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DEVELOPMENT WHEEL (DEW)



A non profit organisation
Development Wheel - DEW

CATALOGUE

Nakshí kantha



www.dewbd.org

Dhaka, Bangladesh

Fair trade by DEW

Development Wheel - DEW is a non-government voluntary development organization established in 1996 by a group of professionals and researchers to promote self-help poverty alleviation initiatives of the poorest households in Bangladesh towards sustainable improvement of their livelihood.

The mission of DEW is to contribute to socio-economic development in Bangladesh through promoting fair trade options for small producers.

Main Objectives:

- to provide a marketing channel for small producers in Bangladesh.
- to support producer groups with product development and marketing.
- to support producer groups through providing skills development training, credit, educational, climate change and its impact: mitigation strategy, health and other development support services.

Development Wheel works in Bangladesh – one of the most densely populated countries in the world. Bangladeshis are facing several challenges on everyday basis mainly connected with their geographical position such as flood, drought and cyclones. Despite of all they are trying to find their way to live with dignity and ensure the better future of their children. Half of the population is living below of the international poverty line of US\$ 1.25 per day*.

Fair trade is one of the most efficient way to fight poverty in Bangladesh. It allows hundreds of artisans to make their income and change living conditions. Moreover, it also prevents child labour. Having in mind that working child is a common view in Bangladesh, by supporting producer groups it is possible to limit the number of children that earn money to survive.

Development Wheel provides work for artisans and takes care about education and health support for the families of producers.

This catalogue aims to present some examples of the products made by producers' groups cooperating with Development Wheel. It is focused on hand embroidery Nakshi Kantha – traditional folk art from Bangladesh.

Development Wheel respects the cultural heritage and tradition connected with the folk art. It creates many possibilities to improve the situation of the poorest inhabitants of Bangladesh – especially women. By combining tradition with the utilitarian purpose it allows to empower people and provide them with proper living conditions.

* http://www.unicef.org/infobycountry/bangladesh_bangladesh_statistics.html

Nakshi Kantha

Nakshi Kantha is the traditional folk art of Bengal and Bangladesh.

By far the most renowned embroidery of Bangladesh is the Nakshi Kantha.

It immersed in ritual and social custom and became an exquisite art based on thread and old cloth.



The art of kantha furnishes the patience, craftsmanship and resourcefulness of the village woman.

Kanthas are made throughout Bangladesh; but greater Mymensingh, Rajshahi, Faridpur and Jessore areas are most famous for this craft.

The colourful patterns and designs that are embroidered resulted in the name "Nakshi Kantha"- derived from the Bengali word "naksha" which refers to artistic patterns.

Traditionally old saree, lungi and dhoti (female and male clothes) were used to make kantha. Kantha making was not a full time job and women of almost every household were expert in the art. It has been made mainly during the times of rainy season.

When making a kantha first the sarees are joined together to attain the required size and then layers are spread on the ground. The cloths are smoothed leaving no folds or creases in between. During the process the cloth is kept flat on the ground with weights on the edges. Then the four edges are stitched and two or three rows of large running stitches are done to keep the kantha together. At this stage the kantha can be folded and stitched at leisure time.

Today the old materials are replaced by new cotton or silk cloths. Traditionally the thread was collected from the old sarees which is rarely in practise today.

Personal stories of artisans

Opportunity of having income due to fair trade allows hundreds of people to live with the dignity and respect. There are many people whom you may help by choosing hand embroidery products made by artisans cooperating with DEW.

Parveen is 38 years old and has daughter Asha that is 17 and son Munna - 15.

She is living with her family in Bagashra - small village located in border area in Jessore district.

Being married 22 years already she is acting as a head of family nowadays.



Her husband is not supporting her at all which makes her situation very difficult. In the past her husband used to be a smuggler. Now, he is occasionally involved in sharecropping - as they don't have own land. It means that in exchange for cultivation of others' land, a person can get 50% of harvest.

She started to be involved in hand embroidery 11 years ago when her husband stopped smuggling. She was desperately looking for alternative income. At that time there was an NGO group in her area that was working on embroidery. It was for her a chance and as she was talented it was very easy to learn.

Additionally, she is the only expert in the area in the field of vegetable dyeing so sometimes she gives training to others to share her knowledge.

Being a good mother is the most important thing for her. She believes that education will help her children to have a bright future. In the free time she is storytelling to daughter and son.

She likes the work because it gives her a possibility to provide her children with education and provides sufficient income for livelihood.

Personal stories of artisans



Hand embroidery gives women the chance to be financially independent and able to actively support their families.

Thanks to the possibility to generate income they are able to enrich their lives and increase their self esteem.

Noorjahan is 35 years old. She has been involved in fair trade for 10 years. Before she was mainly sewing but in her family there is a rich tradition of nakshi kantha so she decided to come back to her heritage.

She has been working with different organizations before and for 7 years so far she regularly cooperate with DEW. She is acting as a group leader that means collecting orders and distributing to others. She likes being a group leader – her colleagues are also very satisfied with her performance.

Additionally, she is still maintaining tailor services and makes use of her sewing machine as it is not so easy lately to get enough orders.

Noorjahan got married 3 years ago. She says that it is her life tragedy as her husband didn't share with her that he already has a wife.

This situation made her really sad as now they are all living together.

Her work allows her to relax and stop thinking about the situation. She feels very comfortable as a group leader.

It also allows her to be independent as she can have her own income and not depending on the husband.



Producer groups location

Developmet Wheel cooperates with producer groups in Dhaka, Bogra, Jessore, Tangail, Jamalpur, Manikgonj and plan to start working with groups in other places of the country.

At the moment there are 12 groups of artisans including 412 group members (273 are female and 139 are male) that are involved in handcraft.



Nakshi kantha products

1. Black silk scarf designed with different color thread
Size: length: 164cm, width 52cm
Code: DEW/2008/23
FOB: 22.00 USD



1. Black silk scarf



2. Golden silk scarf

2. Golden silk scarf designed with different color thread
Size: length 188cm, width: 52cm
Code: DEW/2008/22
FOB: 22.00 USD



3. Silk scarf



4. Silk scarf

3. Red olive silk scarf designed with different color thread
Size: length: 200cm, width: 43cm
Code: DEW/silk/2009/1
FOB: 20.00 USD

4. Vegetable dye silk scarf designed with different color thread
Size: length: 164cm, width: 51cm
Code: DEW/silk/2009/2
FOB: 20.00 USD



5. Silk scarves with different colour therad

5. Silver silk scarf designed with different color thread
Size: length 162cm, width 51cm
Code: DEW/silk/2009/3
FOB: 20.00 USD



6. Black color scarf

6. Black color scarf designed with different color thread.
Code: DEW/2008/20
FOB: 22.00 USD

Nakshi kantha products

8. vegetable dye silk scarf

Size: length 170cm,

width: 52 cm

Code: DEW/silk/2009/4

FOB: 20.00 USD



8. Red silk scarf



9. Red silk scarf

9. vegetable dye red silk scarf

Size: length 178cm

width: 52cm

Code: DEW/silk/2009/5

FOB: 20.00 USD

10. Cushion cover

Size: 40cmx40cm

Code: DEW/embr/2009/1

FOB: negotiable



10. Cushion cover



11. Cushion cover

11. Cushion cover

Size: 40cmx40cm

Code: DEW/embr/2009/2

FOB: negotiable

12. Cushion cover

Size: 40cmx40cm

Code: DEW/embr/2004/053

FOB: negotiable



12. Cushion cover



13. Cushion cover

13. Cushion cover

Size: 40x40

Code: DEW/embr/2009/3

FOB: negotiable

Nakshi kantha products

14. Cusion cover

Size: 40cmx40cm

Code: DEW/embr/2009/4

FOB: negotiable



14. Cusion cover



15. Cusion cover

15. Cusion cover

Size: 40cmx40cm

Code: DEW/embr/2009/5

FOB: negotiable

16. Cusion cover

Size: 40cmx40cm

Code: DEW/embr/2009/6

FOB: negotiable



16. Cusion cover



17. Cusion cover

17. Cusion cover

Size: 40cmx40cm

Code: DEW/embr/2009/7

FOB: negotiable

18. Black nakshi kantha

designed with different colour threads

Size: 170cmx100cm

Code: DEW/2003/316

FOB: 99.00 USD



18. Nakshi kantha

19. Cushion cover

Size: 40cmx40cm

Code: DEW/embr/2009/8

FOB: negotiable



19. Cushion cover

Nakshí Kantha products

20. Cusion cover
Size: 40cmx40cm
Code: DEW/embr/2004/055
FOB: 4.50 USD



20. Cusion cover



21. Cusion cover

22. Cusion cover
Size: 40cmx40cm
Code: DEW/embr/2004/058
FOB: 4.60 USD



22. Cusion cover



23. Cusion cover

23. Cusion cover
Size: 40cmx40cm
Code: DEW/embr/2004/051
FOB: 6.20 USD

24. Cusion cover
Size: 40cmx40cm
Code: DEW/embr/2004/054
FOB: negotiable



24. Cusion cover

25. Cusion cover
Size: 40cmx40cm
Code: DEW/embr/2004/052
FOB: negotiable



25. Cusion cover

Order form

Name:		Position:	
Mail:		Phone:	
Address:			
Product Code	Quantity (min. 100)	Product Name and Size	Total Price
1.			
2.			
3.			
4.			
5.			
6.			
Payment method		Sub total	
		Shipping (25%)	
		Tax (depending on the regulations)	
		Total	

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