



WWW.BALUCHORI.COM

(A SOCIAL VENTURE OF TRULOGIX INFORMATION SYSTEMS PVT LTD, DURGAPUR)

Trulogix Information Systems is a profitable venture of the The Rays' Group, a software company involved in developing software systems and web-based applications for the IT world. It is very recent that we have decided to widen our arena and explore the market of online shopping primarily to support a social cause. We have developed an online shopping portal where buyers from different parts of the globe can view and purchase exclusively hand-crafted sarees in the form of Baluchori, Swarnachori, Rupshali and handicrafts like Dokra & articulative Conch Shells. This venture is a not-for-profit initiative of Trulogix meant for the upliftment and betterment of the neglected artisans and the dying art of Bengal.

The idea of this online shopping website to sell Indian handicrafts to the world at large was conceived by our honourable CEO Mr Amitava Ray, who has spent a considerable amount of time identifying and studying the social, cultural & financial condition of the highly talented but poor artisans of Bengal hailing from remote locations such as Bishnupur, Bankura and the like and the entire effort is jointly carried out by our Operations Manager Mr Subhankar Roy and Director Mr Arunava Ray in the form of this portal.

Our team of engineers and managers have worked very hard to achieve the target of Baluchori.com which is to provide -

- 1) Comprehensive health insurance for artisans and their immediate families
- 2) Education fund for children of artisans
- 3) Removal of child labor from the looms that are members
- 4) Life insurance benefitting immediate families of artisans.

How to buy -

Login to our website www.baluchori.com and place an order online by clicking and choosing the desired product and making payment via debit card, credit card, net banking or cash on delivery.

It is our appeal to the people at large to come forward and contribute to this noble cause, to appreciate the art which is a symbol of our rich cultural heritage.

Save our Dying art

Our tradition Our heritage is at stake. Bishnupur, the seat of the richest art forms of Bengal is witnessing the onslaught of a shrinking market . It is incumbent on us to save such treasure troves as Baluchori, Dokra, Terracotta etc. It takes anywhere between five to fifteen days to weave a Baluchori Sari. That is only half the story. The story of the Baluchori starts from the cocoon of silkworms. It takes days of harsh manual labor to come up with a small bundle of silk yarn - that fetches just **One Rupee - that is about Two Cents**.

All looms are manual. The rich and intricate designs are woven into the fabric, one thread at a time.



How can we help?

Every piece of art has a story to tell. Remote little villages strewn across all corners of India, have the reputation of producing some spectacular pieces of art, in surprising forms. That happens to be the only great component of the narrative for a vast majority of this immensely talented pool of artists and workers. For instance, when one of our lovely celebrities dons a gorgeous piece of Tusser silk and poses on the red-carpet, little is known of the sixty year old woman whose prematurely aged wrinkles have contributed so intensely to that fabric. Very few of us want to know what happens to her when repeated rubbing of that delicate yarn producing cocoon on her thighs causes painful sores.

We have a choice to make. We could look at Bishnupur's dying art as another piece of collateral damage in the race for cheap goods in the global economy, shrug our shoulders and walk off. We could say that this is a part of our heritage that we are not willing to give up - **not without a fight.**

