

Style no. :- PAKO02 Client :- Kala-Raksha Color : Maroon

Fabric :- Madras Cotton Date : 24-06-2024




Style No. :- PAKO02 Client :- Kala-Raksha Color : Maroon


Fabric :- Madras Cotton Date : 24-06-2024




S No.	Item	Quantity	Rate	Total
1.	Fabric	2.5 meter	400	1000 Rs
2.	Thread	-	-	100
3.	Embroidery	8-9 days	200Rs/day	1700
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	200
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	3270+654	3924
10.	Margin	3924*2	7194	7194
11.			Total	7194
12.	GST 10 +12 %		1582	8776
13.	MRP with GST in India			Rs 8780
14.	MRP Outside India	8780*3	\$330	Rs 26340

Style no. :- PAKO02	Client :- Kala-Raksha	Color : Maroon
Fabric :- Madras Cotton	Date : 24-06-2024	





Style No. :- PAKO02	Client :- Kala-Raksha	Color : Maroon
Fabric :- Madras Cotton	Date : 24-06-2024	





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Style no. :- PAKO03 Client :- Kala-Raksha Color : Dark blue

Fabric :- Madras Cotton Date : 24-06-2024



Style no. :- PAKO03 Client :- Kala-Raksha Color : Dark Blue

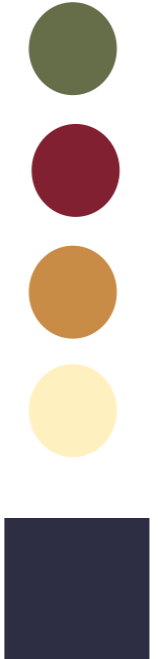
Fabric :- Madras Cotton Date : 24-06-2024



S No.	Item	Quantity	Rate	Total
1.	Fabric	2.5 meter	400	1000 Rs
2.	Thread	-	-	100
3.	Embroidery	7-8 days	200Rs/day	1500
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	200
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	3070+614	3684
10.	Margin	3684*2	6754	6754
11.			Total	6754
12.	GST 10 +12 %		1485	8239
13.	MRP with GST in India			Rs 8240
14.	MRP Outside India	8240*3	\$309	24720

Style no. :- PAKO03 Client :- Kala-Raksha Color : Dark blue

Fabric :- Madras Cotton Date : 24-06-2024



Style no. :- PAKO03 Client :- Kala-Raksha Color : Dark Blue

Fabric :- Madras Cotton Date : 24-06-2024





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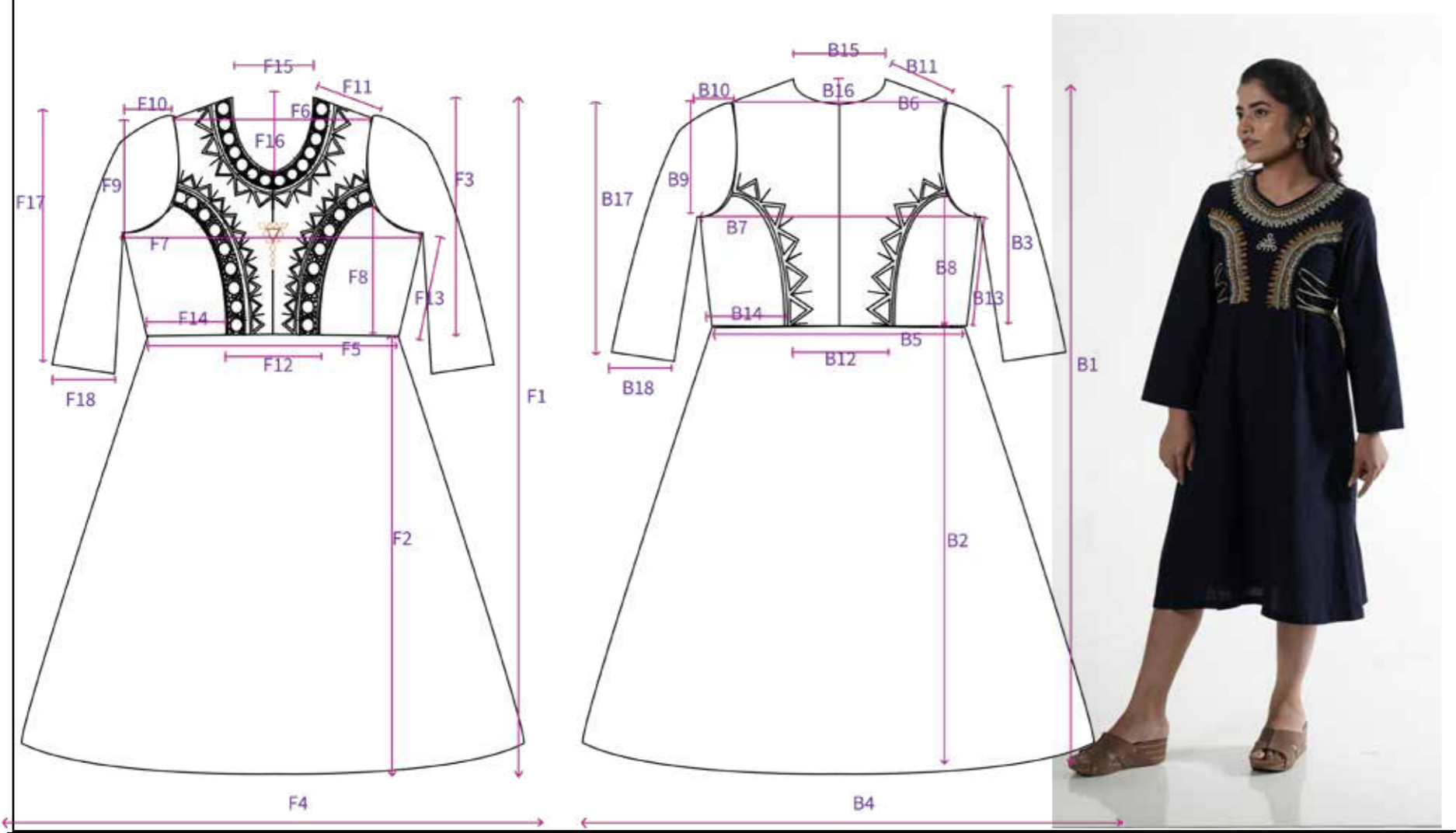
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Style no. :- PAKO04 Client :- Kala-Raksha Color : Dark Blue

Fabric :- Madras Cotton Date : 24-06-2024



Style no. :- PAKO04 Client :- Kala-Raksha Color : Dark Blue

Fabric :- Madras Cotton Date : 24-06-2024


S No.	Points of measurements	Front	Back
1.	Full length	42	43
2.	HSP to waist	15	16
3.	Waist to bottom hem	27	27
4.	Shoulder length	14.5	14.5
5.	Shoulder slope	4	4
6.	Chest	18.5	18.5
7.	Waist	17	17
8.	Bottom hem	38	38
9.	Neck depth	4.25	1
10.	Neck width	7	7
11.	Armhole curve length	7	7.25
12.	Armhole curve width	3.75	3
13.	Sleeve length	20.5	20.5
14.	Sleeve hem	6	6
15.	Distance betn princess line on waist	6.5	7.5




Style no. :- PAKO04	Client :- Kala-Raksha	Color :Dark Blue
Fabric :- Madras Cotton		Date : 24-06-2024




Style no. :- PAKO04	Client :- Kala-Raksha	Color : dark blue
Fabric :- Madras Cotton		Date : 24-06-2024



S No.	Item	Quantity	Rate	Total
1.	Fabric	2.5 meter	400	1000 Rs
2.	Thread	-	-	100
3.	Embroidery	7-8 days	200Rs/day	1500
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	200
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	3070+614	3684
10.	Margin	3684*2	6754	6754
11.			Total	6754
12.	GST 10 +12 %		1485	8239
13.	MRP with GST in India			Rs 8240
14.	MRP Outside India	8240*3	\$309	Rs 24720

Style no. :- PAK004	Client :- Kala-Raksha	Color :Dark Blue
Fabric :- Madras Cotton		Date : 24-06-2024
		

Style no. :- PAK004	Client :- Kala-Raksha	Color : dark blue
Fabric :- Madras Cotton		Date : 24-06-2024
		





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Style no. :- RABARI05 Client :- Kala-Raksha Color : Rust

Fabric :- Dyed Kala Cotton (100% Organic Cotton) Date : 24-06-2024



Style no. :- RABARI05 Client :- Kala-Raksha Color : Rust

Fabric :- Dyed Kala Cotton (100% Organic Cotton) Date : 24-06-2024

S No.	Points of measurements	Front	Back
1.	Full length	44	45
2.	HSP to waist	16	17
3.	Waist to bottom hem	28	28
4.	Shoulder slope	3.5	3.5
5.	Shoulder length	15.5	15.5
6.	Chest	20	20
7.	Waist	18	18
8.	Bottom hem	42	42
9.	Neck width	9	9
10.	Neck depth	4.75	1.5
11.	Armhole curve length	6.75	1
12.	Armhole curve width	4	3.5
13.	Sleeve length	20.5	20.5
14.	Sleeve hem	6	6
15.	LSP to princess line seam	1.5	
16.	Distance betn princess line(on waist)	3	
17.	Distance between box pleats	11	11



Style no. :- PAKO05	Client :- Kala-Raksha	Color : Rust
Fabric :- Dyed Kala Cotton (100% Organic Cotton)		Date : 24-06-2024
		
		

Style no. :- PAKO05	Client :- Kala-Raksha	Color : Rust
Fabric :- Dyed Kala Cotton (100% Organic Cotton)		Date : 24-06-2024
		





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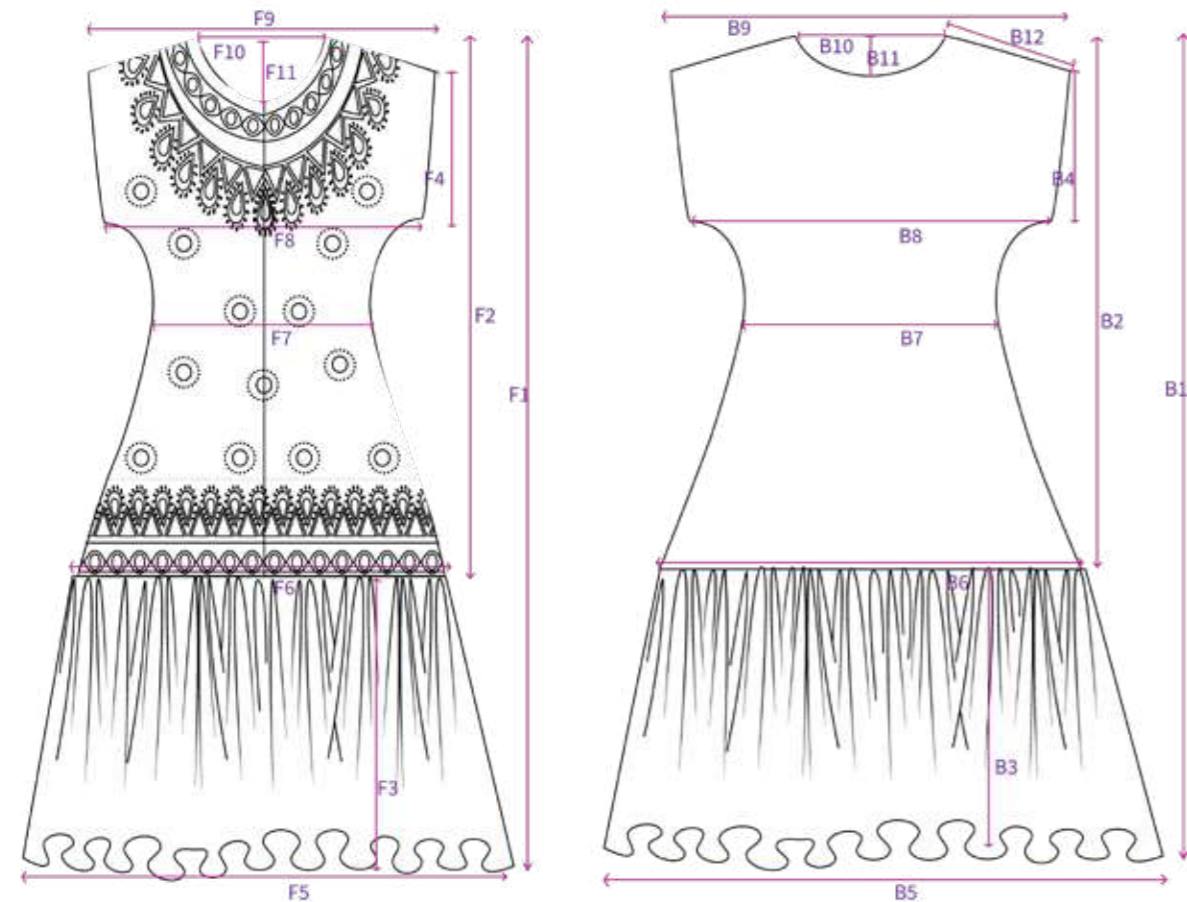


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Style no. :- RABARI07 Client :- Kala-Raksha Color : Off White

Fabric :- Kala Cotton (100% Organic Cotton) Date : 24-06-2024



Style no. :-RABARI07 Client :- Kala-Raksha Color : Off White

Fabric :- Kala cotton (100% organic cotton) Date : 24-06-2024



S No.	Points of measurements	Front	Back
1.	full length	43	44
2.	HSP to waist	14.5	15
3.	Waist to bottom hem	28.5	29
4.	Shoulder slope	9	9
5.	Shoulder length	27	27
6.	Chest	23	23
7.	Waist	17.5	17.5
8.	Bottom hem	44.5	44.5
9.	Neck depth	3.5	1.75
10.	Neck width	10	10
11.	Lower panel lenth	16	16
12.	Lower panel width	29	29
13.	Flower size	2X2	2X2
14.	Middle embroidery length X width	22X3.5	
15.	Sleeve hem	8	8

Style no. :- PAKO07 Client :- Kala-Raksha Color : Off White

Fabric :- Kala Cotton (100% Organic Cotton) Date : 24-06-2024



Style no. :- PAKO07 Client :- Kala-Raksha Color :Off White

Fabric :- Kala Cotton (100% Organic Cotton) Date : 24-06-2024





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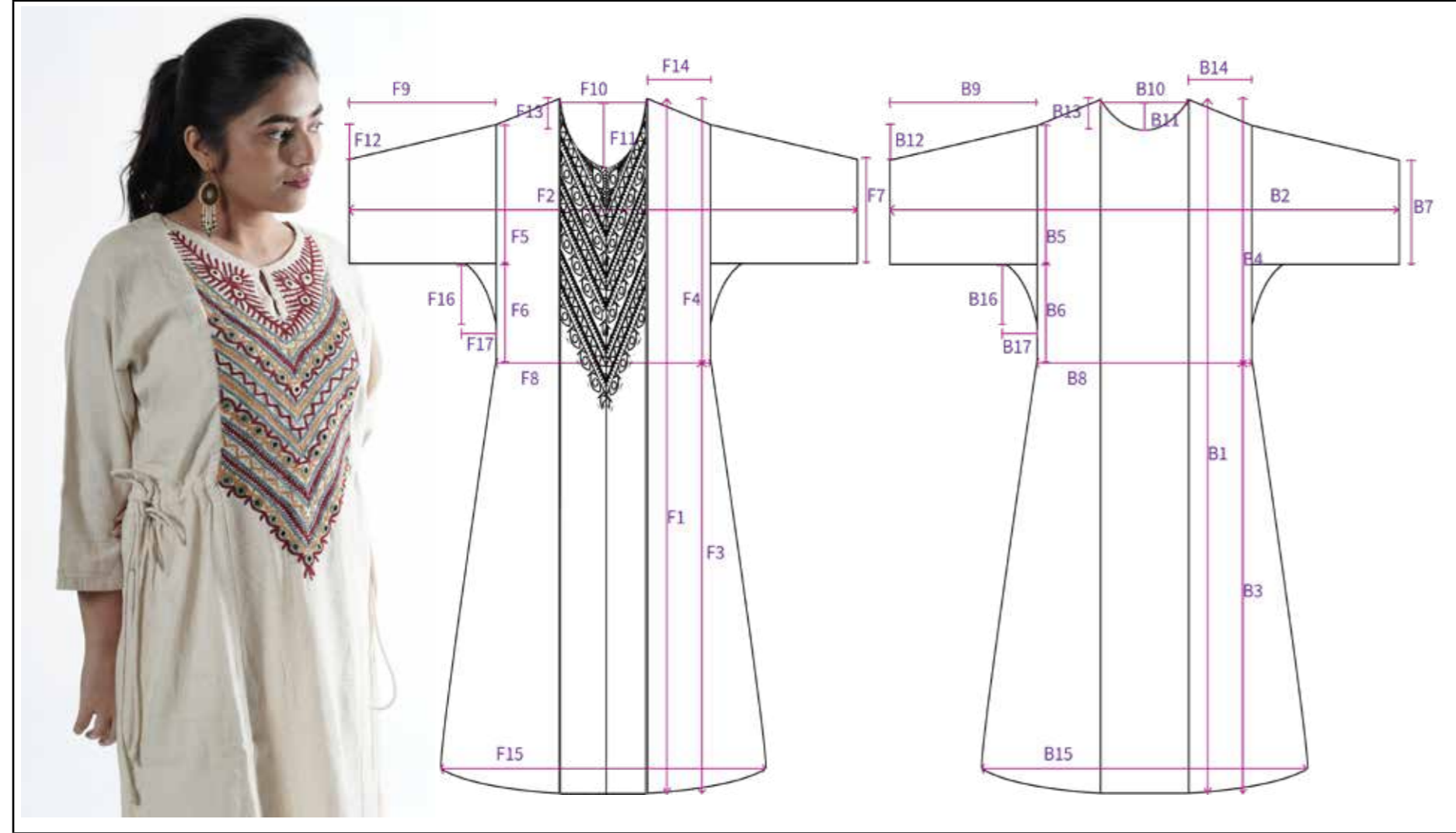
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Style no. :- RABARI06 Client :- Kala-Raksha Color : Off White

Fabric :- Kala cotton (100% organic cotton) Date : 24-06-2024



Style no. :-RABARI06 Client :- Kala-Raksha Color :Off White

Fabric :- Kala cotton (100% organic cotton) Date : 24-06-2024



S No.	Points of measurements	Front	Back
1.	Full length	39	40
2.	HSP to waist	14	15
3.	Waist to bottom hem	25	25
4.	Shoulder slope	6	6
5.	Shoulder length	20	20
6.	Chest	20	20
7.	Waist	18	18
8.	Bottom hem	28	28
9.	Neck width	8	8
10.	Neck depth	4.5	1.75
11.	Sleeve height near armhole	8.5	8.5
12.	Sleeve slope	14.5	14.5
13.	Sleeve length	13	13
14.	Sleeve hem	6	6
15.	Gusset length	1.75	1.75
16.	Gusset width	2.5	2.5
17.	After embroidery mid panel width	7.5	

Style no. :- RABARI06	Client :- Kala-Raksha	Color : off white
Fabric :- dyed Kala cotton (100% pre organic cotton)		Date : 24-06-2024





Style no. :- RABARI06	Client :- Kala-Raksha	Color : Off White
Fabric :- Kala cotton (100% organic cotton)		Date : 24-06-2024





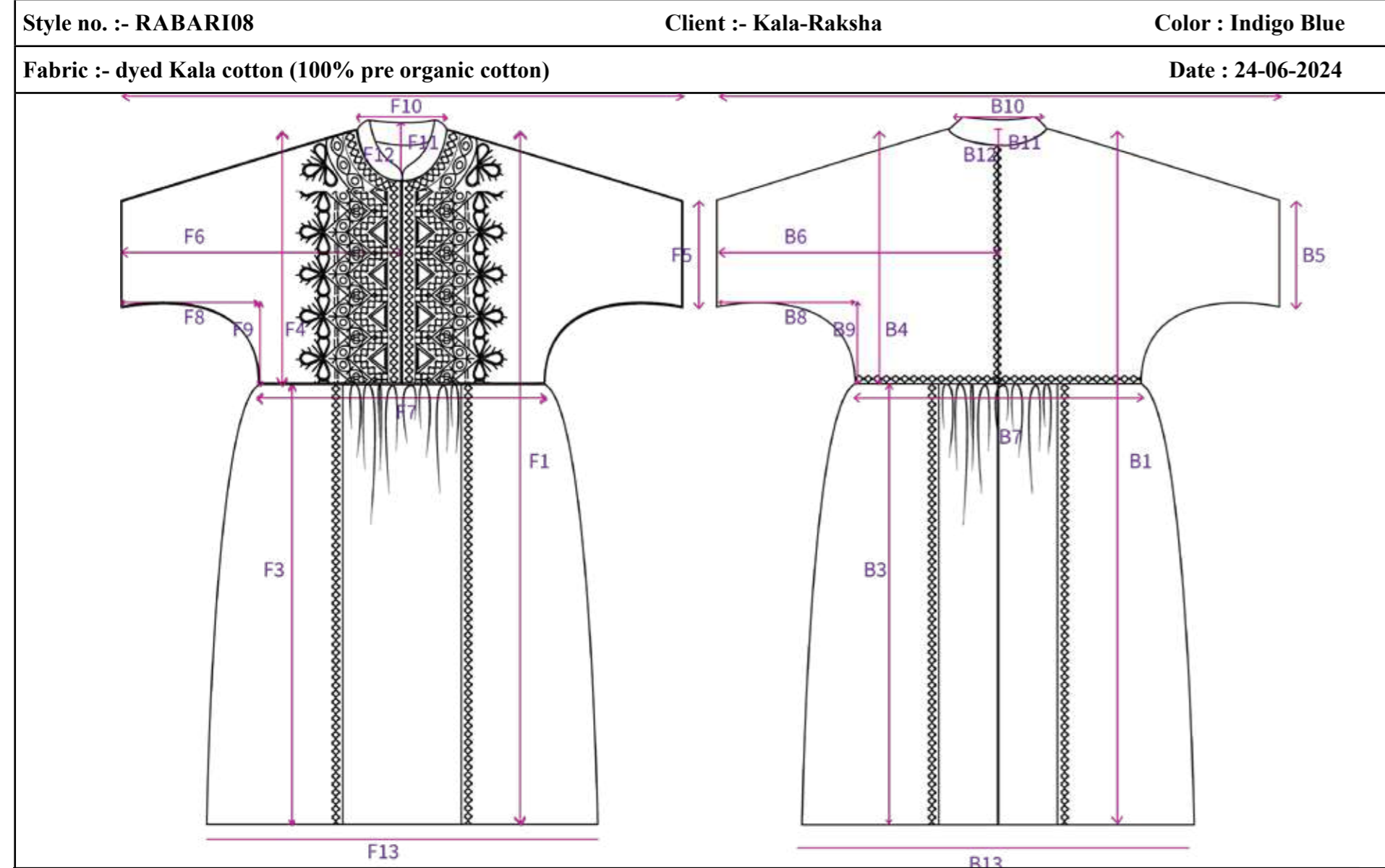


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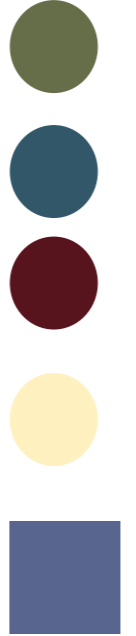
Style no. :-RABARI08 Client :- Kala-Raksha Color : Indigo blue

Fabric :- dyed Kala cotton (100% pre organic cotton) Date : 24-06-2024

S No.	points of measurements	front	back
1.	full length	42	43
2.	HSP to waist	15	16
3.	waist to bottom hem	27	27
4.	kimono shoulder slope	13.5	13.5
5.	chest	20	20
6.	waist	17.5	17.5
7.	bottom hem	32	32
8.	sleeve kimono curvelength horizontally	5.5	5.5
9.	sleeve kimono curve hieght vertically	6	6
10.	collar width	2X4.75	8
11.	collar hight	1.25	1.75
12.	sleeve hem	6	6
13.	bottom middle panel width after frills	8.25	8.25
14.	bottom side panel width	4.5	4.5
15.	front closer handstitch length	7.5	

Style no. :- RABARI08 Client :- Kala-Raksha Color : Indigo Blue

Fabric :- Dyed Kala cotton (100% organic cotton) Date : 24-06-2024



Style no. :- RABARI08 Client :- Kala-Raksha Color : Indigo Blue

Fabric :- Dyed Kala cotton (100% organic cotton) Date : 24-06-2024







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Style No. :- PAKO09 Client :- Kala-Raksha Color : Black

Fabric :- Madras Cotton Date : 24-06-2024



Style No. :- RABARI09 Client :- Kala-Raksha Color : Black

Fabric :- Madras Cotton Date : 24-06-2024









Winter jackets



Style No. :- Pako jacket 1	Client :- Kala-Raksha	Color :Red
Fabric :- Kala Cotton	Date : 24-06-2024	
		

Style No. :- Pako jacket 1	Client :- Kala-Raksha	Color : Red	
Fabric :- Kala Cotton	Date : 24-06-2024		
			
S No.	Points of Measurements	Front	Back
1.	Full Length	43	44
2.	HSP to Waist	14.5	15.5
3.	Waist to Bottom Hem	28.5	28.5
4.	Shoulder Slope	5	5
5.	Shoulder Length	16.25	16.25
6.	Chest	20	20
7.	Waist	18	18
8.	Bottom Hem	25.5	25.5
9.	Neck Width	7.5	7.5
10.	Neck Depth	2.5	0.75
11.	Collar Width	5.5X2	7.5
12.	Collar Hight	1.25	1.25
13.	Armhole Curve Length	6.75	7
14.	Armhole Curve Width	4	3.5
15.	Sleeve Length	21.25	21.25
16.	Sleeve Hem	6	6
17.	Placket Length X Width	11 X 1.25	

Style No. :- Pako jacket 1	Client :- Kala-Raksha	Color :Red
Fabric :- Kala Cotton	Date : 24-06-2024	

Style No. :- Pako jacket 1	Client :- Kala-Raksha	Color : Red		
Fabric :- Kala Cotton	Date : 24-06-2024			
				
S No.	Item	Quantity	Rate	Total
1.	Fabric	2.5 meter	400	1000 Rs
2.	Thread	-	-	100
3.	Embroidery	9-10 days	200Rs/day	2000
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	200
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	2880+576	3456
10.	Margin	3456*2	6912	6912
11.			Total	6912
12.	GST 10 +12 %		1520	8432
13.	MRP with GST in India			Rs 8435
14.	MRP Outside India	8435*3	\$316	Rs 25298









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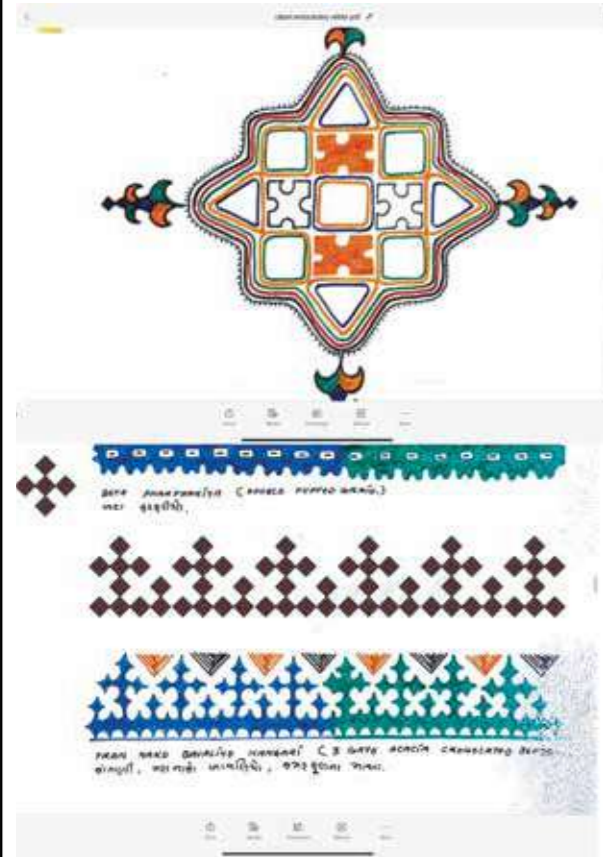
Style No. :- RABARI-BG-01

Client :- Kala-Raksha

Color :Red

Fabric :- Chadarweight

Date : 24-06-2024

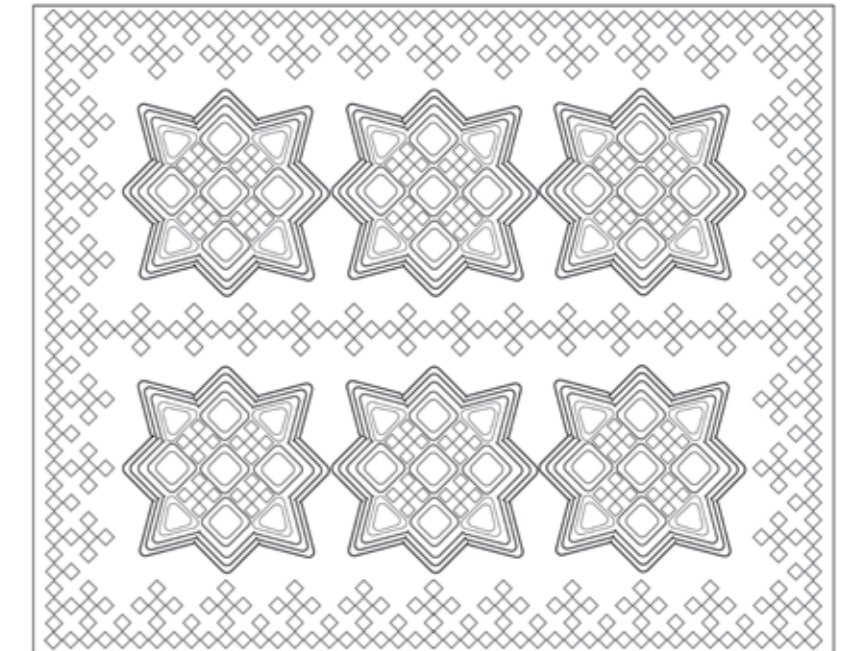


S No.	Item	Quantity	Rate	Total
1.	Fabric	1/2 meter	100rs/meter	Rs 50/-
2.	Thread	-	-	100
3.	Embroidery	4-5 days	200Rs/day	900
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	100
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	1430+286	1716
10.	Margin	1716*2	3432	3432
11.			Total	3432
12.	GST 10 +12 %		755	4187
13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561

Style No. :- RABARI-BG-01

Client :- Kala-Raksha

Color : Red



Style No. :- PAKO-BG-01 Client :- Kala-Raksha Color :Black

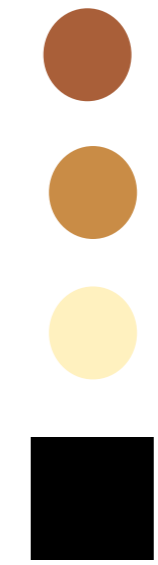
Fabric :- Madras Cotton Date : 24-06-2024



S No.	Item	Quantity	Rate	Total
1.	Fabric	1/2 meter	100rs/meter	Rs 50/-
2.	Thread	-	-	100
3.	embroidery	4-5 days	200Rs/day	900
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	100
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	1430+286	1716
10.	Margin	1716*2	3432	3432
11.			Total	3432
12.	GST 10 +12 %		755	4187
13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561

Style No. :- PAKO-BG-01 Client :- Kala-Raksha Color :Black

Fabric :- Madras Cotton Date : 24-06-2024






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Style No. :- PAKO-BG-0	Client :- Kala-Raksha	Color :Red
Fabric :- Silk	Date : 24-06-2024	




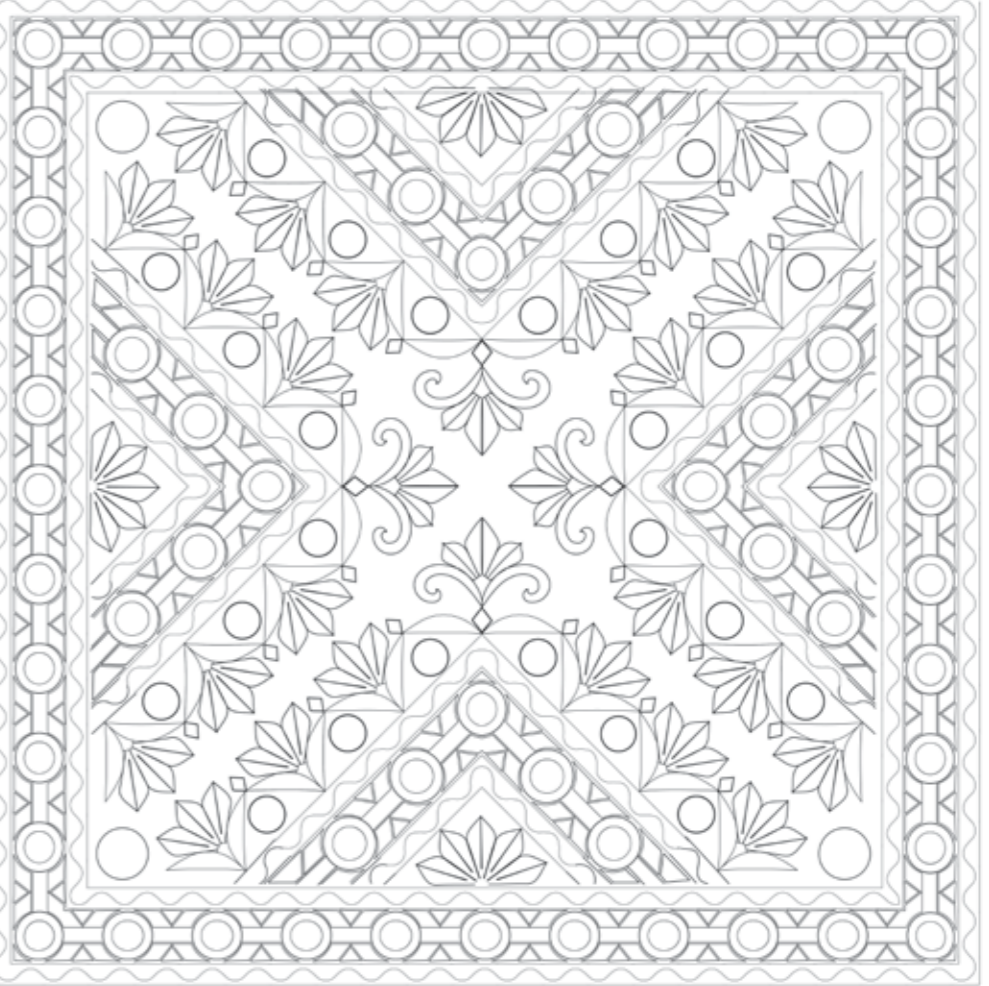
S No.	Item	Quantity	Rate	Total
1.	Fabric	1/2 meter	100rs/meter	Rs 50/-
2.	Thread	-	-	100
3.	Embroidery	4-5 days	200Rs/day	900
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	100
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	1430+286	1716
10.	Margin	1716*2	3432	3432
11.			Total	3432
12.	GST 10 +12 %		755	4187
13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561

Style No. :- PAKO-BG-0	Client :- Kala-Raksha	Color : Red
Fabric :- Silk	Date : 24-06-2024	



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(King's border statue)
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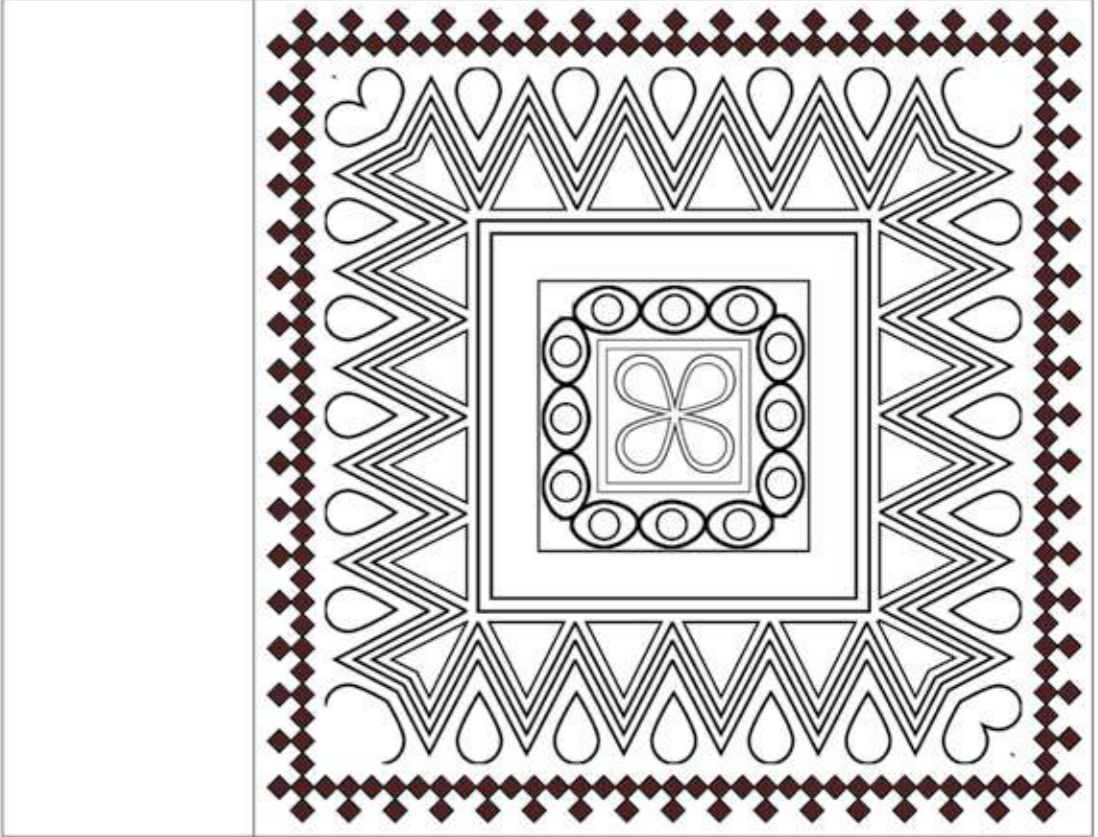
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Style No. :- PAKO-BG-0		Client :- Kala-Raksha		Color :Blue	
Fabric :- Silk				Date : 24-06-2024	
	S No.	Item	Quantity	Rate	Total
	1.	Fabric	1/2 meter	100rs/meter	Rs 50/-
	2.	Thread	-	-	100
	3.	Embroidery	4-5 days	200Rs/day	900
	4.	Pattern and cutting	-	-	150
	5.	Sewing	-	-	100
	6.	Fusing	-	-	15
	7.	Finishing	-	-	40
	8.	Courier	0.75kg	100/kg	75
	9.	Overhead	20%	1430+286	1716
	10.	Margin	1716*2	3432	3432
	11.			Total	3432
	12.	GST 10 +12 %		755	4187
	13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561	



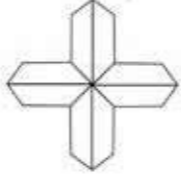
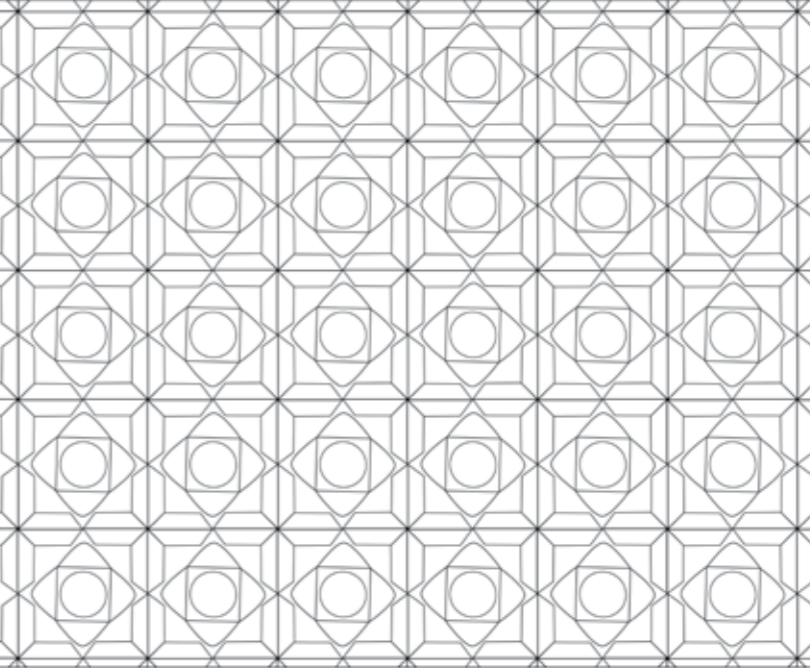
Style No. :- PAKO-BG-0		Client :- Kala-Raksha		Color : Blue	
Fabric :- Silk				Date : 24-06-2024	
					




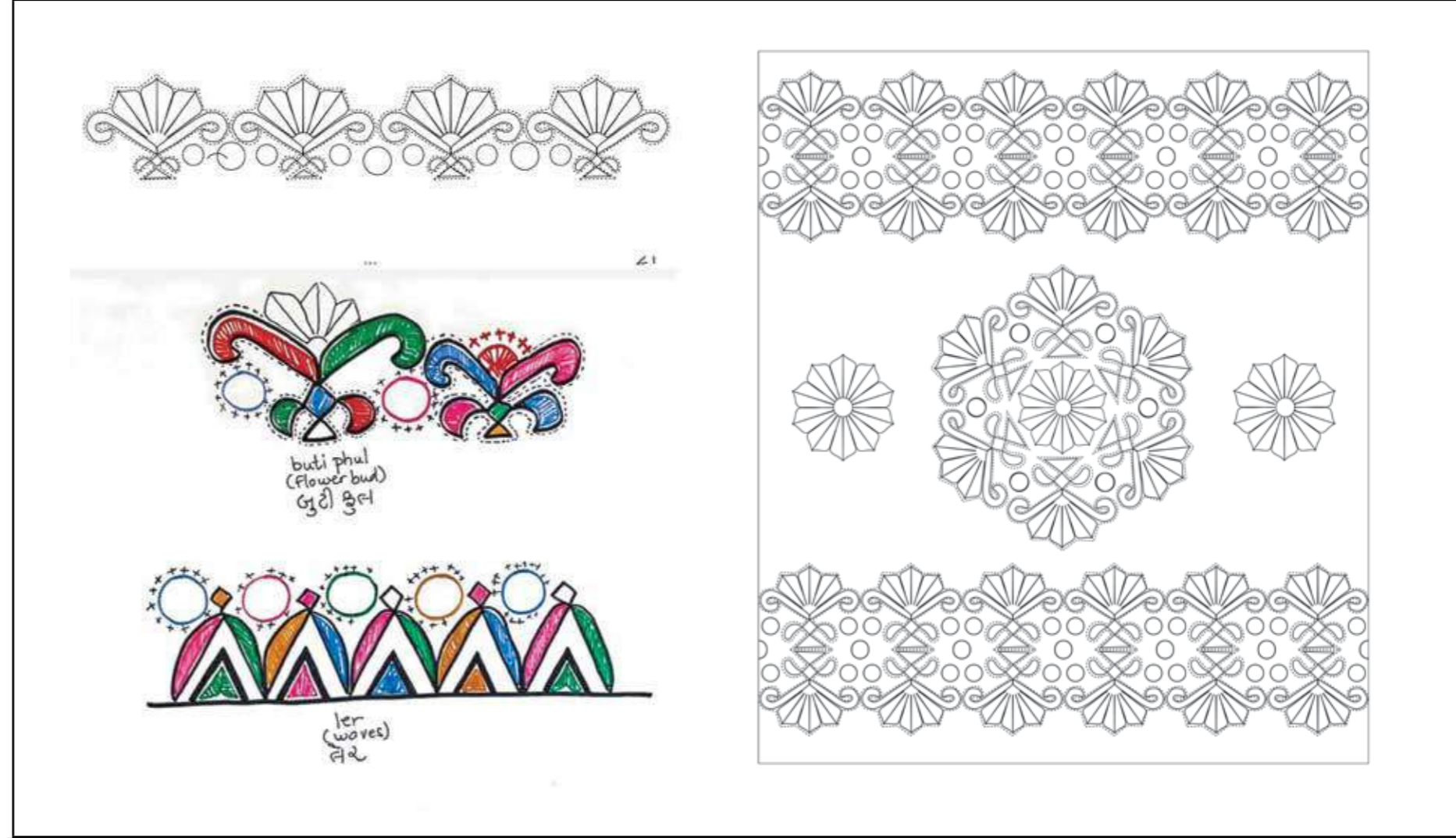


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Style No. :- PAKO-BG-0		Client :- Kala-Raksha		Color :Red	
Fabric :- Silk		Date : 24-06-2024			
	S No.	Item	Quantity	Rate	Total
	1.	Fabric	1/2 meter	100rs/meter	Rs 50/-
	2.	Thread	-	-	100
	3.	embroidery	4-5 days	200Rs/day	900
	4.	Pattern and cutting	-	-	150
	5.	Sewing	-	-	100
	6.	Fusing	-	-	15
	7.	Finishing	-	-	40
	8.	Courier	0.75kg	100/kg	75
	9.	Overhead	20%	1430+286	1716
	10.	Margin	1716*2	3432	3432
	11.			Total	3432
	12.	GST 10 +12 %		755	4187
	13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561	


Style No. :- PAKO-BG-0		Client :- Kala-Raksha		Color : Red	
Fabric :- Silk		Date : 24-06-2024			
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">   </div> <div style="text-align: center;">  <p>chobandhi phul (flower closed on four sides) २) गिरल फूल</p> </div> <div style="text-align: center;">  </div> </div>					

Style No. :- PAKO-BG-0		Client :- Kala-Raksha		Color :Red	
Fabric :- Silk		Date : 24-06-2024			
					
S No.	Item	Quantity	Rate	Total	
1.	Fabric	1/2 meter	100rs/meter	Rs 50/-	
2.	Thread	-	-	100	
3.	Embroidery	4-5 days	200Rs/day	900	
4.	Pattern and cutting	-	-	150	
5.	Sewing	-	-	100	
6.	Fusing	-	-	15	
7.	Finishing	-	-	40	
8.	Courier	0.75kg	100/kg	75	
9.	Overhead	20%	1430+286	1716	
10.	Margin	1716*2	3432	3432	
11.			Total	3432	
12.	GST 10 +12 %		755	4187	
13.	MRP with GST in India			Rs 4187	
14.	MRP Outside India	4187*3	\$157	Rs 12561	

Style No. :- PAKO-BG-0		Client :- Kala-Raksha		Color : Red	
Fabric :- Silk		Date : 24-06-2024			
					



Style No. :- PAKO-BG-0	Client :- Kala-Raksha	Color :Red
Fabric :- Silk	Date : 24-06-2024	




S No.	Item	Quantity	Rate	Total
1.	Fabric	1/2 meter	100rs/meter	Rs 50/-
2.	Thread	-	-	100
3.	embroidery	4-5 days	200Rs/day	900
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	100
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	1430+286	1716
10.	Margin	1716*2	3432	3432
11.			Total	3432
12.	GST 10 +12 %		755	4187
13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561

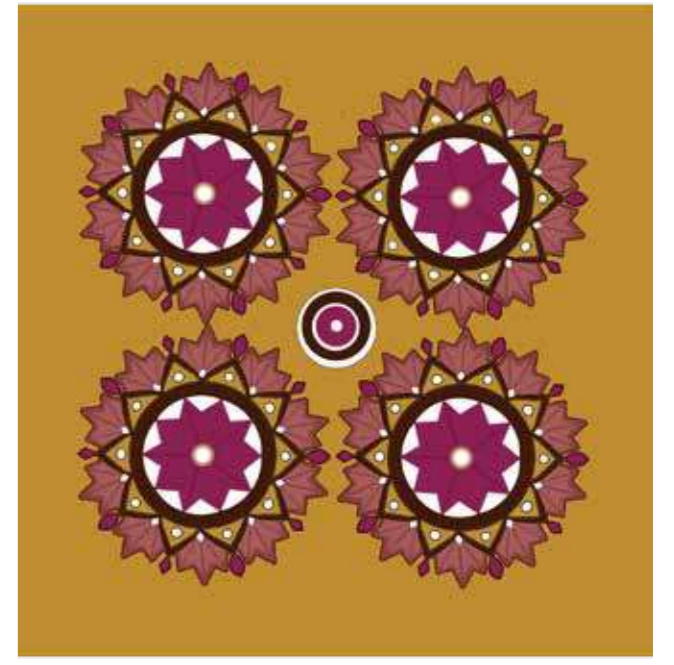
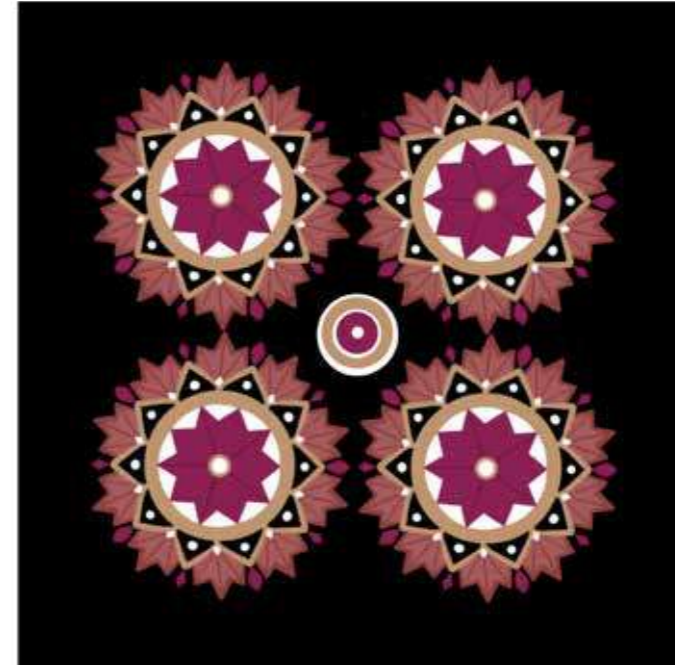
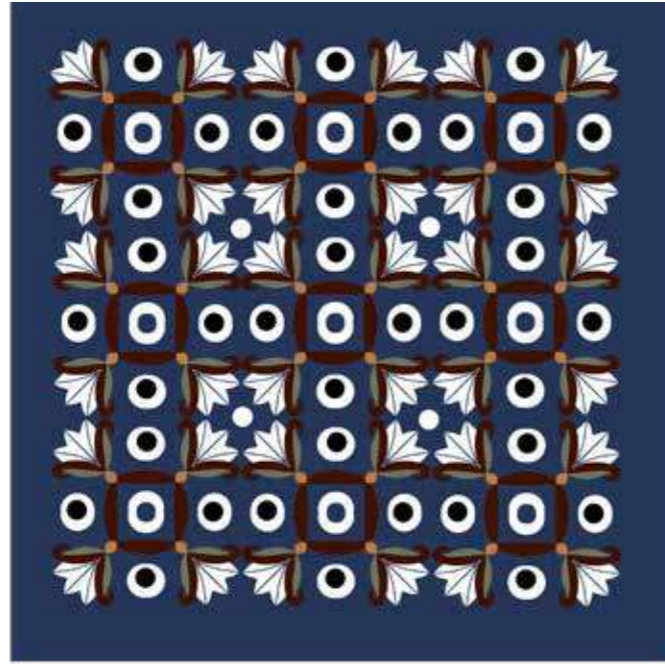
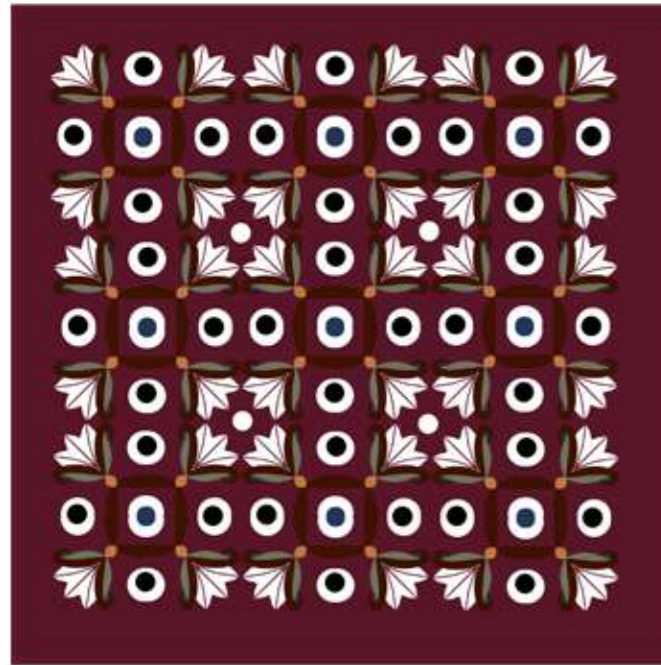
Style No. :- PAKO-BG-0	Client :- Kala-Raksha	Color : Red
Fabric :- Silk	Date : 24-06-2024	













Shubhangi Tawar | Degree Project | Apparel Design | NID, 2024



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Shubhangi Tawar | Degree Project | Apparel Design | NID, 2024

Style No. :- PAKO-CU-01 Client :- Kala-Raksha Color :Blue and Red

Fabric :- Chadarweight Date : 24-06-2024



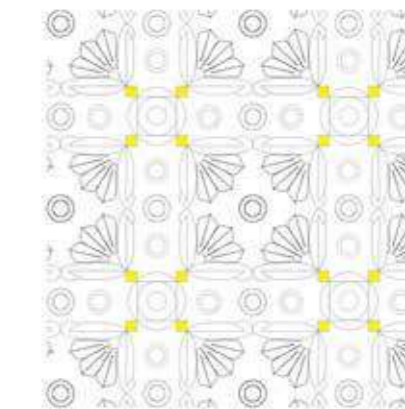
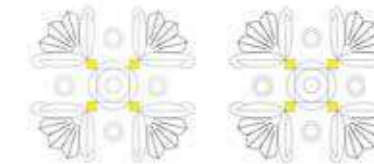
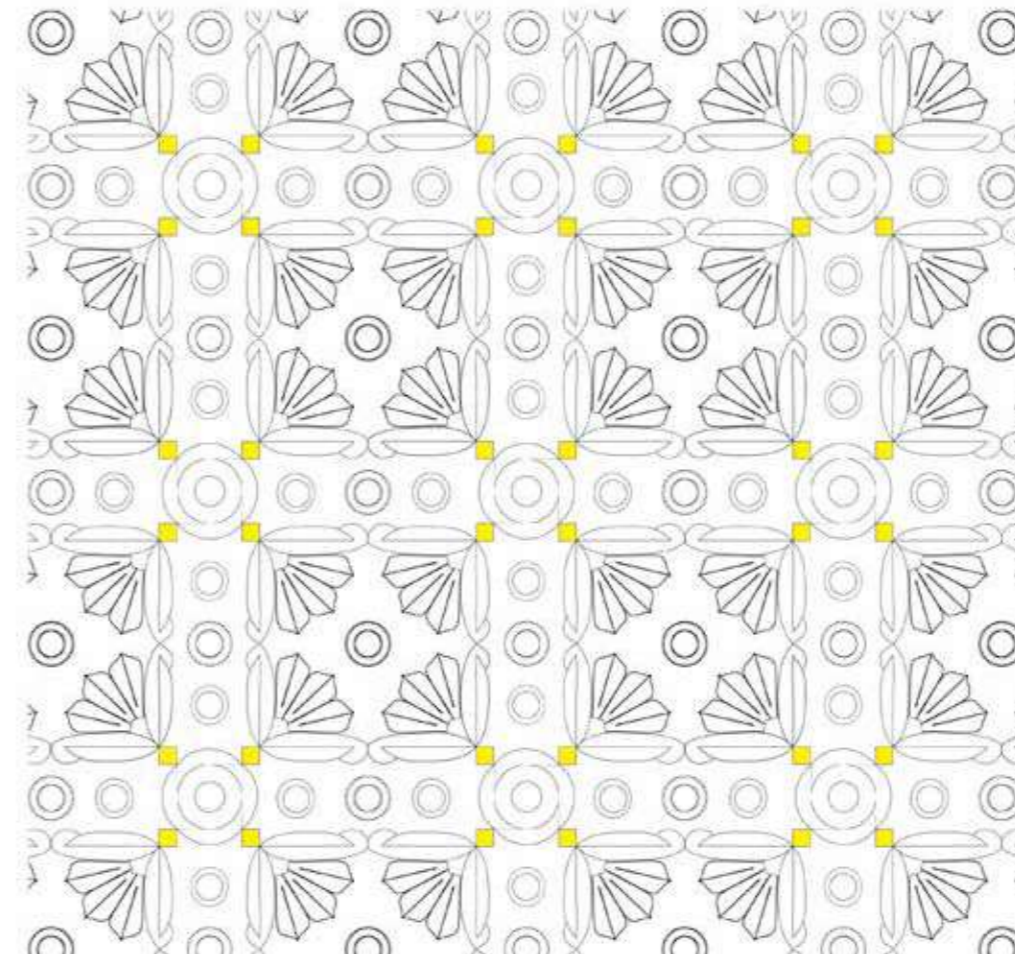
S No.	Points of Measurements	measurements
1.	Cushion Length	16 Inch
2.	Cushion Width	16 Inch

S No.	Item	Quantity	Rate	Total
1.	Fabric	1/2 meter	100rs/meter	Rs 50/-
2.	Thread	-	-	100
3.	Embroidery	4-5 days	200Rs/day	900
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	100
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	1430+286	1716
10.	Margin	1716*2	3432	3432
11.			Total	3432
12.	GST 10 +12 %		755	4187
13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561

Style No. :- PAKO-CU-01 Client :- Kala-Raksha Color : Blue

Fabric :- Chadarweight Date : 24-06-2024

cushions were first embroidered and then stitched







Style No. :- PAKO-CU-01 Client :- Kala-Raksha Color :Blue

Fabric :- Chadarweight Date : 24-06-2024

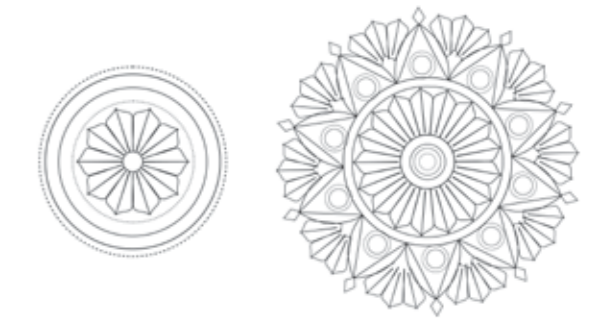
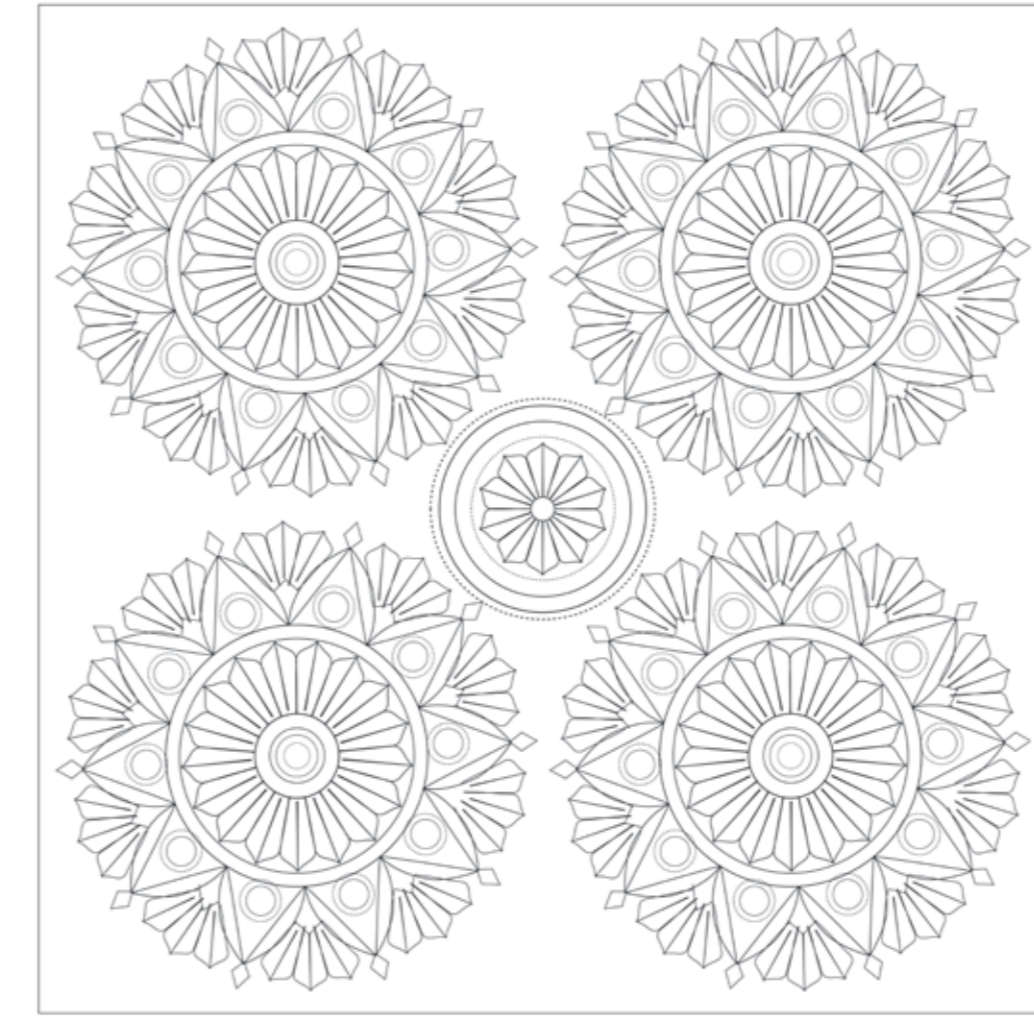


S No.	Points of Measurements	measurements
1.	Cushion Length	16 Inch
2.	Cushion Width	16 Inch

S No.	Item	Quantity	Rate	Total
1.	Fabric	1/2 meter	100rs/meter	Rs 50/-
2.	Thread	-	-	100
3.	embroidery	4-5 days	200Rs/day	900
4.	Pattern and cutting	-	-	150
5.	Sewing	-	-	100
6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	1430+286	1716
10.	Margin	1716*2	3432	3432
11.			Total	3432
12.	GST 10 +12 %		755	4187
13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561

Style No. :- PAKO-CU-01 Client :- Kala-Raksha Color : Blue

Fabric :- Chadarweight Date : 24-06-2024





Design | NID, 2

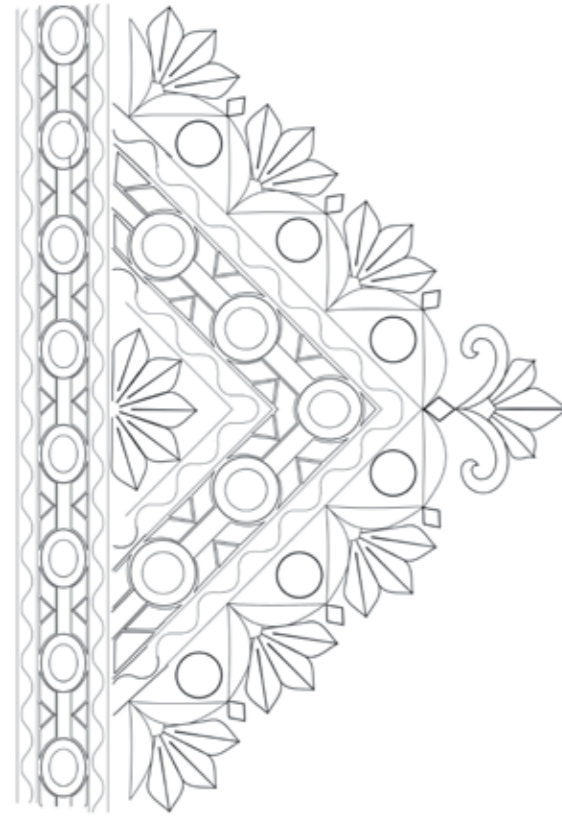




Style No. :- PAKO-CU-01 Client :- Kala-Raksha Color :Blue

Fabric :- Chadarweight Date : 24-06-2024

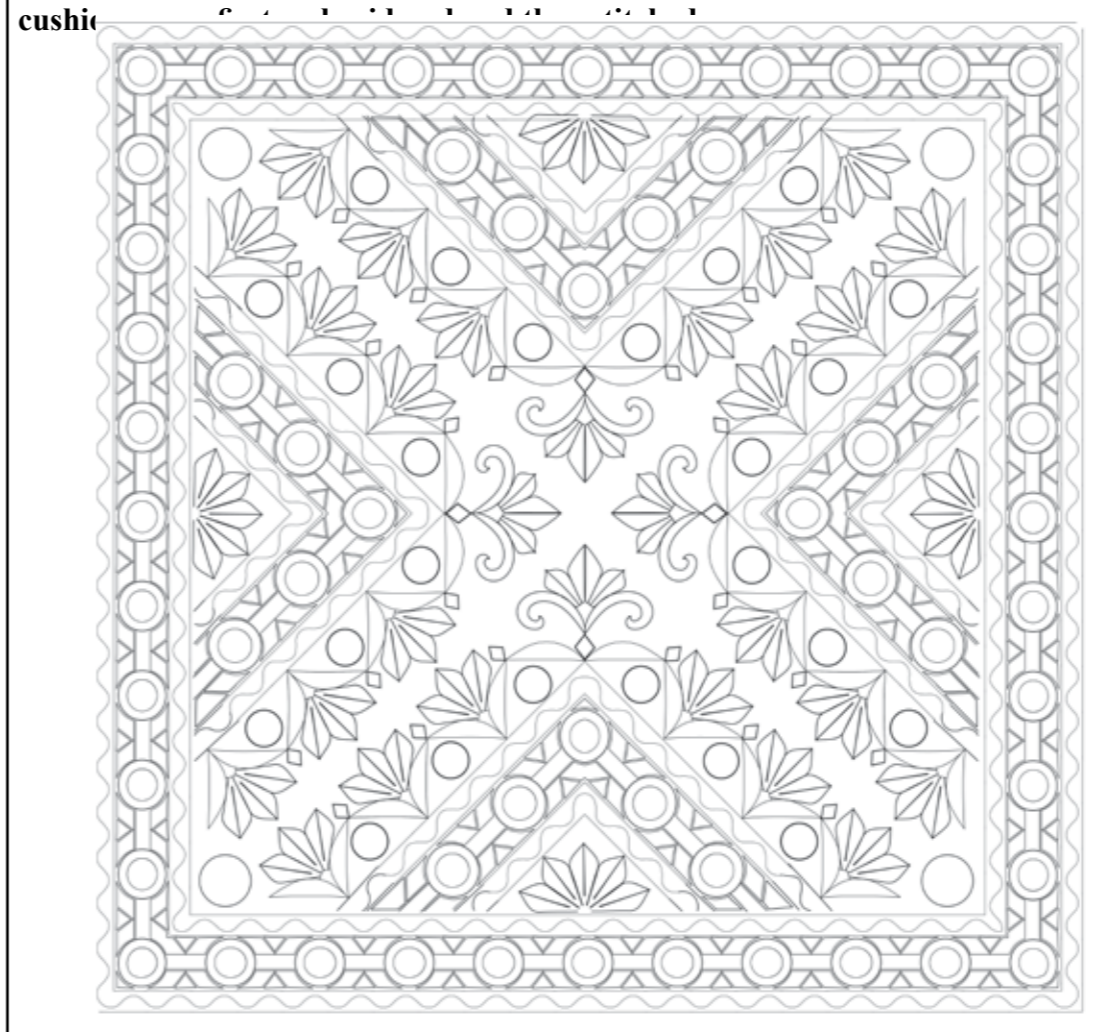
S No.	Points of Measurements	measurements
1.	Cushion Length	16 Inch
2.	Cushion Width	16 Inch



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6.	Fusing	-	-	15
7.	Finishing	-	-	40
8.	Courier	0.75kg	100/kg	75
9.	Overhead	20%	1430+286	1716
10.	Margin	1716*2	3432	3432
11.			Total	3432
12.	GST 10 +12 %		755	4187
13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561

Style No. :- PAKO-CU-01 Client :- Kala-Raksha Color : Blue

Fabric :- Chadarweight Date : 24-06-2024





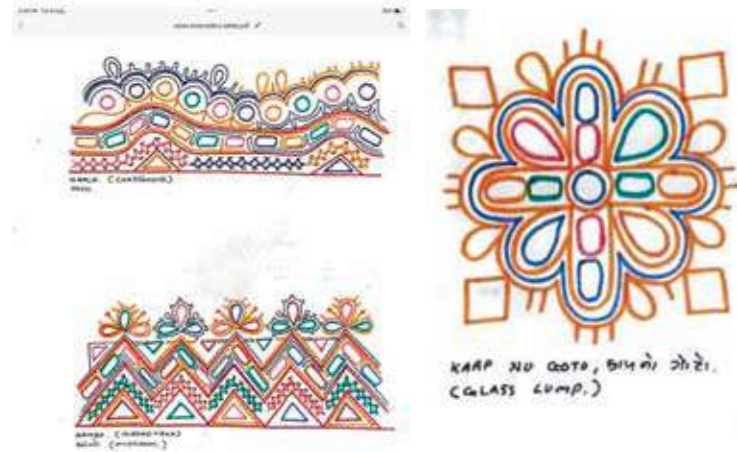
Style No. :- RABARI-CU-01 Client :- Kala-Raksha Color :Red

Fabric :- Chadarweight Date : 24-06-2024



S No.	Points of Measurements	measurements
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2.	Cushion Width	16 Inch

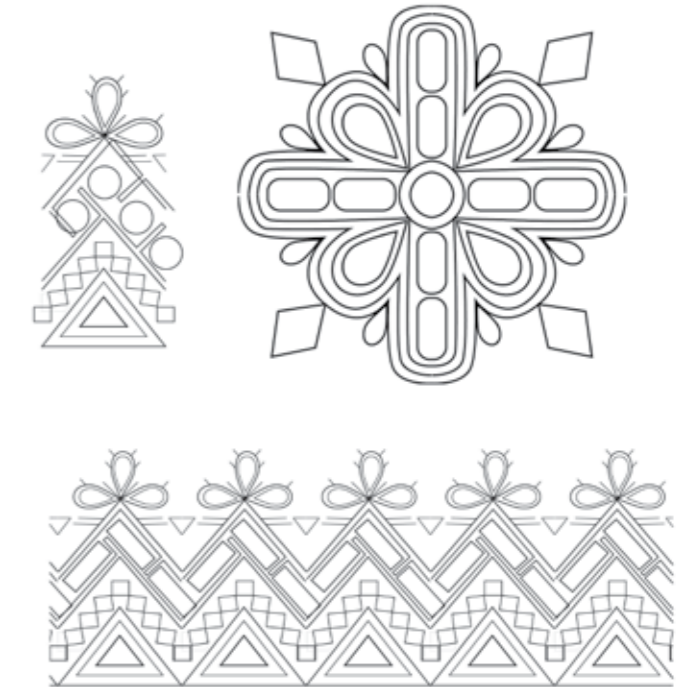
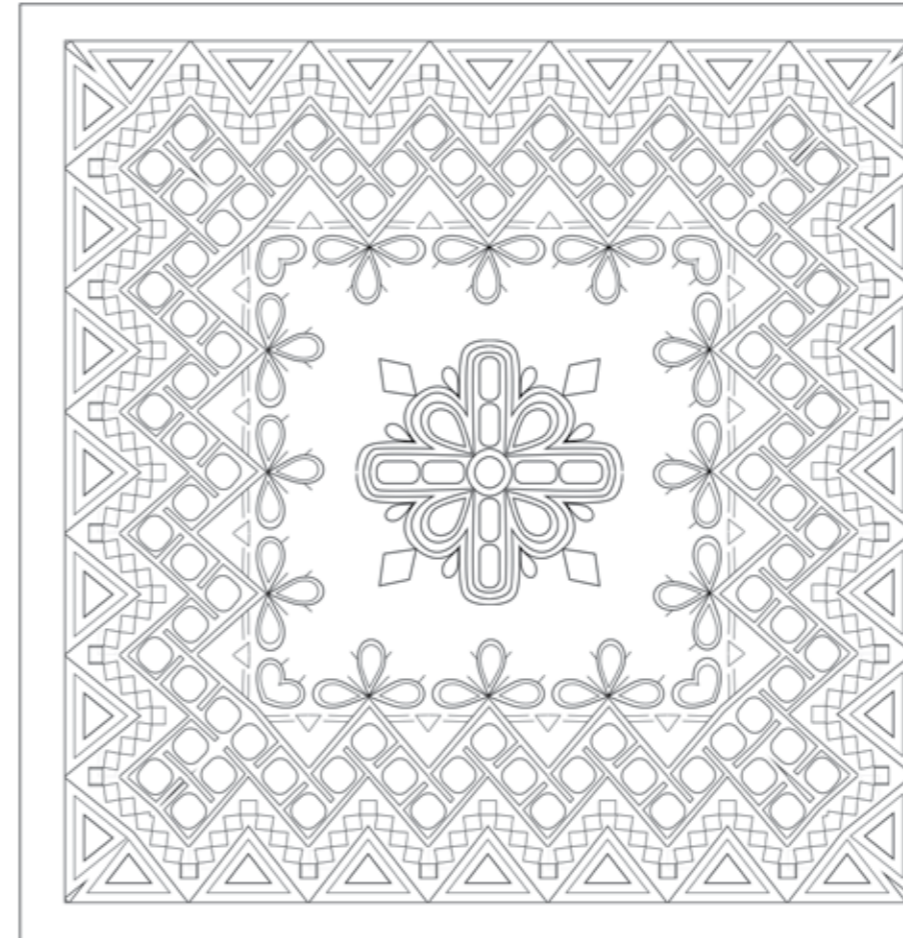
S No.	Item	Quantity	Rate	Total
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12.	GST 10 +12 %		755	4187
13.	MRP with GST in India			Rs 4187
14.	MRP Outside India	4187*3	\$157	Rs 12561



Style No. :- RABARI-CU-01 Client :- Kala-Raksha Color : Red

Fabric :- Chadarweight Date : 24-06-2024

cushions were first embroidered and then stitched







Conclusion

This project has been a trans-formative journey—one that deepened my understanding of traditional craft, sustainable design, and collaborative creation. Working with Kala Raksha allowed me to not only apply my skills but also grow through real-world challenges. I learned the value of cultural sensitivity, thoughtful research, and the importance of maintaining authenticity while innovating. From concept to execution, every stage strengthened my belief in design as a tool for meaningful storytelling and impact. This experience has shaped me into a more grounded, aware, and confident designer—ready to create with purpose.



Learning

This project was a deep learning journey, rooted in the values we cultivate at NID—turning imagination into reality through ideation, process, and time management. Execution was demanding, but our solution-oriented training helped me navigate challenges and anticipate problems early on. Sustainability remained a core focus throughout, not just in materials but in approach.

Collaborating with Kala Raksha, I aligned with their vision of preserving traditional crafts. We used naturally dyed Kala cotton and hand-loom Madras cotton, and every embroidery motif was carefully researched to retain its cultural authenticity. Living with artisans enriched my understanding, and I ensured that each design respected traditional elements while evolving into something timeless and inclusive.

This journey began with self-doubt. I was unsure I'd secure an internship, but reaching out to brands and carrying NID name gave me confidence. After a failed GP attempt with SEWA, I returned stronger—equipped with experience in Kutch embroidery. Kala Raksha offered a second chance, and I made the most of it.

Their small yet resourceful campus became a place of focused learning. I conducted independent research for the first time, developed product ideas on Illustrator, and created an initial swatch book. Though unpolished, it was a start. I explored silhouettes, developed nine patterns independently, and worked closely with Bhavana Ben and the production team to bring them to life. Harish Bhai supported fabric and motif selection, making this a truly collaborative and trans-formative experience.



A

Ahir: A Hindu community in Kutch that does Mutwa embroidery

Abhiyan: Campaign

Ajrakh: means Blue, a craft of hand block printing practiced explicitly in the Kutch district of Gujarat.

Alizarine: A red colored naturally found pigment used to make red dyes in Ajrakh Hand-block Printing.

Annu: The ceremonial transfer of the bride to her husband's village.

B

Babool: A thorny tree (Acacia) used for timber, gum, and medicine.

Bhachua: Buffalo's small Kid in regional dialect.

Bajra: a millet grain commonly cultivated and consumed in arid parts of India.

Bajana: To play (a musical instrument); to produce rhythmic sound, often during rituals or festivities.

Bakhiya: A type of hand stitching or embroidery used in traditional garments.

Bandhan :A bond or tie can refer to literal tying or symbolic relationships.

Bandhani – Traditional tie-and-dye textile art from Gujarat and Rajasthan.

Batua – A small traditional pouch used to carry coins or valuables.

Batik – A wax-resist dyeing technique used to create colorful textile designs, originally from Indonesia, also practiced in India.

Bawaliyo – A regional or folk term, used for thorn like stitches in folk embroidery

Ben – In regional Dialect used as suffix with sister's name showing respect.

Bharat – Traditional embroidery; also the Hindi name for India.

Bhuso –food for Buffalo.

Bhujodi – A village and weaving style from Kutch, Gujarat, known for handcrafted woolen shawls and textiles.

Bhungo – Traditional mud houses found explicitly in Kutch.

Bhungas – plural term for bhungo.

C

Chaniya: A flared skirt, often worn in traditional Gujarati and Rajasthani women's attire, especially during Garbha dance.

Chibbad: A regional fruit/vegetable like cucumber that grows in the Kutch region of Gujarat.

Choli: A tight-fitting blouse worn with a sari or lehenga.

Cholis: Plural or variation of choli, referring to blouses.

Chhota Udepur: A district in Gujarat, India, known for tribal culture, crafts, and folk traditions.

Churi: A long gown worn by Garasia Jat women.

Chunari: A lightweight, often brightly colored scarf or veil, usually decorated with bandhani or block prints, symbolizing modesty and festivity.

D

Dahod: A town and district in Gujarat known for tribal communities and cultural heritage.

Dastkar Haat: It refers to artisan-made goods that are exhibited or sold by rural craftspeople; Dastkar is a well-known NGO promoting handmade products.

Deval Ben: Master artisan name; in Gujarati culture, "Ben" is a suffix for women, meaning "sister."

Dhabla: Rabari Blanket

Dharda: artisan surname

Dhordo: A village near the rann where the Kutch festival takes place.

Dunger: Meaning "hill" or "mountain" in Gujarati and Rajasthani dialects.

Dupattas: Long scarves worn by women, draped over the shoulder or head, often paired with traditional outfits.

E

Eid: Muslim Festival

G

Garada Region: A geographic area, possibly referring to tribal or rural zones in Gujarat or Rajasthan, known for local crafts.

Garasia Jat: A tribal or sub-caste community known for its jat embroidery work in Gujarat and Rajasthan.

Grahshobha: A popular Hindi-language magazine focused on home, lifestyle, women's issues, and culture.

Gujjar: A pastoral community across North and West India, traditionally associated with animal husbandry and agriculture.

GST: Goods and Services Tax; a comprehensive indirect tax system implemented in India to unify various state and central taxes.

H

Harago: It's a brand by Harish Agrawal.

Harappan Civilization: An ancient urban civilization (c. 2600–1900 BCE) known for its advanced city planning, drainage systems, and trade networks in the Indus Valley.

Harijan: A term popularized by Mahatma Gandhi for people of lower castes, meaning "children of God"; now considered outdated and sometimes inappropriate.

Harde: It is used to bring a yellow colour to the Ajrakh process—a medicinal fruit used in Ayurveda for digestion and purification.

HSP: High shoulder point on the human body.

I

IICD: Indian Institute of Crafts and Design – A premier institute based in Jaipur, Rajasthan, dedicated to education, training, and applied research in the craft sector, promoting craft innovation and sustainable design.

INJIRI: A contemporary textile and clothing brand founded by Chinar Farooqui, focusing on handwoven and handcrafted garments that reflect India's rich heritage in textiles, primarily rooted in traditions like muslin, jamdani, and khadi.

INR: Indian Rupee – The official currency of India, denoted by the symbol ₹ and the ISO code INR.

IFAM: International Folk Art Market – A globally recognized platform in Santa Fe, New Mexico (USA), showcasing folk artists and craft traditions worldwide, providing artisans direct access to international markets.

Ikat: A dyeing technique used to pattern textiles that employs a resist dyeing process on the yarns before dyeing and weaving the fabric. It is found in various parts of India, Patan (Gujarat).

J

Jamdani: A delicate muslin textile with intricate handwoven motifs, traditionally made in Bengal (India and Bangladesh). Known for its artistic patterns, Jamdani is a UNESCO-recognized intangible cultural heritage.

Jaggery: A traditional unrefined sugar made primarily from sugarcane juice or palm sap, widely used across India. Known for its rich, caramel-like flavour, it is valued for being a natural sweetener.

Jaisalmer: A historic city in Rajasthan, India, known as the "Golden City" due to its yellow sandstone architecture. Famous for the Jaisalmer Fort, desert culture, crafts, and folk arts.

K

Kaccho: A form of basic or unfinished stitch or embroidery, often considered less refined than "Pako" in Kutch embroidery. It also means "raw" or "temporary" in general Hindi usage.

Kanch: Glass, in embroidery contexts, refers to small glass mirrors used in mirror-work , especially in Rabari and other Gujarati craft traditions.

Kanchali: A backless embroidered blouse worn by women in rural Rajasthan and Gujarat, particularly by Rabari and Marwada communities. Often highly decorative with mirrors, beads, and thread-work.

Kaftan: Long, flowing garments with wide sleeves worn across cultures. In Indian craft fashion, kaftan are often made from handwoven or hand-block-printed textiles like khadi or cotton.

Kaam: Literally “work” in Hindi. In textile and craft contexts, it refers to embroidery or handiwork. For example, “pako kaam” means fine embroidery.

Kalamkari: A traditional Indian textile art form using hand-painted or block-printed designs, usually natural dyes. It originates mainly in Andhra Pradesh and Telangana.

Kardo (brand name): A contemporary Indian menswear brand focusing on sustainable fashion, traditional techniques, and ethical production, collaborating with artisans and craft clusters.

Karigars : A skilled artisan or craftspersons in India, particularly in textiles, jewelry, or handicrafts. “Karigars” is widely used in craft-sector discourse to emphasize the maker’s role.

Karu (brand name): A fashion brand rooted in handcrafted and artisanal practices, often working with traditional Indian weaves and surface design techniques.

KCC (Kutch Craft Collective): A collaborative network of craft organizations in the Kutch region that supports artisans, markets handmade products, and fosters innovation and sustainability in the craft ecosystem.

Kesar Mangoes: A premium variety of Indian mangoes grown mainly in Gujarat and known for their saffron-colored pulp, sweetness, and fragrance. “Kesar” means saffron in Hindi.

Khavda: A village in Kutch, Gujarat, known for its rich craft traditions, especially pottery and leather work. Home to several artisan communities.

Khad: An ingredient mixed in buffalo’s food to enhance milk Quality.

Khadi: A hand-spun and handwoven cloth made from cotton, silk, or wool, symbolizing India’s freedom movement. Khadi has been revitalized as a symbol of sustainable fashion.

Khamir NGO: Kutch’s craft and cultural organization that supports traditional knowledge systems, artisan livelihoods, and sustainable practices. Offers residencies, exhibitions, and market linkages.

Khari: A village in Kutch district known for its Marwada Rabari embroidery and cultural practices.

Khatri: A traditional community in Kutch and Gujarat known for textile dyeing techniques like bandhani (tie-dye), ajrakh printing, and block printing.

KMVS (Kutch Mahila Vikas Sangathan): A women’s collective in Kutch that empowers women artisans and community members through livelihood initiatives, education, and health awareness.

KRV (Kala Raksha Vidhyalaya): An innovative design school for traditional artisans run by the Kala Raksha Trust. It aims to blend traditional skills with contemporary design education.

Kurtas: A long shirt or tunic worn by both

casual and is often tailored from hand-loom fabrics in artisan collections.

Kurti: A shorter version of the kurta, usually worn by women. Versatile and popular in urban and rural India for daily and festive wear.

Kutchi: Related to the Kutch region of Gujarat, it is used for people, language, culture, or crafts originating from this area—for example, Kutchi embroidery, Kutchi artisans.

L

LVMH Prize: Louis Vuitton Moët Hennessy Prize – A prestigious global fashion award established by the luxury conglomerate LVMH to support emerging fashion designers. Winners receive funding, mentor ship, and international recognition.

Lippan Kaam: A traditional mural art form from the Kutch region of Gujarat, where artisans (especially from the Rabari and Mutwa communities) use clay and mirror pieces to decorate houses’ walls with intricate patterns.

Lungi: A traditional garment worn by men in many parts of India, especially in the south and east. It is a rectangular piece of cloth wrapped around the waist, often made of cotton and known for comfort and breath-ability.

Lodai: A village in the Kutch region known for its artisanal communities, particularly those involved in weaving, embroidery, and dyeing crafts.

LSP: Low shoulder point on a human body

M

Mandir: A Hindu temple, a place of worship and spiritual practice.

Mandvi: A coastal town in Kutch, Gujarat, historically known as a port and shipbuilding center. Today, it is also recognized for its craft clusters

Mamaji: A respectful term for maternal uncle in many Indian languages.

Marwar: A historical region in western Rajasthan known for its desert culture, forts, Marwada community, and rich traditions in textiles, jewelry, and folk arts.

Marwada: Refers to the people or community originating from Marwar. Known for their enterprising nature, Marwada have a strong presence in trade, business, and cultural patronage.

Marwada: A pastoral and artisan community in Kutch, known for their embroidery traditions, especially pako, kachcha, and mirror work. Marwada Rabari are among the prominent subgroups.

Matani Pachedi: A sacred textile art form traditionally made by the community of Gujarat. It translates to “behind the mother goddess” and is used as a temple cloth or backdrop for shrines, often featuring hand-painted goddess imagery.

Megwal: A community in western India, especially Rajasthan and Gujarat, known for its role in leather-work, embroidery, and weaving. Many women from this community are skilled artisans.

Meriya: A surname of Harijan community

Mochi: Traditionally, a community of leather workers and cobblers in Gujarat and Rajasthan. In the context of embroidery, mochi embroidery is a style using aari (hook) work, known for its fine detailing.

Mohenjodaro: One of the major urban centers of the ancient Indus Valley Civilization (circa 2600–1900 BCE), located in present-day Pakistan. Mohenjodaro is symbolic of early urban planning, craft, and trade systems.

Moong: A green gram or pulse widely used in Indian cuisine. It also holds agricultural and economic value in rural India, often cultivated by artisan families.

Motif: A decorative design or pattern often repeated in textiles, embroidery, or architecture. Traditional Indian motifs include paisleys, lotuses, peacocks, and geometric shapes with symbolic meanings.

MRP: Maximum Retail Price – The maximum price that can be charged for a product in India. Legally required to be printed on all packaged goods, including craft products sold commercially.

Mundra: A town and taluka in Kutch district of Gujarat, known today for its port and industrial development, is surrounded by artisan villages involved in weaving and embroidery.

Mutwa: A Muslim community in Kutch known for their wonderful embroidery, often involving dense stitching, geometric motifs, and bright colors. Mutwa embroidery is among the most intricate styles in the region

N

NABARD: National Bank for Agriculture and Rural Development – An apex development bank in India that supports rural development through financing, including artisan cooperatives, SHGs, and producer companies. It plays a crucial role in promoting rural livelihoods.

Nanji: A common Gujarati/Kutchi name, near the Gujarat border, sharing strong cultural and craft linkages with Kutch. It is known for its Jain temples and connection with communities that migrated post-Partition or during the 1971 war.

Neem: A medicinal tree native to the Indian subcontinent.

NIFT: National Institute of Fashion Technology – A premier Indian institution for fashion design and technology education. NIFT graduates often work sustainable and collaborate with craftspeople across India.

NGO: Non-Governmental Organization – A nonprofit group that operates independently from the government. In India’s craft sector, NGOs play a crucial role in artisan support, design intervention, training, and market access (e.g., Khamir, Kala Raksha).

Nirona: A village in Kutch, Gujarat, famous for its unique crafts cluster, including Rogan painting (practiced by the Khatri family), lacquer-ware, copper bell-making, and weaving.

Pako: Dense, refined embroidery style by Marwada Rabaris in Kutch, featuring tight stitches and mirror work.

Patan: Historic city in Gujarat, known for Patola weaving and ancient architectural heritage.

Patolas: Intricate double ikat silk sarees woven in Patan, requiring months to complete.

Pathan: Ethnic Muslim community in Kutch with Afghan roots; some are involved in crafts and livestock.

Panchmahals: Eastern Gujarat district, home to tribal communities known for folk art like Pithora.

Pilu: Arid-region tree, valued for medicinal use.

Pithora: Tribal ritual wall painting by Bhil and Rathwa communities, depicting deities and nature.

Pothli: Traditional drawstring pouch, often embroidered or made from fine fabric.

Q

Qasab: Metallic thread embroidery using gold or silver threads, often seen in ceremonial or festive garments. An NGO in Kutch also named Qasab.

R

Rabari: Pastoral community found in Gujarat and Rajasthan, known for their distinctive dress, jewelry, and intricate embroidery styles.

Rathwas: Tribal community in Gujarat, mainly in Chhota Udaipur and Panchmahals, known for their ritualistic Pithora paintings.

Rajasthan: Northwestern Indian state, famous for its desert landscapes, royal heritage, folk arts, textiles, and crafts.

S

Sadeli woodcraft: Intricate geometric inlay work using fine strips of wood, metal, or ivory; traditionally practiced in Surat and parts of Gujarat.

Sumrasar: A village in Kutch known for artisan communities practicing embroidery, especially those supported by NGOs like Khamir and Shrujan.

Saree: A traditional Indian women's garment—an unstitched drape typically five to nine yards long, worn with a blouse and petticoat.

SEWA (Self-Employed Women's Association): A trade union of women workers in the informal sector, empowering rural craftswomen through livelihood support and collective bargaining.

SEO (Search Engine Optimization): A digital marketing technique to improve website visibility in search engine results; used by craft brands to increase online reach.

Shrujan: A nonprofit organization based in Kutch supporting women artisans through documentation, design support, and promotion of hand embroidery.

Sakhi saheli: A women-centric support network or group—often referring to peer educators or community health/empower

ment facilitators.

Meri Saheli: A popular Hindi-language women's magazine focusing on fashion, lifestyle, and empowerment; also a cultural reference for rural literacy and awareness campaigns.

Sindh: A province in Pakistan, historically linked with Gujarat and Rajasthan through shared culture, crafts, and communities like Sodha Rajputs and Meghwals.

Salwar: Loose-fitting trousers, traditionally paired with kameez (tunic); common in South Asian women's attire.

Sodha Rajput: A Rajput clan originally from Sindh; many migrated to Kutch post-Partition and are known for patronage of embroidery and traditional dress.

Saurashtra: A coastal region in western Gujarat, historically known for its weavers, craft traditions, and migration to Kutch.

Sumra: A Muslim community with historical roots in Sindh; some members settled in Kutch and Rajasthan, associated with pastoralism and trade.

T

Taluka: An administrative subdivision of a district in India, comprising a group of villages and towns.

Tangaliya: Traditional hand-weaving technique from Gujarat, featuring dot patterns made by tying extra weft yarns; practiced mainly by the Dangasia community.

Thalis: A round metal plate used for meals

or rituals in Indian households; also used for decorative and ceremonial purposes.

U

UAE (United Arab Emirates): A key export destination and diaspora hub for Indian handicrafts and textiles, including artisan-made fashion and home décor.

V

VRDI (Vivekananda Rural Development Institute): An institute in Gujarat promoting rural development through skill-building, education, and craft-based livelihoods.

Veeru: Master artisan Daughter's name

Vidhyalaya: Hindi/Sanskrit word for "school"; used in names of craft institutions like Kala Raksha Vidhyalaya, which offers design education for artisans.

Vrajbhumi: Refers to a brand name working with contemporary Ajarakh prints.

VGS: Vivekanand Gramodyog society a craft, NGO.

Vagad: Can refer to a river in Maharashtra or agricultural region; may also appear in artisan or tribal community contexts—please specify for precise meaning.

Vagadia: A community or artisan group from Kutch, often associated with pastoral or weaving traditions.

W

Wadhwan: A historic town in Gujarat, known for its textile traditions, especially tie-dye (bandhani) and block printing.

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