

# 'Chanderi Weavers ICT Resource Centre'

(CWICTRC)



*Facilitating a value addition in weaving skills and  
sustaining a demand-supply chain*

*Chanderiyaan.in is an Information Communication Technology (ICT) enabled Resource Centre for the weaving community in Chanderi in District Ashok Nagar in Madhya Pradesh to facilitate in skill enhancement and value addition to weaving based livelihood activities and meeting non-weaving socio-economic-human resource development needs of weaving families and community youth.*

## About Chanderi

Chanderi is primarily a weaver's town, located near the river Betwa in Ashok Nagar district of Madhya Pradesh. According to official estimates, over 35% of its population of 35000 are involved in manufacturing of chanderi fabric. Almost every household has got a loom or two. More than 60 percent of the looms belong to Muslim families. Almost 90 per cent of Chanderi households are totally dependent on weaving and loom based income.

## Chanderi's Tryst with Weaving

Historically Chanderi cloth was always woven using handspun cotton warps and wefts. It was spun as fine as 300 counts and less as 100 counts. It was famous for its fine, the famed maslins of Dhakai. Traditionally woven with pure, handspun cotton yarn, Chanderi saris were patronised extensively by royalty. Chanderi weaving motifs are inspired by nature and by the stunning temples of Chanderi town, Madhya Pradesh.



Chanderi weaving has created some of India's most elegant, girly, shimmering, gossamer light cotton

are ideal for summer wear. As of today, Chanderi weaves using three types of raw materials:

1. silk thread, and zari, or gold thread. One of biggest challenge of sourcing authentic Chanderi

today is the development of many look-alikes available at cheaper rates.

## Chanderi Weavers ICT Resource Centre (CWICTRC)

The Weavers Resource Centre will facilitate value addition and skill building in weaving skills of Chanderi weavers using ICT tools. It is to meet latest market needs of final products with diverse designs and sustain a continuous demand-supply chain. The Resource Centre will also meet various social-economic and human resource development needs of members of the local community using technology tools.

## Objectives of CWICTRC

- Facilitate value addition in weaving skills
- Digitalization and Library Creation of Chanderi Designs using MLAs's CAD based software tools
- Value addition to daily produce
- Training in various soft skills using ICT
- Meeting ICT skill requirements of weaving families, children & youths
- Facilitating and sustaining a demand-supply chain of Chanderi produce
- Build in existing Chanderi Tourism
- Promotion to the silken town.



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## Components of CWICTRC

- Low-high end computers and textile carpet design based software
- Training facilities on designing for the weavers
- Impart education to the youth and children from weavers family
- Designing, stitching and display center with selling facility as micro weavers' tourism centre
- Empanelled designer who would teach in textile designing, right from cloth designing to apparel designing and making final products
- e-commerce website([www.chanderyaan.in](http://www.chanderyaan.in)) to sell product directly through internet. Portal will build image of the community to the outside world



## Advantages of CWICTRC

- To combine various existing designs in various different combinations & enrich the creativity of the designers in their variety, uniqueness & readiness of new designs in the market & make end products more marketable
- To develop a library of designs using software tools which can be used in other art and design, other IT types of design materials, etc.
- To facilitate holistic training and also provide necessary human resource skills to the weaving community
- To meet income enhancement need of the weavers
- To meet human resource skill needs of children and youth of the community in ICT and non-ICT skills
- To meet social-economic needs of women members of the community

## Project Deliverables

- Centre to reach out to at least 3000 weavers family directly / indirectly
- To Create at least:
  - 100 design patterns at weaving level
  - 100 design patterns for apparel design
- Master train 5 designers out of the total lot that would be trained to train at least 100 Weavers using ICT tools in designing in various aspects like basic design, cloth design, apparel design, textile design, finished product design
- Reach out to 500 community children and youth in English learning programme
- Reach out to 500 children and youths in ICT computing skills and make computer literate
- Integration of Neerjaal water management and Digital Panchayat programme
- Provide ICT commercial services like Internet, Email, Fax, Printing, DTP, Chat, STD/ISD, etc.

## CWICTRC Stakeholders Chanderi Community

The Chanderi Community of approximately 3000 weaver families is direct / indirect stakeholders in CWICTRC. The weaver families, their children and local youths are actual beneficiaries of the services out of the resource centre. The larger beneficiary is the weavers to scale their weaving skills, build weaving designing capacity, and add value to demand supply of Chanderi fabric through a sustainable market chain using ICT and non-ICT means.

## Digital Empowerment Foundation

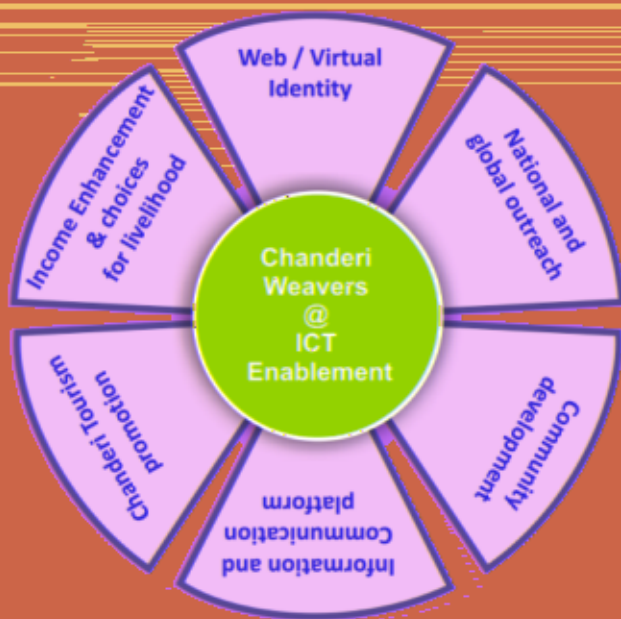
DEF is the main implementing stakeholder of the project with whole hearted support from the local Chanderi Community, Media Lab Asia and Department of Information Technology, Govt. of India with its CIRP support from State Institutions in Madhya Pradesh. DEF will integrate this project programme.

### Media Lab Asia

Media Lab Asia as the co-implementer of CWICTRC will be largely responsible in offering software required, its customization if needed, and provide necessary human resource training during and post project time frame.

### Department of Information Technology, Govt. of India

The CWICTRC project is wholeheartedly supported financially by DIT for adding value to existing and income generation and holistic development of the Chanderi weaver community. DIT the project is for one year duration.



Project Office

**Chanderi Weavers ICT Resource Centre (CWICTRC)**

**C/o Digital Empowerment Foundation & Media Lab Asia**

**Pancham Nagar colony, Raj Ghat Road, Chanderi, Ashok Nagar, M.P.- 473146.**