

*In Joyful Celebration of Gandhi Jayanti 2010*

***Sarvodaya International Trust Andhra Pradesh Chapter***

*is privileged to present*

**“Mahadevbhai”**

*a play highlighting the Mahatma's life and message*

*by*

**Jaimini Pathak & Ramu Ramanathan**

*in the distinguished presence of*

**His Excellency Shri E.S.L Narasimhan**

*Governor of Andhra Pradesh*

*&*

**Smt Vimala Narasimhan**

*First Lady*

*Ravindra Bharati, Hyderabad*

*October 2nd, 2010, 11 am*



*Godrej*





## SITAPC Interacts with Japanese Team



Japanese Team

The Asa Banu Japan Centre in conjunction with Orchids International School brought thirteen students, accompanied by two school teachers, from Hiroshima and Miyoshi cities, Japan as part of a student exchange program, to participate in the August 6<sup>th</sup> 2010 Hiroshima Day. This year marks the sixty fifth anniversary of the bombing of Hiroshima city and the first use of a nuclear bomb. This student delegation

was carrying the message of peace and friendship and the necessity of nuclear disarmament. The Board Members of the SITAPC had an interactive meeting with the student team on the 9<sup>th</sup> of August 2010.

The SITAPC Board Members made a brief presentation on Gandhi and his message of peace, non-violence, satyagraha and ahimsa.

The Board Members of SITAPC also introduced the idea of starting and running Gandhi clubs in their schools in Hiroshima and Miyoshi cities, Japan. This would be a collaborative venture between SITAPC and the Hiroshima and Miyoshi schools.

The students and their teachers welcomed the idea of Gandhi clubs and expressed their willingness to organize such Gandhi clubs to spread the message of India's prophet of peace, the Mahatma.

The SITAPC also presented the student team and their teachers with mementoes of the meeting in the form of books on Gandhi. The students were touched and appreciative of this gesture of the SITAPC.

## Ahimsa Silk Exhibition

Organised by SITAPC

The Sarvodaya International Trust, the Andhra Pradesh Chapter, Hyderabad, organised an exhibition of Ahimsa Silk products on the 23<sup>rd</sup> of September, 2010 at La Makaan, Hyderabad.



Mr. Kusuma Rajaiah

Ahimsa silk was created for the first time in the world in 1991, by the highly commended technocrat Mr. Kusuma Rajaiah, who conducted years of research in the field and invented the technique of acquiring silk yarn from silk cocoons without killing the silk worms. Mr. Kusuma Rajaiah's productions unit is based in Ramanthapur, Hyderabad, and exports ahimsa silk all over the world, where it is highly priced for its non-violent and eco-friendly qualities.

Ahimsa silk is in keeping with Gandhian principles of non-violence, and swadeshi. Gandhiji himself advocated silk which could be produced without killing the silk worms.

Since the SITAPC is a non-profit organization, the ahimsa silk exhibition was purely an exhibition and not a sale. The ahimsa silk products and the SITAPC's efforts in bringing it to the notice of the general public were deeply appreciated by the visitors.



# eve

ernährung | vitalität | erleben

10 Seiten  
Naturkosmetik  
**Natürlich schön**

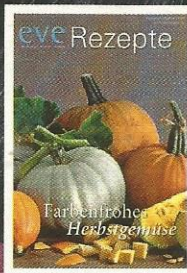
Tag und Nacht gepflegt,  
Fair Trade mit Afrika,  
Neues aus der  
Beauty-Welt

## Perfekt kombiniert

Weine & Käse: Traumpaare  
für wahre Genießer

## Schnell reagiert

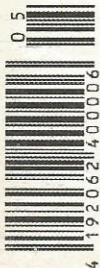
Fukushima: Produkte  
aus Japan im Fokus



**15** *Rezepte*  
zum Sammeln

# Mir tut's gut

Bewusst leben für eine bessere Welt





# Sitz!

Der Photohocker



Über  
150 Motive,  
ab 19,95 €

100% Made in  
Germany

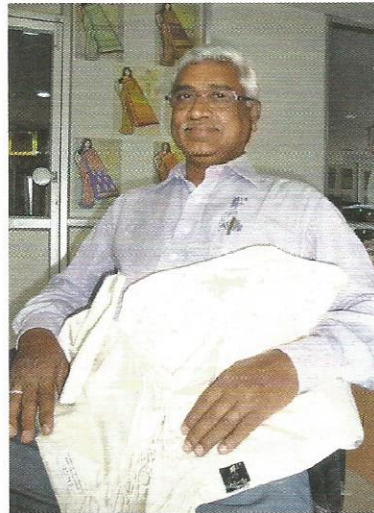
- Innovative Produkte
- Ökologischer Anspruch
- Soziale Verantwortung

werkhaus.de



mode & TEXTIL

## seide ohne gewalt



**Neues Patent aus Indien** | Für einen einzigen Seidensari müssen rund 10.000 Seidenspinnerraupen ihr Leben lassen. Die verpuppten Tiere werden durch heißes Wasser oder Dampf abgetötet, damit man den kostbaren Faden ihres Kokons abwickeln kann. Der Inder Kusuma Rajaiah (Foto) hat einen anderen Weg der Seidengewinnung gefunden. Bei der patentierten Ahimsa-Seide («Ahimsa» bedeutet «Prinzip der Gewaltlosigkeit») werden die Kokons des Maulbeerseidenspinners nach zehn Tagen vorsichtig aufgeschnitten und die erwachsenen Motten befreit. Dadurch entstehen zwar

kürzere Fadenstücke, die aber maschinell oder per Hand versponnen werden können. Die »gewaltlose« Seide wird mittlerweile sogar von wichtigen indischen Politikerinnen und Hollywoodstars getragen. [www.bioseide.de](http://www.bioseide.de)

Mode  
TIPP

## bein zeigen



Stefanie Schmitz,  
eve-Redakteurin

**Der Herbst wird bunt** | Wenn Berliner Kreativität auf Münchner Tradition trifft, entstehen die verrückten und zugleich hochwertigen Socken und Overknees von Minga Berlin. («Minga» ist bayerisch für München). Bei dem Label kommt feinste Bio-Baumwoll-Qualität ans Bein. Modemutige Overknees-Trägerinnen wählen die zweifarbige oder geringelte Variante. Die Socken gibt's auch im Pixel-Look. [www.mingaberlin.com](http://www.mingaberlin.com)



## öko & online

**Portal für »grüne« Schuhe** | Sie suchen hübsche Stiefel für den Herbst, die nicht nur chic, sondern auch nachhaltig produziert worden sind? Dann werden Sie bestimmt fündig bei Ökoschuhe.de.

Das neue Internetportal führt mehr als 500 Modelle von 14 Produzenten, darunter Think Shoes, El Naturalista oder Terra Plana. Zur besseren Orientierung werden die Produkte mit Attributen wie Öko (wenig Umweltbelastung, recycelbar), Fair (menschliche Arbeitsbedingungen) oder Sozial (Engagement für Benachteiligte) gelabelt. [www.oekoschuhe.de](http://www.oekoschuhe.de)





# Kusuma Rajaiah

from India



Touching highlights from the Winter Olympics

Science & Art, friend or foes?



HNC

UOSAR

ADARR

**Rajaiah Kusuma**  
Inventor and Patent Holder  
of Ahimsa Silk

**Savithri Kusuma**  
Proprietor, Designer Weaves



**Winner** of the  
**International Quality Summit Award**  
in New York

**Gold**Category





# INTERNATIONAL QUALITY SUMMIT CONVENTION IN NEW YORK

BID Group One & Business Initiative Directions have been gathering world business pioneers in Europe and the United States to recognize quality for over 30 years. The 2014 International Quality Summit Convention brought leaders from 49 countries to New York in recognition of their achievements. These leaders and the businesses they represent have shown a commitment to quality deserving of recognition, and in this issue, we'll be taking a closer look at some of these exciting companies.

During the two eventful days of the International Quality Summit Convention in New York, the New York Marriott Marquis Convention Hall was home to leaders with bright ideas, united to receive the International Quality Summit Award.

It was an international showcase of leadership and business talent from an array of countries and sectors. Yet despite diverse origins and walks of life, the companies and organizations present bore one striking similarity: the desire to promote excellence in their countries, and emphasize quality at all times.



Above, Rajaiah Kusuma (center right), Inventor and Patent Holder of Ahimsa Silk; Savithri Kusuma (center left), Proprietor, Designer Weaves, and Avani Kusuma (right), Designer, in Designer Weaves from India, receive the 2014 International Quality Summit Award from Jose E. Prieto, President and CEO of BID and Craig Miller, President of the QC100





Reuse | Reduce | Recycle—Rejoice in Eco-Yarns

# HANDWOMEN

## 11 Earth-Friendly Projects

### Weave Smart

for a Natural,  
Healthy Home p. 24

Think Globally,  
Source Locally

Double Down  
Eco-Friendly  
Blanket by  
Elisabeth Hill  
p. 38



Waste not!  
WEAVE WITH  
PLASTIC BAGS

p. 62



Turn Thrift Store Finds into  
Your Next Scarf p. 44



Jan/Feb 2018  
www.interweave.com



# AHIMSA SILK: THE SILK OF LIFE

BY CHITRÀ BALASUBRAMANIAM



A traditional zari saree handwoven with Ahimsa silk yarn. Zari refers to the ornamentation done using golden threads; the making of zari yarn is an art in itself.

**S**ilk brings up feelings of the heady East, of a sensuous luxurious fabric. It is among the most coveted of all natural fibers. One aspect that has bothered the conscience of many is that in the traditional process of making silk, the silkworm is killed. It is this violent form of extraction that has plagued many silk connoisseurs.

It was a question from one such silk lover that led Kusuma Rajaiah, a senior government officer, to develop a nonviolent form of making silk. He aptly named it *Ahimsa*, meaning nonviolent. In India, *ahimsa* has special reference to the country's independence struggle

under Mahatma Gandhi, which was fought on the principles of nonviolence. Ahimsa silk is one of the most eco-friendly yarns; as Rajaiah says, "Silk is made without killing the silkworm. It is no harm to nature and Mother Earth." He further elaborates, "About fifteen cocoons, even more depending on the size, are needed to make a gram of raw silk. To make a saree, about thirty thousand cocoons are needed. This means we are sacrificing about thirty thousand lives. In making Ahimsa silk, we are saving billions of innocent lives." This harmless way of making silk and of nurturing nature makes the silk special.

More than an inventor or silk maker, Rajaiah comes across as a man whose aim is to propagate this nonviolent form of silk making. As he says, "I am not a businessman. I am a retired government officer. I am making this silk to give the message of ahimsa or nonviolence to the world. I give with an appeal to be kind and compassionate towards living creatures, animals, and human beings."

Rajaiah recalls his initial interest in making this form of silk: "The then president of India, R. Venkataraman's wife, Janaki Venkataraman, posed a question [about] whether it was possible to make a silk saree without killing the silkworm. This led me to research and succeed in making silk without killing the silkworm." Rajaiah has been awarded patents for the processes he has invented. The journey, though, was not easy. After much study and many trials, he produced the first Ahimsa saree in 1993, and commercial production began in 2001.

## HOW IS SILK MADE?

In normal practice, the rearing of silkworms is strictly controlled. The silkworms (*Bombyx mori*) hatch from the eggs and are allowed to feed on mulberry leaves. After they have their fill, they stop eating and start spinning cocoons. In the natural course of things, the silkworm in the cocoon goes into the pupa stage and then pierces the cocoon to emerge as a moth. In the silk industry, the cocoons are typically harvested before the moth emerges. When the moth pierces the cocoon, it results in broken filaments and the silk becomes tough. The cocoons are boiled in water or steamed to soften them, and the unbroken silk is reeled.

One cocoon, when boiled in water, can give a continuous yarn of 600 to 1,000 meters, whereas if the moth emerges, the filament is broken in many places. When harvested in this way, 95 percent of the silk is usable for making yarn.



### MAKING AHIMSA SILK

So how is Rajaiah's process different? As Rajaiah explains, "After purchasing the cocoons from the farmers, we keep them in open baskets for about ten days. The worm metamorphoses into a moth and is alive inside, pierces the cocoon slowly, and emerges out naturally. The moth is then separated by hand and kept in another open basket. The cocoons are separated and kept aside. The moth lives its life fully before dying a natural death in a week. The moths do not feed on anything; the proverbial last meal they have is of the mulberry leaves in the worm stage. The pierced cocoons are sent to the spinning mills to be spun." The pierced cocoons are degummed to remove any resins. They are then combed, carded, and processed to remove impurities and then sent for spinning. The quality of the silk yarn is extremely fine, but to achieve that fine quality, about 80 percent of the silk is discarded during spinning. Rajaiah has a patent for the process of spinning the pierced cocoon to make fine mulberry silk yarn that overcomes the discontinuity of the yarn and its hardness.

This painstaking process and the high level of waste makes the silk expensive.

PHOTOGRAPHS BY KUSUMA RAJAJAH



Cones of Ahimsa silk yarn.

To weave a normal silk saree usually takes three to five thousand cocoons. To weave the same saree in the Ahimsa way, using cocoons which have been pierced, takes tens of thousands. This increases the price of each saree.

Ahimsa silk does not have the traditional shine and is not as warm as other commercially produced silk yarn. This does not mean it's less useful; in fact, Ahimsa silk is much cooler and softer and wicks away moisture. It has good drape, breathes, and is apt for any climatic condition. The yarn is strong and can be worked on both handlooms and power looms.

Today, Rajaiah makes fine silk yarns. Sericulture activities are carried out by farmers, and the spinning and weaving is done in Hyderabad by 150 employees. Rajaiah is extremely careful about selling his yarn to weavers, as he feels they may dilute the principles by indiscriminately blending it with other yarns. His biggest problem is competing with traditionally produced silk fabrics. However, discerning customers and the growing consciousness for use of eco-friendly textiles and fabrics are seeing him through. ◀▶




The silkworms, ready to start spinning their cocoons.



A moth after it has emerged from the cocoon.



Follow us on  [www.facebook.com/cmaip apparel](http://www.facebook.com/cmaip apparel)

**CMAI**

VOL. 39 - ISSUE 8  
AUGUST 2019

# apparel



## **Successful**

### **Strides**

An in-depth  
chronicle of India's  
Largest Apparel  
Trade Show

### **Silk for Peace**

Exploring the making  
of ahimsa silk

# MAKING FASHION MINDFUL

OFFICIAL MAGAZINE OF THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA





@Shutterstock.com

# SILK FOR PEACE

Following in the footsteps of Mahatma Gandhi, Kusuma Rajaiah's ahimsa silk, which is crafted without the killing of silkworms, has become a movement in the fashion arena. **Anurima Das** talks to the man behind the discovery.

Ahimsa silk, better known as peace silk, is nothing short of a revolution—a scientific breakthrough that has given birth to a fashion movement. What started way back in the 1990s as an experiment by government officer Kusuma Rajaiah has now become a cause the fashion fraternity the world over accepts and embraces to end the cruel killing of the silkworm species.

#### HOW IS SILK MADE?

Silk is traditionally made from cocoons of the silkworm (scientific name: *Bombyx mori*). The pupae in these cocoons are killed via a steaming

process or the cocoons are dropped in boiling water when they are ten days old, before they metamorphose into a moth. This is because the silk is believed to be the finest at this stage. However, the making of ahimsa silk follows a different model—one which believes that beautiful silks can be created even without the killing of the worms.

#### CURBING VIOLENCE

Kusuma Rajaiah has over 40 years of experience in this industry. He conceived this idea when he was approached by Janaki Venkataraman, wife

of former P  
She had as  
a silk sari w  
from a wea  
Kusuma, a  
ways in wh  
silkworms.  
sari without  
However, I  
manufactur  
my experim  
year of rigor  
the process  
commercially  
manufacturin  
Kusuma Raja

**THE PROC**  
In the making  
allowed to hat  
and escapes t  
leftover cocoon  
after the worm  
cocoon is check  
cocoon remains  
cocoon taken up  
While Bombyx  
for creating ahims  
such as tussah an  
to manufacture v  
the market for the  
more diverse as





of former President Ramaswamy Venkataraman. She had asked him if it was possible to craft a silk sari without killing any silkworm. Hailing from a weaver's family, the thought unsettled Kusuma, and he started to experiment with ways in which he could create silk while saving silkworms. "Initially, I was successful in making a sari without causing any harm to the silkworms. However, I needed to see the merit of the manufacturing process and thereby continued my experiment. In the year 2000 following a year of rigorous research, I discovered that the process of manufacturing ahimsa silk was commercially viable. This opened the path to bulk manufacturing of non-violent silk," says Kusuma Rajaiah.

**THE PROCESS**

In the making of ahimsa silk, the pupa is first allowed to hatch, and it is only after it matures and escapes the cocoon as a moth, that the leftover cocoon is used to create silk. In fact, even after the worms have left their cocoons, each cocoon is checked diligently to ensure that the no pupa remains. Only once this is done, are the cocoons taken up for the weaving of the yarn.

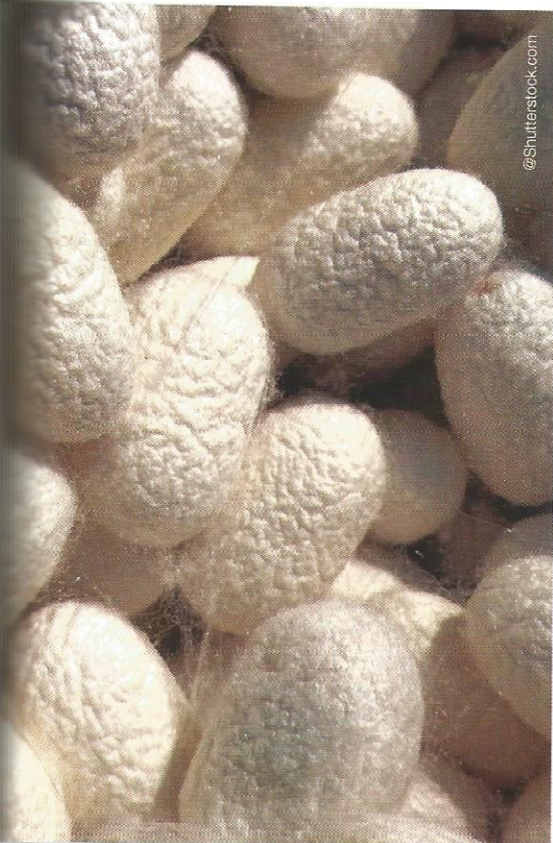
While *Bombyx mori* are the preferred species for creating ahimsa silk, today, several other types such as tussah and muga moths are also used to manufacture variants of this silk. Ultimately, the market for the premium species of silk is way more diverse as compared to the inferior variants.

As Kusuma Rajaiah points out, the price of ahimsa silk garments are double the price of other kinds of silk products. However, the fashion world is fast embracing non-violent silk, as Kusuma further mentions, "I have created awareness about ahimsa in the world through fabric and many people globally are diverting to non-violence and vegetarianism to a great extent today. I have visited many countries in Europe and the United States and given speeches regarding non-violence in fashion. This has led to an increased

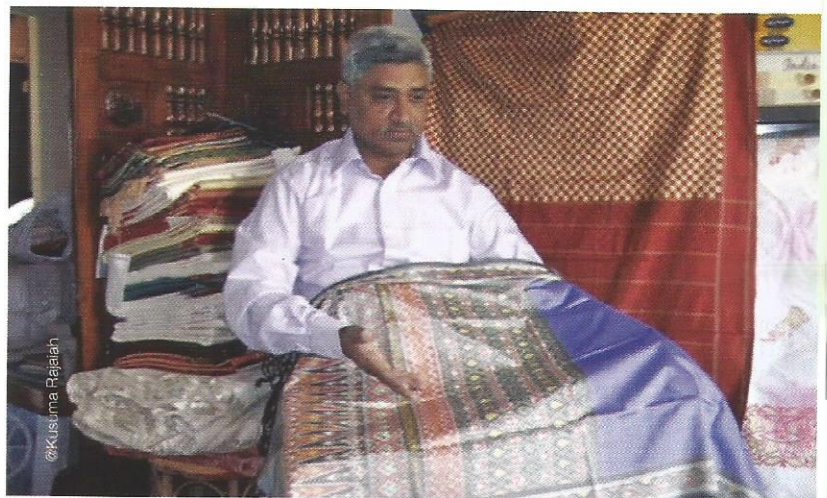
IN THE MAKING OF AHIMSA SILK, THE PUPA IS FIRST ALLOWED TO HATCH, AND IT IS ONLY AFTER IT MATURES AND ESCAPES THE COCOON AS A MOTH, THAT THE LEFTOVER COCOON IS USED TO CREATE SILK.



@Shutterstock.com



@Shutterstock.com



@Kusuma Rajaiah



## FABRIC SPEAK

### DESIGNER JYOTI REDDY'S EREENA IS TAKING AN IMPORTANT STEP TOWARDS SUSTAINABILITY THROUGH THE EXTENSIVE USE OF AHIMSA SILK.

awareness of textiles in the developed countries. Incidentally, following my discovery in 2000, the conscious-citizen population in these countries increased from 1 per cent to 7 per cent by 2006."

#### EMBRACING AHIMSA SILK

Ahimsa silk is revolutionary, and features balance, breathability, and sophistication. However, many counterfeits in the name of non-violent silk also exist in the market. This type of fabric represents Mahatma Gandhi's principle of non-violence and thus, we should be more aware of the rights

and wrongs of a fabric before paying a price for something that does not deserve our attention.

Brands such as Mastani by Kudrat Makkar, which spread Indian craft and handloom stories all across the globe, are now adopting the use of ahimsa silk. An Australia-based, Indian-origin label, Mastani crafts a segment of its collection using ahimsa silk. Another such brand is London-based Mother of Pearl, which has incorporated ahimsa silk in many of its pieces.

Closer home, designer Jyoti Reddy's Ereena is taking an important step towards sustainability through the extensive use of ahimsa silk. A lifestyle brand that designs and produces the finest eri silk products for fashion and home, it involves the use of organic eri silk yarn, spun in their own facilities.

Jyoti explains that the silkworm from which they procure eri silk, weaves an open-ended cocoon. The other silkworms, on the contrary are the ones that spoon within their cocoon. However,



owing to the  
worms, upon  
the open end  
silk production  
kind of ahimsa

In another m  
is also working  
sericulture a  
ahimsa silk a  
has been tak  
funds to farm  
manufacturing  
supply chain

With much  
silk today has  
Duchess of C  
then-President  
famed Hollyw  
many other d  
origin fabric i  
States, the U





owing to the open structure of the former, the worms, upon becoming moths, fly away through the open end, after which the cocoon is used for silk production. This is the basic math behind any kind of ahimsa silk.

In another news, the silk directorate in Nagpur is also working on varied projects related to sericulture and making the manufacturing of ahimsa silk a lucrative alternative for farmers. It has been taking positive steps towards providing funds to farmers, helping them to strengthen the manufacturing process, and creating a stronger supply chain.

With much pride, Kusuma informs that ahimsa silk today has reached Pope Francis, Camilla, the Duchess of Cornwall, Megawati Sukarnoputri, the then-President of Indonesia, Sri Sri Ravi Shankar, famed Hollywood actress Courtney Cox, and many other dignitaries in the world. This Indian-origin fabric is now the talk of the town in the States, the United Kingdom, Europe, Australia,

MOST IMPORTANTLY, RAJAI AH IS WILLING TO TEACH THE AHIMSA SILK-MAKING PROCESS TO ANYBODY WHO WISHES TO LEARN IT.

Malaysia, and in many other countries across the globe. With several awards and accolades to his credit, the patent owner of ahimsa silk is enthusiastic about this market, and is sure that there will be many additions to the existing list of converts in the times to come.

Most importantly, Rajaiah is willing to teach the ahimsa silk-making process to anybody who wishes to learn it.

Let us wish that the market evolves further and that we witness more progress in every part of the world in terms of acceptance of ahimsa silk. ■





SILK MARK  
INDIA

*Your Assurance of Pure Silk*

# SILK MARK

Gateway to the Silk World

The 25<sup>th</sup> International  
Congress on Sericulture  
& Silk Industry  
Japan



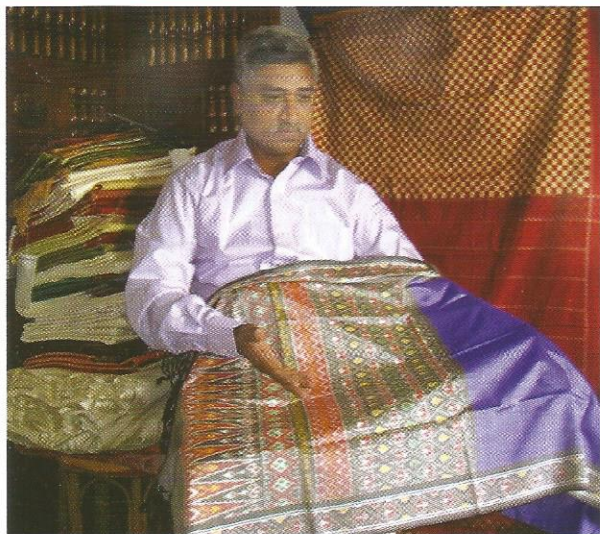
Madras Bridal  
Fashion Show  
Chennai



# A Meeting with Mr. Kusuma Rajaiah: The Maker of Ahimsa Silk



Ms. Chitra Balasubramaniam



making silk without killing the silkworm! I then named it Ahimsa Silk, because it is made without killing the silkworm and it does not damage or cause any harm to Mother Earth.

In the normal silk-making process, about 15 cocoons (even more depending on the size) give one gram of regular raw silk. To make a saree about 30,000 lives have to be sacrificed. In the making of Ahimsa Silk, we are saving billions of innocent lives. It benefits the lives of silk worms/ moths.

**Q2. How long did it take for you to develop Ahimsa Silk and when did you start?**

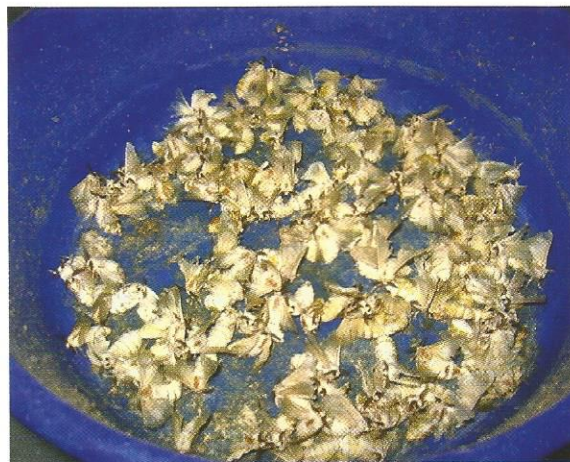
I belong to a traditional weaver's family. I did my 3-year diploma in Handloom Technology from the Indian Institute of Handloom Technology. It is one of the top-rated courses relating to handlooms. I also studied fibres and filaments. I was working as a Senior Technical Officer with APCO then and have since retired. In 1993 I came up with a sample saree after much research. It was only in 2000 that I began researching again for a year to commercialise what had been a small experiment. After one year of research I realised it is possible to make Ahimsa Silk without killing the silkworm, in bulk and for

Ahimsa or non-violence holds a special place in the hearts of Indians. So as we celebrate the 150th birth anniversary of Mahatma Gandhi, we look at a silk which is made without killing the silkworm - Ahimsa Silk - and speak to the man behind it all: Kusuma Rajaiah. Kusuma, is someone I have known for a long time. His work with Ahimsa Silk and the marketing of it all on his own with little support has always touched a soft spot in me. The inventor of a technique to extract silk from the cocoon after the moth emerges without killing the pupa inside was a path-breaking effort. One fact about silk which affects many is how in its extraction the worm is killed. It was a query by such a patron which led Rajaiah to innovate and thus to the birth of Ahimsa Silk. A trained technologist in Handloom with a work background with APCO, Rajaiah's journey has been well crafted and awarded. What stands out is that the yarn and its products are extremely popular in the West and in India it is ordered by a select few. Also since a lot is wasted in its extraction, the price is slightly high.

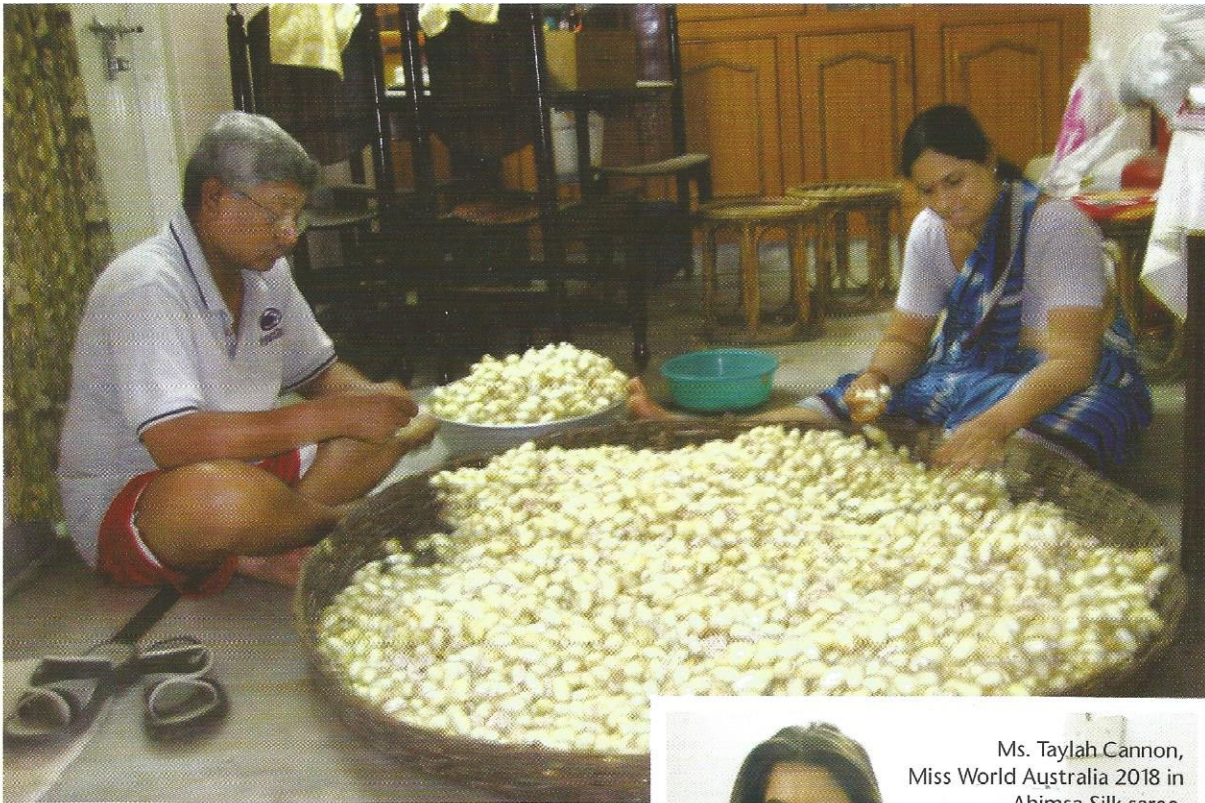
Kusuma Rajaiah speaks about his journey with Ahimsa Silk, from its creation to how he is taking it forward.

**Q1. How did you start this whole process of making Ahimsa Silk? Why is it called Ahimsa Silk?**

It was in 1990, when the then President's wife Janaki Venkataraman posed a question: Is it possible to make a silk saree without killing the silkworm? It provoked me to research on it and discover ways and means to see if it was possible to make such a silk saree. It was indeed possible, and I was successful in







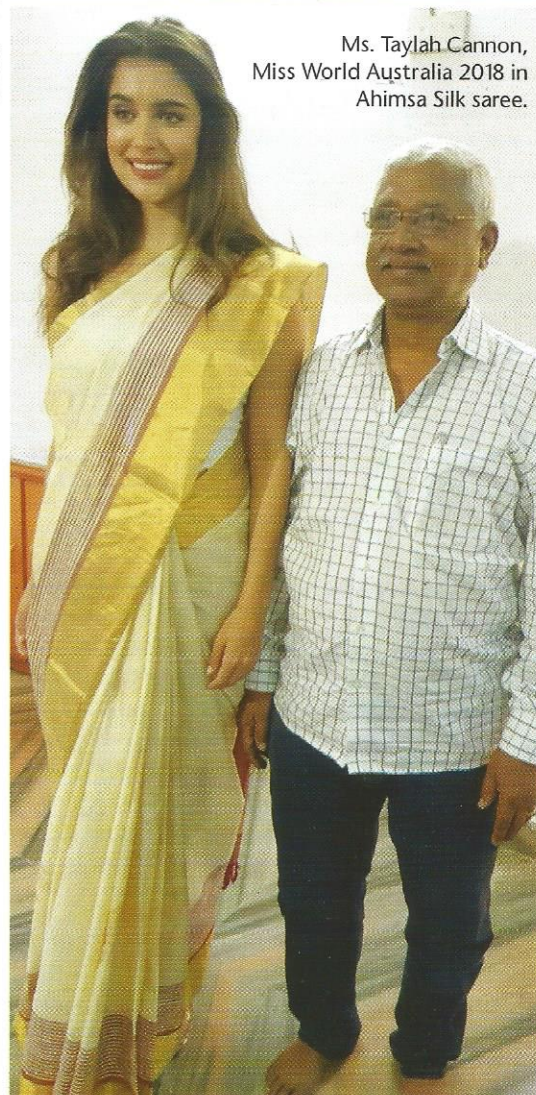
commercial purposes. The commercial production began in 2001.

**Q3. What is the process of making this silk and how is it different?**

Usually cocoons which have been pierced are not considered good for extraction of silk. What we do is the exact reverse. We purchase cocoons from the farmers and keep them in open baskets waiting for the moths to emerge. Once the moth which is alive in the cocoon slowly pierces the cocoon and comes out naturally, we separate it and place it another basket. The moth does not fly but simply stays there till it dies a natural death. They live their life fullest and then die peacefully. Once the worm stops eating mulberry at the larva stage it does not take any food till it dies, it is a way of nature. We collect the pierced cocoons and send them for spinning on machines to get the best quality yarns. There is certain processing which is done. The yarn then is used for weaving into stoles, fabric, sarees, scarves, dhoties, etc... My invention of this process for mulberry silk has been granted Patent and Trademarks.

Presently it is a niche product for the fashion industry. Ahimsa Silk has the properties of air permeability, absorption of perspiration, good fall, and it can be worn during any season. The product is softer than regular silk but with less sheen.

**Q4. What is the wastage that occurs when you make silk like this? Does it also make the yarn more**



Ms. Taylah Cannon,  
Miss World Australia 2018 in  
Ahimsa Silk saree.





expensive? What types of yarns you make and in what quantities?

In regular silk there may be 5% wastage but in my method there is about 80% wastage to get Ahimsa Silk. Production wise, to weave a normal silk saree may usually take about 3000 to 5000 cocoons. While when it is woven using Ahimsa silk yarn (in the Ahimsa way with yarns from cocoons which have been pierced) it will take around 12000 - 15000 cocoons. This increases the price of the saree. The satisfaction though is that worms are not killed; it is done non-violently and in an eco-friendly manner. The yarn we make is from 2/60nm to 1/250nm. This yarn is as strong as regular silk and can withstand production on handlooms and power looms. We make up to 400 kilos or 5000 meters. I am also making 100 to 200 kilos.



**Q5. Is blending of the yarn with other yarns possible?**

The yarn can be blended with other yarns but I do not blend. I want to sell only pure Ahimsa Silk or Non-violent Silk to the people. Even if it were blended one has to be careful so that the Ahimsa tag on the silk is not tarnished. I do not sell the yarn to everyone as people misuse the Ahimsa tag and sell spurious products in the name of Ahimsa. Some people are trying to market duplicate Ahimsa Silk products, and that is why I do not selling the yarn to everyone.

**Q6. Where is your production based?**

It is made in Hyderabad, Telangana. Sericulture is done by the farmers from whom I buy the live cocoons. The silk is made on machines. There are a lot of people involved directly and indirectly in piercing, spinning, and weaving, and we provide employment to about 150 people.

**Q7. What kind of silk products you have produced? Any new innovation?**

I have worked with weavers in Pochampally and several other pockets. We have recently produced very light stoles, lingerie and scarves.

**Q8. What challenges do you face with respect to making and marketing Ahimsa Silk?**

I do not receive any support from any Governments; simple word-of-mouth publicity is what is taking the yarn forward. It is the lovers of Ahimsa Silk who are doing good work by propagating this. I do need Government support for the establishment of an Ahimsa Silk Mill, wherein spinning, weaving and all other process can be done under one roof. It is also possible to develop the technology further, but that can happen only after such a mill is established.

Though I have the Patent and Trademark in mulberry silk, there are several people who are using Ahimsa Silk and selling fake products. Buyers need to be aware of what they are buying so that they are not cheated.

**Q9. Has your work been appreciated here in India and abroad? Have your products been patronized by celebrities?**

Ahimsa Silk fabric has been presented to H. H. The Pope; the Duchess of Cornwall; H. E. Meghavathi Seokarno Puthri, the then President of Indonesia; Sri Ravishankar of the Art of Living; H. H. Bhagawan Puttaparthi Sai Baba; H. H. Ganapathi Sachidananda Swamy; Suzy Amis, wife of James Cameron; the Directors of the film Avatar; Courtney Cox; many Hollywood actresses and many other dignitaries in the world. The fabric is sought after in the USA, the UK, European Countries, Australia, Malaysia... The list goes on.



THE COMPLETE GUIDEBOOK

July 2013 ₹ 10

primetime

Seventeenth Anniversary Collector's Edition

SHOPPING \* HOTELS \* TOURISM \* LIFESTYLE \* INFORMATION

Vol XVIII Issue 1

www.knowap.com

Andhra Pradesh  
Swagatham to Incredible India  
Recognised Tourism Promotional Magazine

AP'S  
OLDEST  
AND ONLY  
RELIABLE  
GUIDEBOOK

Since 1995

# Saree

**Ever Enigmatic  
& Appealing**

Then & now, sarees  
of AP continue to  
enthral women  
the world over



9 772320 228006



# Ahimsa Silks Sarees

*Kusuma Rajalath conducted research in the field and invented the technique of getting silk yarn from cocoons without killing the silk worms, for the first time in the world, in the year 1991. After prolonged research the Ahimsa silk was made marketable in the year 2001. Now they are offering cruelty-free, eco-friendly Ahimsa Silk Sarees and Angavastrams produced without killing the silk worms.*

The Hindi word *ahimsa* means non-violence. It is used to describe this innovation because the fabric is manufactured in a process where

silkworms are not killed. For this reason, the product is also known as peace silk. Ahimsa silk is extracted after the silkworm has completed metamorphosis and emerged from the cocoon, considering the increased awareness of animal protectionism around the world.

The method was invented and patented by Kusuma Rajalath, Technical Officer in the Andhra Pradesh State Handloom Weavers Co-operative Society (APCO).

There are many types of silkworms, but Bombyx mori is mainly used for commercial cultivation. The silkworms are placed in bamboo baskets and fed mulberry leaves. As they consume the leaves, the insects exude viscous fluids through head glands. These substances are fibroin (raw silk) and sericin (bonding gum). The substances harden upon contact with air, forming the basic silk filament, which is a combination of two fibers held together by the gum.

The silkworm coozes out the fibroin continuously for about 1,000 yards, forming an oval nest or cocoon. But as the worm is still alive inside the cocoon, this poses a problem for devotees who respect all living beings big and small. In the production of regular silks, the cocoons are immersed in boiling water to kill



the worms and spool the silk yarn. With Ahimsa silk, however, cocoons are left alone for seven to 10 days. Once the worms mature, they are allowed to pierce the cocoons and fly away as moths. Only then does the manufacture of peace silk begin. Each cocoon is checked individually to ensure that the moth has escaped before the silk thread is spun.

Spinning takes around two months and weaving another month. In other words, shipments can be ready three months after the moths escape. They are able to produce up to 2,000 meters per month. Ahimsa silk is promoted as having the popular properties of regular silk. Even though it is slightly less lustrous, it is even softer to the touch. Currently, it remains a niche product due to its higher price range. The normal silk fabric varies in price with that Ahimsa of the same quality. "People are becoming more environmentally aware and compassionate to animals. Though Ahimsa silk may not replace regular silk, we are confident it will be adopted by those who are concerned about animals," said he.

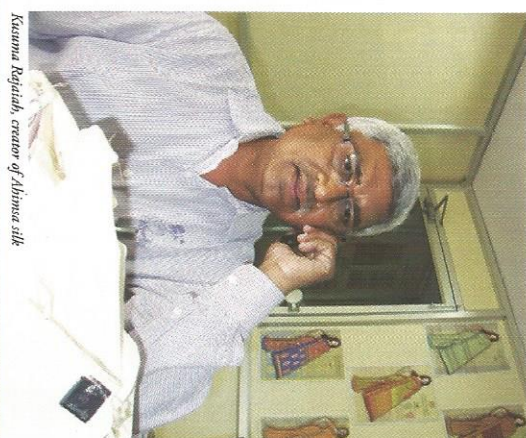
Most people quickly tire of hearing about cruelty especially when it is related to products they use and enjoy. This is why it is important to explain that a cruelty-free lifestyle is not about doing without but about intelligent substitution. For most every animal-derived product there are emerging non-violent alternatives. And given a choice, "I would like to believe that most sensible people would opt for products unattained by suffering and death," he added.

Few people know that silk worms wrap themselves up in cocoons made of layers of thread to protect themselves from predators while they mature into butterflies and moths. It is this butterfly baby that is boiled alive and its thread used for silk. It takes the life of 15 silk moths to produce 1 gram of woven silk, where 15 silk moths are either boiled or steamed alive

in their cocoons. To produce 100 grams of pure silk, approximately fifteen hundred chrysalis have to die. One saree uses upto 50,000 dead creatures. "If life is the same in all then how much more frightening it is to wear the skin of 50,000 murdered animals," he said.

It is not just cruelty that is involved here. The massive wiping out of these tiny insects adversely affects the ecological balance. Butterflies pollinate many tubular flowers; orchids, for example, cannot grow without them. They devour plant pests like aphids and destroy weeds. In Australia, for example, the cactus moth has been used to clear 60 million acres of prickly pear cactus for farming.

"Now we are offering cruelty-free, eco-friendly Ahimsa silk sarees and angavastrams produced without killing the silk worms. It's not quite as *deci* as *khadi* (silk was discovered by the Chinese) but Gandhi would

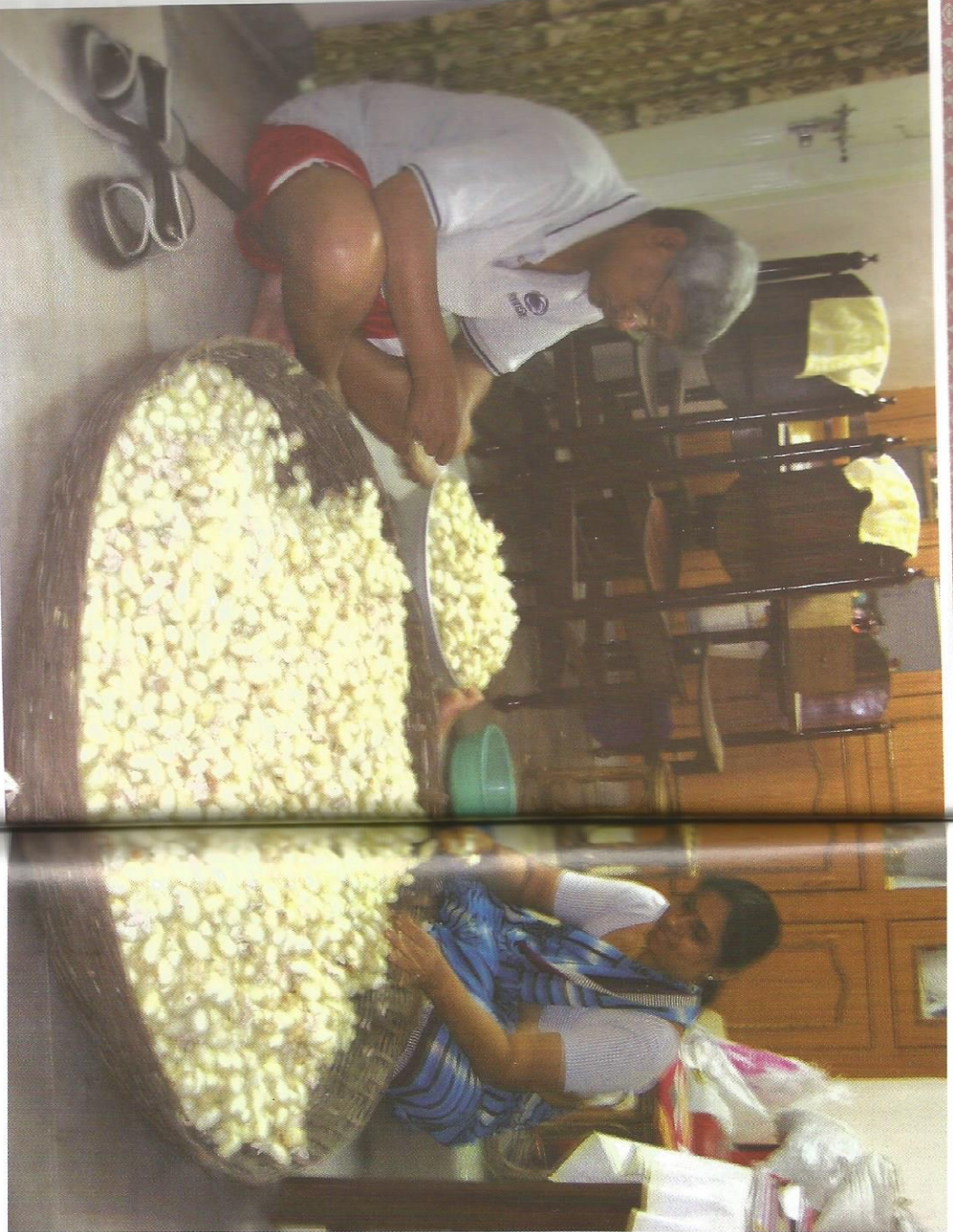


*Kusuma Rajalath, creator of Ahimsa silk*



*Ahimsa silk, jersey fabric*





*Each cocoon is checked individually to ensure that the moth has escaped*  
 definitely approve of Ahimsa silk products, he adds. Ahimsa, a concept popularized by the Mahatmas, in the context of luxury fabric the word refers to crueter-friendly silk yarn collection. Ahimsa silk is softer and more comfortable to wear, doesn't need to be dry-cleaned and the only visible difference is its more matte texture compared to ordinary silk.

Kusuma Rajaiiah, who taked with the responsibility of developing Ahimsa silk into a viable commercial product. The story goes that in 1992, the society president's wife, Janaki Venkataraman, refused to accept silk sarees that involved the killing of silkworms. This

struck a chord with Rajaiiah and a few years later he set out to make samples of Ahimsa silk. In 2006, he was granted the patent and has since has been promoting Ahimsa silk to peace loving people around the world. Rather than steaming or baking the silkworm in its cocoon, which is the way regular silk is made, Ahimsa silk allows the larva to continue its metamorphosis into a moth, which then breaks out of its cocoon. What left behind is much less silk yarn to work with, but zero threat to life.

The counter argument is that the moths will overpopulate and become pests. However, Rajaiiah says

that the worm-larva-pupa-moth cycle takes place out in the open, in mulberry trees. The only difference is that his farmers collect the cocoon before the moth hatches to be able to appropriate it when the moth hives itself.

Price-wise, Ahimsa Silk is more expensive, as the amount of cocoons needed to generate a yarn of ahimsa silk is significantly greater than the amount needed for regular silk.

New York fashion label Aina showed Ahimsa silk (translated as 'vegan wild silk') at London Fashion Week this year and on October 2, Gandhi's birthday,

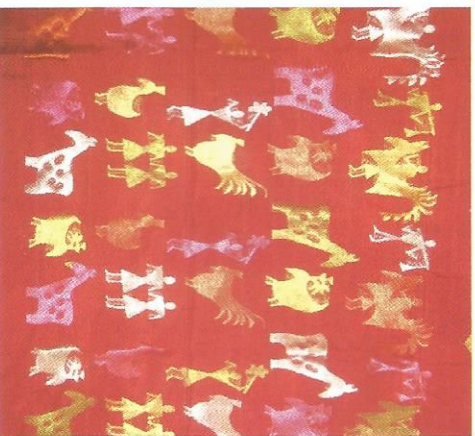
Goa-based fashion designer Wendell Rodricks decided to make Ahimsa silk haute here in India. Rajaiiah Kusuma speaking about the thought of creating Ahimsa silk said, "Somewhere in the 1990s Mrs. Janaki Venkataraman posed a question that, 'is it possible to produce a saree without killing the silk worm.' This question lead me think and research into the subject in detail. After some days the evolution of the Ahimsa silk took place."

Talking about the market demand for Ahimsa silk, he says, "It is a very niche market since it is costlier than the regular silk that one gets in the market. So, mainly the fabric is selling in European countries, USA and other countries.

In India, the demand for Ahimsa silk is yet to pick up as much as the demand from the Western countries but the Ahimsa saree is popular here and sells in South India. I wanted to propagate Ahimsa in the form of a fabric and I was able to succeed to an extent," and adds that, "Beware of duplicates in the market who will try and pass fakes as Ahimsa silk."

Rajaiiah, basically a technocrat in the handloom technology with 25 years of practical experience in the industry is aware of all these facts and struggled for several years to create an alternative silk fabric where there is no killing, no cruelty and at the same time the fabric value is totally protected. That struggle paved the way to invent Ahimsa silk.

Hopefully, there will be buyers for this great invention and help save the lives of thousands of butterflies!



*Ahimsa silk saree*



The Twin Cities Magazine - September 2007 Rs.15

# Channel 6



*Photo Exhibition - Images From Rural India  
by Rajendra Shaw*

Vol.18, Issue 2

[www.channel6.in](http://www.channel6.in)



# On A Path Of Non-violence

Saraswati Kavula

Beauty without Cruelty....Umm! Does it sound familiar and reads like a typical animal rights slogan? Perhaps that may be so, yet it means a lot for many people who believe that every being on this earth has its purpose and its rightful place.

And among such people, vegetarianism may be popular, but for many, the truth behind silk making remains an unknown fact. And in some cases it could be selective amnesia.

So, while there are many who refuse to wear silk, for the violent ways in which silk is produced, subjecting nearly 50,000 silk moths to premature death to produce one silk saree; there are many others who are unable to give up on this adorable fabric, that is also a symbol of luxury and is sought out for all special occasions.

Those few who refused to wear silk due to the ideology of non-violence,

preferred to not use the fabric at all. But not any more, not because they have changed their thinking, but because a silk, made without killing the

silk moths, is being manufactured. The person, who brought this credit to the Pearl City, is Kusuma Rajaiah, an employee of APCO. He has even won a patent from the Indian Govt. for his Ahimsa Silk. Though Rajaiah had invented this new method quite some time back, in the 1990's, it was not until recently in the year 2006 that his efforts have been officially recognized.

“Until 1992, even I never gave much thought to this issue. But in 1992, the then first lady of the country, Janaki Venkataraman, visited Hyderabad and as was the custom, APCO had gifted her with silk sarees made by the Andhra weavers. She refused to accept them and asked if there were any silk sarees made in a non-violent manner. On returning, my colleagues queried me about it, since I was the Technical Officer in APCO”. Thus, began Rajaiah’s tryst with Ahimsa Silk.

“In the regular silk making process, the



*Kusuma Rajaiah with his Ahimsa Silk*

3100

by  
ent  
e  
or



the filaments. In the Ahimsa method, we let the pupa grow into the silk moth and once the silk moth comes out of the cocoon, we process the empty cocoons using the de-gumming and



*Moth emerging from the cocoon (Pic courtesy Sanjay Ratchura)*

spinning processes". The USP of the Ahimsa Silk of course is the fabric itself, which feels soft and comfortable, and breathes like the cotton fabrics. And for those of us, who do not like the bright sheen of regular silk, the delicate shimmer of Ahimsa Silk, that doesn't hit the eye, is an added bonus.

Though Rajaiiah made the first sample of the Ahimsa Silk in 1992, it was not until year 2001 that he started commercial manufacture. His impressive list of clientele includes Animal Rights activist and actress Amala Akkineni, former Central Minister, Maneka Gandhi, Chief Minister of Delhi, Sheila Dixit and the former President of Indonesia, Megawati Seokarnoputri. His Ahimsa Silk is also now adorning many temple deities like the Balaji of

Tirupati.

Despite the high profile clientele, and a long term presence, not many people are aware of Ahimsa Silk. Amita Desai was one such person. The Director of Goethe Zentrurn, loves to wear silk, but was not aware of the violent processes behind regular silk until her young daughter pointed out the facts to her and asked her to not wear silk. Amita who had done her Masters' thesis on the concept of Non-violence of Mahatma Gandhi and Martin Luther King, and a vegetarian by choice, was shocked to hear this. The first thought that occurred to her was, "must I stop wearing silk?", which is the natural reaction of any silk loving person. "But the luxury of the fabric and my enchantment for it got the better of me. And I continued to wear silk, though the thought nigged at the back of my mind".



*Ahimsa silk yarn (Pic courtesy Sanjay Ratchura)*

Meanwhile, as part of their regular cultural activities, for the year 2007, Amita had conceived a project to promote the cause of the weavers, (since both hand woven cotton and silk were close to her heart) and it was to be an exhibition of photographs and textiles, titled, "weaving Lives".

"Around this time, sometime like March 2007, I came across this article in The Hindu about Rajaiiah's Ahimsa Silk, and I became really excited. Immediately, I called him up and after our first meeting, I decided to do the project of 'weaving lives' on Ahimsa Silk". How does 'weaving lives' relate to Ahimsa silk? "For me it is the story of the silk moths, which are "weaving" this fabric and in a way it connects me to the life of that moth, from which I am deriving this fabric that is so much a part of my personality", Amia emphasizes. "I am sure there are plenty more people out there, who would not wish to be a part of this violence (of silk making), but really are unable to get away from their attachment to the fabric. So, there is a need to reach out to such people and all those who believe in beauty without cruelty, to let them know, that there is a choice available".

Thus, it was decided to have an exhibition of photographs and textiles on the concept of Ahimsa Silk. "I later thought that we also need to do a film, a documentary on this subject, because only a visual can depict the complexity of the issue, showing the lifecycle of the silkworm, and portray the cruelty with which human greed, ends these little creatures' lives", Amia adds. Thus began the filming of the as yet untitled documentary on Ahimsa Silk.

At the moment, there is an air of bustling activity as the Goethe

Zentrurn buzzes with new ideas, discussions on presentations and display, with a team (Amia, Rajaiiah, Rajender, Saraswati, Nagender, and Sanjay) that is really upbeat about the



*Ahimsa Silk Saree (Pic courtesy Sanjay Ratchura)*

subject and is turning no stone unturned to make this event a remarkable day in the Hyderabad's diary.

To coincide with the concept, the exhibition is slated to be held on the eve of Gandhi Jayanthi, and the World Non-Violence day (to be commemorated from this year onwards as declared by the UN). So, on the evening of first October 2007, drop in at the Goethe Zentrurn, Adarshnagar, to understand the why and how of Ahimsa Silk, through photographs, fabric displays and of course the documentary film, that brings together the life of the silkworm and the lives of those who believe in Ahimsa.



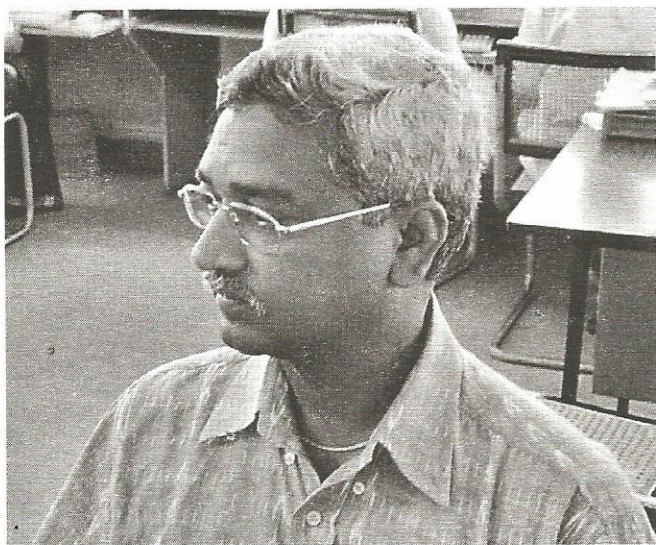


కోళ్ళ మంగారం  
మరి కొందరు

కందుకూరి రమేష్ బాబు



నేను పట్టుపురుగును చంపను,  
ప్రకృతికి వదిలిపెడతాను. దాని జీవితం  
నాలుగైదు రోజులే కావచ్చు. కానీ దాన్ని  
చంపే హక్కు మనకెక్కడిది  
అంటున్నారు కుసుమ రాజయ్య.  
ఊరికే అనడం లేదు. పట్టుపురుగును  
చంపకుండానే పట్టు వస్త్రాన్ని నేసి  
చూపించి మరీ చెబుతున్నారు.



సుమారు ఐదువందల ఏళ్ళక్రితం...చైనా సామ్రాజ్య జీ లింగ్ ఒక మల్లరీ చెట్టుక్రింద  
కూర్చొని టీ తాగుతోంది. అకస్మాత్తుగా ఆవిడ తాగుతున్న కప్పులో పట్టు గూడొకటి రాలిపడింది.  
అది చూసుకోకుండానే ఆవిడ టీ తాగడం పూర్తి చేసింది. అప్పటికే టీ వేడికి పట్టు గూడు  
కరిగిపోయి, పట్టు దారాలు మిలమిలా మెరవసాగాయి.

సిల్క్ను ఎవరు కనిపెట్టారంటే ఈ కథను చెబుతుంటారు.

జీ లింగ్ అనే మహారాజు సిల్క్ను డిస్కవర్ చేసిన విధం ఇది.

ఇప్పుడు కాలం మారింది. పట్టు వస్త్రాలు పవిత్రతకు సింబల్ గా మారాయి. స్టేటస్  
సింబల్ గానూ మారాయి. కానీ వీటి పవిత్రతా, విలువా నిజమైనదేనా?

పట్టుగూళ్లను ఇంగ్లీషులో కకూన్ అంటారు. కకూన్ నుంచి పట్టుపురుగు బయటకు  
రాకముందే అంటే పూర్ణపాదశలోనే ఆ పట్టుపురుగును చంపేయాలి. చంపేస్తున్నారు కూడా.  
ఆ పురుగును గూడులోనే సమాధి చేస్తున్నారు. లేనట్లయితే నూటికి పావువంతు దారం  
కూడా చేతికి చిక్కదు. చంపేస్తే ఎంచక్కా నూటికి తొంభైశాతం పట్టు చేతికి చిక్కతుంది.  
అలా తొంభైశాతం సిల్క్ను రాబట్టుకోవడం వల్లే ఈ పట్టు వస్త్రాల పవిత్రత ప్రశ్నార్థకమౌతోంది.

అవును, ప్రశ్నార్థకమౌతోంది.

కొంచెం ఓపిగ్గా చదవండి.

పట్టుగూళ్లను మరిగేసిళ్లలో వేస్తారు. పెద్దపెద్ద పట్టు పరిశ్రమల్లోనైతే అధునాతన  
ఛాంబర్లుంటాయి. సుమారు డెబ్బయ్య నుంచి తొంభై డిగ్రీల సెల్సియస్ ఉష్ణోగ్రత వద్ద,  
కనీసం మూడునాలుగు గంటలపాటు ఆ పట్టుగూళ్లను ఉంచుతారు. దాంతో ఆ గూళ్లలోని  
పూర్ణపా మాడిమ సైపోతుంది. ఆ తర్వాతే పట్టును తీస్తారు.

పట్టును రాబట్టుకోవడానికి ఇలాంటి హింస జరుగుతుందనే సంగతి ఎందరికీ తెలుసు?  
దేవాలయాల్లో దేవుడికి పట్టు వస్త్రాలను సమర్పిస్తున్నాం. ఒక రకంగా మూగజీవులను  
చంపి హారం వేస్తున్నాం. కానీ ఈ సంగతి ఎంతమంది గ్రహించారు? ఛోసీ ఈ సంగతి తెలిస్తే  
మానేస్తారా?

మానేసే అవసరం లేదంటున్నారు కుసుమ రాజయ్య.

పట్టు పురుగులను చంపనక్కర్లేదు. వాటిని హాయిగా ప్రకృతికి వదిలేసి కూడా పట్టు  
వస్త్రాలను నేయవచ్చు. అయితే కొంచెం రిస్క్.

ఆ రిస్క్ కు సిద్ధపడి పరిశోధన చేశారు కుసుమ రాజయ్య.



తాను వ్యయంగా పట్టుగూళ్లను సేకరించి, ఒక గంపలో ఉంచి, అవి సహజ సిద్ధంగా గూళ్లను చేదించుకుని బయటకు వచ్చేవరకూ వేచి చూశారాయన. ఆ పట్టుపురుగులు వ్యతంతంగా ఎగిరిపోయాక మిగిలిన పట్టును ప్రాసెస్ చేయించారు. తర్వాత దాన్ని వడికించారు. వాటితో కావలసిన పట్టు వస్త్రాలు నేయిస్తున్నారు. ఇలా తయారైన వస్త్రాలకు తమన 'అహింసా సిల్క్' అని నామకరణం చేశారు.

**అహింసా సిల్క్:**

కులానికి పద్మశాలి అయిన కుసుమ రాజయ్య సంప్రదాయ బద్ధంగా నేతపని చేస్తుకున్నవారు కాదు. వాళ్లది వ్యవసాయ కుటుంబం. కానీ హ్యూండ్లూమ్ టెక్నాలజీలో డిప్లొమా చేసి ఇంజనీరింగ్ మూడేళ్ల క్రితం 'అప్సా'లో చేరారు. ఇప్పుడు ఆయన సీనియర్ టెక్నికల్ అసిస్టెంట్.

ఈ ఇరవై మూడేళ్ల ఉద్యోగ జీవితంలో ఆయన అనేక ప్రయోగాలు చేశారు. ఎన్నై రెండులో తాను తయారు చేసిన 'డూపియాన్ టై అండ్ డై' అనే వస్త్రం ఆమెరికాలోని వైట్ హౌస్ పరదాలుగా రెపరెపలాడుతోంది. తాజాగా అంటే 1992లో పుట్టిన ఆలోచన రెండువేలలో వెరవేరింది. 'ఇంకా చాలా ప్రయోగాలు చేశాను.

ఏదో ఒకటి ఎక్స్ ప్లొర్ చేయడం నా హాబీ' అన్నారాయన నవ్వుతూ.

అహింసా సిల్క్ అని తాను నామకరణం చేశాడుగానీ దాన్ని గాంధీ సిల్క్ అని, పీస్ సిల్క్ అని, వెజిటేరియన్ సిల్క్ అని ఎవరికి తోచినట్టు వారు పిలుస్తున్నారు. 'పేర్లేమైనా కానీయండి. హింసకు తావులేకుండా సిల్క్ తయారు చేయవచ్చనే సంగతి నా వల్ల రుజువైంది కదా! ఇక ముందు తాము ధరించే పట్టు హింసతో రూపొందిందనే మె సేజ్ అందుతుంది. దానికి ప్రత్యామ్నాయం ఉందని గ్రహిస్తారు. అది నాకు ఆనందం కలిగిస్తుంది' అని ఆయన అన్నారు.



**కాస్త ఖరీదైనదే:**

నాలుగొందల గ్రాముల పట్టుచీర మార్కెట్లో రెండు వేలుంటుంది. అదే నా వద్ద అహింసా సిల్క్ మూడు, మూడున్నర వేలకు లభిస్తుంది. ఖరీదు ఎందుకంటే ఎక్కువ పట్టుగూళ్లను సేకరించాలి. వాటిలోంచి పట్టు పురుగులు సహజసిద్ధంగా ఎగిరిపోయాక ఆ పట్టును స్పిన్నింగ్ మిల్లులో ప్రాసెస్ చేయించాలి. ఆ తర్వాత దాన్ని కావలసిన వస్త్రంగా నేయవలసి ఉంటుంది. ముందే చెప్పినట్టు, పురుగు వెళ్లిపోయాక ఆ గూడులో మిగిలేది పదిహేను శాతం పట్టు మాత్రమే. అందువల్ల అనేక పట్టుగూళ్లను సేకరించాల్సి వస్తుంది. ఆ పట్టును ప్రత్యేకంగా మిల్లులో ప్రాసెస్ చేసుకోవాల్సి ఉంటుంది. అందుకే కాస్తంత ఖరీదని చెప్పారాయన.

**ఈ ఆలోచనకు నాంది:**

1992లో రాష్ట్రపతి వెంకట్రామన్ గారు సతీసమేతంగా హైదరాబాద్ వచ్చారు. అప్పుడు ఆప్సాలో ఏదైనా ఖరీదు చేస్తామని మె సేజ్ పంపించారు. అబిడ్డే షోరూమ్ మేనేజర్ మా వద్దనుంచి కొన్ని వస్త్రాలు తీసికెళ్లి చూపించారు. మాటల్లో జానకీ రామన్ గారు 'అహింసా సిల్క్' ఉందా అని అడిగారట. మేనేజర్ ఒక సందర్భంలో వాతో ఈ విషయం చెప్పినప్పుడు మొదట నేను ఆశ్చర్యపోయాను. 'అహింసా సిల్క్' అనే మాట నా బుర్రలో అలా ఉండి పోయింది. ఆ తర్వాత ఆలోచించగా ఆలోచించగా- పట్టుపురుగు జీవించి ఉండగా తీస్తే అది హింస కింద లెక్క అలా కాకుండా పురుగు బయటకు వెళ్లక తీస్తే అది అహింసా సిల్క్ అనే స్పృహ కలిగింది. కానీ ఆ ఆలోచన అంతటితోనే ఆగిపోయింది.'

**అమల కోర్కె మీదట:**

'నాంపల్లెలోని ఎక్స్ ప్లొర్ హాజ్ లో నేను పనిచేస్తున్నాను. ఒకసారి సినివటి అమలగారు (బ్లూక్రాస్) కొన్ని బట్టలు కొనుక్కున్నారు. సినీ స్టార్ కదా అనే అభిమానంతో సిల్క్ పంజాబీ డ్రెస్ కానుకగా ఇవ్వాలనుకున్నాను. కానీ పట్టు వస్త్రాలు ధరించనని సున్నితంగా తిరస్కరించారు. దాంతో మళ్లీ అహింసా సిల్క్ అనే ఆలోచన మనసులో మెదిలింది. అమల రెగ్యులర్ కాంటాక్ట్ లో ఉండేది. మరో సందర్భంలో, తాను ఆస్ట్రేలియాలో జరిగే ఒక ప్రదర్శనకు వెళుతూ 'అహింసా సిల్క్' దుస్తులు చేసివ్వమని రిక్వెస్టు చేశారు. వెలరోజుల్లోగా రెండు చీరలు తయారు చేసిచ్చాను. ఆ తర్వాత ఆ విషయమే మరచిపోయాను.

రెండు వేల ఒకటిలో అంటే ట్రాన్స్ ఫర్ అయి మా హెడాఫీసుకు వచ్చినప్పుడు నాకు కాసింత ఖాళీ దొరికింది. ఆ వెసులుబాటును అహింసా సిల్క్ కోసం వినియోగించాను. తొలుత పట్టుపురుగులను సేకరించడంపై దృష్టి పెట్టాను. ప్రభుత్వ ఆధ్వర్యంలోని విత్తనాభివృద్ధి సంస్థకు (సిల్క్ గ్రేనేజీ) వెళ్లి కావలసిన పట్టు గూళ్లను, అంటే పురుగు వెళ్లిపోయిన గూళ్లను ఎంపిక చేసుకున్నాను. దాదాపు ఒక క్వింటాల్ పట్టుగూళ్లను తీసుకుని స్పిన్నింగ్ మిల్లులో వడికించాను.'



అహింసా సిల్క్ యూనిక్ ప్రాడక్ట్ కావడంతో వాణిజ్యపరంగా కూడా ఈ దుస్తులకు మంచి గిరాకీ ఉంటుందని ఆయన అంటున్నారు.

'ఈ సిల్క్ తయారీకి వట్టుగూళ్ల అవసరం అధికంగా ఉంటుంది కనుక డిమాండ్ పెరిగితే ముందు మన ప్రైవేటు లాల్లి సాంధ్యులారు. పెద్ద ఎత్తున ఉత్పత్తి ఉంటే వేతనాదులకు కూడా పని దొరుకుతుంది' అని ఆయన అన్నారు.

పది ఏమైనా అహింసా సిల్క్ ఒక ప్రయోగం. మంచి ఫలితం. ఇప్పటికే మీడియా కవరేజీ వల్ల కొందరు హిందువులు కైమలు, బొద్దులు అహింసా సిల్క్ ప్రారాధ్యాన్ని గుర్తించిన వారు వీటిని, ఈ సిల్క్ ను వాణిజ్యానికి మొగ్గుచూపుతున్నారు.

'ఇది మంచిదే. అయితే మన దగ్గర పుణ్యక్షేత్రాల వద్దా, వట్టు పీఠాంశరాలు దేవునికి అర్పించే చోటా అహింసా సిల్క్ వాడకం పెరిగితే బాగుంటుంది' అని కూడా అన్నారు.

'వ్యక్తిగతంగా నన్ను సంప్రదిస్తున్న వారికి అహింసా సిల్క్ ఇస్తున్నాను. దేశవిదేశాల్లోని వారు మీడియా కవరేజీ ఫలితంగా నన్ను సంప్రదించారు. డ్రైవేట్ గా ఎంత పెద్ద డిమాండ్ వచ్చినా తయారు చేస్తాను. అయితే ముందు ఆర్డర్ కన్ ఫర్మ్ కావాలి. అడ్వాన్సు ఇవ్వగలగాలి. లేదంటే కష్టం' అన్నారాయన. మేనకాగాంధీ, అమల వంటి వన్యప్రాణుల సంరక్షణకోసం పనిచేస్తున్న వారు నన్ను ప్రోత్సహించారు. సోనియాగాంధీ, షీలాదీక్షిత్ వంటివారు, సీతా సెతల్వాడ్ నుంచి మొదలుకొని తాజ్ గ్రూప్ అధిపతుల వరకూ నా వస్త్రాలను విక్రయిస్తున్నారు. ఇండోనేషియా అధ్యక్షురాలు మేఘవతి, మన దగ్గర గణపతి సచ్చిదానంద, ఆర్ట్ ఆఫ్ లైఫ్ రవిశంకర్ తదితరులు నన్ను సంప్రదించారు. నా ప్రయోగం విజయవంతమైన తర్వాత జానకి రామన్ కూడా రెండు చీరలు కొన్నారు.



వడికించడమే కష్టం:

'ఇక్కడో సమస్య ఎదురైంది మనం పంపించిన గూళ్లను వడికి మనకు ఇవ్వాలి. అందుకు నమ్మకం కావాలి. అందుకోసం కర్ణాటకకు వెళ్లి అడిగాను. కుదరలేదు. ఆ తర్వాత ఒరిస్సా వెళ్లాను. పని కాలేదు. తర్వాత లోహియా గ్రూప్ కు చెందిన ఇండోరమా వాళ్ల స్పిన్నింగ్ మిల్లకు వెళ్లాను. అది చట్టసంఘటలో ఉంది. వాళ్లది వందశాతం ఎక్స్ పోర్ట్ బిజినెస్. ముందు కాదన్నారు. అహింసాసిల్క్ గురించి ఈ పవిత్రమైన ఆశయం గురించి చెప్పి సహకరించాల్సిందిగా విజ్ఞప్తి చేశాను. చివరకు వాళ్లు ఒప్పుకున్నారు.

బల్కెగా తయారు చేయడం కష్టం:

'105 కిలోల యార్డ్ లో 15 కిలోల పట్టుదారం లభ్యమైంది. ఆ తర్వాత వస్త్రాలను నేయించాను. తొలుత వెంకటేశ్వరస్వామి పేరిట అంగవస్త్రాన్ని నేయించాను. తర్వాత చీరలు నేయించాను. 1991లో ఈ ఆలోచన కలిగితే 2001 కల్లా నెరవేరింది. కానీ పెద్ద ఎత్తున అహింసా సిల్క్ ఉత్పత్తి చేయాలంటే పెట్టబడితో కూడిన వ్యవహారం. నా వరకు నేను దీన్ని ప్రయోగాత్మకంగా మాత్రమే తయారుచేశానని ఆయన చెప్పారు.

'నా ప్రావిడెంట్ ఫండ్ డబ్బులు ఎన్నబై వేలు, మరో నలభై వేలు అప్పుచేసి ఈ ప్రయత్నం చేశాను. ప్రస్తుతం వరల్డ్ వైడ్ పేటెంట్ కోసం దరఖాస్తు చేసుకున్నాను. వెరిఫికేషన్ కూడా పూర్తయింది. అది త్వరలో రావచ్చు. అయితే ఇదంతా ఒకేత్తు బల్కెగా తయారు చేయడం ఒకేత్తు. అప్పో వారు టేకప్ చేస్తేగానీ ఈ ప్రయత్నం ప్రయోజనం పొందదు. ఈ దిశగా చొరవ చూపితే ప్రపంచ వ్యాప్తంగా మనం అహింసా సిల్క్ ను ఎక్స్ పోర్ట్ చేయవచ్చు' అని ఆయన ఆశాభావాన్ని వ్యక్తం చేశారు.

20 జూన్ 2004

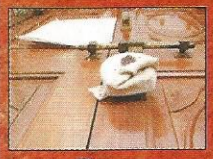
కుసుమ రాజయ్య,  
ఇం.నెం: 2-2-1105/37/ఇ, రెండో అంతస్తు, తిలక్ నగర్, తిలక్ నగర్, హైదరాబాద్-44.  
ఫోన్: 040-27552112, సెల్ ఫోన్: 9849212481  
ఇమెయిల్: email:designer\_weaves@rediffmail.com



21 2007 விலை ரூ.8.00

# கங்குமம்

சுகப்பிரசவத்துக்கு  
அருள்புரியும்  
தருச்ச  
தாயுமானவர்



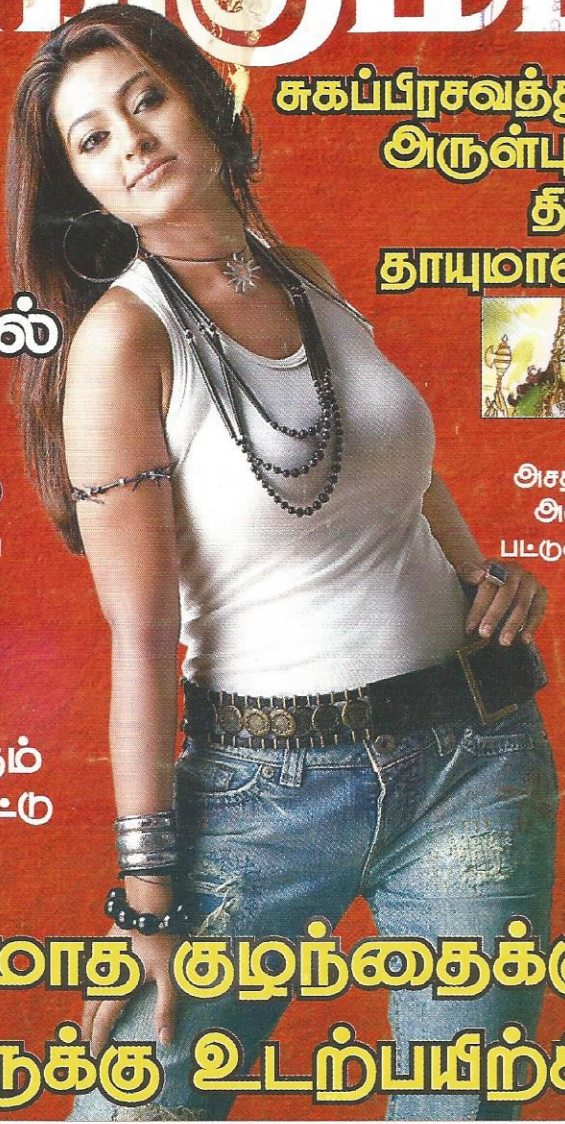
ஜப்தயில்  
வீடு...  
தருக்க  
என்ன  
வழி?



அசத்தலான  
அவறம்சை  
படருச்சேலை

பல்வாங்கும்  
வீளையாட்டு

அறுமாத குடந்தைக்கும்  
இருக்கு உடற்பயிற்சி





“முட்டையைக் கூட்டித் தொட மாட்டேன். நான் சுத்த சைவமாகும். பிராணிகளைக் கொல்லும் மகாபாவமில்லையே” என உங்களை நீங்களே பெருமையாக நினைத்துக் கொண்டிருப்பவரா?

கல்யாணத்துக்கோ, விசேஷங்களுக்கோ போகும்போது எந்த உடையில் போவீர்கள்? “பட்டு சேலை... பட்டு வேட்டி... போற விசேஷத்தைப் பொறுத்து ஜரிகை ஏறும், இறங்கும்” - இது தானே உங்கள் பதில். முதல் வரியில் சைவப் பிரியர் என உங்களுக்கு நீங்களே குத்திக் கொண்ட முத்திரையைக் கிட்டப்பில் போடுங்கள்.

“இதென்ன மொட்டைத் தலைக்கும், முழங்காலுக்கும் முடிச்சு போடறாபல இருக்கே” என்கிறீர்களா?

கடை, கடையாக ஏறி, இறங்கி அலசி ஆராய்ந்து உடுத்தும் வாங்கி பட்டுப்புடவை, எத்தனை உயிர்களைப் பலி வாங்கியபின் வடிவம் பெறுகிறது தெரியுமா?

“ஒரு பட்டுப்புடவை தயாரிக்க கிட்டத்தட்ட 40,000 - 50,000 பட்டுப் புழுக்களை அழிக்கணும். அதுங்களைக் கொல்லாம விட்டா, பட்டாம் பூச்சிகளா உருமாறி, மகரந்தச் சோக்கைக்கு உதவி செஞ்சு, இயற்கையை அழகாக்கி, வயல்களைப் பூச்சிக் கொல்லிகள் கிட்டட்டுந்தும் பாதுகாக்கும்” என்கிறார் குசுமா ராஜையா.

ஹைதராபாதத்தைச் சேர்ந்த இவர், ‘அலிம்சா சிலக்’ என்கிற பெயரில் வன்முறையில் வாத நெசவு முறையில் பட்டுத் தயாரிப்பவர். ஆந்திராவின் கைத்தறி நெசவாளர் கூட்டுறவு சொசைட்டியில் தொழில்நுட்ப அதிகாரியாக இருக்கிறார்.

“இந்த உலகத்துல உள்ள எல்லா உயிரினங்களுக்கும் வாழ்க்கையை முழுசாவாழற உரிமை இருக்கு. நம்ம சயநலத்துக்காக அதுங்களைக் கொல்லறது தப்புங்கிறது

# கொல்லாமலே!

செப்டம்பர் 2007



## ஒரு பட்டுப்புடவை தயாரிக்க கிட்டத்தட்ட 40 ஆயிரம் பட்டுப் பழுக்கையாவது அழிக்கனும்.

என் அப்பிராயம்' எனத் தன் கொள்  
கையுடன் பேச ஆரம்பிக்கிறார்  
ராஜையா.

"முன்னாள் ஜனாதிபதி ஆர்.வெங்  
கட்டிராமனோட மனைவி ஜானகி  
வெங்கடிராமன், ஒருமுறை எங்க ஆப்  
கோவுக்கு விசிட்பண்ணாங்க. பட்டுப்  
பூச்சிங்களைக் கொல்லாம நெய்யப்  
பட்ட பட்டுப்புடவை ஏதாவது  
இருக்காது விசாரிச்சாங்க. முன்னாள்  
நடிதை அமலாவும் ஒரு முறை  
அதே போல விசாரிச்சுட்டு வந்தேன்.

தாங்க. அப்பதான் எனக்குள்ள  
பொறி தட்டின மாதிரி ஒரு  
ஜடியா. செஞ்சதான் பாப்போ  
போமேனு ஆராய்ச்சின இறங்  
கினேன். 1992-ல் சரம்பி  
றெக்கு ரெண்டு சேலை  
தயாரிச்சேன். பட்டுப்  
பழுவானது எதிரி  
கள் கிட்ட நுந்து  
தன்னைப் பாது  
காத்துக்க, தன்  
கூட்டைச் சுத்தி,  
பட்டு இழைக்  
ளால பின்னிச்  
சும். வெறும் ஏழு  
நாளே ஆன  
அதைக் கொதிக்க  
வச்சுத்தான் பட்டு  
நூல் எடுக்கப்படும்.  
அஹிம்சா சில்க் தயா

90 இங்கும்  
29-3-2007



ரிக்கப்படுற விதமே வேற.  
பட்டுப் பழு வா எனது  
கூட்டை விட்டு ஒரு கட்ட  
பத்துல வெளியேறிப்  
பறக்கும். அதுக்குப்  
பிறகு அந்தக் கூட்  
லை மிச்சமிருக்கி  
றதை நூலா திரிச்சு,  
சேலையா நெய்ய  
ணை. இந்த முறைல  
தயாரிக்கிறப்ப அந்த நூலா  
னது முறுக்கிக்கும், அதிக மீள்  
நெய்யவே சிற



மர இருக்கும்.  
ரொம்ப மென்மை  
யான நூல் என்பதால, ரீல்ல  
சுத்து, மிஷினலயும் நெய்ய முடி  
யாது. சட்டிஸ்கர்ல உள்ள  
லோஷியா மல் எனக்குத் தயாரிப்  
புல உதவ முன் வந்தாங்க. யார்  
வேணா இந்த முறைல பட்டு  
நெய்யுட முடியாது. நல்  
கொண்டா மாவட்டத்  
துல உள்ள நெசவாளர்  
களைத் தேடிச்  
சான்றிடிச்சேன்.  
சாதாரண பட்டு  
சேலை நெய்ய  
றதை விட  
இதுக்கான  
அவங்க  
ளோட கூலி  
அதிகம்.  
இருந்தா



ராஜையா

லும் பரவாயில்லை' என்கிற ராஜையா,  
இந்த முறையில் சேலை, சல்வார், வேட்டி,  
துப்பட்டா மாதிரியான ஸ்டோல் என  
எல்லாம் தயாரிக்கிறார்.

வழக்கமான பட்டு உடைகளை விட,  
அஹிம்சா பட்டு உடைகள் அணிவதற்கு  
மென்மையாகவும், சுருங்காதவையாக  
வும், வியாவையை உறிஞ்சிக் கொள்ளும்  
படியும் இருப்பதாகச் சொல்கிறார்  
அவர்.

மேனகா காந்தி, நடிகை அமலா, லீலா  
திட்சித், மேகலதி சுகர்னோபுத்ரி (இந்  
தோனேஷியாவின் முன்னாள் ஜனாதி  
பதி), பண்டிட் ரவிஷங்கர் என ராஜை  
யாவின் வி.ஐ.பி. வாடிக்கையாளர்  
பட்டியல் நீள்கிறது.

"அமெரிக்காவோந்து வந்த ஜெனி  
ஃபர் போஸ்ட், தன் கல்யாணத்  
துக்கான நீளமான  
சவுனை, இந்த  
அஹிம்சா பட்டு  
நூல் செஞ்ச  
வாங்கிட



டுப் போனது  
மறக்க முடியா  
தது' என்கிறவர், வருகிற மே மாதம்  
சென்னைமில் கண்காட்சி நடத்த  
விரூக்கிறாராம். [www.ahimsasilks.com](http://www.ahimsasilks.com)  
என்கிற இணையதளத்துக்கு  
விசிட் செய்துவிடுபயான உடையை  
ஆர்டர் செய்து வாங்கும் வசதி  
உண்டு அஹிம்சா சில்க்கில்.  
பட்டாம்பூச்சியை ரசித்துக்  
கொண்டே பட்டு உடுத்த  
லாம் இனி!  
- ஆர். வைதேகி

இங்கும்  
29-3-2007





9-8-2010 ரூ.9

இந்தியாவின் நம்பர் 1  
தமிழ் வார இதழ்

# காங்குமம்



வியந்து  
பாராட்டிய ரஜினி!

எருவீரன்  
the ROBOT

பற்றி வைரமுத்து

poorvika  
mobile  
world

ORION  
செல்போன்

25  
பிழைகள்

வழங்கும்  
டிவி 2 சிம்சார்ட்  
வசதிமொண்ட



இது புதுசு

# அகிம்சா பட்டு

பட்டுப்புத்திகைக் கொல்லாமலே  
உருவாக்கு படவை!

பாந்தமாகக் காட்ட...

பகட்டாகக் காட்ட...

பந்தாவாகக் காட்ட...

பட்டு உடுத்திக்கொள்ள ஆசைப்பட இப்படி ஆளுக்கொரு காரணம் உண்டு.

பட்டைத் தவிர்ப்பவர்களுக்கு ஒரே காரணம்தான்... உயிர்க்கொலை! பல்லாயிரக் கணக்கான பட்டுப்புத்திகளைக் காவு வாங்கினால்தான் பகட்டான பளபளப்பான பட்டு உடுத்தி அழகு பார்க்க முடியும். பட்டே உடுத்துவதில்லை என்பதில் என்னதான் உறுதியுடன் இருந்தாலும், கல்யாணம், விசேஷம் போன்ற சந்தர்ப்பங்களில், கொள்கையைத் தளர்த்திக் கொள்ளவே வேண்டியிருக்கிறது பலருக்கும்.

ஆந்திராவைச் சேர்ந்த நெசவாளர் குசுமா ராஜையாவின் முயற்சியில், இனிமேல் பட்டுப்புத்திகளைத் துடிக்கத் துடிக்க சாகடிக்காமல், அகிம்சை முறையில் பட்டு உடுத்தலாம் யாரும்! யெஸ்... ராஜையா உருவாக்குகிற 'அகிம்சா பட்டு' ஆடைகளில் வன்முறை என்ற பேச்சுக்கே இடமில்லை!

கேமருன் தம்பதி





“நெசவுப் பாரம்பரியம் உள்ள குடும்பத்துலேர்ந்து வந்தவன் நான். என்னோட படிப்பு, வேலைனு எல்லாம் கைத்தறி சம்பந்தப்பட்டதாவே இருந்தது. காந்திஜியோட அகிம்சை கொள்கைகளால ஈர்க்கப்பட்டவன் நான்.



ராஜையா

முன்னாள் குடியரசுத் தலைவர் ஆர்.வெங்கட்ராமனோட மனைவி ஜானகியம்மா, ஒருமுறை ஒரு சேலைக் கண்காட்சிக்கு வந்தாங்க. அவங்களுக்கு விதம்விதமான பட்டுச்சேலை டிசைன்களை காட்டி விளக்கிட்டிருந்தேன். ‘பட்டுப்பூச்சிகளைக் கொல்லாம நெசவு செய்த புடவை ஏதாவது இருக்கா’ன்னு அவங்க

கேட்ட கேள்விதான் என் முயற்சிக்கான முதல் விதை.

ஒரு கிராம் பட்டுநூல் இழையெடுக்க 15 பட்டுப்புழுக்களைக் கொல்லணும். ஒரு முழுப்புடவைக்கு... 10 ஆயிரம் பட்டுப்புழுக்கள்! சோறு போடற நெசவுத் தொழில்ல இருந்துக்கிட்டே, இப்படி மனசாட்சிக்கு விரோதமா நடந்துக்க மனசில்லை. பட்டுப்புழுக்களைக் கொல்லாம பட்டு உருவாக்குகிற என்னோட நீண்ட நாள் முயற்சிக்கு ஒரு நாள் பலன் கிடைச்சது. பட்டுப்புழுக்கள் கூடுகள்லேர்ந்து சிறகு முளைச்சு பறந்த பிறகு, அந்தக் கூடுகளை வச்சு நூலிழை எடுக்கிற முறையைக் கண்டுபிடிச்சேன். உருவாக்குகிற முறை கொஞ்சம் சிரமமானதா இருந்தாலும், வன்முறை இல்லாத என் முயற்சிக்கு வெற்றி கிடைச்சதுல ரொம்ப சந்தோஷம்” என்கிறவரின் அகிம்சா பட்டுக்கு உலகம் முழுவதிலும் வாடிக்கையாளர்கள் உண்டு. மேனகா காந்தி, அமலா நாகார்





ஜூனா எனப் பிரபலங்களும் அதில் அடக்கம்.

காஞ்சிபுரத்தைச் சேர்ந்த 27 வயது எம்.பி.ஏ மாணவர் கோபி

நாத், ராஜையாவுடன் இணைந்து,

அகிம்சா பட்டு கட்டறதுக்கு ஆசையா பட்டை பெரிய

அளவில் தயாரிக்கிற ஒப்பந்தத்தில்

கையெழுத்திட்டிருப்பதில்

ராஜையாவுக்கு லேட்டஸ்ட் மகிழ்ச்சி! அதன்

விளைவாக இனிமேல்

காஞ்சிபுரத்திலும் அகிம்சா பட்டு தாராளமாகக் கிடைக்கும்.

ராஜையாவின் மகிழ்ச்சிக்கு இன்னொரு

பெரிய காரணமும் இருக்கிறது.

அகிம்சா பட்டு கட்டறதுக்கு ஆசையா இருக்கு!

'அவதார்' பட இயக்குனர் ஜேம்ஸ் கேமரூனின்

மனைவி சூனி அமிஸின் வார்ட் ரோபிலும் அகிம்சா பட்டு

இடம் பெற்றிருக்கிறது. நடந்து முடிந்த ஆஸ்கார் விழாவுக்கு

நல்ல நிறத்தில் நெய்யப்பட்ட அகிம்சை பட்டு உடையில்

வந்திருக்கிறார் திருமதி கேமரூன். மிச்சிகள் பல்கலைக்

கழகத்தைச் சேர்ந்த மாணவர் டிசைன் செய்த அந்த

உடைக்கு அங்கே 'அமைதிப் பட்டு' என்று

பெயராம். அதைப் பாராட்டியதோடு,

தன்னைப் பற்றிய அறிமுகத்துடன்

மிசஸ் கேமரூனுக்கு கடிதமும் அனுப்பி

யிருக்கிறார் ராஜையா!

- ஆர்.வைதேகி

