Baluchori: A brief history.

It is very difficult to fathom whether Baluchori is a Saree or a work of art, and that perhaps has kept this ancient trade still alive even after 200 years. Strange as it may sound but, Bishnupur , the small town in West Bengal known for the famous Baluchori Sarees was not the mother of this art. The art of making Baluchori Sarees was brought into Bengal by Nawab Murshid Ali Khan into a village called Baluchor (hence the name) in the Murshidabd district of West Bengal. It flourished here before a massive flood destroyed the village and the craftsmen migrated to this small town of Bishnupur in South Bengal.

While the world has moved into a the age storytelling through internet and other electronic media , in these 200 years , Baluchori sarees still have managed to keep its unique way of storytelling through the Pallus of the Sarees. Every Baluchori Saree depicts a story through intricately designed and woven pictures and scenes from the Ramayana or the Mahabharata or the British era. This is what makes it special, the vibrant colors, the impeccable settings of the story and the expert hands of the weaver.

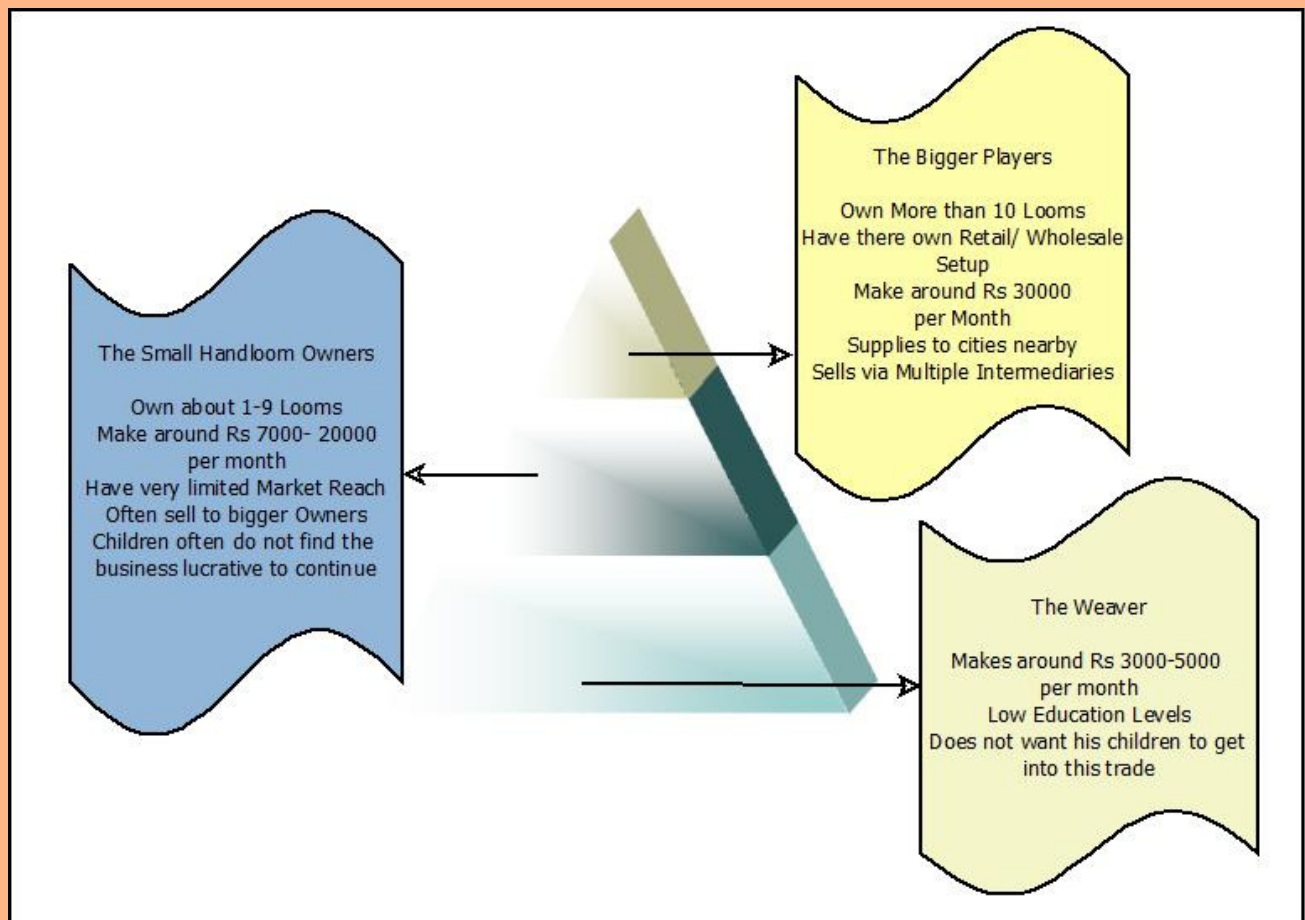Baluchori : Story telling of a small town

Facets of the Baluchori Industry

Trulogix did a detailed study on the operations and the structure of the industry along with the people involved. Based on our analysis we could see three distinct layers of people / organizations who are involved in the trade.

<u>The Weaver:</u> They normally work on daily wages and are the craftsmen of this art

<u>The Small handloom Owners:</u> They are people who have more than one looms, they also work individually on the Looms and also employ weavers.
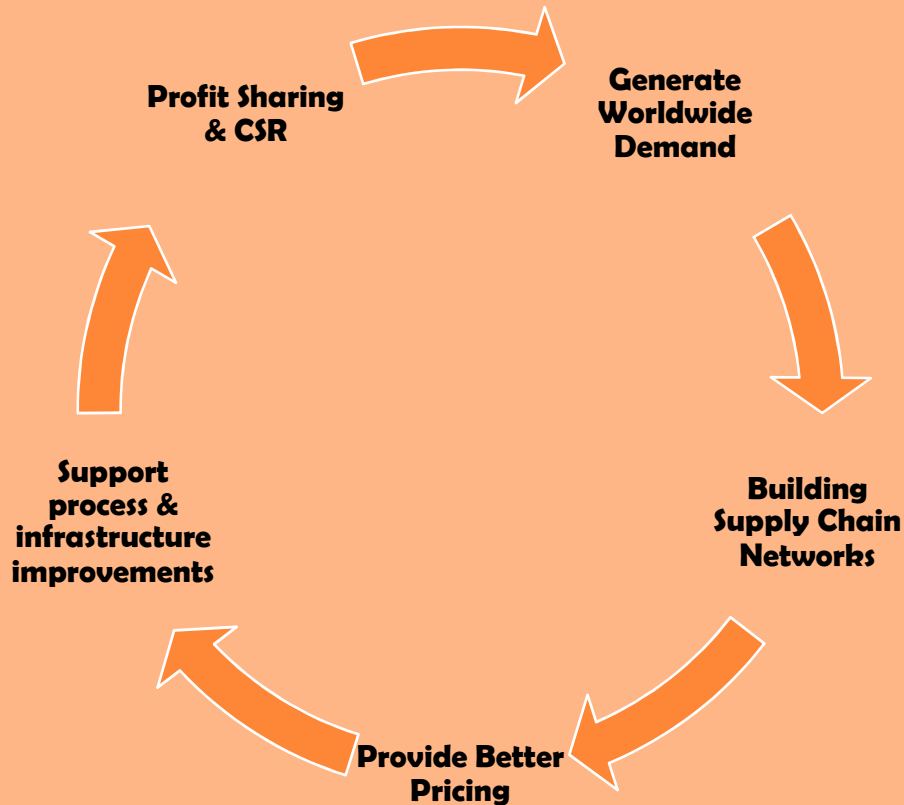
The Bigger Players: They have more than 10 Looms and employ craftsmen to make the Baluchori.

The Bigger Players

Own More than 10 Looms
Have there own Retail/ Wholesale Setup
Make around Rs 30000 per Month
Supplies to cities nearby
Sells via Multiple Intermediaries

The Small Handloom Owners

Own about 1-9 Looms
Make around Rs 7000- 20000 per month
Have very limited Market Reach
Often sell to bigger Owners
Children often do not find the business lucrative to continue

The Weaver

Makes around Rs 3000-5000 per month
Low Education Levels
Does not want his children to get into this trade

Baluchori : The key stakeholders

An initiative of Trulogix Information Systems to support the Baluchori ecosystem.

Based on our studies and available data, we feel that a major thrust is required to rejuvenate the Baluchori industry ecosystem. There are major scopes of improvements in the entire value loop and Trulogix can contribute significantly in each of the identified areas below.

Profit Sharing & CSR

Generate Worldwide Demand

Building Supply Chain Networks

Support process & infrastructure improvements

Provide Better Pricing

Baluchori : The key need for a sustainable ecosystem

Baluchori? A Candidate for thrust reversal?

Our interactions with the people involved in this trade have given us some indicators that are acting as impediments to the growth story of Baluchori. This is inspite of the fact that

Indian Sarees / ethnic wear has returned to the minds of the consumer in a very big way. The size of the market is really huge, but Baluchori remains at the lowest quadrant.

- <u>Limited Market access:</u> The sales of the Baluchori saree are not very wide. This is primarily because of supply chain issues an lack of tools for building awareness and marketing the Sarees.

- <u>Limited Infrastructure:</u> The lack of a definitive sales pipeline often deters loom owners to invest in infrastructure and in some cases getting credit becomes difficult.

- <u>Reducing Conviction:</u> With modern fashion & ethnic designer wear making huge inroads, the loom owners often feel the heat. The loss of business often dampnes their spirits of continuing in this trade.

> The results of these adverse forces have a huge implications in the socio economic conditions of the people involved in the trade and poses serious threats to the trade itself.
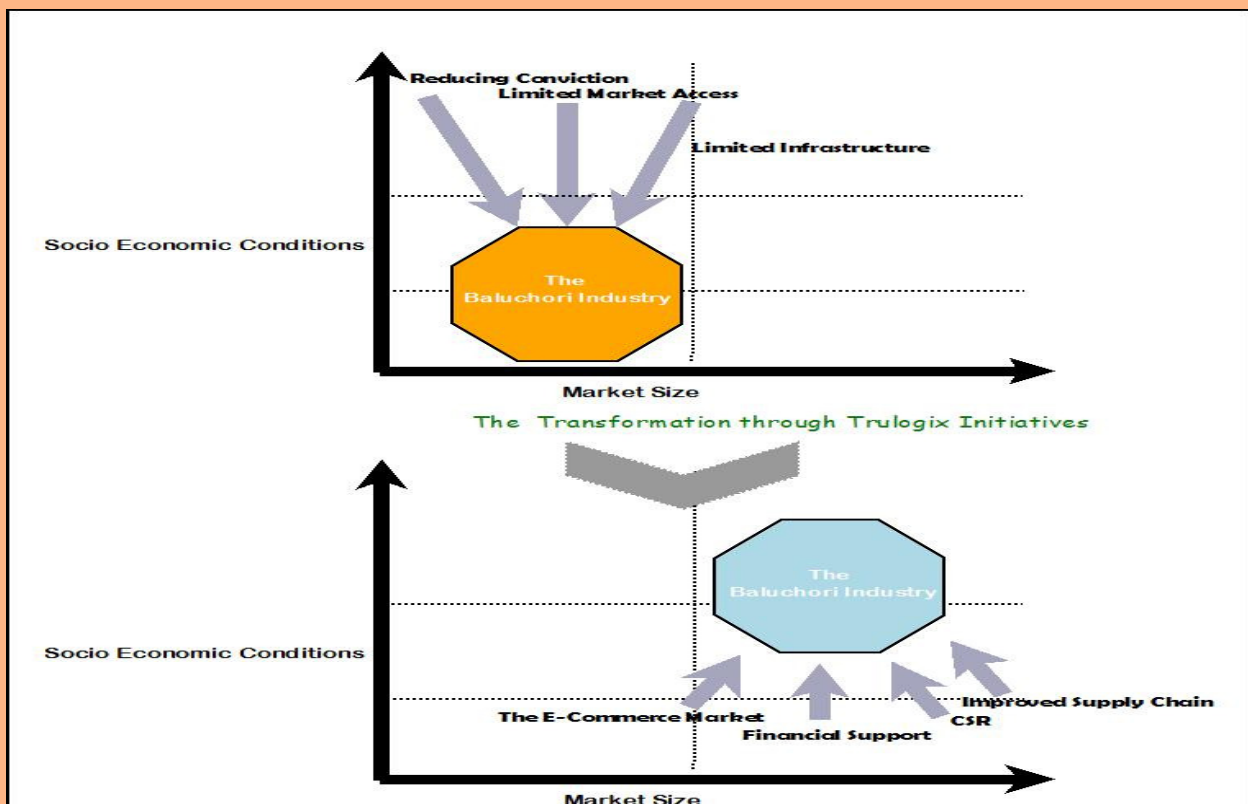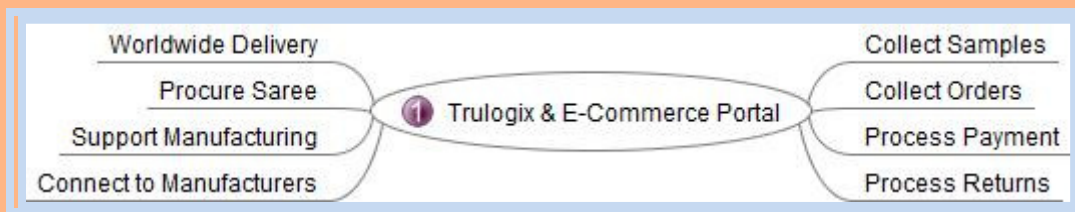

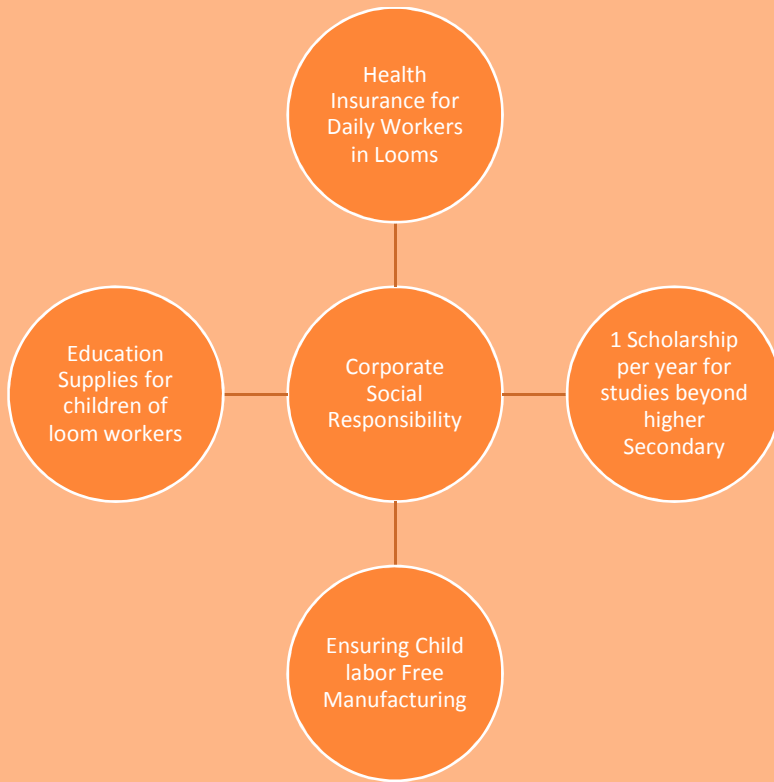Baluchori : The need to make a shift in quadrants

What will Trulogix do?

While Government Schemes are there to support such indigenous industry as Baluchori, Trulogix proposes to do its bit. We promise to contribute to the much needed props for this industry. We feel we will be able to play a significant role through
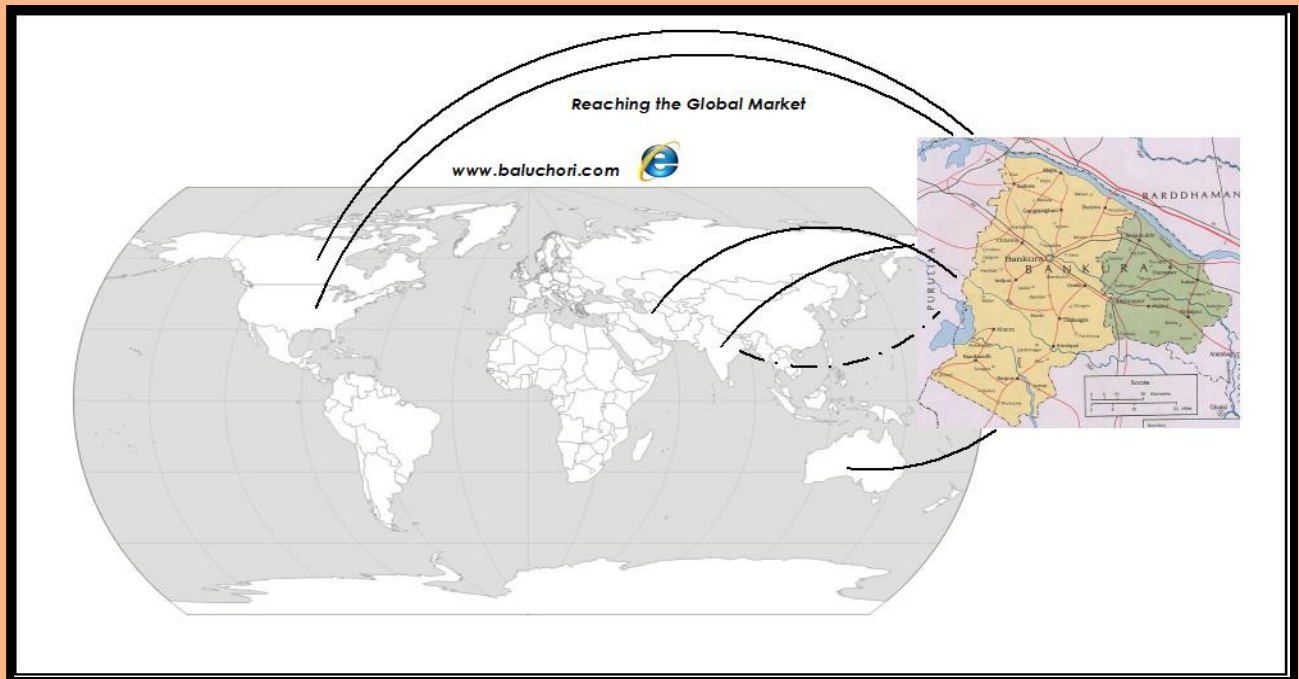
- Financial support : Both direct and indirect

- Multiple Corporate Social responsibility initiatives

- Increase the Accessible market size though E-Commerce.

- Help in Creating an efficient supply chain

Baluchori : A workable Financial Support Model

Health Insurance for Daily Workers in Looms

Education Supplies for children of loom workers

Corporate Social Responsibility

1 Scholarship per year for studies beyond higher Secondary

Ensuring Child labor Free Manufacturing

Baluchori : A commitment towards CSR

Reaching the Global Market

www.baluchori.com

Baluchori : Taking it to the World