

**Vastrakala Mon 26/4/2021**  
**SOP for REPORT WRITING FOR EVENTS**

Name of the Event: Vastrakala  
Name of the Department / Committee Department of Textile & Fashion Technology  
Name of the College & Collaborators, if any: College of Home Science Nirmala Niketan

Date 26<sup>th</sup> April 2021

Time 4.00 pm to 5. 45pm

Venue (Meeting Link):

<https://edflylearn.zoom.us/j/89637625269?pwd=VmZCMTVqWUdjVzZTK29yeGkrQU5iZz09>

Registration Link: <https://forms.gle/F7y64bxoFJgyqzWQ9>

Whatsapp Group:

<https://www.google.com/url?q=https://chat.whatsapp.com/CWOExe4IzfFGWDhghkGmJD&sa=D&source=editors&ust=1622029259761000&usg=AFQjCNE7MdgsdenRBrnS7EvLyld5MMapmA>

Feedback form link: <https://forms.gle/eRhnQ2x4QkccZyVz6>

No. of Participants:

Filled registration form: 113

In WhatsApp Group 63

In the Zoom Meeting: 90

Filled feedback form: 58

Guests and Dignitaries

Management Representative/S: None

Staff (In-House / Out-House):

**Department faculty**

- Dr. P Goyal
- Dr. V. Karnad
- Dr. R Madhan
- Ms. N. Mulchandani
- Ms. V. Udiaver
- Dr. A. Srivastava
- Ms. S. Navalgund
- Ms. V. Khedekar

**Faculty from other institutes**

Dr. Anjali Karolia

Dr. Sudha Dhingra

Dr. Sandhya Ravi

Mr. KD Sharma

Ms. Anjali Namdhari

Ms. Vaishali Honrao

Ms. Lopa Devrukhkar

Ms. Meher Sawhney

Students: T.Y.B.Sc, M.Sc I and M.Sc II from the Department of Textile & Fashion Technology.

**Resource Person: Aman Ansari** Designer and Artisan Tana Bana Maheshwari Handloom  
**About the Event (Event Flow, if available)**

Dr. Pratima Goyal Welcome Dr. Vishaka Karnad Introduction of Aman Ansari Dr. Ritu Madhan Vote of Thanks Dr. Vishaka Karnad Quiz

**Organizing Team** (Chairperson, Convenor and Co-Convenors)  
 Dr. Pratima Goyal, Dr. Vishaka Karnad, Dr. Ritu Madhan & Dr. Anjali Srivastava  
**Flyer of the Event**

**DEPARTMENT OF TEXTILE AND FASHION TECHNOLOGY**  
**COLLEGE OF HOME SCIENCE NIRMALA NIKETAN**  
 Affiliated to University of Mumbai, NAAC Accredited 'A' Grade

**Presents**  
**Vastrakala**  
 Insights into Traditional Textile Arts and Crafts  
**Tana Bana Maheshwari Handloom**

**Mr. Aman Ansari**  
 Designer and Entrepreneur

**26th April 2021** **Time 4.00 pm onwards**

**ORGANIZING COMMITTEE**

**Dr. Pratima Goyal**  
 Head- Dept. of Textile and Fashion Technology

**Dr. Vishaka Karnad**  
 Associate Professor

**Dr. Ritu Madhan**  
 Assistant Professor

**Dr. Anjali Srivastava**  
 Assistant Professor

Students Organizing Committee: Ms. Pooja Savia, Ms. Nida Kazi and Ms. Rashida Vohra

Click here for registration  
<https://forms.gle/F7y64bxoFJgyqzWQ9>

E-certificates will be issued after submission of the feedback form

<https://www.facebook.com/profile.php?id=100011906192408>

Media Partner **TEXTILE VALUE CHAIN**

Accounts, if any: NIL

### **Vastrakala- Insight into Traditional Art and Craft** **TANA BANA Maheshwari Handloom**

The Department of Textile and Fashion Technology College of Home Science Nirmala Niketan, (Affiliated to the University of Mumbai NAAC Accredited A Grade) organized an interactive session titled “Vastrakala”. Students, faculty and participants from different other fashion institutes and industry people had a chance to know more about Maheshwari fabric sarees from Aman Ansariji Designer and Artisan Tana Bana Handloom.

Maheshwari fabric has a long history from Ahilyabai Holkar’s times. It all started in 1780 when they gathered weavers from Surat. The origin this saree is Maheshwar -it is a prime handloom weaving center since 5th century and is the capital of the Malwas during Maratha Holkar reign; Rani Ahilya Bai Holker employed a special team of craftsmen from Surat and Malwa to design this exclusive nine yards saree. During those days, there were no Maheshwari sarees distinctively known, weavers used to make fabrics for Pagdis and then later they started weaving sarees and in the zari of saree they used pure gold. Gradually handlooms lost hold as power looms came in. Maheshwari saree fabric became more popular when it got advertised by the East India Company. After Ahilyabai Holkar, East India

Company was working with Maheshwari. They used a power loom instead of a handloom. Then this craft had lost its existence but one of the generations of Ahilyabai Holkar came forward to sustain this craft. In 1962 Rehwa Society, an NGO started by Richard Shivaji Rao Holkar and Sally Holkar to sustain this craft and promote this by asking the popular faces and fashion icons to start a handloom and the fabrics/ sarees made out of this handloom will be given to them and they can wear it and promote it.

TANA BANA start-up was started in 2011. The aim of this start-up was to contemporize the Maheshwari and to sustain this craft. Mostly cotton and silk yarns are used to make these exquisite pieces of textile weaves. They mostly make use of geometrical shapes as designs and motifs. The price range starts from Rs. One thousand five hundred onwards depending on the intricacy of craftsmanship. The business started as a family entrepreneurship and the brand name grew and came to be known as Tana Bana where they tried creating contemporary woven pieces of design of finesse and detail.

The weavers or crafters sometimes faced problems with the power loom taking over with lower market demand for handmade products as they turned out to be expensive. The resource person showed some examples of typical Maheshwari sarees and explained their characteristic features. The variety of products that had different kinds of borders and traditional and contemporary stirred fondness for owning such beautiful sarees for themselves.

Amongst the different Maheshwari sarees, there are a total of fifteen different borders for example Chatai, Diamond, Kangra, Chameli, etc. Maheshwari Sarees got GIS Certification in 2016. Sometimes weavers used Khadi yarns due to which they seem expensive. However, current trend of consumers is the shift towards sustainable clothing hence using natural and handloom products are on the rise. It was a great session got to know more about Maheshwari sarees.

Further he told us that for weaving Maheshwari, silk yarn is used as warp and cotton is used as weft. There are 7 steps for making the Maheshwari, which are as follows: Treating Raw Threads, Dyeing, Warping, Weaving, Finishing, Costing, and Marketing. At least seven people are involved in making one saree. Hence, giving employment to seven people.

The specialty of Maheshwari saree is that it has geometric shapes as motifs. It has small border, plain body and a pallu. It is made usually of cotton silk, pure silk and pure cotton. It also now contemporized by including materials like linen, matka silk, khadi, jute, etc. Today power looms are also used which makes this saree cheap and less time-consuming. Also, this saree is contemporized by mixing two crafts like Maheshwari weaving and Dabu print/ pigment, etc. Also, now-a- days dress materials, stoles, dupattas, shawls, and kurta materials are available. The fabric count of cotton is 120's unmercerized cotton, 80's mercerised cotton and 20/22 denier of silk. Some tips were then given to identify the original Maheshwari. This included burning test (Ash smell), check evenness, border, pinholes at the borders and slight deviations in the design.

The program began with a warm welcome and introduction to the resource person by Dr. Ritu Madhan. Further Dr. Pratima Goyal, Head of Department addressed the participants and shared the relevance of conducting this valuable session on a special, rich and traditional textile namely Maheshwari Saree. Aman Ansari, the Designer and entrepreneur of TANA BANA Maheshwari.

Further there was an interesting climax with the Kahoot Quiz on Maheshwari Sarees which involved great participation of all the participants administered by Dr. Vishaka Karnad who also delivered the vote of thanks in the end.

Overall, the session was very interactive and enriching fulfilling the aim of knowledge sharing amongst participants including the complete explanation of the weaving process and making of Maheshwari sarees right from designing to finishing. Some beautiful

saree collections were displayed explaining each and every technique, type of weaving, and characteristic features of Maheshwari Sarees.

Report Compiled by- Purva Bansode (M.Sc.), Ketaki Pendse & Apurva Raut (T.Y.B.Sc.)  
Dr. Vishaka Karnad & Dr. Pratima Goyal