70 LAKH ARTISANS ACROSS THE COUNTRY

2000 TRADITIONAL SKILL-BASED CLUSTERS

470 (24%) - HANDLOOM

DIGITAL CLUSTER DEVELOPMENT PROGRAMME

DIGITALLY EMPOWERING THE WEAVER COMMUNITIES OF INDIA

CHANDERIYAAN

Integrated Digital Cluster of Chanderi Weavers

CHANDERI

3500

WEAVER HOUSEHOLDS

PROJECT CHANDERIYAAN RUNS FROM THE
RAJA RANI MAHAL OF CHANDERI

CHALLENGES

Disinterest of youngsters
in traditional art

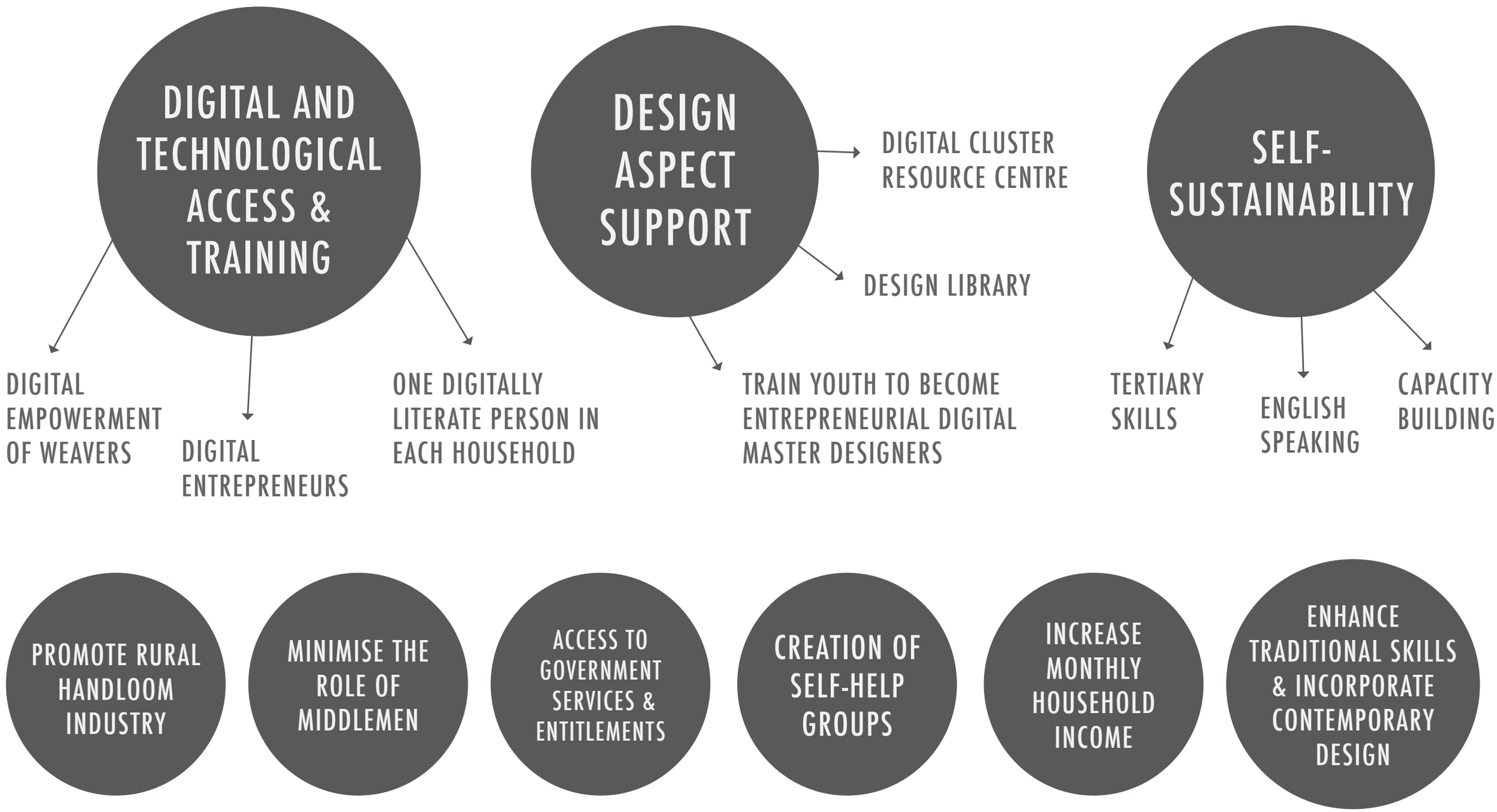
Exploitation by middlemen

Competition from powerlooms

POOR/LACK ACCESS TO

living conditions
information
wages
market linkages
industry
infrastructure
education
investment

OBJECTIVES


DIGITAL AND TECHNOLOGICAL ACCESS & TRAINING
DIGITAL EMPOWERMENT OF WEAVERS
DIGITAL ENTREPRENEURS
ONE DIGITALLY LITERATE PERSON IN EACH HOUSEHOLD
DESIGN ASPECT SUPPORT
DIGITAL CLUSTER RESOURCE CENTRE
DESIGN LIBRARY
TRAIN YOUTH TO BECOME ENTREPRENEURIAL DIGITAL MASTER DESIGNERS
SELF-SUSTAINABILITY
TERTIARY SKILLS
ENGLISH SPEAKING
CAPACITY BUILDING
PROMOTE RURAL HANDLOOM INDUSTRY
MINIMISE THE ROLE OF MIDDLEMEN
ACCESS TO GOVERNMENT SERVICES & ENTITLEMENTS
CREATION OF SELF-HELP GROUPS
INCREASE MONTHLY HOUSEHOLD INCOME
ENHANCE TRADITIONAL SKILLS & INCORPORATE CONTEMPORARY DESIGN

HOW

DIGITAL DESIGN BANK

COMPUTER LABS

ACCESS TO INFORMATION RESOURCE CENTRES

JACQUARD LOOM

HEALTH CARE & TELE-MEDICINE FACILITIES

YOUTH ENGAGEMENT

TRAINED WOMEN DESIGNERS

10 COMPUTERS INSTALLED FOR DIGITAL LITERACY & DESIGN THROUGH CAD/CAM

26 INSTALLED IN 13 SCHOOLS AND MADRASAS

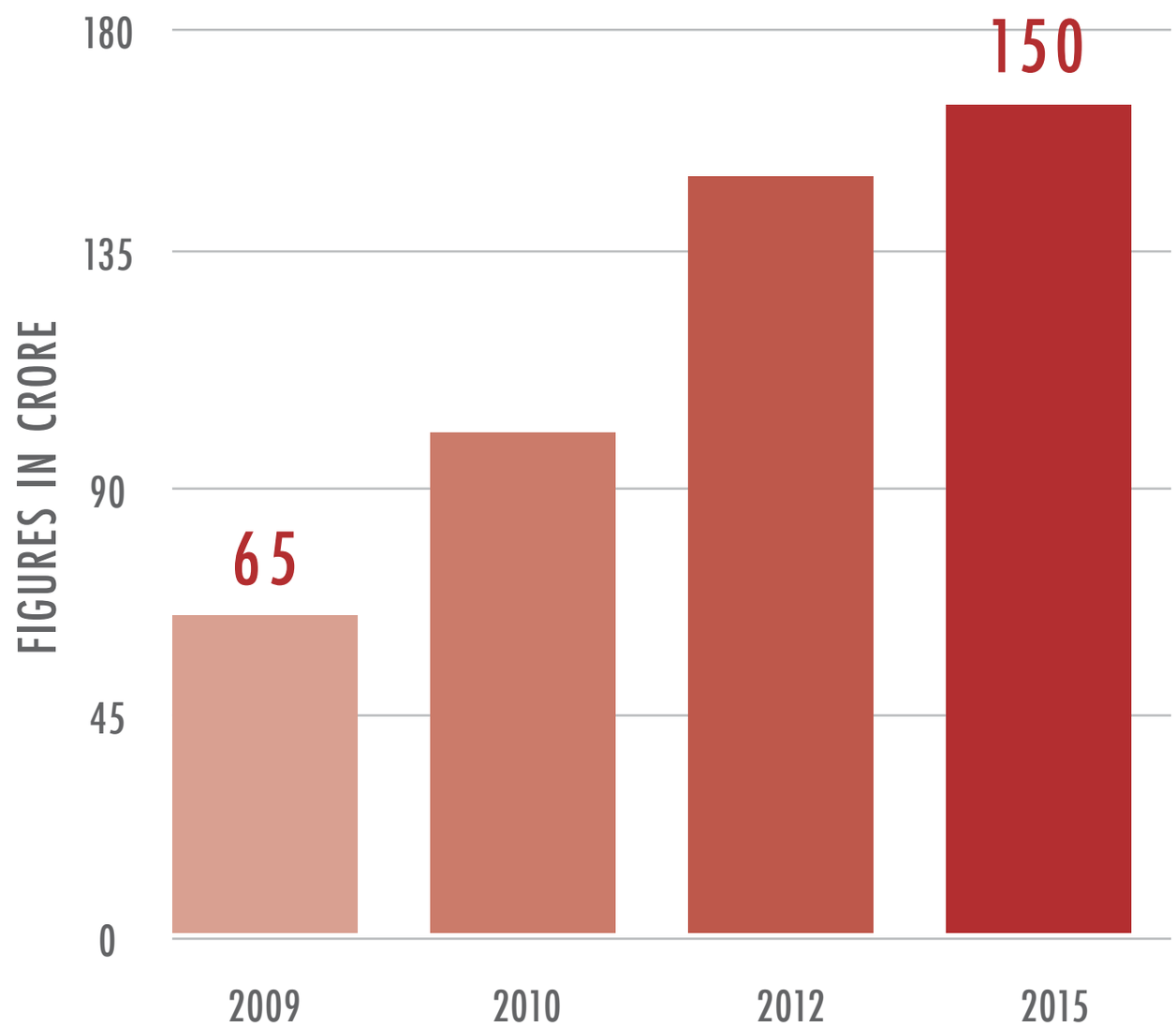
2 COMPUTERS INSTALLED FOR DIGITISATION

OPERATE e-COMMERCE SITE

PHOTOGRAPHY & PHOTOSHOP

SOCIAL ENTREPRENEURSHIP & VOCATIONAL TRAINING

CHANDERI HANDLOOM INDUSTRY GROWTH



MODULE REPLICATED IN OTHER CLUSTERS

IMPACT

EDUCATION

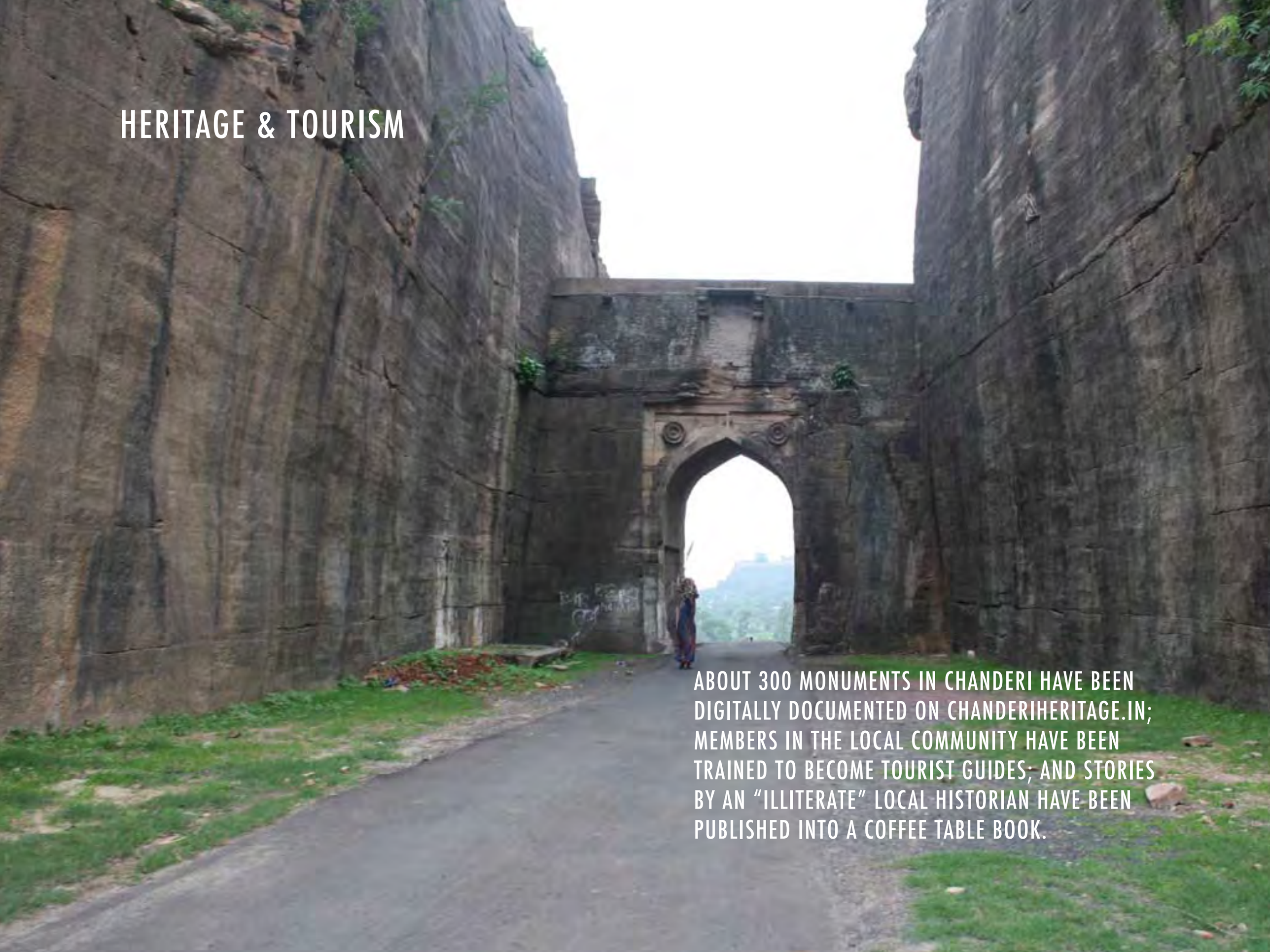
COMPUTER LABS IN 11 SCHOOLS AND 2 MADRASAS OF CHANDERI HAVE BENEFITTED 840 STUDENTS.

SKILL BUILDNG

WRITTEN AND SPOKEN KNOWLEDGE OF ENGLISH TO 870 YOUNGSTERS HAS OPENED UP A WIDE CHOICES OF CAREER OPTIONS FOR THE YOUTH OF CHANDERI.

DIGITAL LITERACY

A TOTAL OF 830 CHILDREN AND ADULTS HAVE COMPLETED THE BASIC COMPUTER COURSE AT DEF'S DIGITAL INTEGRATED RESOURCE CENTRE IN CHANDERI.



HERITAGE & TOURISM

ABOUT 300 MONUMENTS IN CHANDERI HAVE BEEN DIGITALLY DOCUMENTED ON CHANDERIHERITAGE.IN; MEMBERS IN THE LOCAL COMMUNITY HAVE BEEN TRAINED TO BECOME TOURIST GUIDES; AND STORIES BY AN "ILLITERATE" LOCAL HISTORIAN HAVE BEEN PUBLISHED INTO A COFFEE TABLE BOOK.

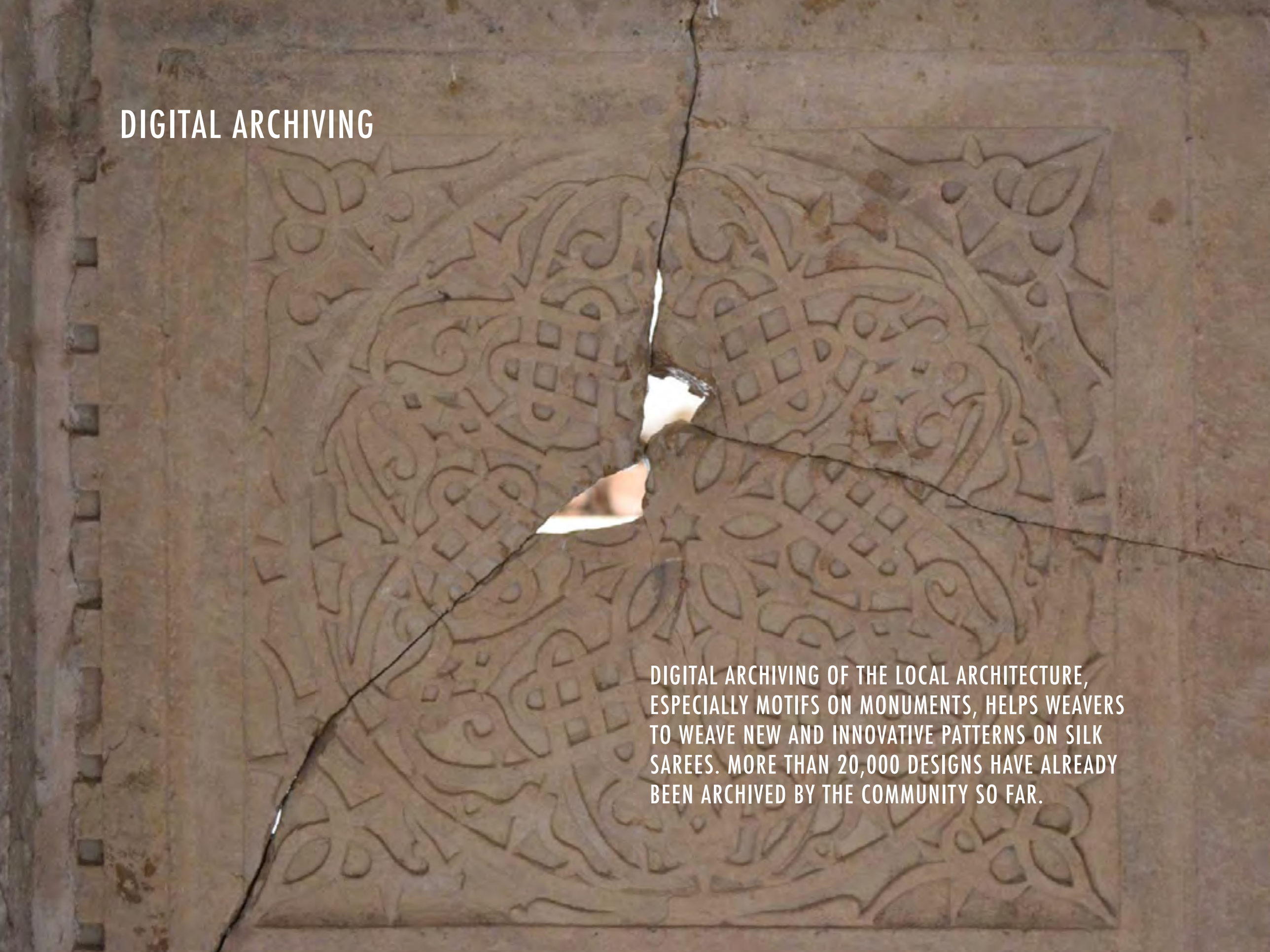
e-HEALTH

THE PRIMARY HEALTH CENTRE AND DOCTORS IN CHANDERI HAS BEEN LINKED TO THE ASHOKNAGAR DISTRICT HOSPITAL VIA TELE-MEDICINE SERVICES TO PROVIDE ADVANCED AND ACCURATE HEALTHCARE TO LOCALS WITHOUT THE NEED TO TRAVEL TO ANOTHER TOWN OR CITY.

DIGITAL DESIGN

ABOUT 85 YOUNG WEAVERS IN THE COMMUNITY ARE NOW TRAINED TO CREATE NEW HANDLOOM DESIGNS USING ADVANCED DESIGN SOFTWARE SUCH AS CAD /CAM.

DIGITAL ARCHIVING

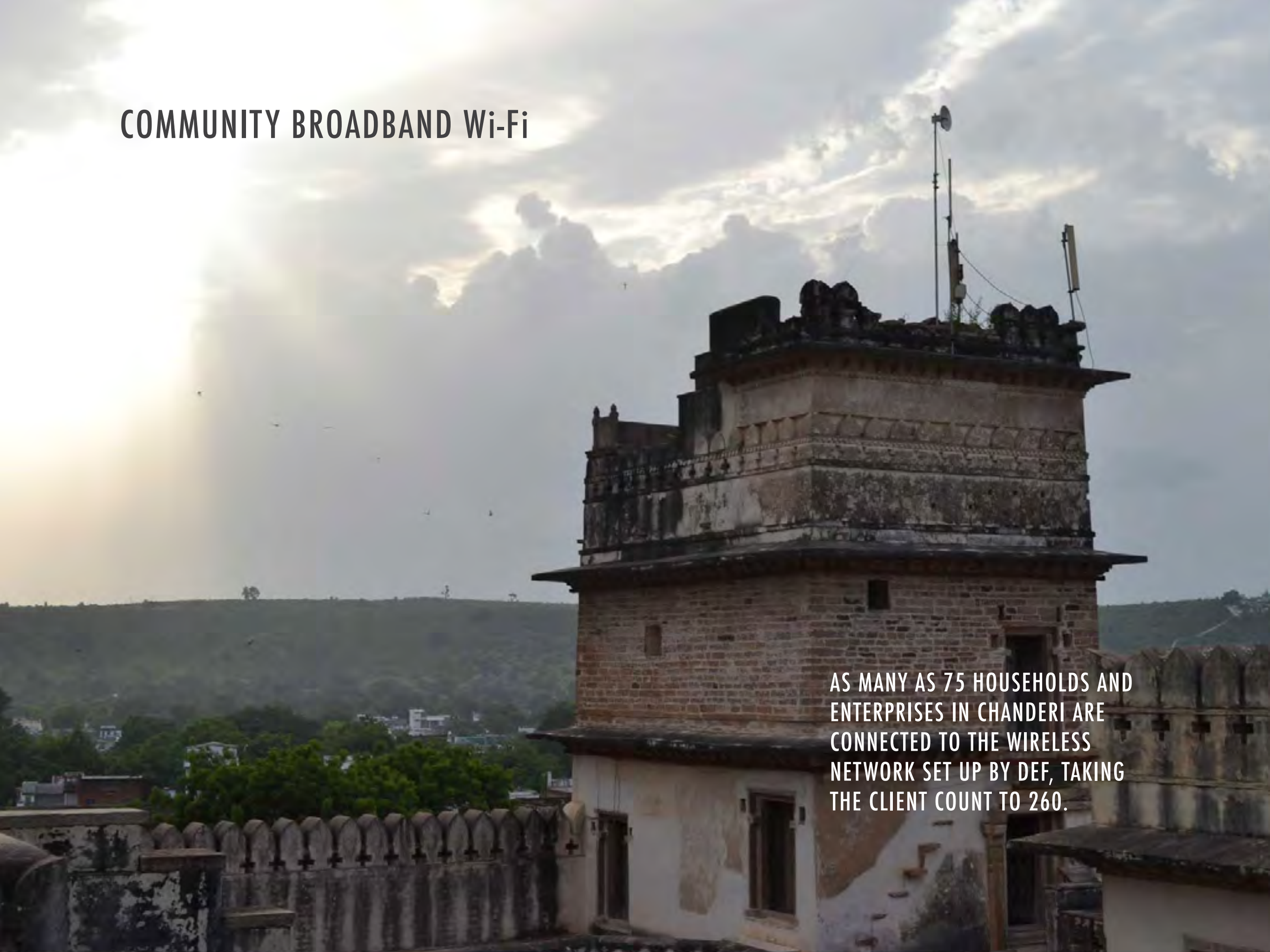


DIGITAL ARCHIVING OF THE LOCAL ARCHITECTURE, ESPECIALLY MOTIFS ON MONUMENTS, HELPS WEAVERS TO WEAVE NEW AND INNOVATIVE PATTERNS ON SILK SAREES. MORE THAN 20,000 DESIGNS HAVE ALREADY BEEN ARCHIVED BY THE COMMUNITY SO FAR.

SHOWROOM

CHANDERIYAAN HAS ITS EXCLUSIVE SHOWROOM IN THE GRAND RAJ MAHAL WHERE THEY SELL SAREES, SUITS AND DUPPATTAS. WEAVERS HERE TAKE BOTH CASH AND CARD.

COMMUNITY BROADBAND Wi-Fi



AS MANY AS 75 HOUSEHOLDS AND ENTERPRISES IN CHANDERI ARE CONNECTED TO THE WIRELESS NETWORK SET UP BY DEF, TAKING THE CLIENT COUNT TO 260.

LIVELIHOOD

BESIDES WEAVING, MEN AND WOMEN HAVE BEEN TRAINED IN BLOCK PRINTING, STITCHING, EMBROIDERY AND APPLIQUE IN AN EFFORT TO IMPROVE THE LIVELIHOOD OF WEAVER FAMILIES.

APPAREL DESIGN

MORE THAN 250 WOMEN FROM WEAVER HOUSEHOLDS HAVE BEEN TRAINED IN APPAREL DESIGNING SO THAT THEY CAN BE EMPOWERED TO BRING ADDITIONAL INCOME INTO THEIR HOUSEHOLDS.

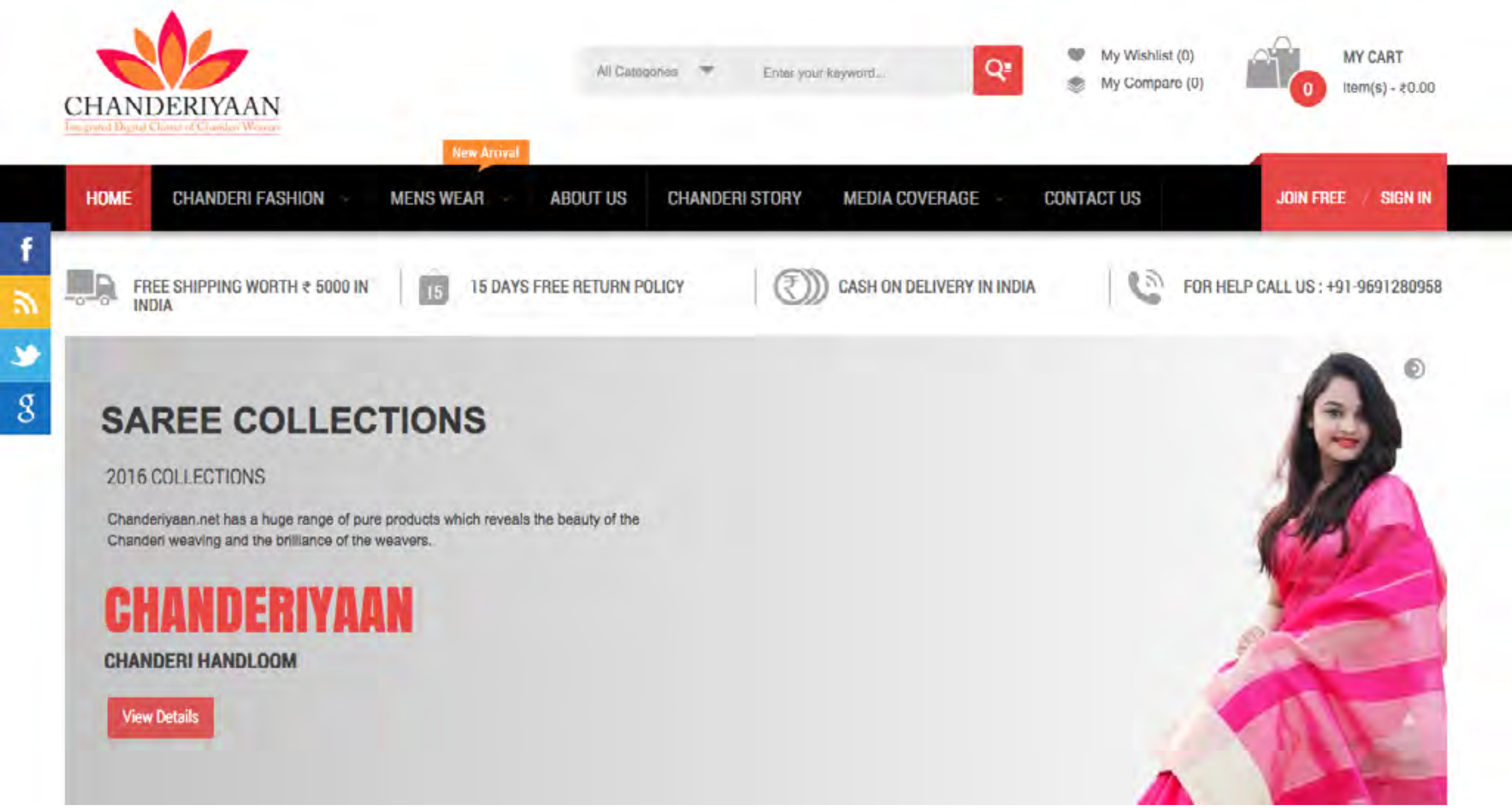
ENTREPRENEURSHIP

YOUNG WOMEN IN CHANDERI HAVE BEEN IDENTIFIED, TRAINED AND ASSISTED TO BECOME ENTREPRENEURS. MANY OF THEM HAVE OPENED THEIR OWN DIGITAL SERVICES AND TRAINING CENTRES NOW.

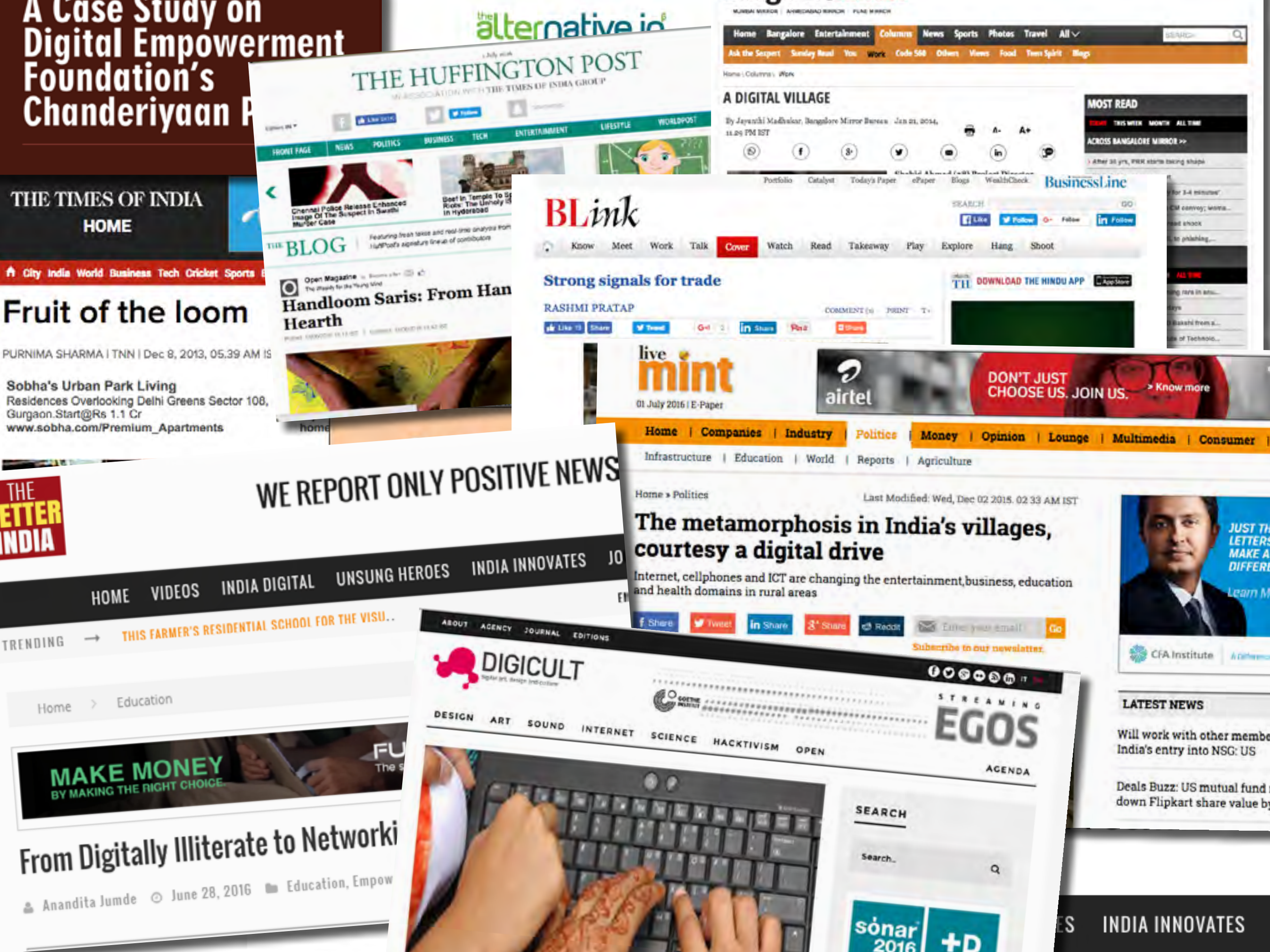
TRAIN THE TRAINERS

FURQAN IS ONE OF THE MANY WEAVERS WHO WAS TRAINED TO DIGITALLY DESIGN AND MARKET SAREES. NOW, HE TRAINS OTHER WEAVERS/CLUSTERS THAT ARE INCORPORATING DIGITAL TOOLS.

e-COMMERCE


CHANDERIYAAN
All Categories
Enter your keyword...
My Wishlist (0)
My Compare (0)
MY CART
0
Item(s) - ₹0.00
New Arrival
HOME
CHANDERI FASHION
MENS WEAR
ABOUT US
CHANDERI STORY
MEDIA COVERAGE
CONTACT US
JOIN FREE
SIGN IN
FREE SHIPPING WORTH ₹ 5000 IN INDIA
15 DAYS FREE RETURN POLICY
CASH ON DELIVERY IN INDIA
FOR HELP CALL US : +91-9691280958
SAREE COLLECTIONS
2016 COLLECTIONS
Chanderiyaan.net has a huge range of pure products which reveals the beauty of the Chanderi weaving and the brilliance of the weavers.
CHANDERIYAAN
CHANDERI HANDLOOM
View Details

A Case Study on Digital Empowerment Foundation's Chanderiyaan P



VIDEOS

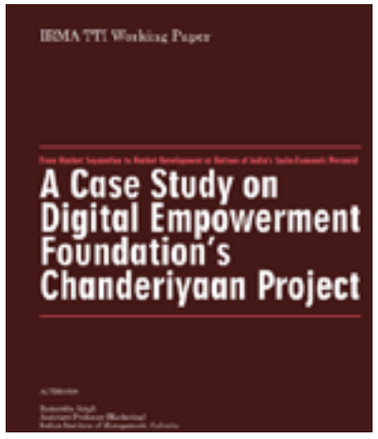
THE JOURNEY OF CHANDERI HANDLOOM CLUSTER

THE EMPOWERED WEAVERS OF CHANDERI

INTRODUCTION TO CHANDERIYAAN 2010

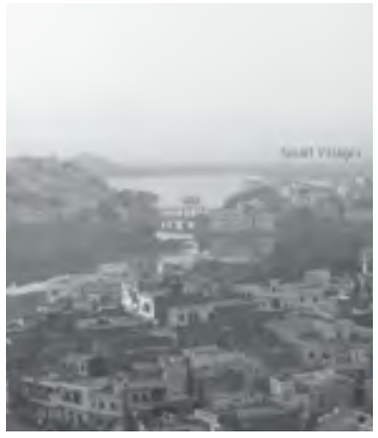
REPORTS
CLICK TO VIEW

THE CASE OF MARKET DEVELOPMENT FOR THE CHANDERI CLUSTER



A CASE STUDY ON DEF'S CHANDERIYAAN PROJECT

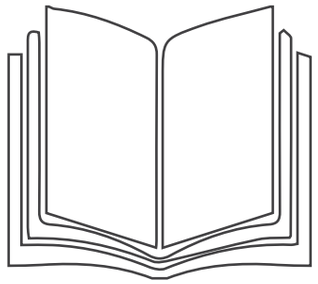
CHANDERI: HISTORY, HERITAGE & CULTURE



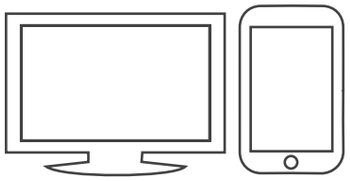
SMART VILLAGES

INTEGRATED DIGITAL HANDLOOM SKILLS TRAINING

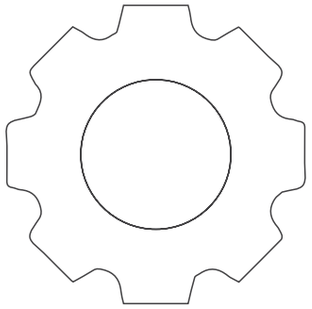
A 6-MONTH PROGRAMME



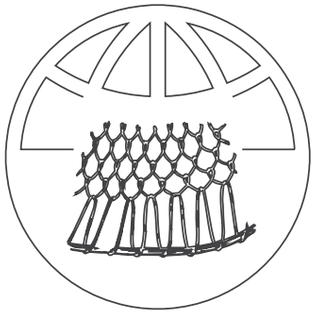
Module 1
History & Technique of Handloom Weaving



Module 2
Digital Literacy and Skill Building



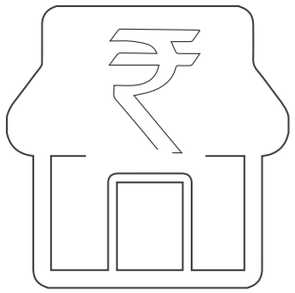
Module 3
Photography, Digital Treatment and Archiving



Module 4
Heritage & Tourism

Module 5
Digital Textile Design/ Complementary Artwork

Module 6
Digital Apparel Design



Module 7
Sales and Digital Marketing

THANK YOU

DEF Website	defindia.org
Chanderiyaan project	chanderiyaan.org
Chanderiyaan eCommerce	chanderiyaan.net
Chanderi heritage	chanderiheritage.in

CHANDERIYAAN

Integrated Digital Cluster of Chanderi Weavers

an initiative of DEF Digital Empowerment Foundation — empowering people @ the edge of information

in partnership with media lab asia — innovating for Digital Inclusion; Government of India; Internet Society