

Summal



THAR Artisans Producer Co. Limited

Supported by NABARD



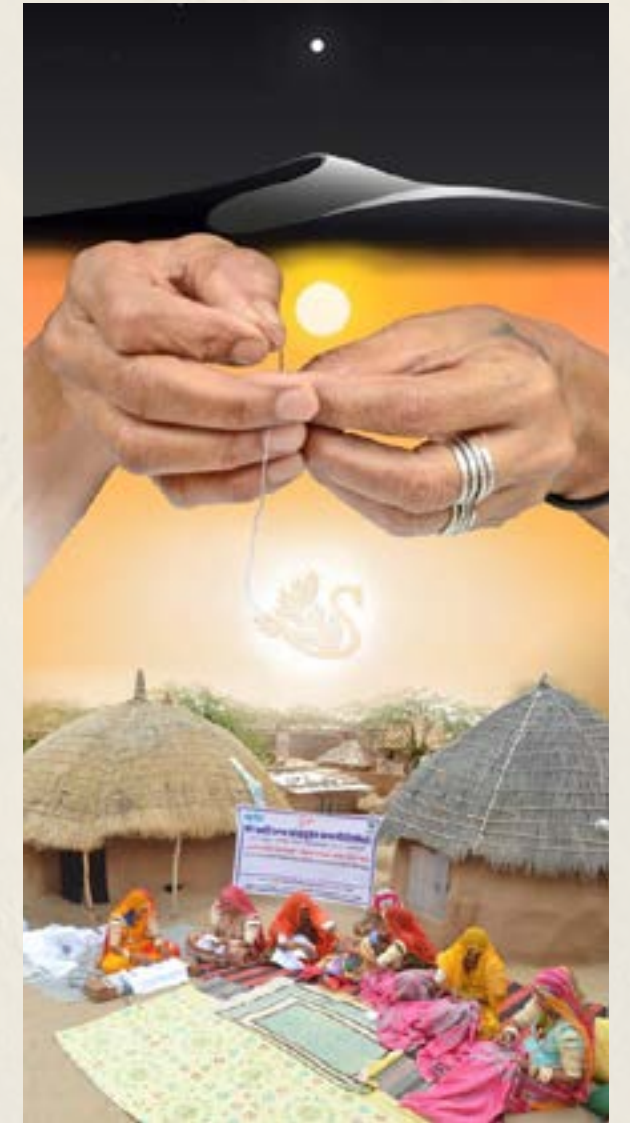
The Place

The Thar desert also known as the Great Indian desert; a large arid region in the Northwest part of the subcontinent. The desert creates a natural boundary between the two nations India and Pakistan.

The desert starts at Barmer, where the life of the people shifts as the sands moves places. The land grows no trees. The shrubs can be found in patches and the vegetation and farming depends only on the mercy of “**Gods of Rain**”. Their livelihood depends on grazing goats and farming for one season. The sight of a vegetable growing is no less than a miracle.

There is a group of villages in the *Barmer* block, and in the *Chohtan taluka* block; residing in these arid and harsh conditions. These blocks are the nodal points for twenty villages. And their CFC(Common Facilit Center) is in Barmer. All of these are located near the Indo-Pak border. The people residing in these villages are the polar opposites with the environment where they reside. There is an inherent innocence in these people and unlike the sandy terrain which consists of one plain colour, their lives and handicraft is vibrant. The handicraft of creating beautiful textiles from a plain piece of cloth to a vibrant masterpiece.

This cluster is special, and the women of the *Meghwal* community make this cluster make it even more special. They have kept the traditional handicraft alive and passed the baton of the craft from one generation to another. Their craft connects the roots of the community divided by the nation.





The Artisans

The women of *Meghwal* community are the backbone of this craft cluster. The present cluster is a co-operative seven hundred and seventy-seven women. The vast majority of these women are from the *Meghwal* community, and they have kept the craft and traditions alive for over generations.

“The craft runs through their veins. They are the libraries of physical knowledge of various textile-based handicrafts.”

The women of the Thar desert are resilient, kind, talented and loving. Their work starts before the sun rises and end after it sets. Their homes are an impression of their lives, their kindness is boundless, and they are humble at heart. The community is connected with craft, and they are the true artisans, designers and wielders of the destiny of this craft in the Thar desert.

The circle of life begins at the end of the thread. The eldest woman of the community keeps the craft knowledge close to her heart. She provides them with guidance on the tricky aspects and she also keeps the tools and women in discipline. She is strict on the wounded

thread in the middle and keeps and eye on the quality. She is kind on the young ones, the ones coming out of the cotton flower. She teaches the young ones the ropes of the craft, tools, and much needed patience.

These women artisans are the artists, shareholders, and owners of Thar Artisans Producer Co. Ltd.





The Process



The CFC is located at *Barmer*, and it acts as their information and task decimation centre. This is the only place with a stable internet connection.

The order is processed by the *acting* CEO and his team. They with the directors of Thar Artisans Producer Co. Ltd. take a call on the next line of action. The type of work, complexity and design dictates the preceding steps.

The cloth is either dyed at the centre or cut or block printed; the net step is to have a task manager as per the skill-set of the women. The design is created with chalk, the threads, patch/applique clothes and tools are selected. Then a quality head is selected for the village and a timescale for the completion of work is set in motion. The responsibility of the work head of the village is to ensure timely quality-based delivery.

The cloth returns to the CFC at *Barmer*, where a final quality measure takes place. Then the clothes are ironed, tagged, and packed as per the order.





The Business

The previous process centred around the demands and wishes of the sellers and the middlemen. This process was heavily driven by middlemen, they acted as a buffer between the sellers and the artisans. The resultant of the greed of the middleman and the seller led to degradation in the quality of the product and the lesser amount of money reaching in the hands of the women artisans.

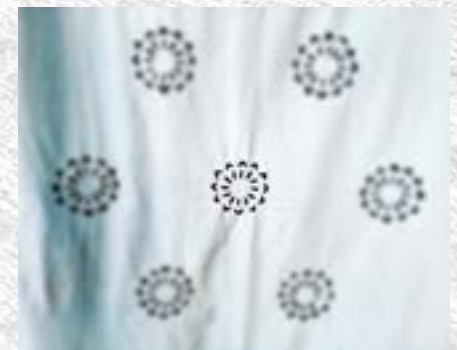
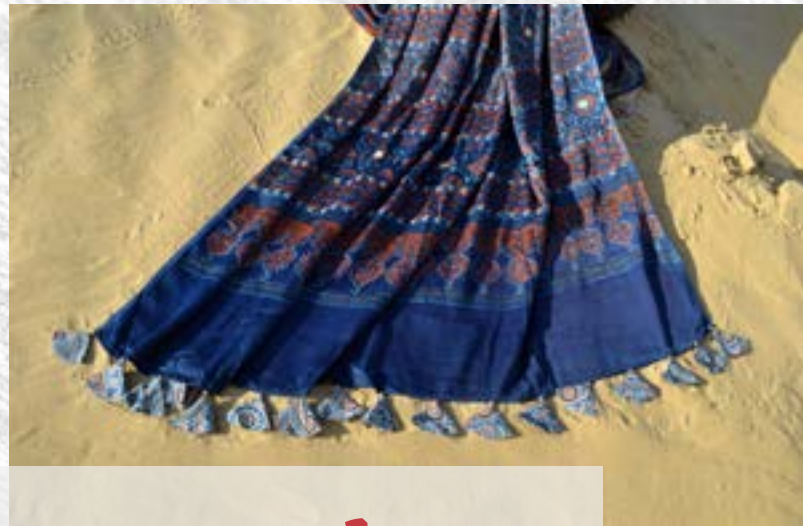
The process took a change for good with the arrival of **SURE**. They provided the much-needed protection to the wages of the women. They also brought in designers and craft experts from various parts of the nation and provided them with skill development training. They broadcasted the work of artisans through various exhibitions, brand connection and tourism-based activities.

This is the third metamorphosis. This is one was aided by **NABARD**; they brought their expertise and connect.

The company Thar Artisans Producer Co. Ltd. is owned by seven hundred and seventy-seven Artisan Shareholders.

They are being provided hand holding support by **NABARD** and **SURE**. The women are understanding the requirements season by season basis. They have an open and democratic process, and the designers, sales team from **SURE** and market research experts from **NABARD** provide a wide picture and forecast to the women. The women understand these processes and take a decision on the same.





The Products

Initiative Powered By



NABARD's initiatives are aimed at building an empowered and financially inclusive rural India through specific goal oriented departments which can be categorized broadly into three heads: Financial, Developmental and Supervision. Through these initiatives we touch almost every aspect of rural economy. From providing refinance support to building rural infrastructure; from preparing district level credit plans to guiding and motivating the banking industry in achieving these targets; from supervising Cooperative Banks and Regional Rural Banks (RRBs) to helping them develop sound banking practices and onboarding them to the CBS platform; from designing new development schemes to the implementation of **GoI**'s development schemes; from training handicraft artisans to providing them a marketing platform for selling these articles.

**Thar Artisans Producer Co.
Ltd.**

AJ-04, Mahaveer Nagar,
Barmer-344001

Mobile: +91-9414107465 | 8302-572-182

Email: tharartisan@gmail.com

Website: www.summal.in