

**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 CHANDERIYAN RUNS FROM THE
RAJA RANI MAHAL OF CHANDERI

CHALLENGES



Disinterest of youngsters
in traditional art



Exploitation by middlemen

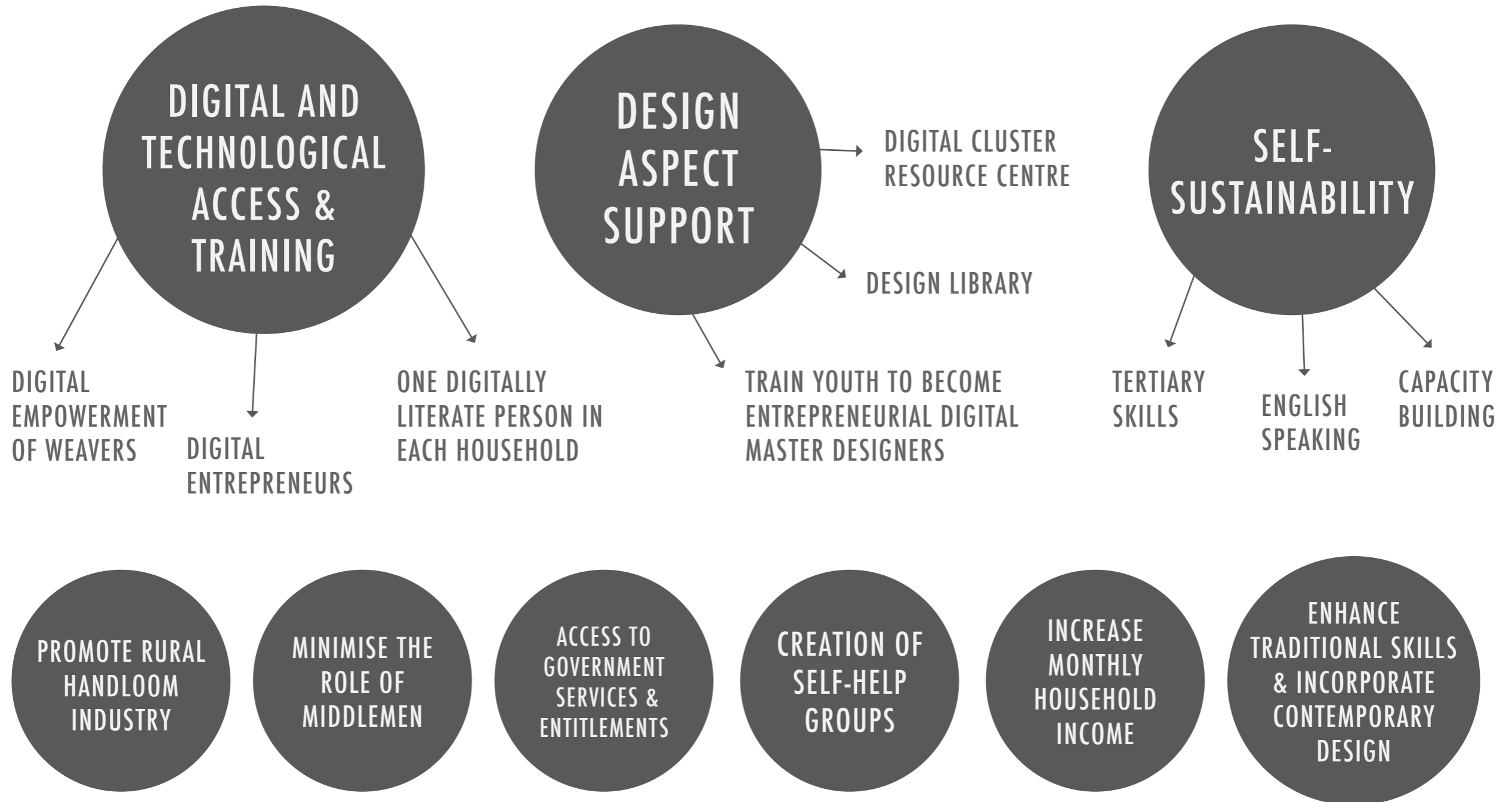


Competition from powerlooms

POOR / LACK ACCESS TO

living conditions
information
wages
market linkages
industry
infrastructure
education
investment

OBJECTIVES



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

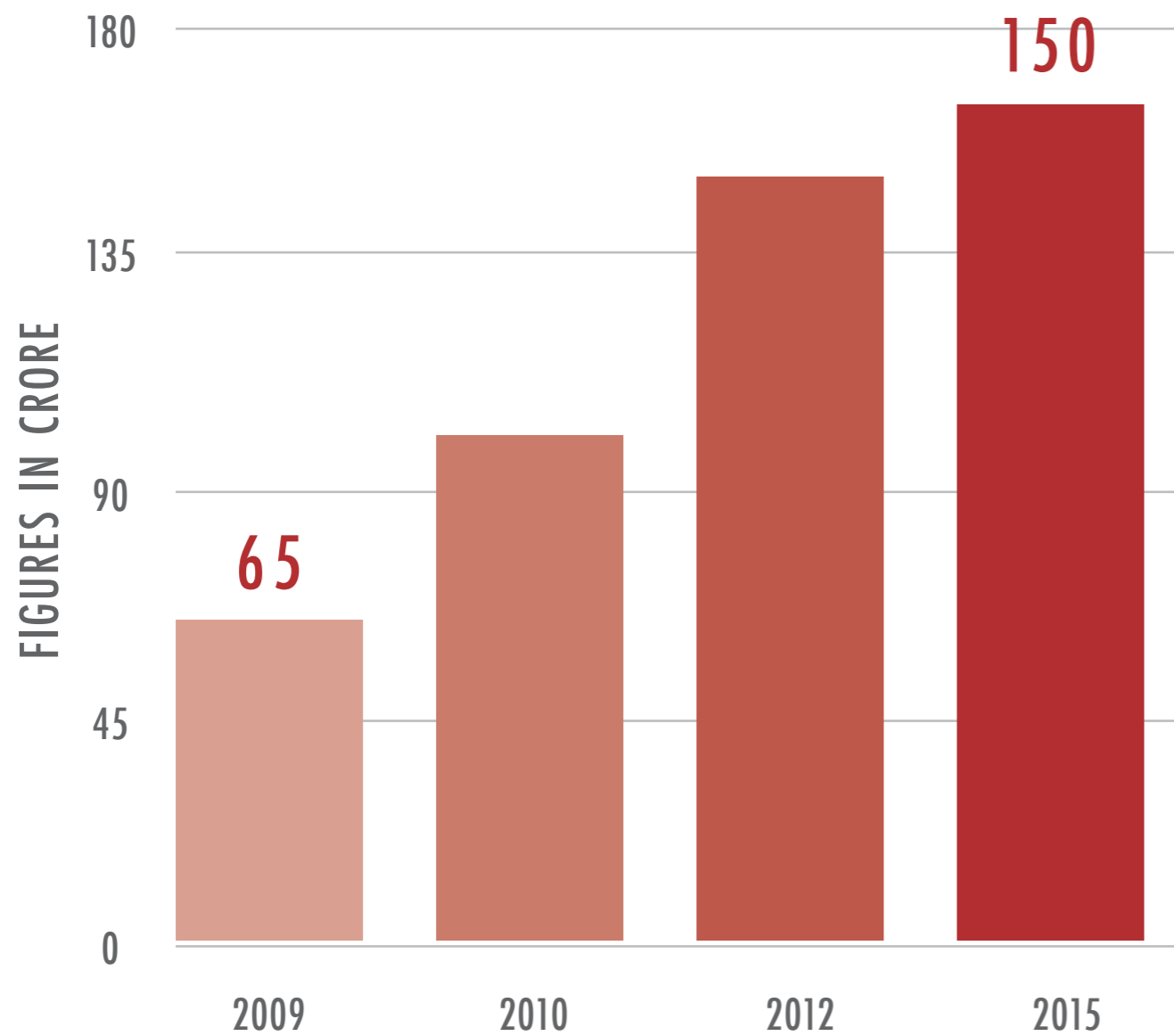
OPERATE e-COMMERCE SITE

PHOTOGRAPHY & PHOTOSHOP

SOCIAL ENTREPRENEURSHIP &
VOCATIONAL TRAINING

CHANDERI HANDLOOM INDUSTRY GROWTH

**MODULE REPLICATED IN
OTHER CLUSTERS**



EDUCATION



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

SKILL BUILDING

Insert & Options

- Cover Page
- Blank Page
- Page Break
- Table
- Picture
- Shapes
- Smart Art
- Chart
- WordArt

Illustrations

- Hyperlink
- Bookmark
- Cross-reference
- Links
- Signature
- Time
- Header
- Footer
- Page Number
- Header & Footer
- Equation
- Symbol
- Symbols

Page Layout & Options

- Themes
- Watermark
- Page Color
- Page Borders
- Page Setup
- Orientation
- Size
- Columns
- Line Numbering
- Hyphenation
- Indent
- Spacing

Page Background

WRITTEN AND SPOKEN KNOWLEDGE OF ENGLISH TO 870 YOUNGSTERS HAS OPENED UP 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



मनोरोगियों (मानसिक रोगियों) के उपचार के लिए यहाँ डॉ. डी. के. जैन मेडी. विशेषज्ञ को परीक्षण करायें
विशेषज्ञ चिकित्सक

स. डा. क. प्रिन्सेंटोरेव (एम. आर.) का चिकित्सालय समय में अस्पताल में चिकित्सकों से मिलना एकीकृत है।

जिला चिकित्सालय
आपका है
इसे स्वच्छ रखें।

DR. M.D. BAIRAGI
DISTRICT HOSPITAL CHANDERI

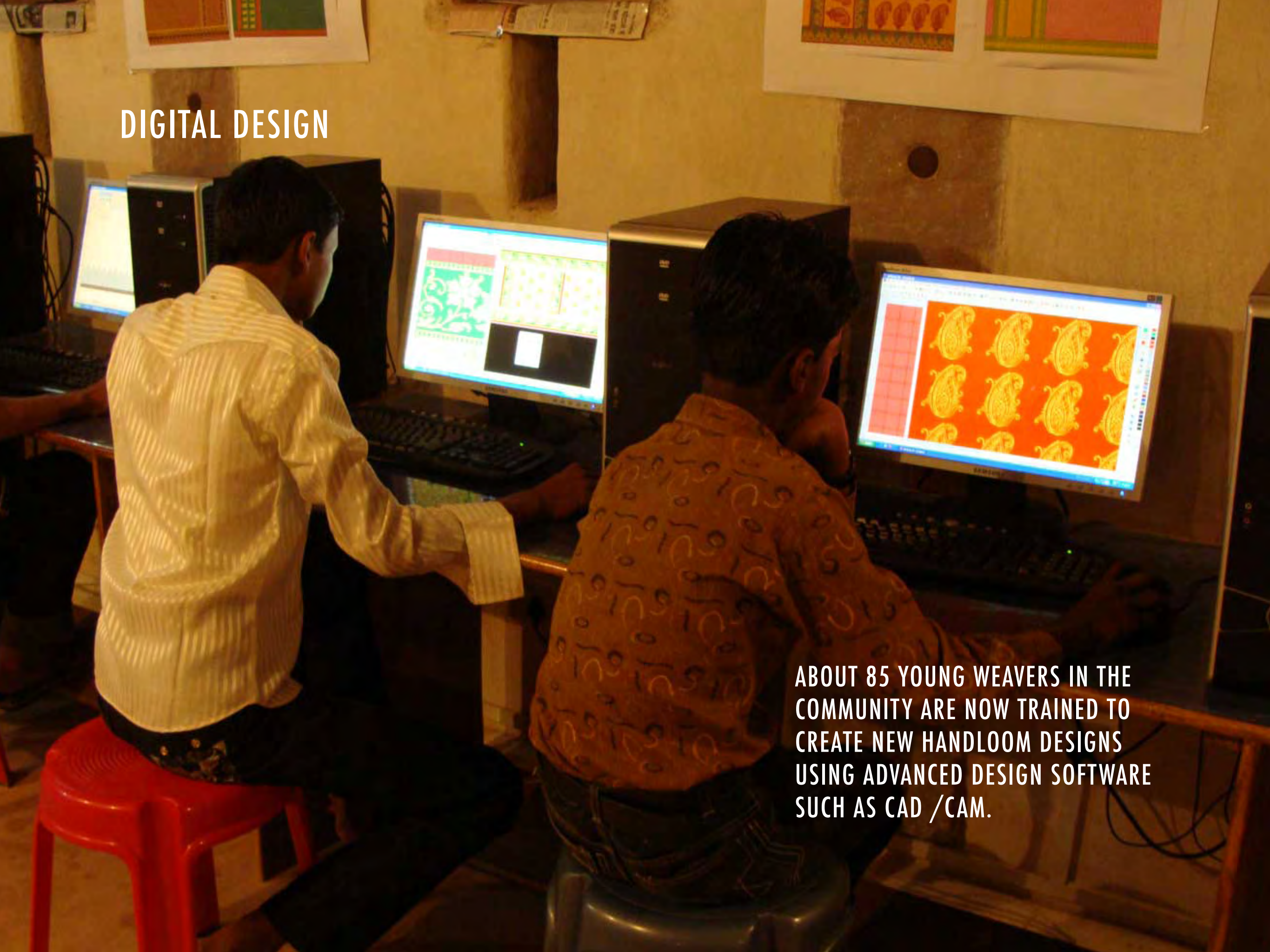
डॉ. एम. एन. कसल

बुद्धि-शक्ति
यहाँ पर डॉक्टर को दिशाने

महिलायें

THE PRIMARY HEALTH CENTRE AND DOCTORS IN CHANDERI HAVE 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

A photograph showing two men in a computer lab. The man on the left, wearing a white striped shirt, is seated on a red plastic stool and working at a computer. The man on the right, wearing a brown patterned shirt, is seated on a black plastic stool and working at another computer. Both screens display digital design software. The man on the right's screen shows a repeating pattern of orange paisley motifs on a red background. The room has several other computer workstations and posters on the wall.

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

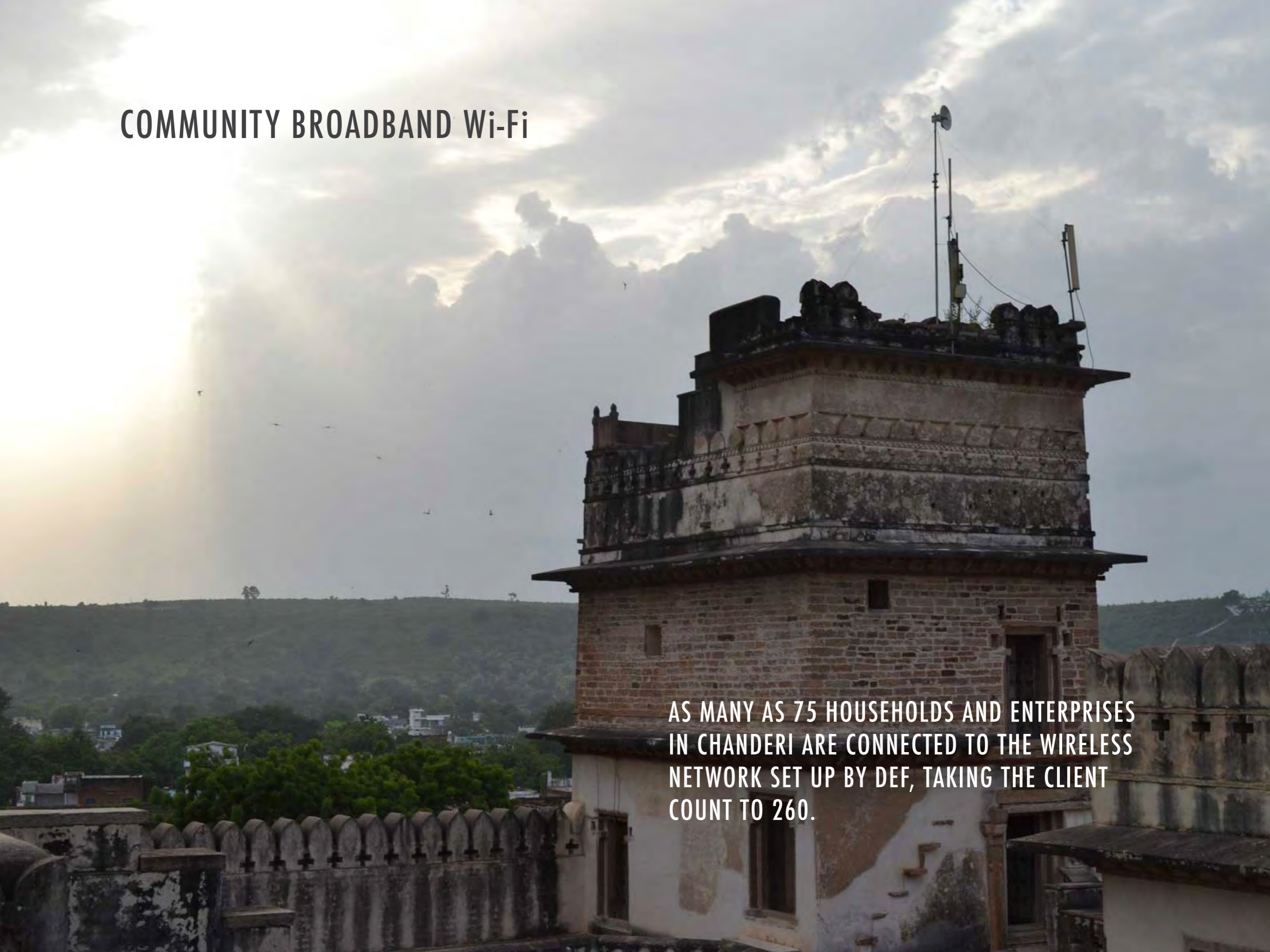
यहाँ पर सेटना
सख्त मना है।



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



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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.

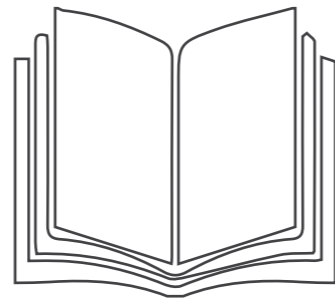
CHANDERIYAAN

CHANDERI HANDLOOM

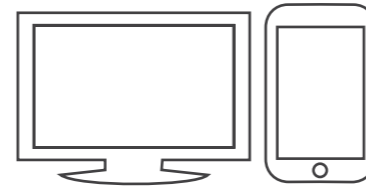
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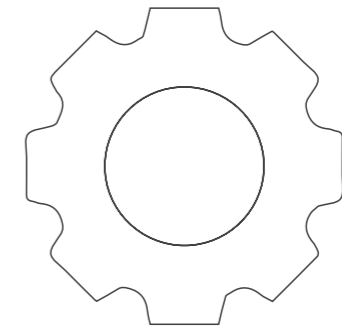
**INTEGRATED
DIGITAL
HANDLOOM
SKILLS TRAINING**
A 6-MONTH PROGRAMME



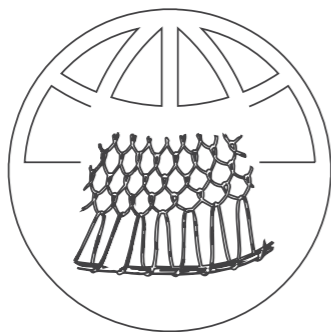
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History & Technique
of Handloom Weaving



Module 2
Digital Literacy and
Skill Building



Module 3
Photography, Digital
Treatment and Archiving



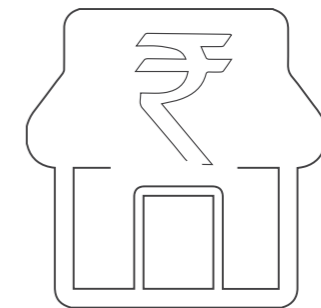
Module 4
Heritage & Tourism



Module 5
Digital Textile Design/
Complementary Artwork



Module 6
Digital Apparel
Design



Module 7
Sales and Digital
Marketing

STRENGTHENING OF WEAVER SERVICE CENTRES

CURRENT ACTIVITIES

Provide weaver cards

Accept Indian Handloom Brand applications

Assist in designing & dyeing

Enable loans under scheme for weavers

Training for skill upgradation

Resolve technical issues

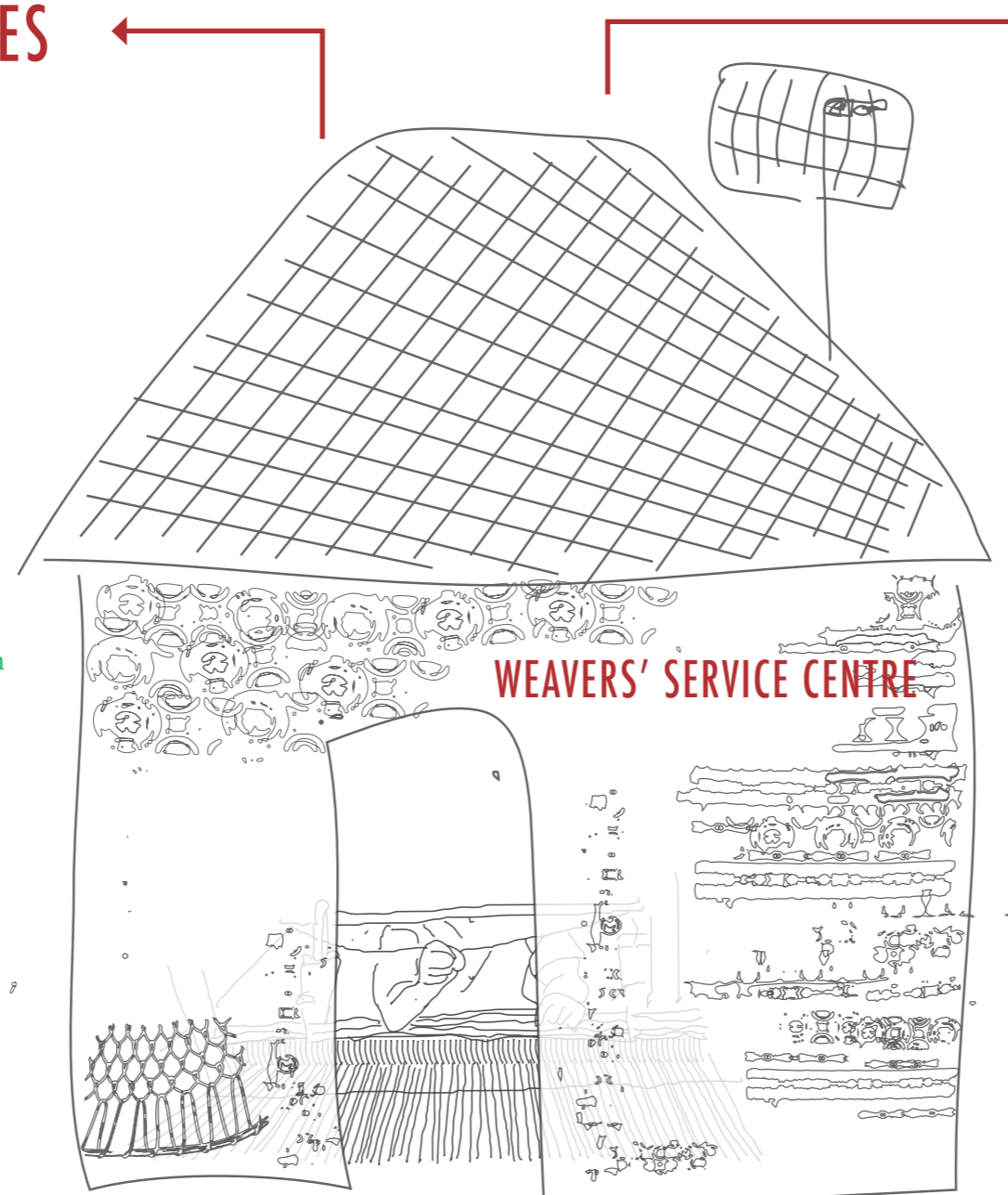
Archive traditional skill & design

Enable access to schemes

Facilitate interaction with stakeholders

Arrange exhibitions & workshops

Systemise yarn depot



PROPOSED ACTIVITIES

Build a brand for handloom clusters

Enable access to weaver cards

Set up an information services centre

Provide wireless Internet access

Train weavers in digital designing

Set up a showroom for display & sale

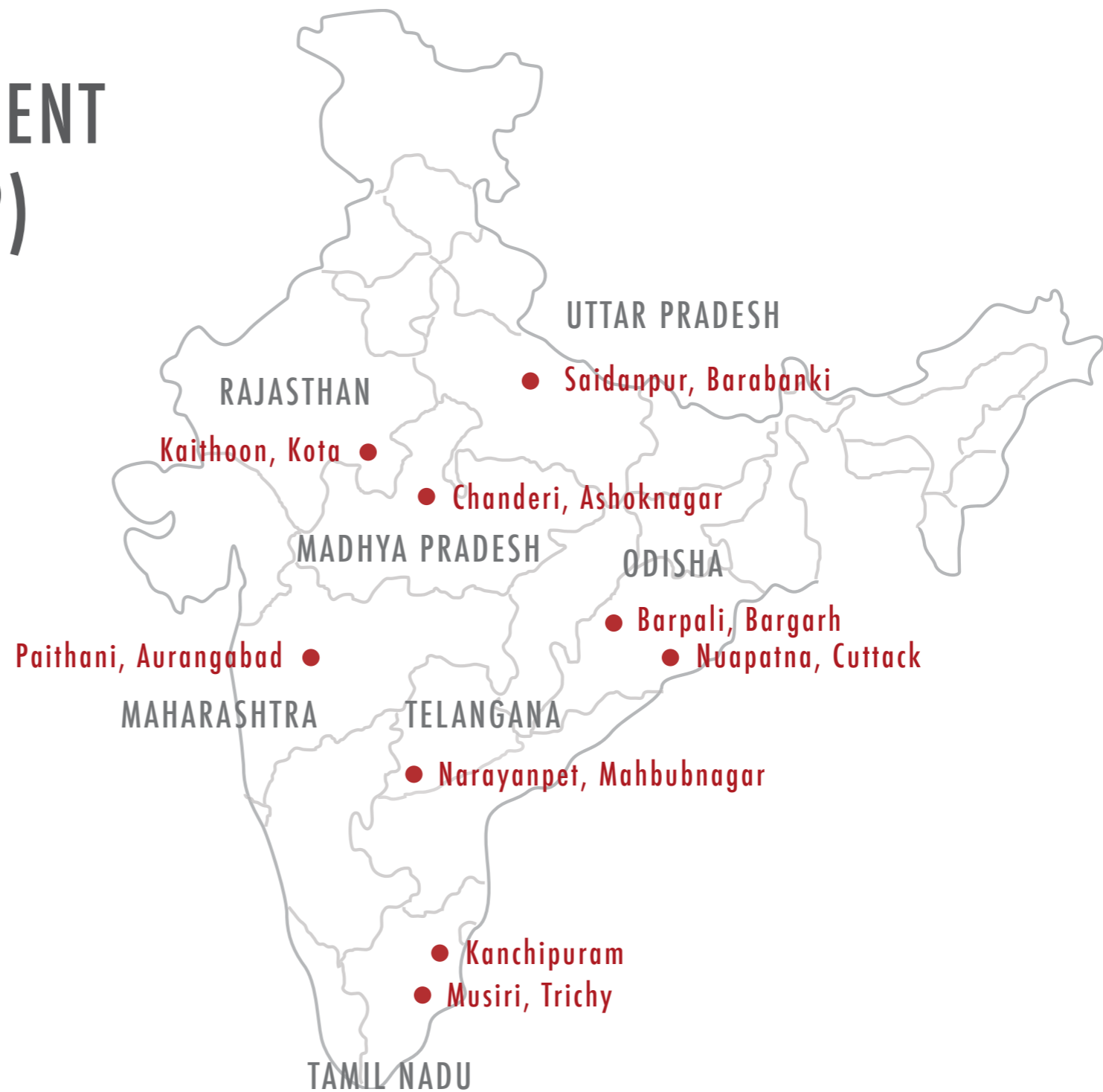
Facilitate procurement & supply of raw material

Improve marketing and promotion

Create centralised database for weavers

Training & skill building of weavers

DEF'S DIGITAL CLUSTER DEVELOPMENT PROGRAMME (DCDP)



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