PROJECT REPORT, NOVEMBER 2018

LIVELIHOOD ENAHANCEMENT PROJECT
Paruvoor Handloom Weavers, Kerala

Submitted to: Pernod Ricard India Charitable Foundation

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REVIVING HANDLOOMS FOR LIVELIHOOD ENHANCEMENT OF WEAVER COMMUNITY

IN PARAVOOR, ERNAKULAM DISTRICT, KERALA

PROJECT BACKGROUND

Extending support: Weaver community of Paruvur Handloom Society

REVIVING HANDLOOMS FOR LIVELIHOOD ENHANCEMENT OF WEAVER COMMUNITY

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.

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.

IN PARAVOOR, ERNAKULAM DISTRICT, KERALA
## TABLE 1 – BENEFICIARY LIST

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<td>A. C. MANI</td>
<td>Karivelipadam, Muravanthuruth, Vadakekkara, P.O.</td>
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</table>
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 Kalithai Nalithu 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 unparallel 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 Sethu 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 Pallam, 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 clearing 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 Paravur 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 Paravur 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.

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.
Annexure - I

The Paravur Handloom Weavers' Co-operative Society
Ltd. No. 3428
Chendamangalam Junction, N. Paravur, 683 310
Ernakulam District, Kerala State
Phone: 0484 - 2442226, E-mail: paravurhwc3428@gmail.com

Ref. No. 22

Date: 22/11/2018

To,

Advit Foundation

Dear Sir,

On behalf of Paravur H C S Ltd. no.3428, I would like to thank you for your contribution for the reconstruction of homes that were 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 Paravur Handloom Weavers' Co-operative Society Ltd. No. 3428

Secretary
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, GoI, 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.
- 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.
PROJECT REPORT, NOVEMBER 2018

LIVELIHOOD ENAHANCEMENT PROJECT
Paruvoor Handloom Weavers, Kerala