

WEB DESIGN

Designing an e-commerce website for a Mangalagiri Artisan

Name of the product (Website)

GANJI SAREES

PRODUCT MISSION

To create a personalised e-commerce website for Mangalagiri Master Weaver, Mr. Ganji's saree store which can help increase saree sales while simultaneously reviving the craft

PRODUCT SUMMARY

Help boost product sales

Aimed towards craft revival

Educate the user about the craft

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RESEARCH

Interviewed the Artisan

Noted the Pain-Points

Derived Insights

Secondary Research

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INTERVIEW WITH THE ARTISAN

Asked questions regarding work process, frustrations and pain-points, sourcing, machinery, pandemic affect, managing workers' wages, types of designs, etc.

ARTISAN'S FRUSTRATIONS

**Customers preferring power-loom
over handloom**

Weavers earning a low wage

Nearly impossible weaver recruitment

Unfavorable government schemes

Local demand down due to pandemic



Ganji Ravindranath
Master Weaver

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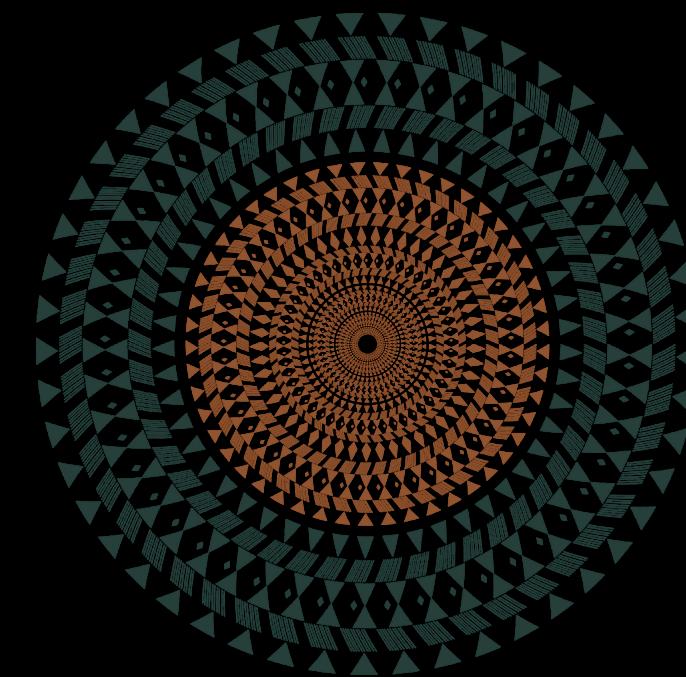
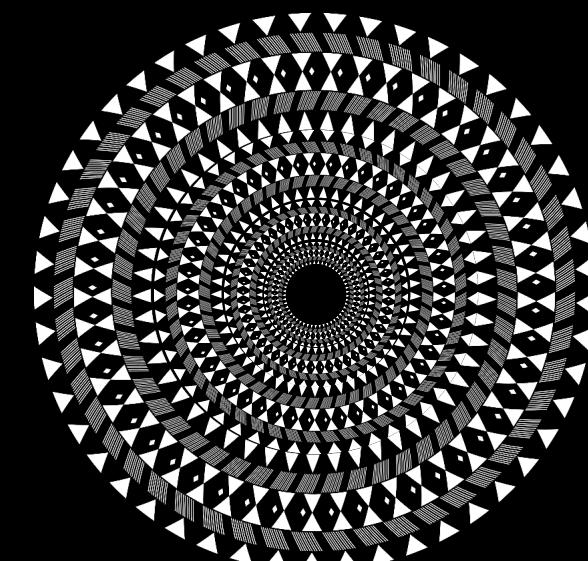
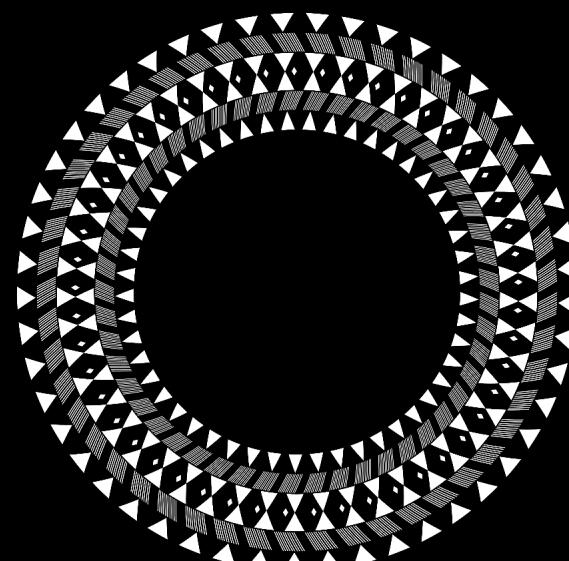
THE DESIGN

Logo + Style Sheet + Website Mock-up

THE LOGO

Inspired by the Nizam Border of
Mangalagiri Sarees (Mr. Ganji's design
specialty)

Elements derived & patterns created
from the Nizam border:



GANJI
S A R E E S

Fonts Used:

Adobe Arabic
Garamond

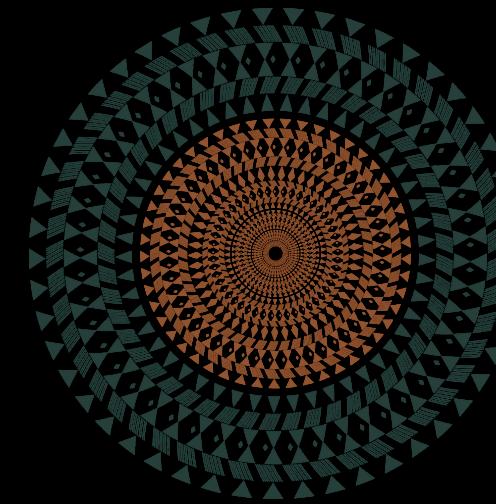
WEBSITE STYLE-SHEET

Fonts Used:

Playfair Display
Montserrat

Fonts Size:

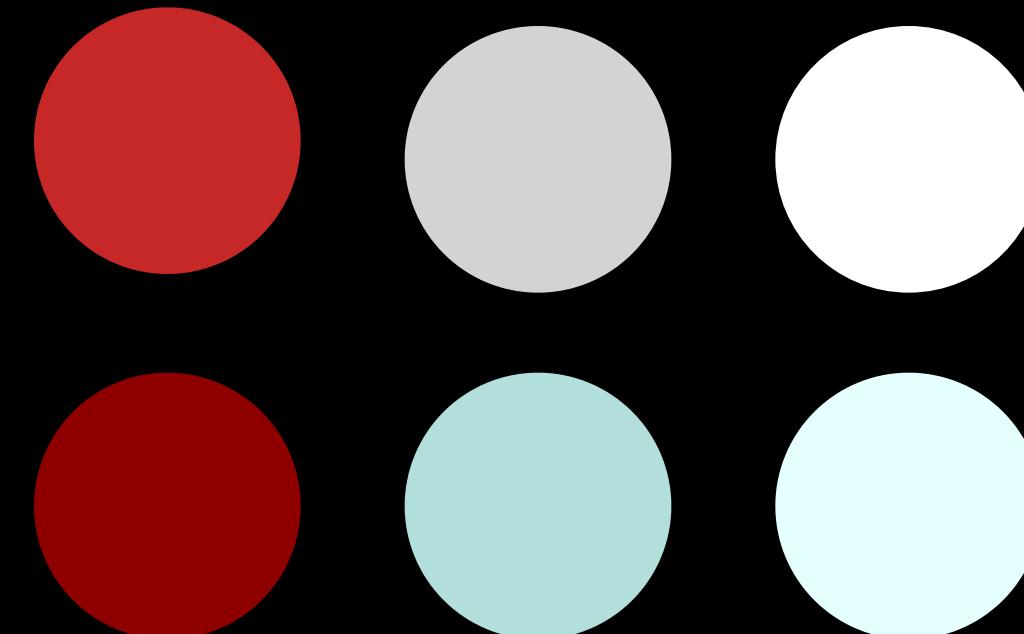
H1	48px
H2	36px
H3	28px
H4	18px
P	16px



Logo Used:



Colour Palette:



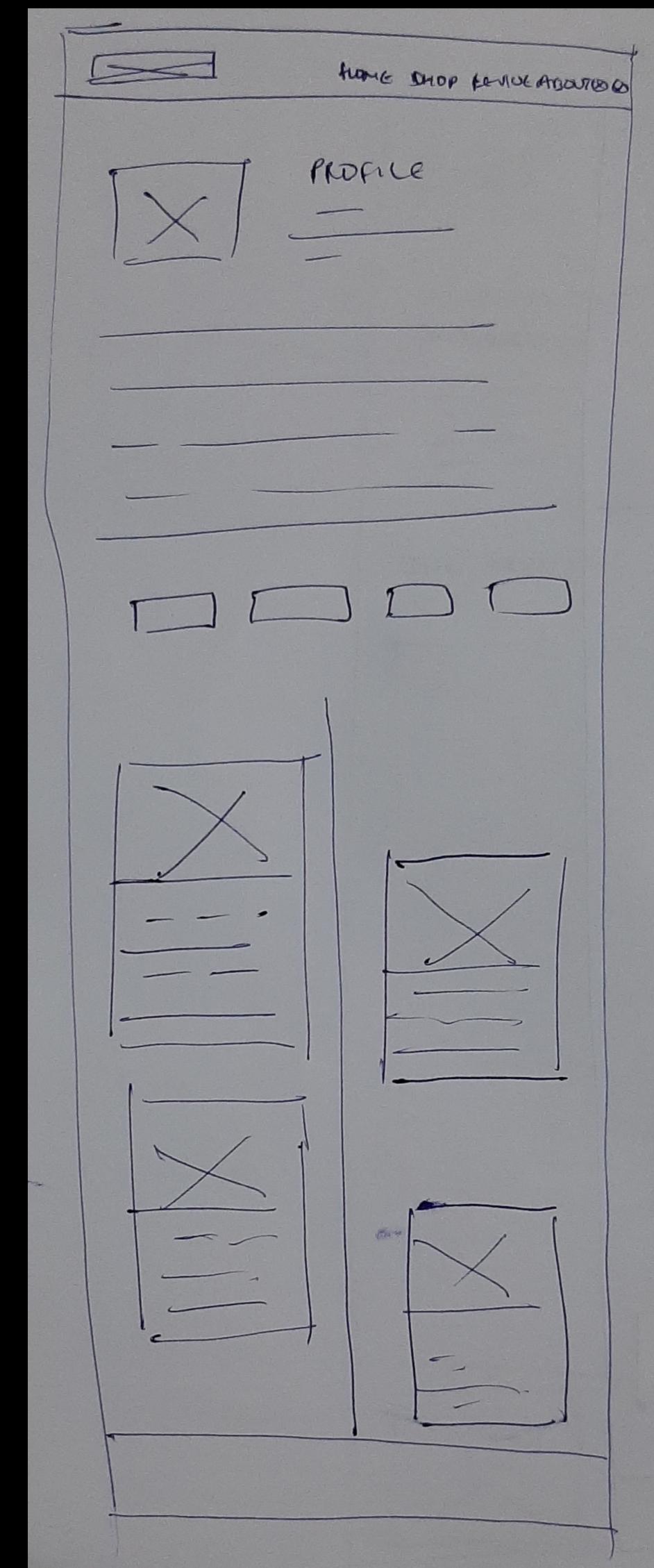
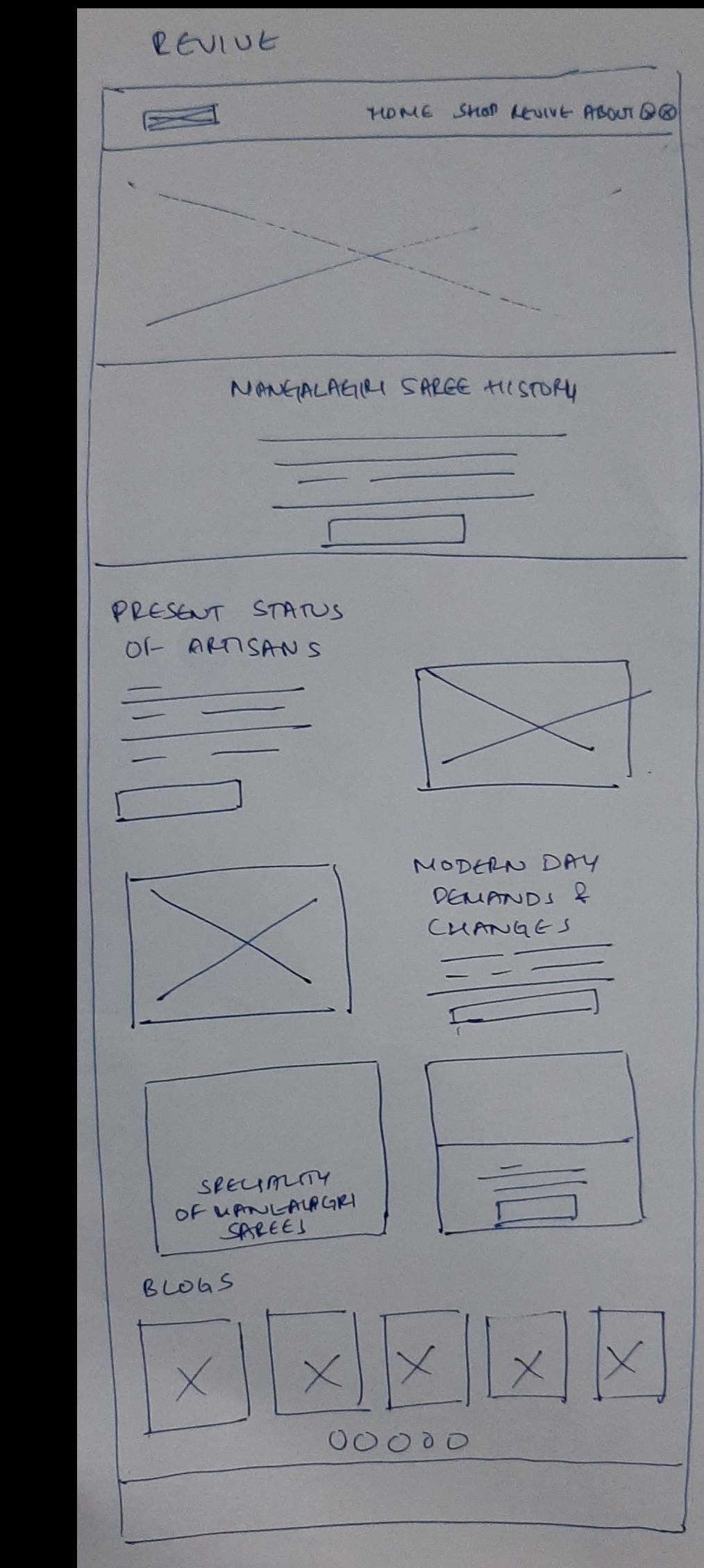
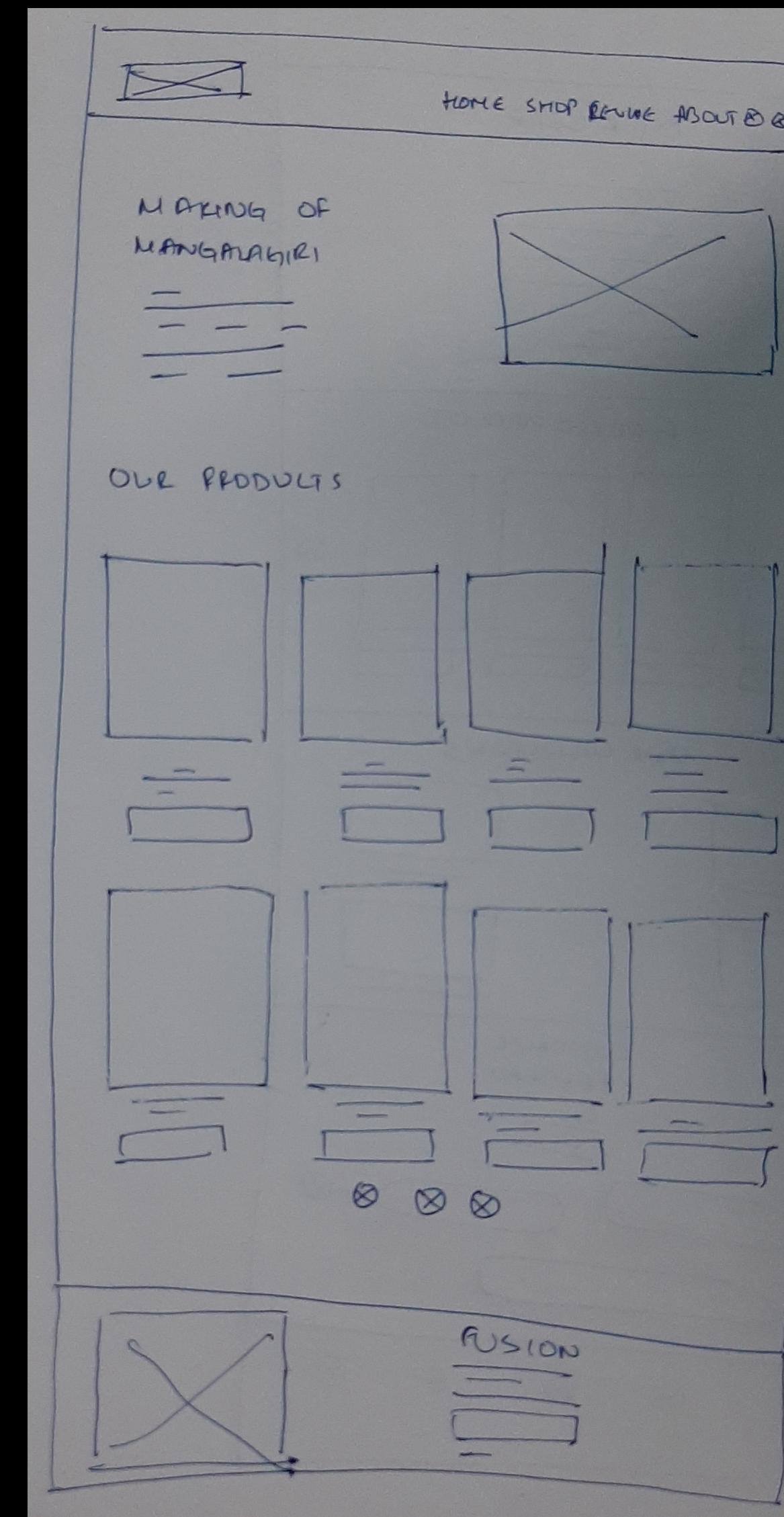
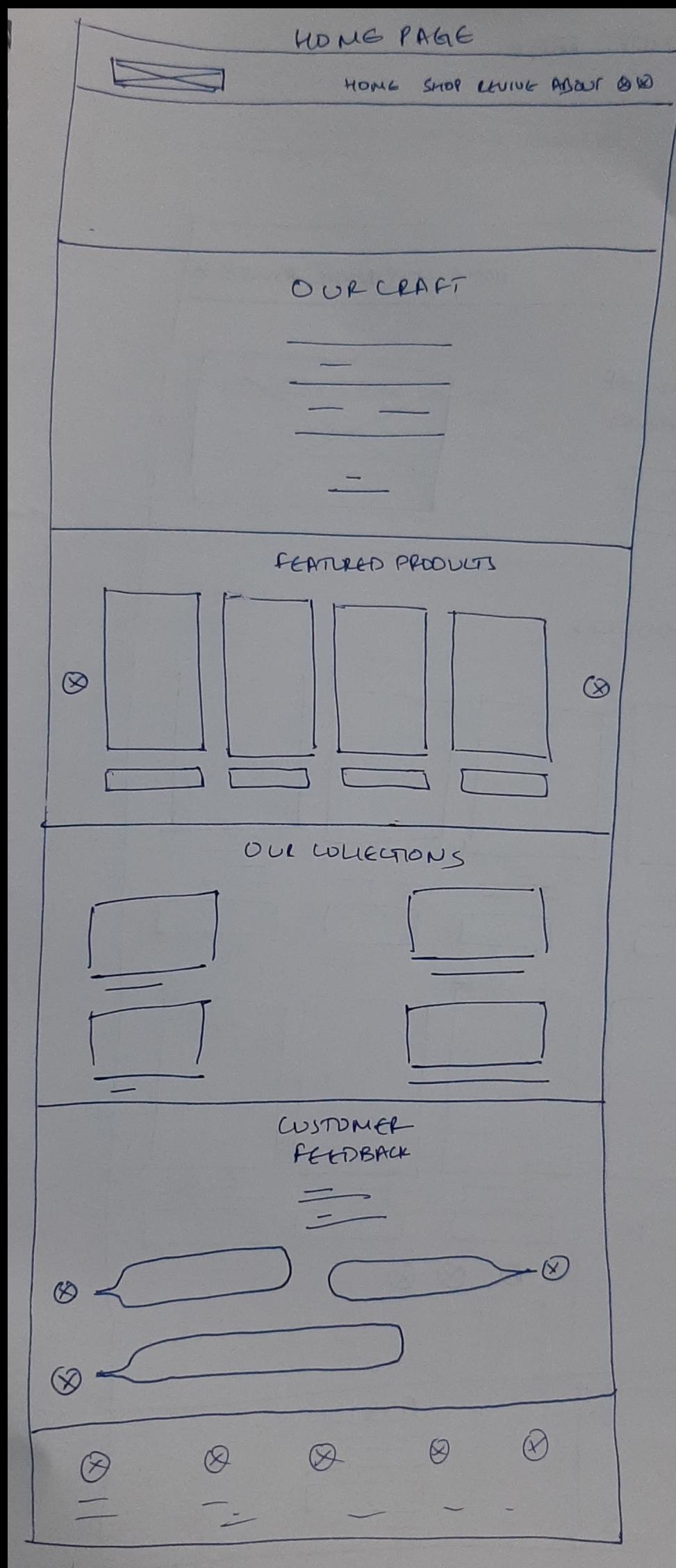
Cards & Buttons:



CRAFT ORIGIN

MANGALAGIRI

PAPER MOCK-UPS



LOCK-UPS



[HOME](#) [SHOP](#) [REVIVE](#) [ABOUT](#)



OUR CRAFT

our principle has been the same for the past 70+ years, that is to provide customers with the purest mangalgi handloom sarees

Mr. Ganji
Master Weaver, Ganji Sarees

FEATURED PRODUCTS



Pure Pavani Mangalagiri Cotton Saree
2,699/-

Add To Cart



Pure Red Mangalagiri Cotton Saree
2,699/-

Add To Cart



Pure Mangalagiri Cotton Saree
2,699/-

Add To Cart

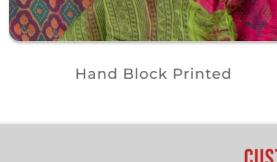
OUR COLLECTIONS



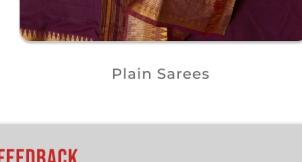
Nizam Border Collection



Pavini Cotton Collection



Hand Block Printed



Plain Sarees

CUSTOMER FEEDBACK

feedback is really important to us.
let's have a look at what our customers
from around the world have to say

 timeless beauty, loved shopping from here
Anita, India

 the quality, packaging and delivery was fantastic
Sai Pooja, USA

 the weave is so clean and beautiful
Safura Iffath, Sri Lanka

 अतुल्य भारत की अमृत्यु निधि
INVALUABLE TREASURES OF INDELEBLE INDIA

 अजगरीकृत
अमृत व्यापार संसद

Visit Ganji Mnagalagiri Sarees and textiles
Mangalagiri Town,Cuntur
District,AndhraPradesh
Contact us: 8480066792

[SHOP](#) [WHOLESALE](#) [HELP](#) [OUR STORY](#)

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GANJI
SAREES

HOME

SHOP

REVIVE

ABOUT



MAKING OF MANGALAGIRI

LOREM IPSUM IS SIMPLY DUMMY TEXT OF THE PRINTING AND TYPESETTING INDUSTRY. LOREM IPSUM HAS BEEN THE INDUSTRY'S STANDARD DUMMY TEXT EVER SINCE THE 1500S, WHEN IT WAS FIRST USED BY COMPOSERS WHO SCRABbled IT TO MAKE A TYPE SPECIMEN BOOK. IT HAS SURVIVED NOT ONLY FIVE CENTURIES, BUT ALSO THE LEAP INTO ELECTRONIC TYPESetting. IT HAS NOT BEEN CHANGED. IT WAS POPULARISED IN THE 1980S WITH THE RELEASE OF LETRASET SHEETS CONTAINING LOREM IPSUM PASSAGES. MORE RECENTLY WITH DESKTOP PUBLISHING SOFTWARE LIKE ADOBE PAGEMAKER INCLUDING VERSIONS OF LOREM IPSUM.

FEATURED PRODUCT

GANJI® MANGALAGIRI GREY WITH NIZAM BORDER PURE COTTON SAREE

₹ 2,454 INCL.GST

[ADD TO CART](#)

GANJI® MANGALAGIRI GREY WITH NIZAM BORDER PURE COTTON SAREE

₹ 3,364 INCL.GST

[ADD TO CART](#)

GANJI® MANGALAGIRI GREY WITH NIZAM BORDER PURE COTTON SAREE

₹ 2,894 INCL.GST

[ADD TO CART](#)

GANJI® MANGALAGIRI GREY WITH NIZAM BORDER PURE COTTON SAREE

₹ 1,364 INCL.GST

[ADD TO CART](#)

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[ADD TO CART](#)

FUSION

RED CROP TOP WITH DHOTI PANTS AND ATTACHED DUPATTA SET BOLLYWOOD DESIGNER RED SAREE FOR WOMEN, INSPIRED SAREES NET INDIAN ETHNIC SAREE

BEST SELLER

₹ 6,291.00

[BROWSE MORE PRODUCT](#)

अनुरूप भारत की अमृत निधि

INVALUABLE TREASURES OF INCREDIBLE INDIA

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MANGALAGIRI SAREES HISTORY

Lorem Ipsum is Simply Dummy Text Of The Printing And Typesetting Industry. Lorem Ipsum Has Been The Industry's Standard Dummy Text Ever Since The 1500s, When An Unknown Printer Took A Galley Of Type And Scrambled It To Make A Type Specimen Book. It Has Survived Not Only Five Centuries, But Also The Leap Into Electronic Typesetting, Remaining Essentially Unchanged. It Was Popularised In The 1980s With The Release Of Letraset Sheets Containing Lorem Ipsum Passages, And More Recently With Desktop Publishing Software Like Aldus PageMaker Including Versions Of Lorem ipsum.

[KNOW US](#)

PRESENT STATUS OF MANGALAGIRI ARTISANS

Lorem Ipsum is Simply Dummy Text Of The Printing And Typesetting Industry. Lorem Ipsum Has Been The Industry's Standard Dummy Text Ever Since The 1500s, When An Unknown Printer Took A Galley Of Type And Scrambled It To Make A Type Specimen Book. It Has Survived Not Only Five Centuries, But Also The Leap Into Electronic Typesetting, Remaining Essentially Unchanged. It Was Popularised In The 1980s With The Release Of Letraset Sheets Containing Lorem Ipsum Passages, And More Recently With Desktop Publishing Software Like Aldus PageMaker Including Versions Of Lorem ipsum.

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MODERN DEMANDS AND CHANGES

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[READ MORE](#)

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SPECIALITY
OF MANGALAGIRI SAREES
[KNOW MORE](#)

HOW TO DISTINGUISH A GENUINE MANGALAGIRI SAREE

Basic Texture Is More Compact Than That Of Similar Cotton Sarees.
Extra Warp Design Are Spread Continuously Without Any Gap Upto The Selvedge
Of The Saree.
The Texture Of The Saree Is Refreshing Since There Is No Starch Finish.
Mangalagiri Saree Do Not Have Any Extra Weft Designs On The Body.

[READ MORE](#)

BLOGS

WEAR MANGALAGIRI IN STYLE

THIS SUMMER WEAR MANGALAGIRI
TO WORK

10 DIFFERENT WAYS TO DRAPE
MANGALAGIRI SAREE

STYLE MANGALAGIRI WITH ME

< 2 3 4 >

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GANJI
SAREES

HOME SHOP REVIVE ABOUT

PROFILE

Name: Mr. Ganji Ravindranath
Position: Master Weaver
Age: 60 years old
Education: 10th Grade
Monthly Income: 24,000/- (provided by the Government)

Mr. Ganji Ravindranath was born in Mangalagiri, Guntur District, Andhra Pradesh, in February 1961. His residence is in the weaver's colony. This proud father of one runs a handloom store with his siblings (three brothers and two sisters) that sells excellent Mangalagiri sarees and textiles. He has been in business for over 45 years. Mr. Ganji Ravindranath was born into a family of excellent weavers who have contributed over 100 years to this craft, so it was no surprise that he took an early interest in it.

He went to school and completed his secondary education. He learned the techniques from his father as an apprentice. With practice, he got more adept at the process. Mr. Ganji Ravindranath is a firm believer in the importance of producing genuine handloom sarees and employing weavers. He Mangalagiri town, he is known as a Master Weaver and has employed about 1200 people, both men and women. He even owns a loom where he employs nearly 10 weavers over the age of 35, despite the government's reduced assistance in the handloom sector, with no help or benefits, he expresses his concern that the craft will die a slow death in less than 10 years due to the young weavers' constant reluctance to take up weaving as a career option.

Mangalagiri sarees and textiles have enabled him to support his family while working. The government pays him 24,000 rupees a month, and he addresses the issue that the government does not provide anything to the workers who work for him. Mr. Ganji Ravindranath participated in a 1994 show in Delhi. He has also exhibited in various fairs and shows across India. He has won many awards and certificates for his handloom sarees. From 1994 to 1996, he has done business in Delhi for a few years. Presently, he is a supplier of sarees, dupatta and running fabric to Fab India, nationwide. He has over 300 to 400 wholesale and retail clients now. He has started out online because after the pandemic, he was also sent to Malaysia by the central government to participate in an exhibition there for 10 days.

Mr. Ganji Ravindranath is an industrious man with a beaming smile. He is keen to see the development of the Mangalagiri sarees and textiles and sees the new generation to take up this craft. He hopes that the younger generation will recognise their efforts and popularise the craft with the global community.

MANGALAGIRI

CRAFT ORIGIN

PROCESS

WEAVER'S STORY

MANGALAGIRI

Mangalagiri is a town, and a mandal of Guntur District. The town was known to have existed since 225 B.C. It is a major suburb of the Vijayawada area. It is currently the 31st most populous town in Andhra Pradesh. Mangalagiri is the headquarters of Mangalagiri mandal under Guntur revenue division. This town is best known for the temple of Sri Padmavati Lakshmi Narasimha Swamy. The temple is dedicated to Lord Narasimhamoorthy and is situated on a hillock at Mangalagiri. Ten villages namely Chinakakanai, Kaza, Nutakkili, Chinnavadipudi, Pedavallapudi, Vethanadipudi, Chintalapudi, Venkayavolu, Venabalem, Nidamarri, Bethapudi are merged. The town is the cradle of this temple is dedicated to Lord Narasimha.

The beginning of weaving is as old as 400 years as per some inscriptions found in the region. It was a migrated period for the weavers during the rule of Qutub Shahi. There was an increase in taxes. It was registered as one of the handicraft in the geographical indication from Andhra Pradesh by Geographical Indication of Goods (Registration and Protection) Act, 1999.

It is said that as per ancient tradition, the pilgrims had to purchase sarees from the local weavers after observing obedience to the rules, which was another way of giving a livelihood to the local weavers. Thus grew the popularity of the Mangalagiri sari. The place is proof enough that the Mangalagiri handloom tradition has been a part of the town for more than five centuries.

PROCESS

The production of the Mangalagiri sari includes different stages which includes

Raw materials – pure cotton yarn, silver and gold zari, synthetic and natural dyes and some chemicals.

Cotton cleaning – the cotton is washed, boiled, hank cotton to remove certain impurities, soaked overnight, rinsed and made suitable for dyeing process.

Dyeing – the cotton is dyed with different techniques for white saris and for colored ones, vat dyes are used.

Removal of excess dye – dyed or bleached yarn undergoes soaking and boiling water with some techniques to cut out excess dyes.

Drying – after the above process, the yarn is dried and also ad

WEAVER'S STORY

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