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# PROJECT REPORT, NOVEMBER 2018



Submitted to: **Pernod Ricard India**  
CHARITABLE FOUNDATION

## LIVELIHOOD ENHANCEMENT PROJECT

Paruvor Handloom Weavers, Kerala

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## PROJECT BACKGROUND

# REVIVING HANDLOOMS FOR LIVELIHOOD ENHANCEMENT OF WEAVER COMMUNITY

IN PARAVOOR, ERNAKULAM DISTRICT, KERALA

Extending support: Weaver community of Paruvur Handloom Society


**Project Name**

Reviving handlooms for livelihood enhancement of the weaving community of Paravoor Handloom Weavers Co-operative – No: 3428.

**Project Objective**

Repair of looms to ensure that the community is able to adapt to natural disaster.

Chendamangalam, a suburb of Kochi city was inundated with flood waters from the Periyar River and submerged for nearly three days. A major catastrophe was the destruction of the five handloom societies in the Chendamangalam - Paravur area. The region was under water for three-four days and the sheds, looms, huge stock of raw materials like threads and clothes were damaged.

**Focus Sector**

Livelihood enhancement.

TABLE 1 – BENEFICIARY LIST

S. No.	Mem. No.	Name	Address
1	335	S.P. BABU	Sowreengal, Cheriypallamthuruth, N. Paravur
2	366	K. K. SAHADEVAN	Kazhanjithara, Valiypallamthuruth, N. Paravur
3	368	M. P. SATHY	Puthen Pura Parambu, Pooshari Pady
4	473	N. K. THANKAMANI	Vadakkedathu House, Karimpadam Chendamangalam
5	478	E. G. LALU	Nediya, Paravoothara, N. Paravur
6	489	T. M. SUSHEELAN	Thamarapillil, Cheriypallamthuruth, N. Paravoor
7	498	P. P. MALLIKA	Peediyakkal, Paravoothara, N. Paravoor
8	515	K. A. REMADEVI	Thoppil, Karimpadam, N. Paravur
9	565	N. P. RAJAN	Vadakkedathu House, Karimpadam Chendamangalam
10	665	T. K. RAJAMMA	Olilveedu, Cheriypallamthuruh, N. Paravur
11	676	O. S. SHAILA	Manappurath, Cheriypallamthuruth, N. Paravur
12	685	M. A. ASHA	Kalavampara, Perumpadanna, N. Paravur
13	715	C. K. SIVADASAN	Sowreengal, Cheriypallamthuruth, N. Paravur
14	749	E. K. RADHAMANI	Padathuveed, Muravanthuruth, Vadakekkara, P.O.
15	753	T. K. AJITHA	Kalachandra, Cheriypallamthuruth, N. Paravur
16	759	C. P. ANILA	Thacheryveed, Paliyathuruth, Vadakekkara, P.O.
17	773	K. S. USHA	Kuttiyadath, Paravoothara, N. Paravoor
18	797	P. K. SOBHANA	Pathuparayil, Thooyithara, N. Paravur
19	806	A. G. RETHY	Aykarapadath, Valiypallamthuruth
20	844	M. S. THAMBI	Manappurath, Paravoothara, Chendamangalam, P.O.
21	895	A. S. SHEEBA	Anjupara, Paravoothara, N. Paravur
22	944	M. P. MAHESWARY	Karivelipadam, Muravanthuruth, Vadakekkara, P.O.
23	945	P. P. SONY	Thiruthumel, Cheriypallamthuruth, N. Paravur
24	960	P. P. MAHESWARY	Kazhanchithara, Valiypallamthuruth
25	975	K. G. BINDHU	Kanady, Karimpadam, Chendamangalam, P.O.
26	976	A. C. MANI	Karuvelipadam, Muravanthuruth, Vadakekkara, P.O.

S. No.	Mem. No.	Name	Address
27	983	C. R. MINI	Vallapullil, Chittattukara
28	984	K. R. LALITHA	Mattapilliseril, Cheriypallamthuruth, N. Paravur
29	988	K. T. GIGI	Kalathunkal, Karimpadam, Chendamangalam, P.O.
30	993	T. V. REMA	Thalikapurath, Cheriypallamthuruth, N. Paravur
31	1097	K. P. SREEDEVI	Koottunkalveedu, Cheriypallamthuruth
32	1122	C. D. SARALA	Ambattupadath, Paravoothara, Chendamangalam, P.O.
33	1126	V. P. MANI	Sowreengal, Cheriypallamthuruth, N. Paravur
34	1152	V. G. BINDHU	Thalikappurath, Valiypallamthuruth, Chendamangalam
35	1158	T. S. SANITHA	Thaipadathu, Thekkumpuram, Chendamangalam, P.O.
36	1168	P. S. AJITHA	Makkipadath, Thekkumpuram, Chendamangalam
37	1179	V. G. SHEELA	Venmaniseril Veed, Cheriypallamthuruth, N. Paravur
38	1203	N. P. AISHA	Pandiparambil, Thooyithara, Cheriypallamthuruth
39	1238	V. G. RAMLA	Venmaniserilveed, Cheriypallamthuruth, N. Paravur
40	1244	M. R. SHEENA	Meppillil, Cheriypallamthuruth, N. Paravur
41	1255	T. R. SOBHANA	Sowreengalveed, Cheriypallamthuruth, N. Paravur
42	1256	K. R. SHEEJA	Kalathil Chaeriyapallamthuruth, N. Paravur
43	1272	P. D. RETHY	Marayilveed, Thekkumpuram, Chendamangalam, P.O.
44	1275	T. S. GIRIJA	Oliyath, Valiypallamthuruth, Chendamangalam
45	1277	K. S. SHAIMA	Moriyathara, Valiypallamthuruth, Chendamangalam
46	1294	K. T. MINI	Kalathil, Kocheri, Valiypallamthuruth, Chendamangalam, P.O.
47	1306	S. S. SUNILKUMAR	Sowreengal, Cheriypallamthuruth, N. Paravur
48	1315	K. G. VALSALA	Thekkethalagal, Valiypallamthuruth, Chendamangalam
49	1328	N. U. NAINA	Vallappilli (H) Paravoothara, N. Paravoor
50	1329	E. M. BILBIE	Dakkattu (H), Cherai, P.O.
51	1334	T. N. SHEELA	Padannakkattuparambil Mannam P.O., N. Paravur
52	1339	K. G. GOPIKA	Kulangara Vavakad, Muthakunnam
53	1353	AJITH KUMAR	Venmanissery, Thekkumoupuram, Chendamangalam, P.O.
54	1357	K. F. PHILOMINA	Panjikkaran, Cheriypallamthuruth, N. Paravur



## 1. BACKGROUND

Chendamangalam is a historical place near the ancient port of Muziriz, and had a small population of Jews until recently. There are synagogues and the place is part of the famous Kochi Biennale.

The suburb of Kochi city was inundated with flood waters from the Periyar River and submerged for nearly three days.

There are five societies in Paravur taluk of which three were completely damaged while two were partially affected. The sixth society working under the brand of Chendamangalam Handloom is situated in Chengamanad some distance away.

The District Industries Centre' (DIC) lists more than 1200 weavers, but most of them have left the profession because of the poor returns. According to a survey, women earn between Rs. 8,000-12,000 per month if they can engage in the activity continuously for one month. This includes an allowance of Rs. 4,000 from the state government.

The five societies are:

- 1) The Paravoor Handloom Weavers Co-operative - No: 3428
- 2) Chendamangalam - Karimpadam Handloom Weavers Co-operative Society Ltd. - No: H 191
- 3) Chendamangalam Kaithari Naithu Vyvasaya Production Cum Sale Co-operative Society - No: H 47
- 4) Paravur Town Handloom Weavers Co-operative Society - No: E 1
- 5) Kuriappilly Handloom Weavers P&S Co-operative Society Ltd. - No: 3476

Kerala handloom products have roots in specific locales. Each such center of weaving has its signature characteristics that give each of them a stamp of uniqueness. Kuthampully, Balaramapuram and Chendamangalam are the three major weaving centres in the State known for their excellent quality. Each product stands testament to the dexterity of the Chendamangalam weavers. Here, the designs are made using traditional techniques therefore still have an unparalleled appeal, which can attract the most sophisticated of customers.

The array of handloom fabrics woven in Chendamangalam is mostly the same as what one finds in Balaramapuram, but with less emphasis on Kasavu patterns. Instead, the typical Chendamangalam Mundu or Settu Mundu has coloured borders with a matching colour stripe, with only small amounts of Kasavu for ornamentation. Like in other parts of Kerala, weavers in Chendamangalam were under official patronage of the feudal family of Paliam, who served as the chief ministers for the Rajas of Cochin. In terms of the actual process, Chendamangalam textiles are woven on frame looms, and their texture is slightly heavier than what one would find in the same types of fabric from Balaramapuram.

## 2. PROJECT OBJECTIVE AND APPROACH

Under this project, the Paravur Handloom Weavers Co-operative - No: 3428 was upgraded and weavers were brought back to work. All looms with the identified 54 weavers under this society were destroyed by floods. Repair of the handlooms assured that the weavers were brought back to work as soon as possible. After the looms were repaired, the yarn production was also undertaken to begin the weaving process.

This is a co-operative society, and the members are also owners. The society officials

are elected from the members. Baseline survey and visit showed that the weavers are from the most underprivileged community and depend on weaving as livelihood. TABLE 1 gives the beneficiary list.

The implementation was undertaken in three phases. A baseline survey was undertaken in which the beneficiaries were identified and approach planned.

Glimpses after the floods



In the first phase of 15 days, 18 weavers were supported and their looms were rectified. The floods had devastated the entire infrastructure. Besides cleaning the loom's surrounding, the broken looms were also fixed.

In the second phase; to fasten up the implementation, instead of giving financial support to individuals, the Paruvur society itself was given the financial support and 35 weavers were upgraded to start production. Yarn production was also supported and new yarn was made to initiate production.

In the third phase; the balance weavers from the Paruvur society were brought back to work. Raw material was procured. All weavers were given raw material to start weaving. Products were made and the first sale after the floods was organized.





### 3. PROJECT IMPACT

The handloom weavers have begun production. The first sale after the floods was organized that was inaugurated by the State Minister. The glimpses can be seen below.

മഹാപ്രളയത്തിനു ശേഷം 6 തൊഴിൽ മേഖല കേന്ദ്രീകരിച്ച് പുനരുദ്ധാരണ പ്രവർത്തനങ്ങൾക്ക് ശേഷം ഉൽപ്പാദിപ്പിച്ച ഉൽപ്പന്നങ്ങളുടെ എക്സിബിഷൻ തിരുവനന്തപുരത്ത് വിമൻസ് കോളേജ് അസംബ്ലി ഹാളിൽ ബഹു .ആരോഗ്യ വകുപ്പ് മന്ത്രി കെ.കെ.ബഷലജി ടീച്ചർ പറവൂർ 3428 ന്റെ കൈത്തറി സ്റ്റാൾ ഉദ്ഘാടനം നിർവ്വഹിക്കുന്നു . സ്റ്റേറ്റ് പ്ലാനിംഗ് ബോർഡാണ് എക്സിബിഷൻ സംഘടിപ്പിച്ചത് .



Finished products



### 4. PROJECT SUSTAINABILITY

Diversification of products needs to be looked at. The present products, sarees and men wraps (Mund) have a restricted circulation with change in culture among the next generation. Products that are more versatile need to be looked into for financial sustainability of the weavers and also sustainability of the art form.





Project glimpses





# ANNEXURE - I



**THE PARAVUR HANDLOOM WEAVERS' CO-OPERATIVE SOCIETY  
LTD. NO. 3428**  
 CHENDAMANGALAM JUNCTION, N. PARAVUR,  
 ERNAKULAM DISTRICT, KERALA STATE  
 PHONE : 0484 - 2442226, E-mail : paravurhwcs3428@gmail.com



Ref.

Date 22-11-2018

To,  
 ADVIT FOUNDATION

Dear Sir,

On the behalf of Paravur H W C S Ltd no.3428, I would like to thank you for your contribution for the reconstruction of looms that affected due to the flood. Your financial support helps us continue in our mission and assist those in our handloom society.

The generous support of your organization makes it possible for our weavers to exist.

Thank you again for your support.

sincerely,

For THE PARUR HAND-LOOM WEAVERS'  
 CO-OPERATIVE SOCIETY LTD. No. 3428

Secretary

Secretary



## ANNEXURE - II

### Advit Foundation – brief profile

Advit Foundation ([www.advit.org](http://www.advit.org)) is a not for profit development organization, registered in India working for Conservation of Environment Resources and Livelihood Enhancement. Advit has sought to conserve environment and empower communities through viable options of environment conservation and sustainable development.

Advit is the managing partner for the Solar Information Centre at The National Institute of Solar Energy Gwal Pahari under Ministry of New and Renewable Energy, Gol. Advit is a training partner with the Electronics Sector Skills Council of India (ESSCI) for Solar Electronics. Advit runs a solar training centre with HARTRON. Advit was the state nodal partner managing the Rajiv Gandhi Renewable Energy Park in Gurugram for Haryana Government from 2009 - 2015.

With a vision of promoting approaches to sustainable development, Advit's work focuses on improving living/working conditions through improved environment conditions, promoting environment education and conservation practices. This is undertaken using information and communication systems tools and providing environment education and conservation services. Forward linkages are sought through outreach programmes, capacity building and entrepreneurship development.

#### Advit operates through the following project areas:

##### Awareness

Advit strives to generate awareness on the need to educate, provide a platform for learning to all and impart the importance of conserving environment and conserving resources in our everyday life. Activities focus on all section of the society.

##### Education

The vision is to create and nurture a learning culture that believes in and breathes change through education. Advit Foundation's rural training centre, Aarohan, has been set up to mitigate the unemployment and underemployment problems among the rural youth in the country. The trainings and skill up-gradation programmes are geared towards skill upgradation and entrepreneurship development.

Advit designs and implements environmental training programmes pertinent to:

- Holistic village development and skill trainings that help in livelihood enhancement.
- Environment awareness and resource conservation in schools and other educational institutions.
- Facilitating environment compliance in industries - trainings on occupational health and safety, safe chemical handling and disposal, water conservation, energy audits, industry production process efficiency and resource conservation in production processes.
- Information dissemination and implementation of programmes on energy efficiency, solar, biogas and waste management.

##### Conservation

The programme highlights and suggests alternatives that can help address the challenges of resource conservation. The need for intervention and the alternatives that would improve resource management and development activities are sought. These include implementation of projects in water conservation, waste management and energy efficiency.

- Overall development of the village and people living in the watershed.
- Conservation, regeneration and judicious use of resources – natural and human.

#### A few glimpses of organisation's work:

- Design and construction of micro watersheds. Have undertaken more than 18 water conservation structures in villages in Phagi, Mandore, Rothwara, Dudu blocks in Rajasthan and Amravati, Maharashtra.
- Undertaking solar electrical training with certification from NSDC and HARTRON. Trained more than 2000 candidates since 2013. Supporting partners have been Ministry of New and Renewable Energy, Gol, RECL, Applied Materials Pvt. Ltd.
- B. Voc. Training partner with TISS for undertaking Solar Electrical Training.
- Set up Aarohan – rural self employment training centre, at village Pachala in Phagi, Rajasthan.
- Electrified more than 2500 households in the rural parts of Rajasthan and Haryana using solar home lighting systems.
- Undertaking safe chemical handling trainings for workers of apparel, metal, leather and accessories industries all over India.
- Implemented occupational health and safety trainings for 25 carpet weaving industries in Panipat, Haryana.
- Runs an environment education and school upgradation programme - Prakriti Eco School programme.
- Undertaken solar electrification of forest guard cabins at Pench and Bandhavgarh forest reserves in Madhya Pradesh.
- Distribution of 100 energy efficient cooking stoves in Phagi.
- Facilitated setting up of community toilets in 5 villages in Phagi.
- Facilitated setting up of large scale drinking water systems in Behror.
- Facilitated industries to comply with environment standards and undertake energy efficiency trainings, audits and other resource conservation methods for various industrial processes.
- Implemented roof top rain water harvesting for buildings. Designed and constructed 3 large models for institutions in Gurugram.
- Prepared guide book on energy efficiency and carbon responsibility for apparel industries – Knowledge Book. Supported by GIZ.
- Implemented a Village Development Programme for NABARD at village Meoka, Haryana.



## Our programme centres

### Energy Centre

- Solar & biogas promotion
- Resource efficiency in industries
- Solar electrical vocational training



### Water Centre

- Watershed development
- Sustainable village development
- Skill upgradation & income enhancement
- Roof top water harvesting



### Aarohan: Advit's Rural Self Employment Training Centre

- Skill training and entrepreneurship development
- Women empowerment
- Rural tourism



### Eco Initiatives

- Environmental education
- Tree plantation and green space development
- Under-privileged school upgradation
- Community development initiatives in peri-urban areas



### Centre for Learning

- Occupational health & safety training
- Safe chemical handling training
- Project baseline and impact assessment studies
- Awareness sessions on workplace harassment



## Touching lives

13+  
years

2,50,000+  
rural lives  
transformed

25,000+  
industrial workers  
trained

2500+  
tribal households  
electrified on solar

3 lac+  
cu. m. water  
storage capacity  
created

4 states  
Haryana  
Rajasthan  
Maharashtra  
Telangana

## Awards & Empanelment

- Empaneled with TISS CSR Hub.
- Empaneled with the National CSR Hub of the Indian Institute of Corporate Affairs, MCA.
- Awarded the first CII beyond the Fence Project award for an industry in Rajasthan in 2009.
- Awarded the Impact Award for Skill Development at the Impact Conclave by Sambodhi in partnership with Bill and Melinda Gates Foundation, SIDBI, YES Bank in 2016.
- Managing Partner - Haryana Renewable Energy Development Agency (HAREDA) from 2009-2015.
- Managing Partner - Centre of Excellence on Solar Electronics at National Institute of Solar Energy, MNRE, Govt. of India.
- Training Partner - Electronics Sector Skills Council of India (ESSCI) for Solar Electronics.
- TISS-SVE training-hub partner on solar.

