DigiKargha is a platform that celebrates the digital artisans of India in an effort to safeguard the interests of the craftspersons. Established in 2017 to lead Digital Empowerment Foundation’s efforts in the handicraft and handloom clusters towards maturity, DigiKargha bridges the gap between the producers and the consumers. In the last couple of years, DigiKargha has become a joining force that connects weavers, textile conservationists and fashion designers to celebrate the glorious textile legacy of our country. While craftspersons are guaranteed a digital platform to showcase their pride and art to potential customers around the world, buyers can be assured that producers associated with DigiKargha consciously use earth-friendly raw material. Digikargha also supports mainstream designers’ demand for fabrics at the cluster level, which provides an additional source of income to the artisans and give them the exposure to new age market demands. Further, a range of collections are digitally designed by craftspersons with support from textile graduates to make the products fashionable and contemporary yet traditional.
Saidanpur village in Barabanki district of Uttar Pradesh holds a valuable place in the history of Awadh. Project Baank-e-Loom runs from a 150-year old Haweli in this village that was constructed in the typical Awadhi style, surrounded by many traces of Nawabi culture. The village is home to around 50,000 weavers who make cotton gamchas. Arabi rumaal and stoles, and are known for zari embroidery. Sticking to the conventional methods of weaving and designing, there has been little improvement in the patterns, techniques or efficiency. However, with DEF’s intervention under DCDP, the weavers have started using graphs to translate their designs accurately on the loom, improving their efficiency and reducing the exploitation at the hands of master weavers. Additionally, digital interventions have also allowed for product diversification and digital marketing of stoles and dupattas adorned with contemporary designs have been added to the product line.

PRODUCTS

SAREES
STOLES/DUPATTA
Located in the Ashoknagar district of Madhya Pradesh, Chanderi is a town rich in heritage, culture, tradition, art and handloom that dates as far back as 10th century AD. At present, there are about 3,500 weaver families and an equal number of handlooms in Chanderi, which has a population of approximately 30,000 people. However, the brand Chanderi and its beautiful silk sarees were facing a stiff competition from powerlooms until project ‘Chanderiyaan’ was launched in 2009.

PRODUCTS

SAREES
PRODUCTS

SAREES
STOLES/DUPATTA
RUNNING FABRICS
PRODUCTS

SAREES
STOLES/DUPATTA
PRODUCTS

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PRODUCTS

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PRODUCTS
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