

Sewa International is a Non Government Organization (NGO) bridging the gap between the privileged and the under-served.

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## SEWA INTERNATIONAL'S TOILET AND HYGIENE PROJECT FOR A GIRL CHILD October - 2016



### Highlights

- Three education centers in Bangalore are functioning well ( Byatarayanapura Govt School, GKW Lay Out Govt School and NarendraNele). A total of 168 students from Grades 8 to 10 are benefiting from after school tuition managed by our team.
- On the occasion of Diwali (Festival of Lights) Oct 22-23, we arranged two exhibitions in Bangalore for the weaver community from Telengana. The exhibitions were a grand success. Customers understood the plight of the weavers and supported their cause by buying sarees at much better price than retail stores.
- The Year End Fund Raising Appeal has started! We are so grateful to all of you for supporting our cause throughout our work. We are counting on your support for 2017! Please donate generously as we know you all believe in this cause!
- We have attached link for making donation.

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Indian handlooms are known for their richness, exquisiteness, variety and fine quality. They are an integral part of Indian culture and festival and no occasion is complete without them. The passage of time has brought about a change in the weaves, patterns and designs, boasting of glamour, magnificence and exquisiteness.

As an economic activity, handlooms comprise the largest cottage industry in the country. Millions of looms across the country are engaged in weaving cotton, silk and other natural fibers to bring out traditional beauty of India's precious heritage and providing livelihood to millions of families. There is hardly a village where weavers do not exist weaving out the traditional beauty of the region. The skills and activities are kept alive by passing the skills from generation to generation.

Indian weavers blend myths, faiths, symbols and imagination to bring an appealing dynamism to the fabric. It is the distinct form of art, weave and color usage of the artisan that gives every region its distinctive identity and uniqueness. Today varieties are created using contemporary fiber, modern designs and new techniques of weaving.

This October, Our Team dedicated their time and efforts in bringing happiness and prosperity to our traditional Padmashali community (weaver community of Telengana). Our last few visits to these communities had left a huge impact on us, as we had mentioned in our previous newsletters. We wanted to eliminate the middlemen who buy the products from weavers at rock bottom prices and sell them to retailers with minimum 100 to 150% profit.



On the occasion of Diwali we arranged two exhibitions at Taj Vivanta, Bengaluru and Club house@ Shoba



This was our first event in helping these weavers, to sell their products to the customers directly. This is just a small step towards uplifting these communities.

Watch out this space for our future venture “Dedicated online portal for handloom weavers across India” in Partnership with a Bengaluru based company. A small amount on every purchase from this online portal will be utilized in providing basic facilities to Handloom weaver’s community by creating awareness and building toilets for girl child, education, healthcare and eco friendly environment. This initiative would impact thousands of weaver communities across India.



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