



Silk Mark Organization Of India

About:

SMOI:

SMOI introduced the World's first label of authenticity for silks, the 'Silk Mark Label' in the form of paper hangtags and sew-in labels. These are affixed only on pure silk products by the authorised users of Silk Mark. Each label has a hologram and a unique number printed on it, which helps the consumer to trace the product back to the authorised user.

Consumers and traders of genuine silk demanded that the Central Silk Board should introduce measures to bring in fair practices to the trade. As a response to those demands, the Silk Mark Organisation of India (SMOI) was launched on 17th June 2004. SMOI is a registered Society under Karnataka Society Act 1960 with Registration No.1054 / 2003-2004 dated 19/01/2004. It is an initiative by Central Silk Board (CSB), Ministry of Textiles, Government of India.

SMOI is run by competent Textile Technologists who are well experienced in the silk industry and its trade. They work tirelessly for the benefit of the silk consumers, stakeholders in the silk industry and for generic promotion of Indian Silks across the world. SMOI is headquartered in Bengaluru and has ten chapters located strategically in and around the silk clusters of the country.

Vision & Mission:

Vision :

To make Silk Mark India a global mark

Mission :

- To make every silk retailer, manufacturer, weaver and artisan in the country to become Authorised User of Silk Mark
- Be the interface between R & D of Central Silk Board and the Silk Industry
- Help adopt the technology by the stakeholders from the silk research institutes
- Encourage the industry to interact with the institutes for credible solutions
- To organise an exclusive annual international expo for silk
- To organize Silk Mark Expos in Tier 2 and Tier 3 cities in India
- Promote silk consumption in the country through publicity measures
- Promote Vanya Silk and help the tribals to get gainful employment

Objectives:

- Protect the genuine interest of the silk consumers
- Generic promotion of silk
- Build brand equity for Indian Silks internationally
- Connect with and take care of the interest of all sections of stakeholders in the silk value chain

Activities:

ENROL MEMBERS

- *Educate Prospective Members On Silk Mark*
- *Collect Duly Filled Applications, Documents And Applicable Fees (Online Or Offline)*
- *Verify Authorised User Premises And Silk Products*
- *Enrol The Selected Ones As Members Of Silk Mark*
- *Train And Guide The Salespersons / Authorised Users*
- *Issue Necessary Certificate(S)*
- *Provide Relevant Publicity Material*

SALESPERSON TRAINING

- *Brief Introduction To Silk Production*
- *Types And Varieties Of Silks*
- *Testing And Identification Of Silk And Other Fiber*
- *Method Of Affixing Silk Mark Label On 100% Pure Silks*
- *Economy/importance Of Silk Industry*
- *Address General Queries From Seekers*

SILK MARK LABELS

- *Supply Silk Mark Labels On Request*
- *Maintenance Of Silk Mark Labels Account By Au*
- *Update The Records For Label Autentication*

SURVEILANCE

- *Supply Silk Mark Labels On Request*
- *Maintenance Of Silk Mark Labels Account By Au*
- *Update The Records For Label Autentication*

CONSUMER AWARENESS

- *Importance Of Silk Mark While Buying Pure Silks*
- *Types And Varieties Of Silks*
- *Verify Authorised User Premises And Silk Products*
- *Silk Testing And Identification*
- *Silk Care*

CONDUCTING CHECKS AND BALANCES

SMOI officials conduct regular surveillance activities at the premises of the Authorised Users to ensure that the Silk Mark Label is used rightly on 100% pure silk products only

EMPOWERMENT OF WOMEN

SMOI encourages and provides ample opportunities to the women involved in the silk value chain to earn and sustain their livelihood and lead a life of self-sufficiency and dignity

CREATING AWARENESS FOR INDIAN SILKS

SMOI is actively involved in advocating the use of Indian Silk, especially the exclusive wild varieties branded as Vanya Silks, namely Eri, Muga and Tasar through various innovative initiatives.

CONNECTING DIRECTLY WITH CONSUMERS:

SMOI organises Silk Mark Expos across the country that brings Authorised Users from all over the country under one roof so that consumers can celebrate and embrace the diversity of Indian Silks.

The Structure Of SilkMark Organization Of India:

Permanent Official Members

- 1. Chairperson - Appointed by the Govt.of India
- 2. Vice Chairperson - Ex office Member Secretary, CSB
- 3. Joint Secretary (Silk)/Director (Silk) or any other representative of Ministry of Textiles, Govt. of India
- 4. CEO/ Secretary of SMOI to be appointed by CoA under inimitation to MOT
- 5. Nominee of CSB, not below the rank of Director
- 6. Ex-Officer Chairperson/ Executive Director of ISEPC

Corporate Members

- The Corporate Membership is open to all Institutions , Firms, Sole Proprietary concerns, weavers, master weavers and Individuals involved in the business of silk and silk industry on payment of fee fixed by the CoA. The Corporate Members have voting rights

Special Members

- The state apex co-operatives , state Corporations, govt. departments, govt. sponsored societies and cooperative bodies dealing with silk/textiles industry are eligible to become Special Members of SMOI on payment of Special Membership fee. The Special Membership fee is fixed by the CoA . The Special Members have voting rights

Handloom and Powerloom Silk Weavers Members

- The Handloom and Powerloom Weaver Membership is open to small Handloom and Powerloom weavers of silk having five looms or less, on payment of fee fixed by the CoA . The Handloom and Powerloom Weavers Members have voting rights

Committe Of Administration:

The Silk Mark Organisation of India (SMOI) is managed and administered by a Committee of Administration (CoA), with the Chairperson at its helm. The CoA comprises six permanent members and five ex-office nominee members on a rotational basis from the Special Members category. Additionally, five Non-Permanent Members from Special/Handloom and Powerloom Weaver/Corporate Member category are elected during the Annual General Meeting (AGM). The term for Nominated/Elected Members is two years from the date of nomination/election.

The Chairperson leads CoA meetings in accordance with the Society's bylaws. In their absence, the Vice Chairperson assumes this role. The Committee holds necessary administrative and financial powers to fulfill the objectives outlined in the Memorandum of Association. It executes tasks directed by the bylaws and possesses the authority to make, adopt, amend, vary, or rescind bylaws for improved management and objective delivery. Such actions are undertaken within the legal framework and are subject to ratification by the General Body, with intimation to the Central Government.

World Of Silk:

What is Silk?

When we hear the word ‘silk’, we often think of smooth and shiny silk fabrics. Technically speaking, silk does not refer to a fabric, but to the silk fibers that are used to make these fabrics. Silk is a natural protein fiber.

Natural means that it is derived from animals, such as moths, spiders, and even a type of clam. While many insects are capable of producing silk, the silk we are most familiar with is made by the larvae of moths, also known as caterpillars. To be even more specific, silk fibers are found in the cocoons of these moth larvae. The larvae make cocoons to grow in before they pupate and emerge as moths. These cocoons are each made of one long silk fiber that the larvae produce using their saliva. On average, a strand of silk from a cocoon ranges anywhere between 300 to 900 meters long. However, a silk fiber can measure up to 1600 meters in length. To put that into perspective, that’s about five times the length of the Eiffel Tower.

Types Of Silk:

Mulberry:

Mulberry silk is known for its smoothness, softness, lustre and drape. Mulberry silk is the largest among the four types of silks produced in India. More than 90% of mulberry silk is contributed by the states of Karnataka, Andhra Pradesh, West Bengal, Tamil Nadu and Jammu & Kashmir. Kanncheepuram, Pochampally, Mysore Silks, Kashmir crepes & carpets , Dharmavaram, Murshidabad are some of the examples of Mulberry silks.

Eri:

Eri spun silk is known for its softness, moderate sheen and comfort. North-eastern states and Assam. It is also produced in Bihar, West Bengal and Orissa. Eri silk is mainly used for making shawls in North Eastern states, sarees, garments & hosieries.

Tassar:

Tassar Silk is known for its coarse texture and lesser sheen, making it best suitable for making sarees and dresses. Tassar silk is second largest silk produced in India. Manipur, Himachal Pradesh, Uttar Pradesh, Chattisgarh, Assam, Meghalaya and Jammu & Kashmir are the states major contributors of Tassar silk production. Reeled Tassar X Reeled Tassar, Reeled Tassar X Ghicha are very popular Tassar material.

Muga:

Assam is the only state producing Muga silk , nicknamed as golden silk owing to its golden sheen, is the costliest of silks Mekhela Chador is pride of Assam and is an exclusive product found almost in every household of the state of Assam. Sarees, Neck ties, fashionable products like Umbrellas, Shoes, Lamp shades are made using this golden silk. On experimental Muga silk threads are used in place of Zari in sarees

Properties Of Silk:

Elasticity:

Silk is fairly absorbent. Water weakens the fibers, though, so treat your silk carefully when you're washing it.

Absorbency:

If they're treated well, silk clothes are good at keeping their shape. Silk is flexible and has some elasticity.

Thermal regulation:

Silk's good at maintaining your body temperature which means it can help you feel cool in hot weather and warm in the cold.

Shine:

Silk fibers are smooth and straight, unlike wool, for example, which has a scaliness you'll see if you put it under a microscope.

Elegance:

Silk is Smooth, Soft, Lustrous, Light weight & resilient making it most elegant textile fibre.

Comfort:

Silk has moisture absorbing as well as insulating, is moderately warm during winters and cool in summers, making it the most comfortable fiber

Strength:

Although Silk is the strongest natural fibre, stronger than steel, loses up to 20% of its strength when wet. Handle with delicacy while washing.

Draped:

Silk possess excellent drapability along with added advantage of its suppleness & pliability suits for rich draperies such as sarees & curtains.

India In Silk:

Silk in India: A Glance into the Past, Present, and Future

Silk has been an essential part of India's rich culture since ancient times, representing royalty and prosperity. The Indian silk industry has made significant contributions to domestic and international markets, evolving from a flourishing industry during the Mughal era to the world's second-largest producer of silk after China.

India has a long history of silk production, dating back to the Indus Valley Civilization. However, it was during the Mughal era that silk production became a thriving industry patronized by the rulers. Regions like Bengal, Assam, and South India were the major silk-producing areas in ancient times.

Silk Mark

Today, India is the world's second-largest producer of silk after China, accounting for around 18% of the world's silk production. The country's silk exports have grown over the years and significantly contributed to India's foreign exchange earnings.

One of the key initiatives that have contributed to the growth of the Indian silk industry is the Silk Samagra scheme. The scheme aims to promote sericulture, silk processing, and silk trade. As a result, the silk production in India has increased from 28,523 metric tons in 2015-16 to 37,793 metric tons in 2019-20.

Despite growth, challenges persist in the Indian silk industry like competition and rising prices. Yet, the government aims to enhance quality and encourage indigenous silk products. The industry spans various regions, with key clusters in Karnataka, Tamil Nadu, Andhra Pradesh, West Bengal, and Jammu & Kashmir, each renowned for specific silk types like Mysore, Kanchipuram, and Tussar silk.

The Silk Mark label, launched by the Central Silk Board, ensures pure silk products. It boosts consumer trust and sales. Government efforts like Silk Samagra and Make in India drive industry growth and rural employment. Indian silk symbolizes cultural heritage and economic strength, aided by government initiatives despite challenges. The future looks promising with ongoing support.

Market Overview:

The global silk market is projected to be valued at USD 16.94 billion by 2021, at a cagr 7.8% from 2016 to 2021. In this study, 2015 has been considered the base year and 2016 to 2021, the forecast period, to estimate the global market of silk. The growing demand in the Asia-Pacific, coupled with the growing demand for textile goods is expected to drive the global silk market during the forecast period.

Silk Weaving Clusters:

POCHAMPALLY IKAT DESIGNS

- Pochampally and surrounding villages in Yadadri Bhuvanagiri Dist, in Telangana state.
- First warp and weft yarns are dyed
- (Tie & Dye) as per required designs.
- Warp single ikat, weft single ikat & double ikat.
- More the number of colours higher will be the price.

SAMBALPURI IKAT DESIGNS

- Sambalpur is a district head quarters.
- Bomkai in Ganjam district in the state of Orissa.
- Warp and weft yarns are dyed as per required designs before weaving the fabric.
- Both single & double ikat are popular designs.

PATOLA IKAT DESIGNS

- Patan & Rajkot are two district head quarters in Gujarat state .
- First warp and weft yarns are dyed as per required designs.

- Mostly the designs are both in single (Rajkot) & double (Patan) ikat.

PYTHANI JAMDANI DESIGNS

- Yeola town in the district of Nashik, state of Maharashtra.
- Bobbins of coloured threads along with zari are woven into the fabric to form each motif separately.
- Due to intricate designs, it takes months to weave a Pythani sari, hence, the price is on higher side.

UPPADA JAMDANI DESIGNS

- Uppada village in the district of East Godavari , state of Andhra Pradesh.
- Bobbins, mostly of zari are used to form each motif separately during weaving.
- More the number of motifs, higher will be the price.

KALAMKARI DESIGNS

- Machilipatnam or Bandar, Krishna district and Sri Kalahasti, Chittoor district of the state of Andhra Pradesh.
- As the name suggests, kalam (pen) is used to draw the design lines, with natural colours.
- Cow dung, milk, myrobalan are used in the process of preparing the fabric for painting.

KANCHEEPURAM SILKS

- Kancheepuram is district Head Quarters in Tamil Nadu state.
- The silk yarns are dipped in rice water and sun-dried before weaving to get thickness and stiffness.
- Temple boarders and traditional designs with pure zari are the highlights of original Kanchi silks.

MUGA SILK OF ASSAM

- State of Assam is One & only state producing Golden Muga silk in the world.
- Muga silk fabrics/sarees are manufactured in Sualkuchi.
- Owing to their Golden Sheen, Muga silks are not dyed but embroidered with coloured threads.
- Muga silks are the costliest.

KASHMIR SILK SAREES/CARPETS

- Srinagar and surrounding areas in the Union territory of Jammu & Kashmir are famous for sarees like Crepes, Chiffons embroidery with fine threads, which gives elegant looks to soft silk sarees, making them very popular.
- Even silk capets are adored for their soft and elegant looks.

KARNATAKA SILKS

- Karnataka is leading producer of raw silk and known for production of various varieties of products like Dupion, Crepe, Chiffon, Tabby, Taffeta, Organza.
- Kollegal of Chamarajanagara Dist.
- Molkalmuru, Chitradurga Dist., natural motifs.
- Ilkal in Bagalkot district.
- Mysore known for crepe silks.
- Hoskote in Bengaluru Rural district.

BANARAS SAREES

- Banaras is famous Temple city in Uttar Pradesh and equally popular for pure silk sarees.
- Banaras sarees can be divided into categories like
 1. Jangla (heavy and highly intricate),
 2. Tanchoi (Satin Brocade),
 3. Cutwork, and
 4. Butidar

WEST BENGAL SILKS

- Baluchari, Light & Medium Weight Printed , Kantha work, Tassar Silk , Tassar x Ghicha are popular varieties from the state of West Bengal.
- Birbhum for Tassar & Kantha works, also in the city of Kolkata
- Murshidabad for light and medium weight printed mulberry silk sarees and Garod & Korial sarees with coloured designs in pallu and border.
- Bankura for Tassar and Baluchari sarees
- Purulia and west Medinipur for Tassar silk sarees.

DHARMAVARAM/MADANAPALLE

- Dharmavaram, Anantapur District, Andhra Pradesh.
- Madanapalle , Chittoor District, Andhra Pradesh
- Pure Silk with zari in boarder, pallu and body. Popular for wedding sarees, designer sarees.

TASSAR SILKS

- Champa in Chhattisgarh
- Bhagalpur in Bihar
- Ranchi, Giridih, Jasidih and Dumka in Jharkhand are popular silk weaving clusters
- Weaving includes yarns like Reeled Tassar, Ghicha, Noil.

Silk Mark

- Muga Satin
- Eri silk denim
- Tasar silk on power looms
- Pure silk sarees in Chanderi cluster
- Muga silk in place of Zari.
- Stain guard
- Aroma treated sarees
- Purse, bags, socks, gloves, accessories

Silk Weaving Clusters

- **Mannargudi (TN)**
- **Rasipuram (TN)**
- **Kumbakonam (TN)**
- **Thirubuvanam (TN)**
- **Aarni (TN)**
- **Venkatagiri (AP)**
- **Mangalagiri (AP)**
- **Hindupur (AP)**
- **Maheshwar (MP)**
- **Kota [Doria] (Rajasthan)**
- **Gadwal (TS)**
- **Narayanpet (TS)**
- **Mahboobnagar (TS)**

History Of Silk:

The Chinese Empress Who Accidentally Discovered Silk Legend says that silk was discovered around 2700 BC in ancient China. The story of the discovery of silk is recorded in writing by Confucius, one of China's most famous philosophers and politicians. According to his tale, the Chinese Empress Leizu (also known as Xi Ling Shi) discovered silk by accident when a silkworm cocoon dropped into her cup of tea. Hot water softens the silk fiber that the silkworm cocoon is made of, and thus the cocoon began to lose its cohesiveness. When Leizu lifted the cocoon from her teacup, the end of the silk thread was loosened, and the cocoon began to unravel. Leizu noticed that the cocoon was made out of a single long strand of silk, and she had the innovative idea of weaving this fine thread into a piece of fabric.

Empress Leizu, wife of the Yellow Emperor Huangdi, discovered silk production in ancient China, pioneering sericulture. She studied silkworms, cultivated Mulberry trees for their food, and invented tools like the silk reel and loom. This led to a profitable silk industry, initially practiced exclusively by women. Despite the legendary tale of a cocoon in her teacup, Leizu became revered as the Goddess of the Silkworm, with altars dedicated to her across China, like in Beijing's Beihai Park.

Products:

Queen Dress

Silk Dupion with traditional Lambani art like hand stitches and mirror work

Silk Denim

Eri silk denim dress. The machine Eri yarn used during fabric manufacturing

Muga

spun silk fabric with embroidery and mulberry silk for appliqué work

Muga

Spun Muga silk party wear

Dupatta

Mulberry Kora in warp and Tasar spun in weft

Eri party wear Dress 2/120 s Eri yarn

Silk knits with Ahimsa (Eri) Silk

Eri lighter fabric – 2/210s Eri yarn used for development of apparel

Silk knits Mulberry Reeled Silk

Wall Hanging Traditional Lambani art and print with natural dye

Muga Silk Heels

Muga Silk Umbrella

Silk Lamp Shade

Silk Curtain Panel

Contact:

Corporate Office:

- Silk Mark Organisation Of India, Central Silk Board, CSB Complex,B.1-M. Layout, Madivala, Bangalore- 560 068
- Ph : 080 23421144
- Ph : +91 80 7654321
- E-mail: silkmark@silkmarkindia.com
- +918282824345

SilkMark Chapters:

Corporate Office:

Silk Mark Organisation Of India, Silk Mark Organisation of India Certification Centre, Central Silk Board, #14, Vatal Nagaraj Road, Okalipuram, Bangalore - 560 021.

- Ph : 080 23421144
- Ph : +91 80 7654321

E-mail: silkmark@silkmarkindia.com
+918282824345

Aus Of SilkMark:

Any individual, Firm, Institution, Central and State Government sponsored bodies, Societies, Corporate bodies who are dealing or manufacturing or trading in silk can become an Authorised User of Silk Mark by submitting an application in the prescribed format,

conforming to the pre-selection criteria and payment of the prescribed fee depending upon the category and turnover per annum.

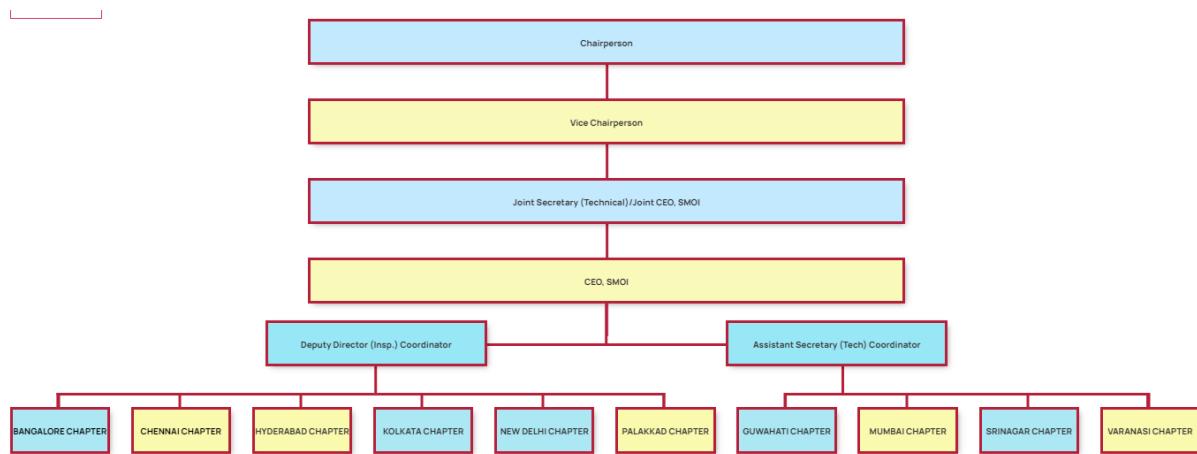
SMOI officials visit and inspect the premises of the applicant before registering him or her as an Authorised User. The registered Authorised User has to execute a legal Agreement with SMOI, agreeing to the terms and conditions for the use of the Silk Mark Label.

An Authorised User is permitted to use the Silk Mark Label on all his or her 100% pure silk products and can benefit from the various Silk Mark advantages and take their business to new heights.

Silk Testing Center:

ID	Chapter Name	Address	Mail Id	Phone Number
1.	Srinagar Chapter	SMOI, CENTRAL SILK BOARD, Central Sericultural Research & Training Institute, 1-A GALANDER, Srinagar, Pulwama, PAMPORE, 192121, JAMMU & KASHMIR	srinagar@silkmarkindia.com	+919419087598
2.	New Delhi Chapter	Silk Mark Organisation of India, Central Silk Board, 342-347, 2nd Floor, "A" Wing August Kranti Bhavan, Bhikaji Cama Place, New Delhi 110066	newdelhi@silkmarkindia.com	011-26107316/8316
3.	Guwahati Chapters	Silk Mark Organisation of India, Central Silk Board, SMOICH, CENTRAL SILK BOARD, GROUND FLOOR, CSB BUILDING, STATE MUGA FARM, POST KHANAPURA, Kamrup Metropolit Dist, GUWAHATI, 781022, ASSAM	guwahati@silkmarkindia.com	0361 2229772, 0361 2229708
4.	Varanasi Chapter	Silk Mark Organisation of India, CENTRAL SILK BOARD, RSTRS, IIHT CAMPUS, Chowkaghhat, Varanasi, VARANASI, 221002, UTTAR PRADESH	varanasi@silkmarkindia.com	05422390115, 0542203308 0542200232,
5.	Kolkata Chapter	Silk Mark Organisation of India, Central Silk Board 1st Floor, No:15 Dhakuria, Gariahat Road [South], Kolkata- 700031	kolkata@silkmarkindia.com	033-24730912 / 6856
6.	Mumbai Chapter	Silk Mark Organisation of India, Central Silk Board 16, Mittal Chambers, Nariman point, Mumbai - 400021	mumbai@silkmarkindia.com	022-22020326, 330
7.	Hyderabad Chapter	Silk Mark Organisation of India, Central Silk Board Road No: 72, Prashasan nagar, Near New Water Tank, Jubilee Hills, Hyderabad - 500033	hyderabad@silkmarkindia.com	040-23554447
8.	Bangalore Chapter	Silk Mark Organisation of India, Central Silk Board # 14 Vatal Nagaraj Road, Okalipuram, Bangalore 560021	bangalore@silkmarkindia.com	080-23120274
9.	Chennai Chapter	Silk Mark Organisation of India, Central Silk Board Central Silk Board 4th Floor, Kuralagam, N.S.C. Bose Road.,	chennai@silkmarkindia.com	044-25344774
10.	Palakkad Chapter	Silk Mark Organisation of India, Central Silk Board DCTSC, Maliyakkal Building, Pattikkara Palakkad - 678014	-----	0491-2501411

Organization Structure:



Helpline Number:

Working Hours :

- Monday - Friday : 10:00 A.M - 5:00 P.M
- +918282824345

Membership:

For becoming an AU member, please have all the documents listed here ready.

1. Aadhar Card /PAN Card
2. GST Certificate
3. Weaver Id card / Society registration Certificate / Company Registration form is required respectively if weaver /society/corporate member is Applying for AU
4. Applicant is able to download Agreement Form provided in Word document, print the agreement form on stamp paper with required details and then upload it back.
5. Digital Signature (Signature image to Upload)
6. Click to proceed for Member/AU registration process
7. Authorised Users of Silk Mark may subscribe for the Silk Mark News Letter on annual basis by depositing an amount of ₹350.00.
8. Fees structure to become Authorised User :

One time Registration Charges to become Authorised User of Silk Mark under different categories.						
Type of Member	HSN CODE	Membership Fee	Authorised User Registration Fee	GST@ 18%	Grand Total	Remarks
Corporate Members (Companies)	9995	₹5,000.00	₹5,000.00	₹1,800.00	₹11800.00	For Manufacturers, Retailers, Exporters, Boutiques etc.,
Weaver Member (Individuals)	9995	₹500.00	₹500.00	₹180.00	₹1180.00	For Handloom and Power loom Weavers.
Special Member (Societies)	9995	₹5,000.00	₹1,500.00	₹1,170.00	₹7,670.00	For Societies

News:

Calender:

Important Days & Dates in January 2024

Important Days & Dates in January 2024

Dates	Events
1 January 2024	English New Year , Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 January 2024	World Braille Day
3 January 2024	World War Orphans Day

Important Days & Dates in February 2024

Dates	Events
1 February 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 February 2024	World Braille Day
3 February 2024	World War Orphans Day

Important Days & Dates in March 2024

Dates	Events
1 March 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 March 2024	World Braille Day
3 March 2024	World War Orphans Day

Important Days & Dates in April 2024

Dates	Events
1 April 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 April 2024	World Braille Day
3 April 2024	World War Orphans Day

Important Days & Dates in May 2024

Dates	Events
1 May 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 May 2024	World Braille Day
3 May 2024	World War Orphans Day

Important Days & Dates in June 2024

Dates	Events
1 June 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 June 2024	World Braille Day
3 June 2024	World War Orphans Day

Important Days & Dates in July 2024

Dates	Events
1 July 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 July 2024	World Braille Day
3 July 2024	World War Orphans Day

Important Days & Dates in August 2024

Dates	Events
1 August 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 August 2024	World Braille Day
3 August 2024	World War Orphans Day

Important Days & Dates in September 2024

Dates	Events
1 September 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 September 2024	World Braille Day
3 September 2024	World War Orphans Day

Important Days & Dates in October 2024

Dates	Events
1 October 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 October 2024	World Braille Day
3 October 2024	World War Orphans Day

Important Days & Dates in November 2024

Dates	Events
1 November 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 November 2024	World Braille Day
3 November 2024	World War Orphans Day

Important Days & Dates in December 2024

Dates	Events
1 December 2024	English New Year, Army Medical Corps Establishment Day, World Peace Day, Global Family Day
2 December 2024	World Braille Day
3 December 2024	World War Orphans Day

Now Trending:

Indian Silk

Encompassing the entire spectrum of nature's finest offerings from the lustrous Mulberry to the tantalizing Tasar, and the Enchanting Eri to the golden Muga. These glorious silks are enriched by a wide range of weaving traditions, symbolizing universality within diversity. Perhaps nowhere else in the world can you find such an extensive array of artistic creations, including the irresistible Ikat, the bright brocades, the figured damasks, the terrific Tanchois, the ethereal Organzas and many more.

Enriching Indian Silk

Product Design, Development and Diversification has been a pressing need of the Indian silk industry

India proudly holds its place as the world's second-largest silk producer, celebrated for both the quality and quantity of its output.

Success Stories:

Mr. Pradeep, founder of Sri Lakshmi Narashima Perumal Silks in Tamil Nadu, comes from a lineage deeply rooted in handloom tradition. Their silk production, void of automated machines, showcases a profound dedication to handloom weaving. With their own silkworm farm and support for struggling cocoon farmers, they epitomize commitment to the craft.

Pradeep attributes this legacy to his grandfather, Sri. Govindaraj, a centenarian master weaver whose teachings ignited Pradeep's passion for handloom. Despite market challenges, Pradeep remained steadfast, refusing to abandon tradition for profit. Instead, he expanded his handloom business, now comprising 60 units in South India.

Pradeep's resilience in the face of adversity and commitment to quality over profit reflect his ethos. He acknowledges his wife's unwavering support as instrumental to his journey.

In a world where handlooms face obsolescence, Pradeep's example highlights the potential for entrepreneurship to preserve tradition. As the Master Weaver once said, "Believe! Weaving is a part of life like cooking".

Ramesh

Mastering the Art of Paithani Saree Weaving

Preserving Tradition, Weaving Elegance: The Journey of Ramesh, Master Weaver

In the heart of India, amidst the vibrant tapestry of culture and tradition, resides Ramesh, a master weaver dedicated to the timeless art of Paithani saree weaving. With a legacy steeped

in heritage and a passion for craftsmanship, Ramesh's journey is a testament to the resilience of traditional art forms in the face of modernity.

A Legacy of Craftsmanship

Ramesh's love affair with weaving began at an early age, under the tutelage of his ancestors who passed down the intricate techniques of Paithani saree making. From learning to thread the loom to mastering the delicate art of designing, Ramesh honed his skills with dedication and reverence for tradition.

Innovation Meets Tradition

In a world where tradition often meets innovation, Ramesh found a delicate balance between the two. While staying true to the timeless techniques of Paithani weaving, he embraced modern trends and preferences, incorporating new colors, designs, and motifs into his sarees. From traditional bright hues to contemporary pastels, Ramesh's sarees cater to a diverse clientele, both in India and abroad.

Recognition and Acclaim

Ramesh's dedication and artistry have not gone unnoticed. His sarees have graced prestigious exhibitions and garnered accolades from national platforms, including a commendation from the Prime Minister himself. Such recognition not only validates Ramesh's craftsmanship but also shines a spotlight on the rich cultural heritage of Paithani weaving.

Balrampur, Bilaspur, and Surguja practise sericulture. Tasar silkworm rearing is a long-standing tradition in the designated districts, particularly in tribal families. The entire family participates in various activities like collecting seed cocoons, preparing to lay, protecting worms, and finally harvesting and sales of cocoons.

Moreover, specific weaving clusters in central and north Chhattisgarh (such as Champa and Raigarh) have long been known for tasar silk manufacturing. They have a large number of reelers, spinners, and weavers. But the revenues from silkworm rearing, reeling, warping and weaving are frequently only used to cover the families' basic consumption needs. This indicates the major challenges faced by them like migration of handloom workers to other professions, younger generation not being interested to take handloom as a profession, low productivity, lagging behind technology, low-income generation, inadequate production infrastructure, health problems, competition from organized power loom and mill sector, insufficient marketing infrastructure, lack of initiation in export, and lack of government support. This project is centred on yarn and fabric production operations, and it aims to provide a source of income for the artisans while also commercialising their creations. The functions are centred on manufacturing high-quality yarn. The cocoons produced by rearers will be stored in a cocoon bank, which will supply yarn producers with cocoons throughout the year and be combined with traditional fabric weavers. The end product yarn and fabrics are sold in the market through various market places under this project. A thorough market

research was done to ensure manufacturing of commercial products, thus creating a brand value for Kosala as well as restoring the traditional heritage. This is fully integrated back-to-back to support the craftspersons. Earlier the existing product line for Kosala was limited to traditional sarees and stoles, however the project intervened by expanding the product line by including Tasar silk for products like home furnishings and accessories, office accessories, fashion accessories, contemporary fusion apparel. This was a major stride towards popularising the handloom. The Tasar silk was completely re-vamped by accentuating it with traditional paintings like Madhubani, and Warli, embroidery and resist dyeing techniques like shibori.

Success Story:

*Tisser Artisan Trust is a social enterprise that works to improve people's lives in India's rural areas. Under this trust, women in rural clusters are being retrained and given career possibilities, restoring the dignity of labour. The jobs thus created aim to revitalise handmade products inspired by India's rich cultural heritage, with each art group across the country having its own unique offering.

Women and art are being promoted with significant steps of empowerment and exposure. The purpose of the Kosala project was to promote and expand Kosa silk-related sericulture and weaving activities in the cluster to support and improve the lifestyle of beneficiaries participating in Kosa silk-related industries in some form. This project strives to empower rural craftspeople in Chhattisgarh with sustainable livelihoods, income-generating possibilities, and access to professional support, as seen by its success. Tisser, as part of the project has built a broad market for the modern consumer and the rural artisan through professional training, creative models, and technical solutions. This was achieved through establishing a sustainable ecosystem and there by enhancing the socioeconomic status of the recipients. As part of the project, 200 recipients created works of art using Tasar fabric and products made from Tasar yarn. Currently, three types of silk are produced in Chhattisgarh: 'Mulberry,' 'Tasar,' and 'Eri' silk. Tribals in the historic districts of Baster, Raigarh.

Tisser Artisan Trust is an entrepreneurial venture, functioning as a tool for social upliftment of rural clusters of India. Restoring the dignity of work by skilling women in rural clusters and providing them job opportunities.

Kosala Social and Livelihood Foundation, initiated by Hindalco and supported by Tisser Artisan Trust, is a social enterprise that acts as a bridge between the skilled Kosa silk artisans in the Chhattisgarh cluster and the market, providing contemporary designs interwoven with tradition. Hindalco Industries Limited is the metal flagship company of the Aditya Birla Group. Guided by its purpose of building a greener, stronger, smarter world, Hindalco provides innovative solutions for a sustainable planet.

*This is the inspiring story of an Electrical Engineer turned Manufacturer of Silk Products, who trades with his own silk brand in India and abroad, after joining hands with the only authority of the Silk Industry in India; the global purity assurance stamp; the Silk Mark Organisation of India.

Manufacturing was a daydream for us when we started in the year 2015. We thought this was an inherited profession. Starting as traders, we selected quality manufacturers and began selling directly to customers with a basic marketing strategy.

Initially, finding the right manufacturers was a tough task. We were very strict about maintaining quality. When it came to silks, we found it even harder to identify between pure silks and the mixed/blended silks. Pricing was also another big challenge. We wanted to sell Pure Silk products at a very affordable price. That's when we thought of becoming a Manufacturer. Initially we encountered many hurdles as we did not inherit the profession. Very new to the field of textiles, we decided to start our New Brand YUGAMUGI as a SILK BRAND. So we started manufacturing Mulberry Silk Sarees and Tasar Silk Sarees, and traditional Pen Kalamkari work on silk. At that time, after enrolling us as an 'Authorised User of the Silk Mark', the Silk Mark Organisation of India, Central Silk Board gave us a much-needed training on Silk Yarn and Fabric selection, to assure the purity of silk. We began to receive national recognition for our brand, and our sales shot up exponentially, which gave us the confidence to proceed further on our silk journey.

Going forward, we adhered to our 'best raw material' policy and also selected the right weavers to make traditional silk Sarees with an updated, trendy touch. We ourselves worked on the designs and provided more variety in both Mulberry Silks and Tasar Silks.

Now we have a partnership firm in West Bengal for manufacturing Tasar Silk Sarees, with a 2500- Saree manufacturing facility and over 1000 block print designs; a factory set up for Pen Kalamkari Silks in Sri Kalahasti; and more than 60 Handlooms in Tamil Nadu for Soft Silks. And we are still growing, with a number of Handlooms, employing around 120 handloom weavers and hand paint artists. From Hand Painting to Hand block Printing, Handloom Plain Silks to Heavy Bridal Weave Mulberry Silks... so many varieties are manufactured under Brand YUGAMUGI.

Now we are very proud to boast an annual 4- crore-rupee turnover, aided by Silk Mark and growing stronger with loyal customers who find our manufactured silk products irresistible. We are targeting a 10-crore-rupee turnover next financial year! We are further concentrating on the Export market with a MAKE IN INDIA label, and also planning to introduce a Dealership Format for Exclusive Silk Sarees.

Both hard work and smart work brought us to this enviable position. When you start doing something, be confident and work on it; success is the only result that you can expect. We are very grateful to Silk Mark Organisation of India – Palakkad Chapter – for their tremendous support in vigorously promoting pure silk products among customers.

Success Story of An Authorised User of Silk Mark:

Patola through subsequent generations by transferring knowledge to their children. Slowly it has been spread to the nearby villages. Suresh Makwana had grown up seeing Patola weaving all around him, so his passion for Patola sarees also grew inside him. He entered the family business in 1986. During the initial days he had no money to purchase raw silk yarn. With the help of his uncle he purchased raw silk from Bengaluru in order to weave just four Patola sarees. While visiting the area, a buyer from Jamnagar was impressed by his artistry and intrinsic designs, and Suresh was given an order for more sarees with similar designs. Since that first brush with destiny, Suresh's business began to flourish. He established his own brand under the name of M/s. Pooja Patola in 2002. And it has grown by leaps and bounds; today he has 20 weavers working for him, as well as Designers and specialized masters for Dyeing.

This line is from one of the folk songs of Gujarat, in which the wife asks her husband to buy a Patola of Patan for her while returning. Patola is a sacred silkcloth.

For them it is a belief that a Patola saree was a magic cloth, which protected them in battle, and against evil and bad health. The psychological motive behind the specific combination of colours and design of Patola is worth understanding. The square arouses the feeling of security, as women generally desire security in every part of life. The symbols of elephant, parrot, peacock, kalash(jug) and the people left are all considered to be auspicious symbols of saubhagya.

For many years or even centuries, Patan has been a place famous for weaving of Patola Sarees, but now one more gem has been added in the crown of Patola Sarees i.e. the Rajkot Patola. Patola sarees from Rajkot differ slightly from the Patola sarees of Patan in Northern Gujarat. This story is about a successful scion of Rajkot Patola sarees: Shri Suresh Makwana, Proprietor of M/s. Pooja Patola, Rajkot. Indeed, his ancestors were some of the very same weavers who were the reason for the ubiquitous spread of Patola weaving in Rajkot. Suresh Makwana's father was a weaver of Khadi who was settled at Rajkot. But the income through Khadi weaving was not sufficient, so he had called a Patan Weaver to the weaver association Rashtriya Shala and configured the first handloom suitable for the weaving of Patola Sarees in 1956. He was thus trained in Patola Weaving and taught other weavers of the same community in Rajkot, and thus started the grooming of Patola weaving in Rajkot.

Shri Suresh Makwana has been instrumental in the achievement of GI (Geographical Identification) for Rajkot Patola Sarees. He proudly says that it is an achievement for the unity of Rajkot Weavers and the efforts of Rajkot Weaver's Association. His brand has also recently been felicitated at the "International Product & Service Awards (IPSA) 2019" as the Leading Patola Saree Manufacturing Firm of the Year, accepting the award from Bollywood actress Smt. Juhi Chawla in Mumbai. In 2017, M/s. Pooja Patola was also a Winner of India's 5000 Best MSME (Ministry of Micro, Small and Medium Enterprises) Award. Shri Suresh Makwana has submitted his Patola Saree design sample to DC Handloom, Ministry of Textiles, to be considered for the National Award for Creativity and Handloom Product. He has also applied for Indian Handloom Brand (IHB) registration to the Weavers' Service Centre and hopes to receive registration. His success story will certainly be an inspiration for young Indian entrepreneurs.

The weaving process of Patolas is very precise and also time-consuming. The weaver should thus be a perfectionist and should also have great patience. In Patola sarees, the Warp and Weft yarns are Tied and Dyed and then woven into the Saree. Thus the interlacement of Warp and Weft needs to be very precise; only then will perfect designs appear on the saree. Otherwise the clarity of the figure on the Saree is affected, which in turn affects the value of the saree.

Suresh Makwana is ably supported by his son, who as an MCA graduate assists him in taking his business to the international level by taking it online. Now, he does business with clients across 25 countries while sitting at home! His business turnover is around 60-70 lakhs. Shri Suresh Makwanahas been a Silk Mark Member since 2016, and he professes that Silk Mark helps him by offering ample business opportunities. According to him, the Silk Mark tags on his products give them an edge over other products for purity of silk. He is a regular exhibitor at Silk Mark Expos, and has the distinction of never having sold a single product without Silk Mark tags. Silk Mark Expo, he says, is the platform on which traditional weavers and artisans can showcase their skills and caliber to clients, and thereby grow their businesses.

He believes that painstaking quality in each and every process will inevitably lead to quality output. He is relentlessly focused on quality while selecting silk yarn, and through the dyeing and weaving processes. He firmly believes this is the secret of his considerable success.

SilkMark Magazine:

*The Silk Mark brand image is very vital to encourage and keep the production tempo in the country alive. It is imperative that Silk Mark is a vibrant, solid, and active brand image of Indian Silk today. Thus, India needs a campaign for the promotion of Silk Mark that weaves the imagery of India for the world and performing giant for inclusive growth.

Silk has truly evolved as a contemporary, classy, luxurious, elegant, and sensuous fabric that has retained all the intrinsic properties and values associated with the ceremonial costumes of the erstwhile royalty. India is the only country to produce all the four known varieties and for all its classic silk types and diversifications.

*Sericulture in India is a sustainable, farm-based economic enterprise through various inter-related activities like mulberry cultivation, silkworm rearing, silk reeling, and fabric making and finishing. Apart from these, we have encountered multiple handicrafts prepared with waste cocoons. Value addition can be achieved through making handicrafts using cocoons, like preparation of garlands, bouquets, flowers, surface ornamentation, etc. This Article illuminates the potential of waste cocoons of *Bombyx mori* L. in making Cocoon Finger Puppets (CFP) which are useful in the education field.

Puppetry has been a crucial vehicle in religious propagation and entertainment. The traditional forms of puppetry enacted stories from epics, local tales and the Puranas, besides fables. The known stories and memories were reinforced through simple performances that recharge communities' spiritual and moral values.

* The weakest link in the silk value chain is the unorganised and fragmented cocoon/ raw silk market and this is the major concern for growth of the Indian silk industry. Sericulture mostly being a livelihood and household activity, the sale of cocoon and raw silk with fair and transparent pricing remains a challenge for the planners. Shri. Mayank Tiwari, CEO, Resha

Mandi gave an elaborate presentation and model for developing an ecosystem for silk marketing, to ensure fair and transparent pricing through a grading system for the primary producers.

A range of presentations on entrepreneurship in the silk industry was made by the speakers from Farmers Producer Organisation, SPV and Automatic Reeling Machine owners. Notable amongst them was the presentation by Shri. N. Y. Chigari, FPO from Karnataka, who gave details on scaling up of the activities through formation of FPO and thus ensuring increase in income. A large-scale sericulture farming model in Nagaland was presented by Dr. Venugopal, CEO, Samvrudi SPV. To improve quality silk production both in terms of quality cocoon and raw silk, the role of Chawki Rearing activity and use of automatic reeling machine was apprised by Shri. Jagadish, M/s. CRC Kirangere and Shri. Peddi Ravinder, ARM owner at Jangaon (AP).

* These were very different from what was available in the market. One of the weavers, who worked with me on the project challenged me saying, "We have made them so where is the market? This will not sell in the areas in which we sell our usual products." That proved to be the tipping point. I re-aligned my thinking. It was then cold calling to various craft shops, fabindia and more. I bagged a huge order for the cushion covers and stoles and from then there has been no looking back. Today, I work with over 40 families. They can have anywhere between 1 to 10 looms or more. Some of the weavers who started working with me have their own production base of looms and workers.

Consumer:

Silk Care:

Wash, Dry & Iron Your Pure Silks The Right Way:

Initial Washes: For the first three washes, it's advisable to opt for dry cleaning for your silks. This helps to preserve the fabric's integrity and color vibrancy.

Hand Washing: If you choose to wash your silk in water, ensure it's done in lukewarm water with a good neutral soap. This helps to gently clean the fabric without damaging it.

Gentle Handling: When washing silk by hand, avoid excessive squeezing or wringing. Instead, lightly squeeze the fabric with your hands to remove excess water.

Drying: Always dry silk in shade on a flat surface rather than hanging it. This prevents any stretching or distortion of the fabric and helps maintain its shape.

Ironing: When ironing silk, use low to medium heat to avoid damaging the fibers. Additionally, always iron silk on the reverse side to prevent any shine or damage to the fabric's surface.

Avoid Water Sprays: Never spray water directly onto silk to dampen it before ironing, as this can cause water spots or stains on the fabric. Instead, use a slightly damp cloth to gently press over wrinkles if needed.

Stain Treatment: If your silk has stains, avoid washing them with water. Instead, take it to a

professional dry cleaner who specializes in silk garments. They will have the expertise to remove stains without damaging the fabric.

Advantage of Wearing Silks:

Luxurious Texture: Silk is a soft, luxurious textile that blends versatility with durability.

Seasonal Comfort: Its absorbent properties keep you cool in summers, while its excellent thermal properties provide warmth in winters.

Adaptive Material: Silk boasts impressive hygroscopic properties, making it suitable to wear in any climate.

Lightweight and Comfortable: With its low density, silk is light and comfortable to wear for extended periods.

Skin-Friendly: The antistatic properties of silk make it gentle on the skin, ensuring a safe and pleasant wearing experience.

Elegant Drape: Silk's suppleness and elasticity contribute to its excellent drapeability, enhancing your style effortlessly.

Indian Silks:

Indian Silks reflect India's diverse culture and heritage, celebrated for their exquisite weave, vibrant colors, and intricate designs. These luxurious fabrics have captivated global audiences for centuries, earning India a renowned place in the world of textiles. From Mulberry to Tasar, Eri, and Muga, Indian Silks offer a rich tapestry of tradition and craftsmanship, each variety boasting unique characteristics and charm.

Be Alert While Buying Silks:

Ensuring Authenticity: The Silk Mark Label in the bustling silk industry, the quest for pure silk often faces challenges. Adulteration with lookalike fibers such as Nylon, Rayon, and Polyester has become rampant, distorting the silk value chain. This not only deceives consumers but also jeopardizes the livelihoods of stakeholders.

India Takes the Lead

Recognizing the need to safeguard both consumers and the integrity of the silk industry, India pioneered a solution. The Silk Mark Label was introduced with two primary objectives: Consumer Protection and Generic Promotion of silk.

A Symbol of Trust

The Silk Mark Label serves as a beacon of authenticity in the global silk market. It provides consumers with the assurance of pure silk, safeguarding them from fraudulent practices. Moreover, it upholds the livelihoods of silk farmers, weavers, and artisans who depend on the integrity of the silk value chain.

Joining Hands for Quality Assurance

The success of the Silk Mark Label underscores the significance of quality assurance measures in the silk industry. By fostering trust and transparency, it promotes the real value of silk and supports sustainable practices.

Get Genuine, Choose Silk Mark

When you see the Silk Mark Label, you can rest assured that you're getting the real deal. Join us in embracing authenticity and supporting the livelihoods of silk communities worldwide.

How To Test Silk:

Silk Purity Testing:

The purity of silk can be easily ascertained by a simple Flame Test. Take out a few threads of the fabric and burn them from their ends. The threads burn differently for different fabrics as stated below.

Silk: Burns slowly leaving a black bead like residue which crumbles easily with fingers, giving burnt hair smell

Cotton/Rayon: Burns continuously with paper burning smell, Rayon leaving white ash

Nylon/Polyester: Burns fast and melts like plastic, forming Polyester hard uncrushable beads.

Resam Ghar:

- Collaborative project with state/central Govt. emporia
- Enable Authorised Users from different clusters to market their Silk Mark products.
- To facilitate local silk consumers with exclusive outlets of Indian Silk with Silk Mark labeled products.
- Promote Brand Image of Silk Mark and Indian Silk through permanent sort of outlets.