



WOOLLENS OF THE HIMALAYAS



SEWA INTERNATIONAL

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About Sewa International

Sewa International is a 'not-for-profit' organization registered in the year 1997, inspired by the noble tradition of "Service before Self", working for providing disaster relief and rehab during calamities, promoting volunteerism among all, empowering children and youth through skill development and education, reaching out to the underprivileged in the remote hilly/tribal villages of India, and supporting grass-root efforts that promote cultural and moral value systems in the society. The organization envisions working towards promoting and fulfilling the Sustainable Development Goals (SDGs) defined by the United Nations, and aligning all its future efforts in that direction. Sewa International has always been a frontrunner in serving the society in a holistic manner from all corners of the nation.

Our Key focus areas :

- Disaster management & preparedness - Rescue and relief operations at disaster struck areas.
- Livelihood generation for the rural, migratory and unskilled population in urban setup.
- Women empowerment activities accross the country, self-help group (SHGs) in Uttarakhand engaged in farm and non-farm based activities.
- Sponsoring education for kids coming economically weaker section, running remedial education centers, infrastructure development of school and hostel at tribal/rural areas.
- Mobile health vans, preventive & curative awareness, Hygiene, WaSH and health camps for the underprivileged.
- Skill development for the rural youth for economic growth.
- Divyang care – Supporting various schools in Maharashtra, Karnataka and Tamil Nadu to take care children suffering from cerebral palsy, physically challenged and visually impaired.
- Rural Development – Uplifting rural people so that their socio-economic status is at par and they could contribute positively towards progressive society.
- Clean energy since we believe in future and wants to remain prepared for it.



Wool Craft

Sewa International provide hand holding support to the Bhotiya Tribe of Uttarakhand. we providing trainings related to quality maintenance , new design development , providing necessary tools, also helps to getting good markets for the product and Exposure visits.

Bhotiyas

The Himalayan Wanderers

The Bhotiyas are high altitude nomadic people of the Himalayan region. Since ancient times, their primary occupation was sheep and goat rearing. They also utilized the Indo- Tibetan trade route for travelling through the Himalayan region. But after the Indo-China War of 1962, the trade route closed and they settled on the Indian side. They had to look for alternate sources of livelihood. That led to the demand for these traditional woollens which were previously made for personal use only. They have enjoyed a monopoly in the business for quite some time as their high-quality products are long-lasting

The raw material which they use for making the craft is the wool of a local sheep which is relevant for today as well, considering the increasing awareness about sustainable fashion. However, the cost of making these products are high which limits its market.

Also, a major shift in the lives of the Bhotiyas has impacted the craft itself. With the availability of cheaper and synthetic substitutes in the market, the demand for these handwoven products has reduced drastically. Even the availability of new job opportunities with fixed income has driven the youth further away from the craft.



The Craft

It is believed that the need for comfort and the availability of wool gave birth to the craft. Traditionally the women are the primary work of the family used to rear sheep, card wool spin yarn out of wool, Weave shawls, Dun and Asans with the passage of time the craft may have loss It its once flourishing market, but its usage is still relevant amongst the people.

Every Bhotiya household is a storehouse of beautiful duns and asanas. Even today when a girl gets married, a pair of traditional asanas, duns and pankhis are included in her trousseau. Over the years, weaving has become an essential part of the Bhotiya lifestyle.

Women now collect wool from shepherders- cleanse it, make spheres of wool, spin yarn from wool and weave. They do it in their leisure time and the products are primarily made for household usage.

The Designs

The designs found in the craftwork are mostly the result of the practice continued for generations. The designs fall into the category of stylized geometric motifs, floral motifs, and dragon designs sharing a Chinese influence. Carpets are also categorized by a boldness of colour and motif.

The wool used is fine wool, which is almost 30% of the raw wool. So the remaining 70% of the raw material is somehow gone for either waste or some other products with a blend of other materials. Usually, the designs comprise a border with four corner motifs and one or two centre motifs. Gyanak Boota (Swastika Flower), Bada Boota (Big Flower), Sankli (Chain) etc. are the most common motifs used in the centre. Like other communities, the Bhotiyas also consider Swastika very auspicious. Often three circular motifs are woven in the central area enclosed with borders. The border is a very important element in Bhotiya woollen work and can go up to 8" in width.





Product Name- **Aasan**

Name of the Artisan-**Narmadha Devi**

Product Code- **SI/TW/Aasan**

Product Design-**Flower**

Material -Synthetic wool

Color Details-

Red, Blue, Sky Blue, Green, Yellow, Pink, Black and White

Size- **21" x 18"**

Wight -800 gram

Usability-

- **Used as a chair mat, sofa mat and aasan for worshipping**

Raw Material Cost -**400**

Labor cost -**300**

Other Variable cost- **50**

Total production cost-750

MRP-800-850



Product Name- Sofa Carpet

Name of the Artisan-Madhavi Devi

Product Code- SI/TW/Sofa Carpet

Product Design-Rangoli

Material -Synthetic wool, Pure black sheep wool

Color Details-

- Red, Blue, Sky Blue, Orange, Gray and White

Size- 45" x 23"

Wight -2.5Kg

Usability-

- Can be used as sofa carpet, bed runner, etc.

Raw Material Cost -1200

Labor cost -1200

Other Variable cost- 100

Total production cost- 2500

MRP-2800-3000



Product Name- Dunna/Floor Carpet

Name of the Artisan-Basanthi Devi

Product Code- SI/TW/Dunna

Product Design-Damask

Material -Synthetic wool, Pure black sheep wool

Color Details-

- Red, Blue, Sky Blue, Orange, Maroon Yellow, Gray, Black and White

Size- 65" x 35"

Wight -4Kg

Usability-

- **Can be used as a floor carpet, under the bed mattress to keep warm in winter**

Raw Material Cost -4000

Labor cost -2000

Other Variable cost- 200

Total production cost- 6200

MRP-6500-7000



Product Name- Pankhi/Shawl

Name of the Artisan-Sunitha Devi

Product Code- SI/TW/Shawl

Product Design-Graph Check

Material -Pure Black sheep wool

Color Details-

Gray and Black

Size- 12' x 4'

Wight -500 gram

Usability-

- Can be used as a shawl, under the bed mattress to keep warm in winter

Raw Material Cost -800

Labor cost -500

Other Variable cost- 50

Total production cost- 1350

MRP-1500+



Product Name- Chutka

Name of the Artisan-Gudhoma

Product Code- SI/TW/Chutka

Product Design- Plain

Material -

- Pure cotton thread for warp, Pure white sheep wool for weft

Color Details- Gray

Size- 75" x 60"

Wight -4 Kg

Usability-

- Used over the bed mattress to keep warm during winter

Raw Material Cost -3000

Labor cost -1200

Other Variable cost- 100

Total production cost- 4300

MRP-4500-5000



Observation

- The size all the product is depend on the size of the frame (Raj), Changes of the product size is not that much easy.
- The product used more colors have more demand, Red is the major colur using in the product.
- Most used design is Flower design, the community find more markets fore the flower designed product.
- Aasan is the most produced and demanded product



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