



South & Central Asia

RESEARCH & REFERENCES

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Naga Shawl Weaving

Existing Global CSR Initiatives



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Nagaland Handloom & Handicrafts Development Corporation Ltd.:

This government body in Nagaland is responsible for the development and promotion of handloom and handicraft products, including Naga shawls. They have been working to provide training, financial support, and marketing opportunities to local weavers.

The Nagaland Handloom & Handicrafts Development Corporation Ltd. (NHHDC), was set up in the year 1979 as a Government Undertaking with the main objectives of production of Handloom and Handicrafts products indigenous to the state, marketing of finished products and the promotion of the handloom and handicraft sector of the state. In pursuance of these objectives, the Corporation is actively carrying out production work at its Craft Development Centre as well as the Weaving Production Centre located at its head office premises at Dimapur.

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Certain NGOs in Nagaland, such as the **All Nagaland Handloom & Handicrafts Workers' Union (ANHHWU)**, **North East Network (NEN)** have been actively involved in preserving traditional weaving techniques, providing skill development training, and promoting the welfare of weavers..

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[A Brief Study On Nagaland Handloom Industry
With Special Reference To Kohima](#)

(Media link) Initiatives By Art & Culture Bodies

[Naga Weaves: An Assertion of Identity](#)

Baluchari Saree Weaving

Existing Global CSR Initiatives



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Biswa Bangla: An initiative supported by the Govt of West Bengal, is deeply committed to preserving and revitalizing Baluchari saree weaving. They provide a platform for artisans to showcase their craft to a global audience. By promoting these sarees through their retail stores and online platforms, Biswa Bangla contributes to the sustenance of this ancient weaving tradition. They also engage in CSR activities, such as skill development programs, to empower weavers and enhance the quality of sarees, securing their cultural significance for future generations. Sarees are also supplied to West Bengal Handicrafts Development Corporation and sold at the government emporium- Manjusha, Tantuja and Tantushree.

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Crafts Council of West Bengal: Crafts Council of West Bengal is a non-profit organization dedicated to preserving and promoting traditional crafts, including Baluchari saree weaving. They actively collaborate with local artisans, offering training programs, design support, and market access. Through their initiatives, they ensure the sustainability of this intricate art form. By organizing exhibitions and workshops, they raise awareness about Baluchari sarees and empower weavers to continue their craft.

The Baluchari silk saree received a GI tag in 2012 and boasts a unique design heritage. In the last few years, homegrown labels have woken up to the uniqueness of this handloom weave, which has been around for centuries. But despite its revival, the craft faces new challenges in the post-pandemic market.

Shri Biswanath Khan of Patrapada, is a dedicated artisan and master weaver who has played a pivotal role in preserving and reviving the art of Baluchari weaving in West Bengal. Khan's commitment to training the next generation of weavers and his innovative approach to incorporating contemporary designs into Baluchari sarees have garnered recognition and awards. His work has not only helped preserve this intricate textile tradition but has also given it a modern twist, making Baluchari sarees more appealing to a broader audience while honoring their rich heritage.

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[A Project On Baluchari Sari](#)

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[The Rise and Shine of Baluchar Textiles](#)



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Comprehensive Handloom Cluster Development Scheme (CHCDS): Under CHCDS initiative, Chikankari artisans benefit from cluster-based development, which includes infrastructure support, skill development, and marketing assistance to promote their products.

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SEWA, the Self-Employed Women's Association, has been a driving force in preserving and promoting Chikankari embroidery. Through its dedicated Chikan Wing, SEWA empowers women artisans by providing them with a platform for skill enhancement and marketing. They offer training programs that enhance the intricacies of Chikankari, ensuring the art form's authenticity. SEWA also assists artisans in accessing markets and fair wages. By uniting Chikankari artisans under one umbrella, SEWA's Chikan Wing has not only preserved the craft but has also improved the socio-economic conditions of women in Lucknow region.

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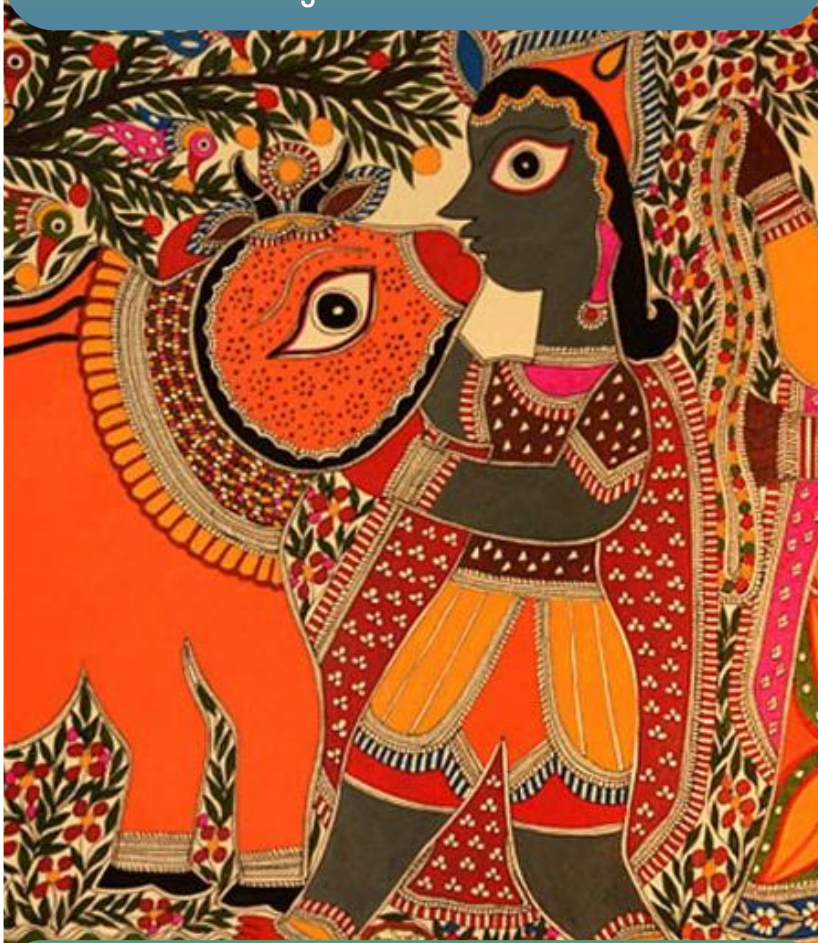
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[Chikankari Report .pdf - NATIONAL INSTITUTE OF FASHION.](#)

(Media link) Initiatives By Art & Culture Bodies

[India, Bhairvis Chikan / Mamta Varma, Embroidery](#)

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Gram Vikas Parishad: This NGO is committed to preserving and promoting Madhubani art at the grassroots level. GVP plays a crucial role in preserving the art form by organizing training workshops for local artists, especially women from rural areas in Bihar. These workshops empower women with Madhubani painting skills, enabling them to earn a livelihood through their craft. GVP also facilitates market linkages, helping these artists sell their creations and gain recognition contributing significantly to preservation of Madhubani art.

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[Mithilasmita: Can Traditional Art Be Preserved Through Intellectual Property Protection Only?](#)

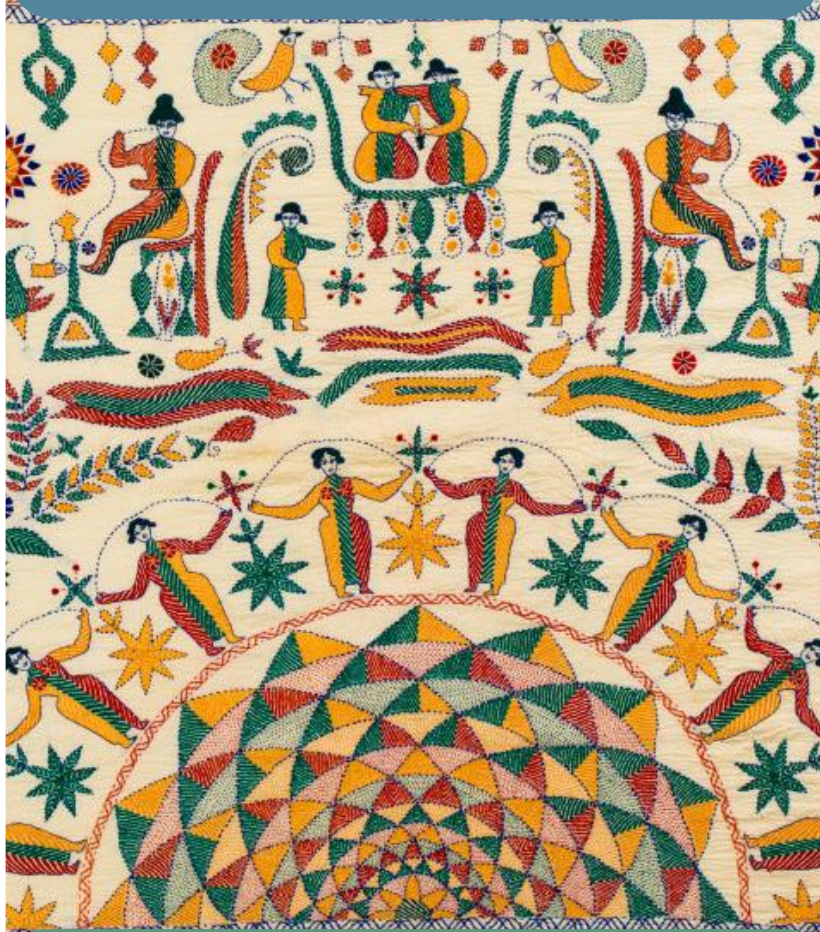
The Mithilalok Foundation is a key player in the preservation and promotion of Madhubani art. This foundation works tirelessly to revive and sustain the traditional art form by offering training programs for artists and artisans. These programs not only focus on skill enhancement but also emphasize the historical and cultural significance of Madhubani art. The foundation organizes exhibitions and art events, both nationally and internationally. Through these initiatives, Mithilalok Foundation ensures that Madhubani art continues to thrive and find a global audience, thereby safeguarding this unique cultural heritage.

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[How Ankit Jha founded eMithilaHaat to preserve endangered Madhubani paintings and promote local artisans.](#)

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BRAC, one of the largest NGOs in Bangladesh, supports Nakshi Kantha artisans through its various programs. They provide training in Nakshi Kantha embroidery, enabling rural women to generate income from their craft. BRAC also facilitates the marketing and sale of Nakshi Kantha products, contributing to the economic empowerment of women.

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Prokritee, another NGO in Bangladesh, emphasizes fair trade practices in the **Nakshi Kantha sector**. They work with women artisans, including survivors of trafficking and acid attacks, providing them with a source of livelihood through Nakshi Kantha production. Prokritee promotes ethical trade, ensuring artisans receive fair compensation for their craftsmanship.

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[Semiotic Study Of The Motifs In Nakshi Kantha](#)

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[Nakshi Kantha](#)



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