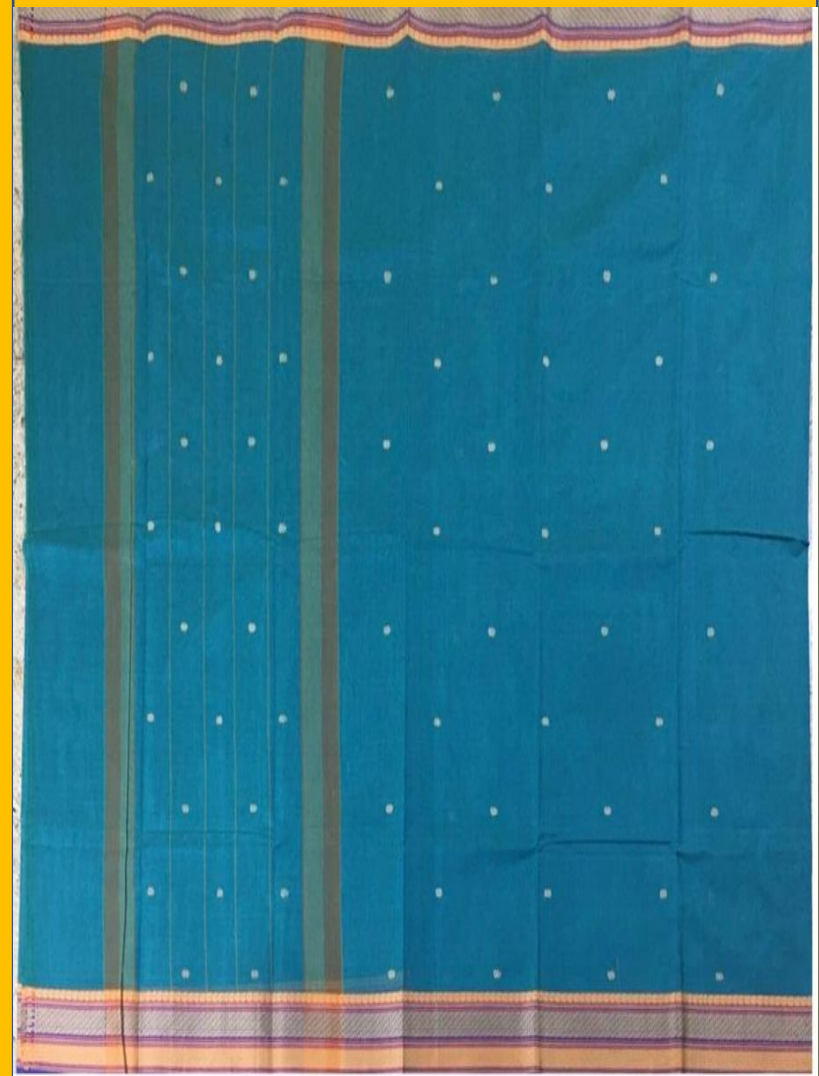


**Weaver RAMESH**  
**CODE NO:SKJ10**

# Soft Pastels



**PALANIVEL UTHIRASAMY**  
**CODE NO: SKJ11**



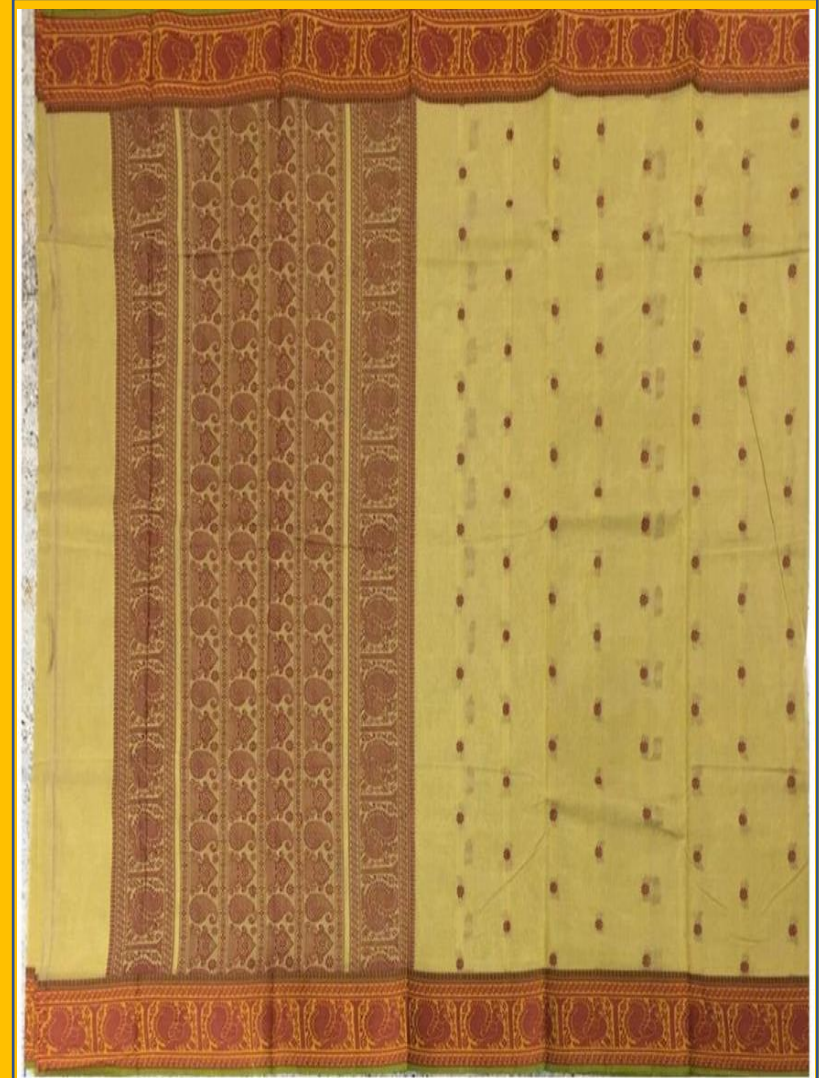
**Weaver KARTHI**  
**CODE NO: SKJ12**



# *A choice of pristine White or Cream*



**Weaver RAMESH**  
**CODE NO: SKJ13**



**Weaver RAVI**  
**CODE NO: SKJ14**

# *Richness in Weaves versus Simplicity*



**Weaver RAVI**  
**CODE NO: SKJ15**



**Weaver RAMASWAMY**  
**CODE NO: SKJ16**



# *Simple sophistication*



Weaver DEVARAJ  
CODE NO: SKJ17



Weaver DEVARAJ  
CODE NO: SKJ18

:

# *The ubiquitous Ganga Jamuna*



**Weaver DEVARAJ  
CODE NO: SKJ19**



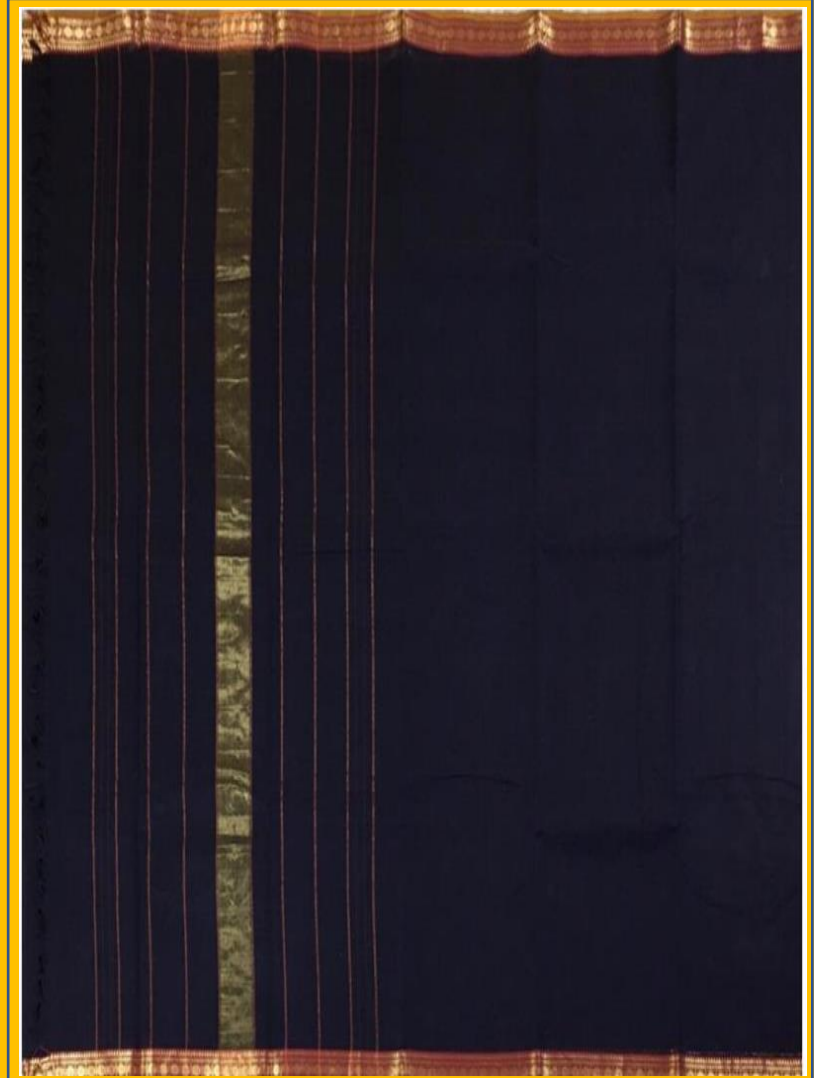
**Weaver Sengodan:  
CODE NO: SKJ20**



# *Minimalistically exquisite*



**Weaver DEVARAJ**  
**CODE NO: SKJ21**



**Weaver LOORTHU**  
**CODE NO: SKJ22**

# *Border experiments*



Weaver VASANTHI NAGARAJAN  
CODE NO: SKJ23



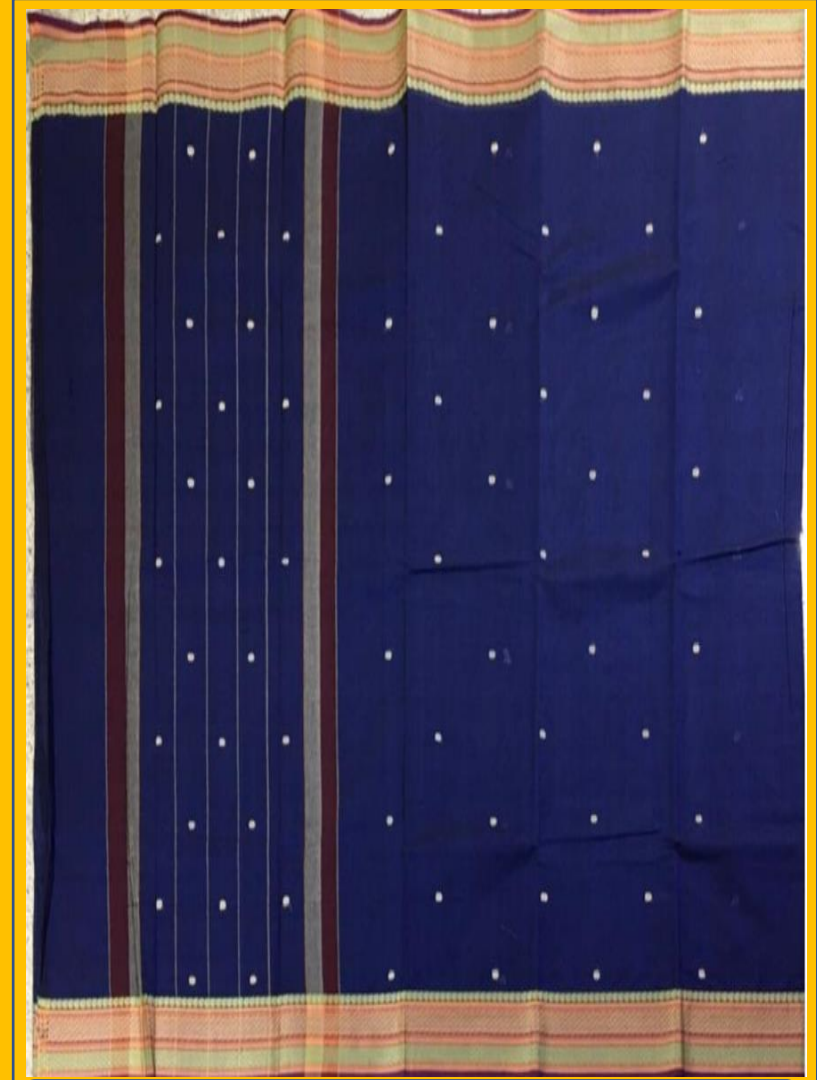
Weaver SRINIVASAN  
CODE NO: SKJ24



# *Blue sophistication*

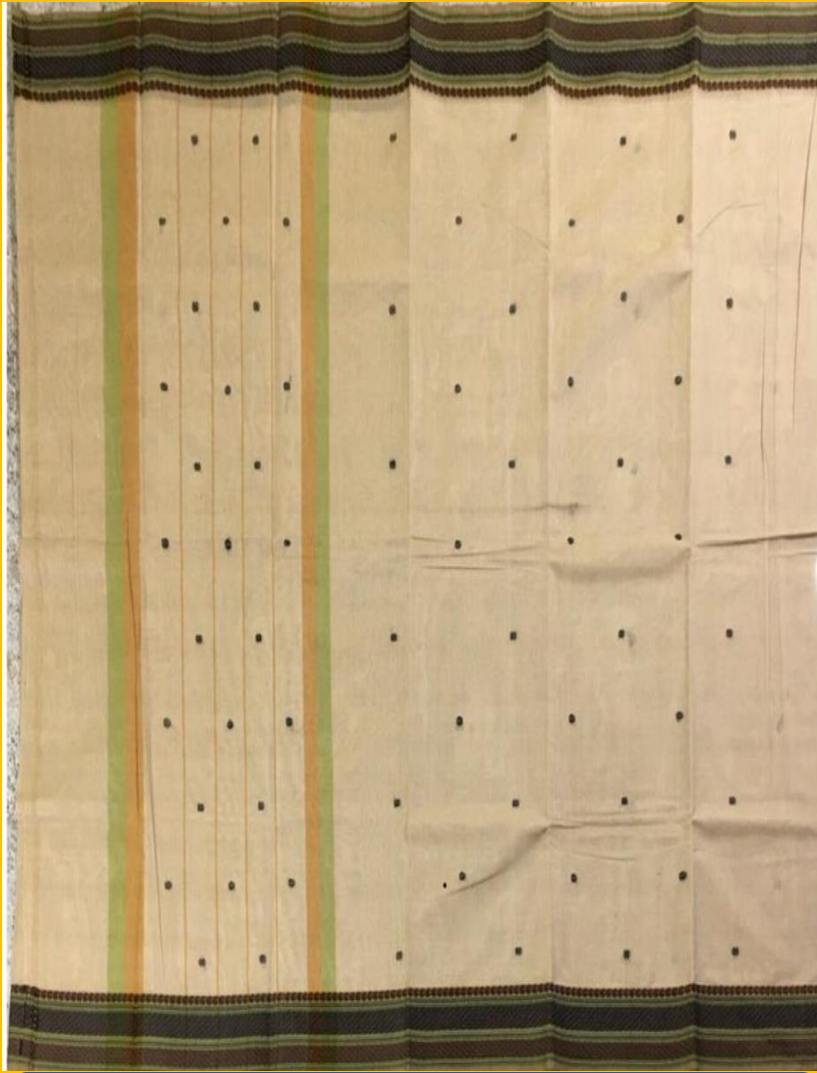


**Weaver RAMASWAMY KARTHI**  
**CODE NO: SKJ25**

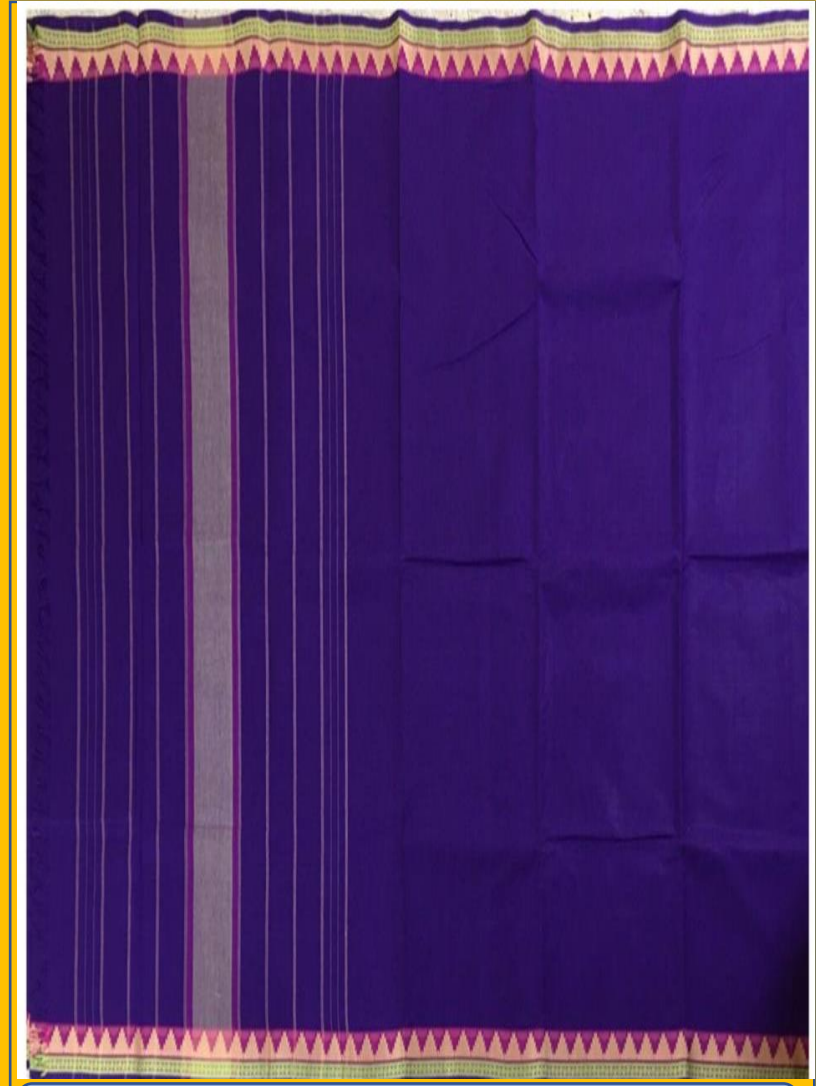


**Weaver KARTHI**  
**CODE NO: SKJ26**

# *Elegance*



**Weaver Sengodan:  
CODE NO: SKJ27**



**Weaver PONNARASAN  
CODE NO: SKJ28**



*Intricate borders stem the tide of buttis*



**Weaver PALANI**  
**CODE NO: SKJ29**



**Weaver Sengodan:**  
**CODE NO: SKJ30**

# *Play of colours in Natural dyes*



**Weaver LOORTHU**  
**CODE NO: SKJ31**



**Weaver LEO**  
**CODE NO: SKJ32**



# *Choose your saree*

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

9443260652

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](http://www.bhoomikatrust.org) .

**Bhoomika**