

HCLFoundation

 My E-Haat

Music of the Loom

A lyrical journey of India's weaves



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A man with a mustache and a joyful expression is seen from the chest up, positioned behind a large, traditional wooden loom. The loom's frame is made of dark wood, and it is strung with numerous threads of various colors, including deep reds, purples, and blues. The background is a plain, light-colored wall. The overall lighting is warm and soft, highlighting the textures of the threads and the man's features.

Music of the loom a lyrical journey of India's weaves

There is a rhythm that lives within every loom. A pulse that travels through generations, steady as breath, tender as memory.

It rises in the rustle of Banarasi silk and settles in the measured geometry of Pochampally. It flows with the river-born elegance of Maheshwari and deepens into the earthy reds and blues of Kotpad and Bagru. Shimmering through the gossamer finesse of Jamdani, it carries the aspirations of Mayurbhanj and the woollen warmth of Desi Oon.

Each craft holds its own note — distinct and melodious. As we travelled through these weaving heartlands, the chakla-chak of looms became our guide — a beat that asked us to pause, listen and feel the sheer artistry shaped by time and touch.

Presented by My E-Haat, this coffee table book gathers these musical conversations between warp and weft. We invite you to turn the pages and immerse yourself in the living music of India's handlooms.

HCLFoundation

HCLFoundation delivers the corporate social responsibility agenda of HCLTech in India through its flagship programs and special initiatives. As a not-for-profit organization, it strives to contribute towards national and international development goals, bringing about positive impact in the lives of people through long-term sustainable programs.

HCLFoundation aims to alleviate poverty and achieve inclusive growth and development through life cycle-based, integrated community development approach that focuses on Education, Health, Skill Development and Livelihood, Environment, and Disaster Risk Reduction and Response. At present, it is implementing five flagship programs, Samuday and HCLTech Grant (Rural Development); Uday and My Clean City (Urban Development); Harit - (Environment Action) and four special initiatives - Power of One, Sports for Change, Academy and My E-Haat.

Vision

To be the source code for sustainable socio-economic and environmental development.

Mission

Nurture clean, green and healthy communities where everyone is empowered and equipped to reach their full potential in partnership with its employees, communities and stakeholders, while promoting volunteerism and establishing international standards of strategic planning, implementation and measuring impact.



| Crafting quality, providing livelihoods

Powered by HCLFoundation, My E-Haat stands as an artisan-first initiative, honouring India's living craft heritage and strengthening the creators who carry this legacy forward.

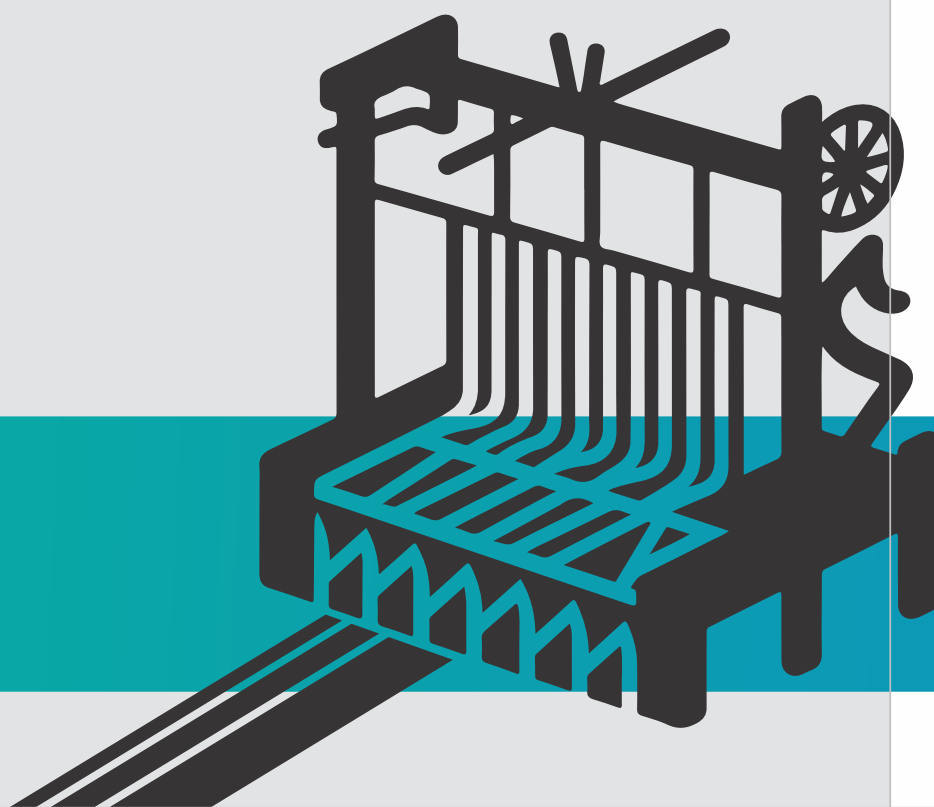
Across India's creative economy, home to over seven million artisans, My E-Haat reinforces every link in the handicraft and handloom value chain. By bringing design mentorship, digital onboarding, enterprise development and market access into one seamless ecosystem, it equips artisans to step forward as confident producers, storytellers and entrepreneurs. Digital enablement further opens direct pathways to competitive markets, reducing reliance on middlemen and enhancing long-term sustainability.

With 70% women participants, My E-Haat drives inclusion with purpose. Enabling dignified work from home for women, financial independence and steady participation in economic growth.

Extending India's cultural presence globally, My E-Haat artisans now reach international buyers, with sustainable gifts showcased at the World Economic Forum in Davos.

The bestselling Bharat Maitri Box—developed with HCLTech's marketing team, features at the HCLTech Customer Experience Centre in New Jersey, USA, amplifying India's craft traditions on the world stage.

By expanding opportunity, deepening dignity and restoring pride in the handmade, My E-Haat ensures every craft is seen and valued.



| What we do The My E-Haat approach

A holistic value-chain model

Backward linkages

- Design and skill enhancement workshops led by master trainers
- Digital literacy and enterprise development support
- Linkages to social security schemes and formal financial systems
- Facilitation of artisan IDs, government entitlements and MSME cluster benefits
- Procurement support for eco-friendly raw materials and quality assurance

Forward linkages

- Product development inputs aligned with contemporary market trends
- Quality refinement, packaging support and cataloguing assistance
- My E-Haat digital marketplace access (B2C and B2B)
- Retail and corporate exhibition opportunities across India
- Storage, order fulfilment, and shipping support

Authenticity for trust

- AI-enabled authentication of handwoven textiles through partnership with KOSHA
- Traceability tools that build consumer confidence and protect craft integrity

- Craftmark certification to recognize and certify authentic craft forms

Knowledge & capacity building

- Shilp Charcha: Expert-led webinars in Hindi on enterprise, branding and digital marketing
- Storytelling, mobile photography and social media trainings
- Craft education through knowledge partners across government and academia

Building visibility

- The My E-Haat website: an e-commerce digital platform that connect artisans directly with consumers to gain access to wider markets, skill-building opportunities and fairtrade practices.
- The My E-Haat Display Centre: Featuring 1000+ handmade treasures from across India, the Display Centre in Noida, serves as a vibrant hub for training, collaboration and product showcasing.
- The annual My E-Haat Conclave: bringing policymakers, craft leaders and artisans together to inspire dialogue, solutions and sector-wide progress.

5500+
artisans engaged
across multiple
clusters

100+
partners
spanning
45 districts

70%
women artisans
supported across
interventions

4
institutional partnerships
with government and
sector bodies

Roshni Nadar Malhotra

Chairperson, HCLTech & CSR Committee
Trustee, Shiv Nadar Foundation
Founder and Trustee, The Habitats Trust



“

India’s artisan communities hold the stories of our civilisation in their hands. In every weave, chisel mark, and painted surface lives a memory—timeless, yet continually renewed by the people who practice these crafts with devotion and quiet mastery. These traditions form one of the world’s largest handmade economies, sustaining more than seven million artisans whose work still shapes how India creates, adorns, and expresses itself.

For HCLFoundation, it is a privilege to walk alongside these makers through My E-Haat. The initiative strengthens what has always existed—heritage passed down through generations—while opening new pathways for livelihoods, recognition, and dignity.

Today, My E-Haat connects more than 5500 artisans across 40 districts, giving them access to markets, digital visibility, and fair and transparent value for their craft. What began as a platform has grown into a bridge: linking rural workshops to national and global audiences, helping artisans realise better prices, and bringing stability to families who have lived outside formal value chains for too long.

Music of the Looms: A Lyrical Journey of India’s Weaves pays homage to these creators. It captures the textures of their world—the rhythm of the loom, the patience of handspun threads, the quiet pride of communities who have kept our cultural identity alive stitch by stitch.

“ In every craft tradition, I see an India that speaks in a voice entirely its own.”



Dr. Nidhi Pundhir

SVP, Global CSR, HCLTech
Director, HCLFoundation



India's craft traditions are not artefacts of history; they are living expressions of creativity, community and continuity. From the precision of Banarasi brocades to the earthy geometry of Kotpad, from the fluid artistry of Maheshwari to the luminous delicacy of Jamdani, each region speaks in its own unmistakable tone. The indigo pulse of Bagru and the woollen warmth of Desi-Oon add their cadence to this vast creative landscape.

Yet behind every creation stands an artisan navigating a world that demands new skills, new markets, and new forms of visibility.

My E-Haat was born to meet this very moment.

Conceived in 2021, it set out not as a marketplace but as an ecosystem—uniting design support, capacity building, digital access, partnerships, and technology to strengthen the cultural economy from within.

Today, more than 5,500 artisans across 40+ clusters are part of this journey, reflecting India's extraordinary diversity.

Music of the Looms: A Lyrical Journey of India's Weaves brings these voices together in a richly pictorial narrative—revealing the craft and the communities that give each tradition its soul. As we present this book to the world, we do so with deep respect for the makers whose artistry enriches India and whose stories deserve to be told.



Gaurav Majumdar

Technical Lead
Skill Development and
Livelihoods



India's weaves – where every warp and weft connects us to a universe as ancient as it is continually reborn. In India's weaving heartlands, skill is inherited, refined and offered forward with pride.

It is within these spaces that My E-Haat has found its truest teachers – the artisans. Each conversation shaping our understanding and strengthening our purpose.

Guided by their insight, My E-Haat works to widen opportunity – enabling authentic market access, nurturing creative expression, strengthening digital inclusion and supporting entrepreneurship so artisans can grow with confidence.

These interventions do more than enhance livelihoods – they open pathways for artisans to create with dignity, for craft to travel far beyond the loom. As our ecosystem expands, so do our horizons. Collaborations with government bodies and craft institutions are deepening. A curated digital gallery of Indian craft is taking form.

Along this journey, our partners have been thoughtful co-travellers. We are grateful for your belief and support.


And to the artisans – true keepers of India's living heritage – Music of the Loom: A Lyrical Journey of India's Weaves is our tribute to you. Thank you for bringing colour, rhythm and radiance into our lives.





The dancing silks of Banaras

Banarasi weaving is one of India's oldest and most exquisite textile traditions. For centuries, its shimmering silks and intricate brocades have symbolised luxury, creating patterns that seem woven from light itself.

A man with a grey beard and glasses is working on a loom. He is wearing a light-colored, patterned shirt. The loom is made of wood and has many threads hanging from it. The background is slightly blurred, showing more of the workshop.

Geometry and grace

Behind every Banarasi masterpiece lies a process as complex as it is poetic — a union of mathematical precision and human imagination.

Before a single thread meets the loom, the design is sketched on graph paper, each tiny square marking a single silk thread. This becomes the mathematical blueprint of the weave.



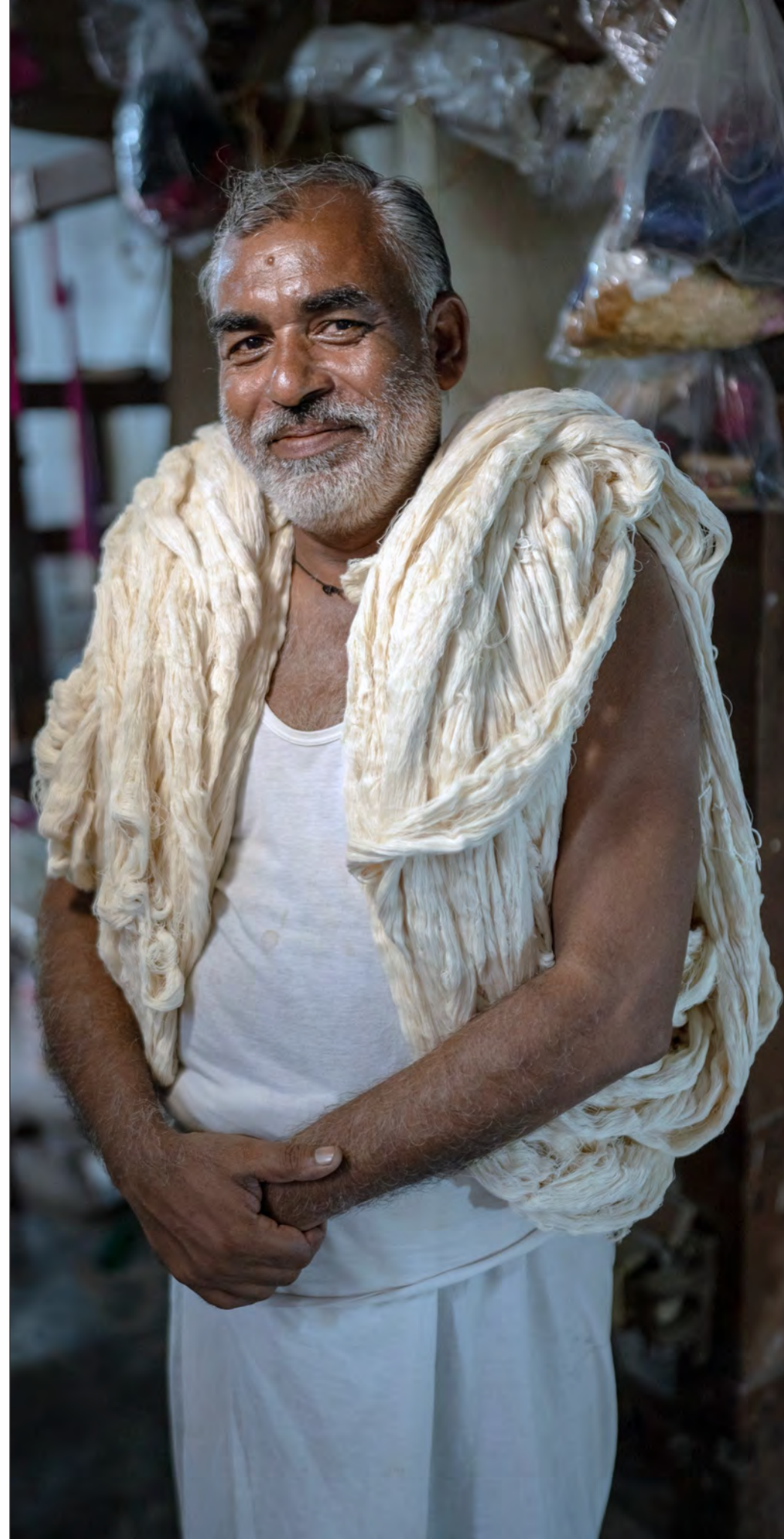


The pattern is then translated into hundreds of punched cards, stiff sheets strung together like a story. Mounted on the Jacquard mechanism, these cards guide the warp.



As the weaver works the pedals, each card lifts a precise arrangement of threads, allowing the motif to appear line by shimmering line.

In this delicate choreography of number and hand, the famed 'Banarsi' is born.



The weavers of Varanasi

For generations, the 'bunkars' of Varanasi have carried this art, their looms humming in the city's narrow lanes. Yet the beauty they wove rarely translated into stability; middlemen, fluctuating demand and limited reach often held them back.



Supported by My E-Haat, the Varanasi Weavers and Artisans Society is changing the story. By strengthening the handloom ecosystem, opening access to resources and creating deeper, contemporary market linkages, VWAS is enabling over 5,000 weaving households grow their sales severalfold.

Every Banarasi weave under VWAS brings together the art and the arithmetic. In these dancing silks of Banaras, calculation and creativity harmonize as one.





Kotpad

Koraput

The Art and
the Identity



The enduring weave of the Mirgans

In the villages of Koraput, Odisha, the rhythm of the loom shapes more than cloth—it shapes identity. Deeply ingrained in the traditions of the Mirgan tribe, each thread tells the story of land, life and lineage.



What began as daily attire for Adivasi communities has grown into one of India's rarest handloom traditions, recognized with a Geographical Indication (GI) tag in 2005.



Sunlight and shuttle

Kotpad weaving is deceptively simple yet astonishingly precise.

Using intricate shuttle techniques, weavers weave borders, body and motifs.





Borders known as 'dhadi' in deep al-red frame the neutral base, striking yet harmoniously balanced.

Extra wefts craft motifs rise like embroidery on the cotton body, or 'deh.'



The motifs themselves are storytellers: lotus for prosperity, fish for abundance, peacock for beauty and images drawn from daily life.

Each weave takes weeks—a tribute to the patience and artistry of the tribe.



Kotpad weaving, though rich in heritage, faces a fragile future. Shifts in market preferences and the lure of alternate careers threaten this centuries old craft.



My E-Haat has stepped in to revive and sustain it, connecting weavers to contemporary markets while honouring tradition.

Workshops in digital marketing, social media and e-commerce platforms like Amazon Karigar enable artisans to interact directly with buyers.

Design collaborations refresh traditional motifs, while social security linkages, GI registrations and government schemes provide much-needed stability.



Through revival, training and digital empowerment, every Kotpad "pata" echoes the enduring spirit of the Mirgans.





Jamdani

West Bengal

The Art
and the Air



The delicacy of Jamdani

In the quiet rhythm of the loom, Jamdani reveals itself — light as air, deliberate as thought. As fine threads are inserted into the warp, motifs take shape slowly, until the pattern seems to float upon the fabric.



Embodying both delicacy and intent, this ancient craft traces its roots to Bengal. It is said that Greek and Roman traders marvelled at muslins so sheer, they called it 'woven air'.



The Weave within the weave

The beauty of Jamdani lies in what the eye cannot see — the meticulous precision that holds its patterns in place. The weaver counts threads by instinct, lifting and inserting coloured yarn with a slender stick, building the design line by line. This extra-weft technique defines Jamdani.

With each pause, pull, and lift, beauty is born: light and air find structure through touch alone.



Santhal artisans and the Jamdani revival

Today, Jamdani finds new life through the creativity of the Santhal artisans of Pooncha, West Bengal. Among India's oldest Indigenous communities, they live in close conversation with nature, their homes alive with hand-painted murals.

In a striking meeting of art and craft, their motifs of birds, flowers and flowing lines are now reimagined on the loom, woven into fine cottons and silks. For the artisans, this collaboration supported by My E-Haat, opens new platforms to share their heritage.



Workshops and exhibitions across the country connect Santhal weavers directly with buyers. Each handwoven piece is authenticated through Craftmark certification and KOSHA technology.

From the painted walls of their villages to the gossamer threads of Jamdani, the Santhal story unfolds — transforming inherited art into delicacy and enduring grace.





Bagru

Jaipur

The Art and
the Ink



The imprint of Bagru

Bagru speaks through impressions and breathes through rhythm. Cloth, wood, clay and dye meet in a heady heartbeat of pattern. Colours fall gently into place as wooden blocks tap, thump and lift — forming lines drawn from earth and soil.

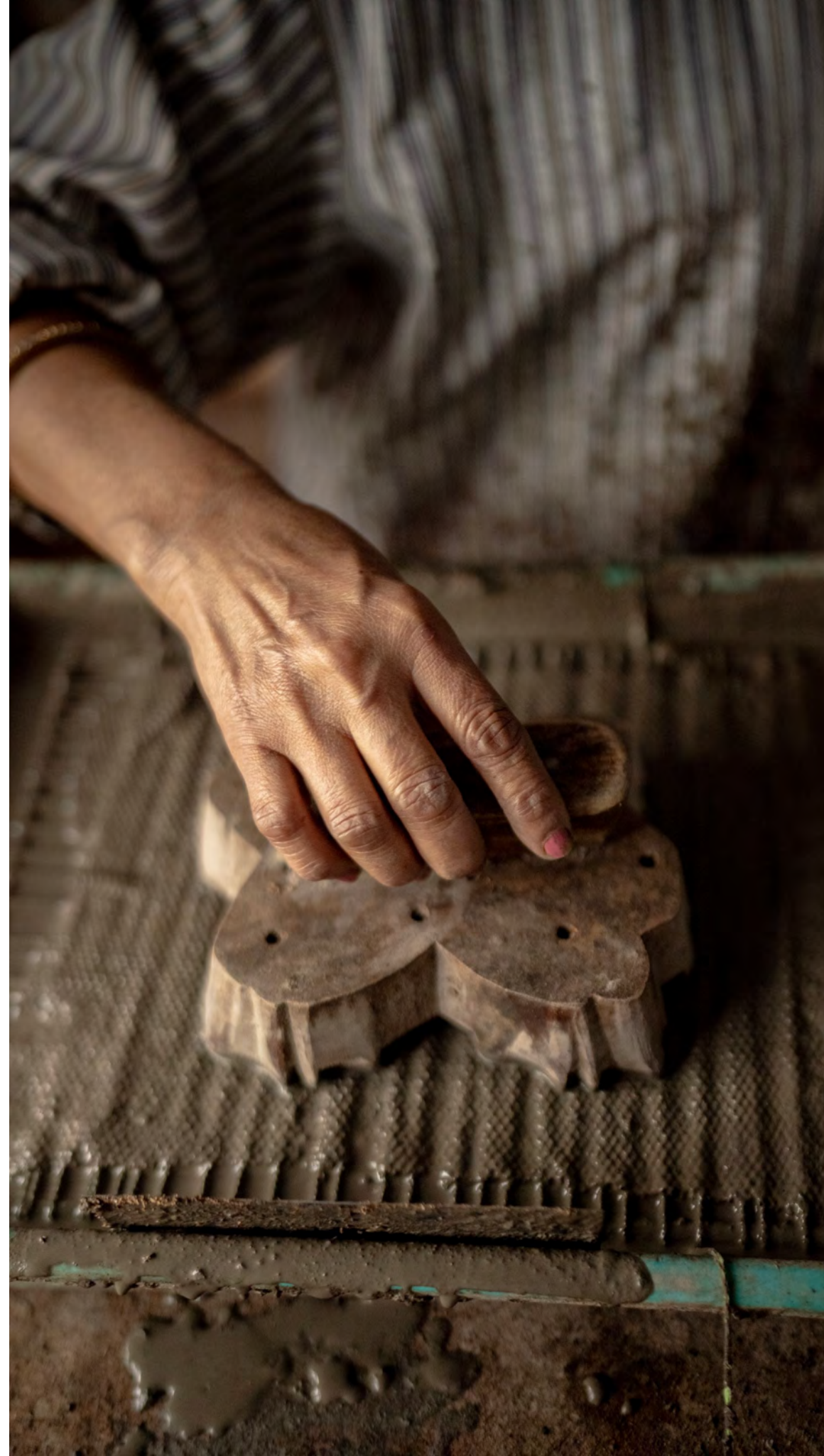


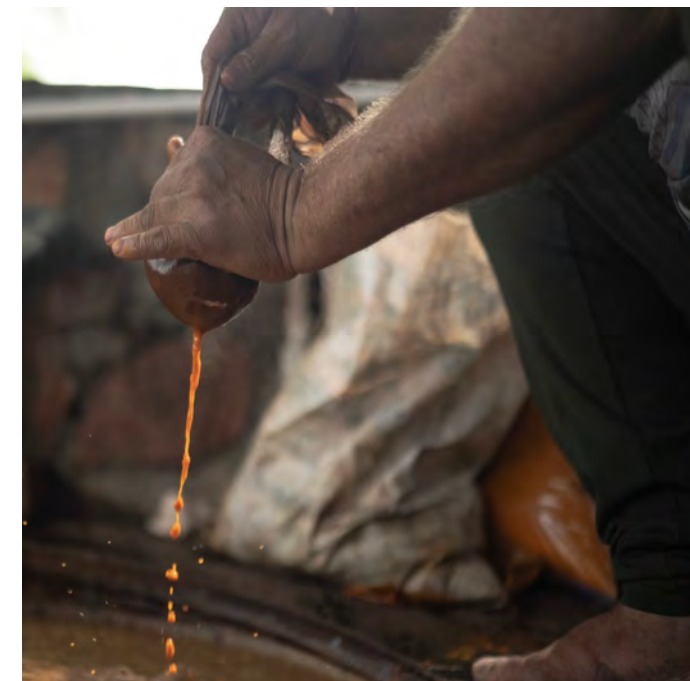
The wood, the wash, the dye

Bagru begins in water. Cotton is soaked, beaten and rinsed until its fibres open enough to welcome colour. A bath of harda follows, lending a soft yellow cast that readies the cloth for natural dyes.



Then comes the clay — the quiet architect of Bagru's resist work. In the dabu process, artisans lay a smooth blend of mud, gum and chaff onto chosen sections, creating spaces the dye cannot cross. Here, Bagru's poetry forms: colour flowing around silence.





Blocks carved from teak or sheesham carry florals, trellises, checks and delicate repeats. Once the resist dries, the cloth enters dye baths — indigo blues, madder reds, pomegranate browns. As fabric dries under open sky, masked portions rise in crisp contrast. Repeated cycles of block, clay and dye deepen Bagru's layered beauty.

Handprints and households

Thirty-five kilometres from Jaipur, Bagru thrives as an interconnected ecosystem of printers, dyers, block carvers, bleachers, tailors, and washermen. Its GI tag (2010–11) honours not just the craft, but the Chhipa community that continues to keep its ink alive.





Through My E-Haat, Bagru's ecosystem is gaining new strength. Artisans receive digital marketing training, design support for contemporary products and social security linkages. Clusters refine new collections, repurpose textile waste into patchwork products and enhance water systems through improved effluent treatment.

In Bagru, ink meets innovation. With every new skill and connection, Bagru's ancient impressions find fresh relevance.







The warmth of the wool

At first light, as the desert stirs, small woolly sheep begin their slow procession, hooves lifting soft spirals of dust that turn the horizon to gold — their gentle baas settling into the morning air.

For generations, shepherds have walked beside their flocks, trusting their instinctive rhythm. The story of wool begins here, in this gentle companionship between herder and flock.

These hardy, indigenous sheep roam long stretches of scrubland, enriching the soil as they graze. Their wool, once central to village life, over time had begun to gather dust, overlooked despite its strength and character.



The Desi Oon revival

In 2019, a quiet revival began in Rajasar Bhatyan in Bikaner with the Desi Oon initiative, restoring wool to the hands of spinners and weavers. Art once fading began to take root again.

Today, the Desi Oon initiative supported by My E-Haat hums with renewed purpose. Sitting in open courtyards, with wool heaped beside them like small dunes, weavers card, clean and spin with practiced ease.





Natural dyeing brings hues of marigold, madder and onion skin into the weave. From seven trained artisans, the cluster has grown to fourteen and more.



Keeping up with the times, artisans are learning photography, digital storytelling and online retail, sharing their products on My E-Haat and other platforms. Design collaborations refine the craft into contemporary forms, while exhibitions, both virtual and physical, showcase their work to wider audiences.

From Sheep to style

From sheep to spindle, spindle to loom — yarn felted, woven, and twisted gives rise to pattus, shawls and winter wraps.

Each piece holds what the land gives: warmth, softness and the lilting baa of the sheep.





Pochampally

Pochampally

The Art and
the Hue



The rich radiance of Pochampally

Bold and vibrant, Pochampally resounds with colours that sing in luminous harmony, each piece treasured for its unmistakable radiance. Deep reds, bright pinks, piercing yellows and rich greens turn into pattern, plotting a quiet rhythm of diamonds, chevrons and shifting geometry.



The dye and tie

Known locally as Paagadu Bandhu or Chitki, Pochampally Ikat is defined by its meticulous tie-and-dye process. Warp and weft threads are stretched, tightly bound in sections, and dipped into dye baths where colour touches only the exposed yarn.


Bindings are shifted, and the cycle of tie, dye, dry repeats, creating the layered geometry that gives Ikat its signature depth.





In the demanding art of Double Ikat, both warp and weft are pre-dyed to carry the pattern within them. When they finally meet on the loom, these pre-coloured threads align with remarkable precision — revealing designs engineered directly into the yarn.



A photograph of an elderly woman and an elderly man working together on a traditional wooden loom. The woman, on the left, is wearing a blue and yellow patterned sari, glasses, and has a bindi on her forehead. She is smiling broadly. The man, on the right, is wearing a white tank top and a chain necklace, also smiling. They are in a rustic setting with a plain wall and some hanging clothes in the background. The loom's wooden frame is prominent in the foreground.

Weaver families living knowledge

Across Pochampally and its neighbouring villages, patterns travel through generations. Memory guides hands and hands guide threads.

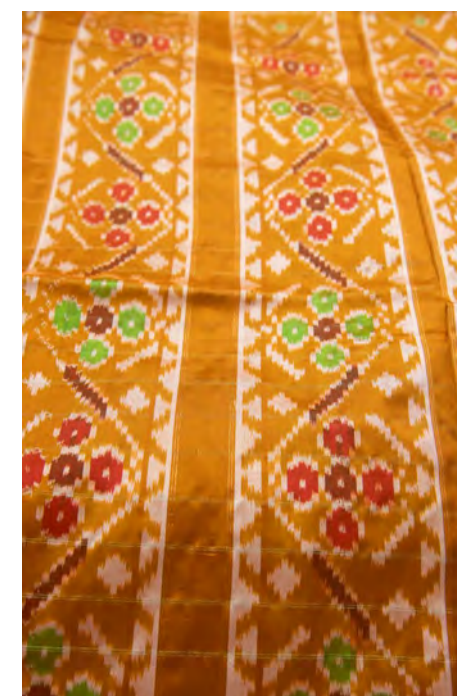
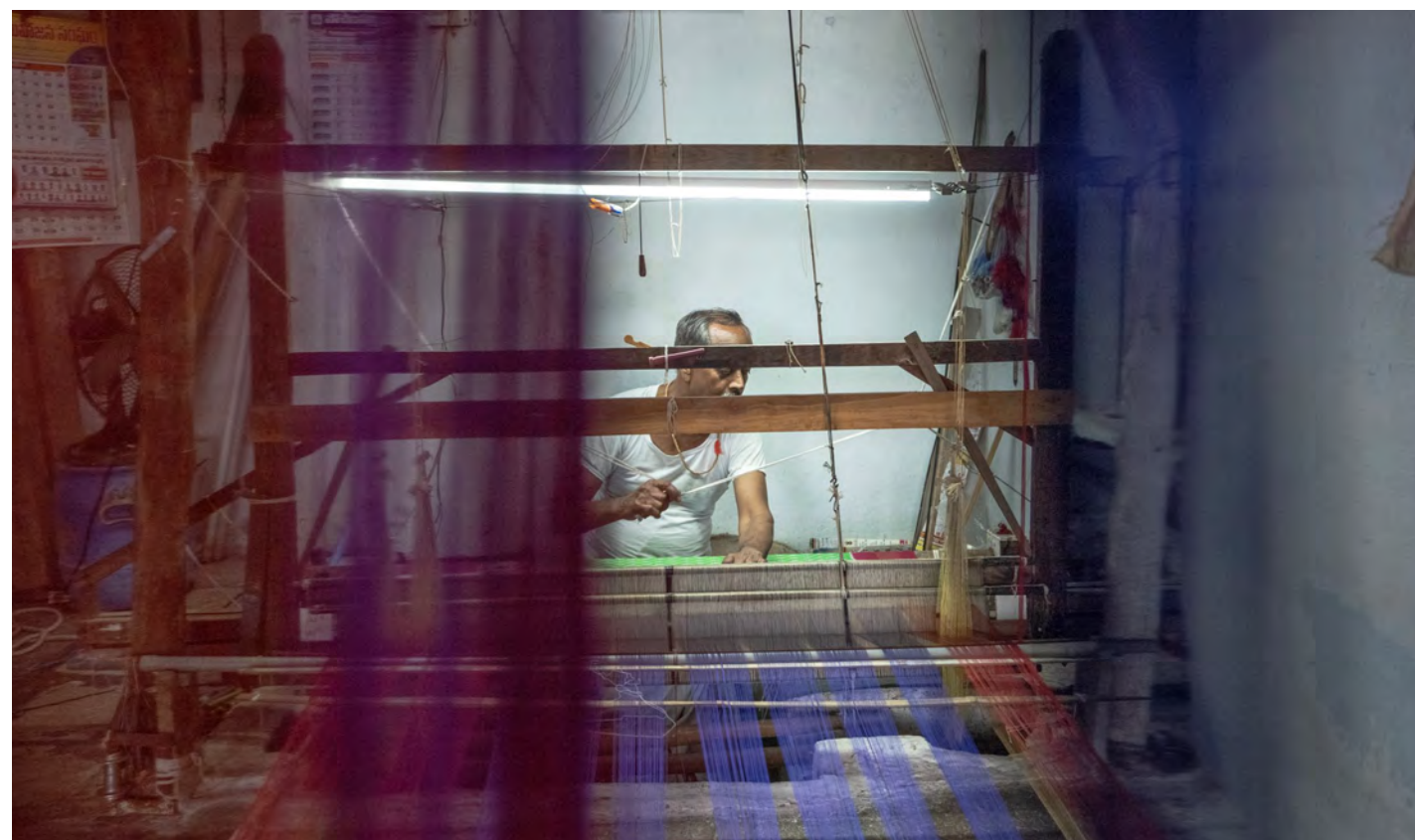
In 2005, Pochampally became the first traditional Indian craft to receive a Geographical Indication (GI) tag, honouring not only the textile but the many villages that sustain its legacy.



Through My E-Haat, digital marketing sessions build confidence. Design conceptualisation unfolds through collaborative calls between designers, market experts, and field teams, followed by costing and production support.

Social security linkages connect artisans to schemes such as the NHDC yarn subsidy, easing everyday burdens.

In Pochampally, radiance is taking on a new form — opening opportunities shaped by colour and continuity.



Maheshwari

Maheshwar

The Art and
the Legacy



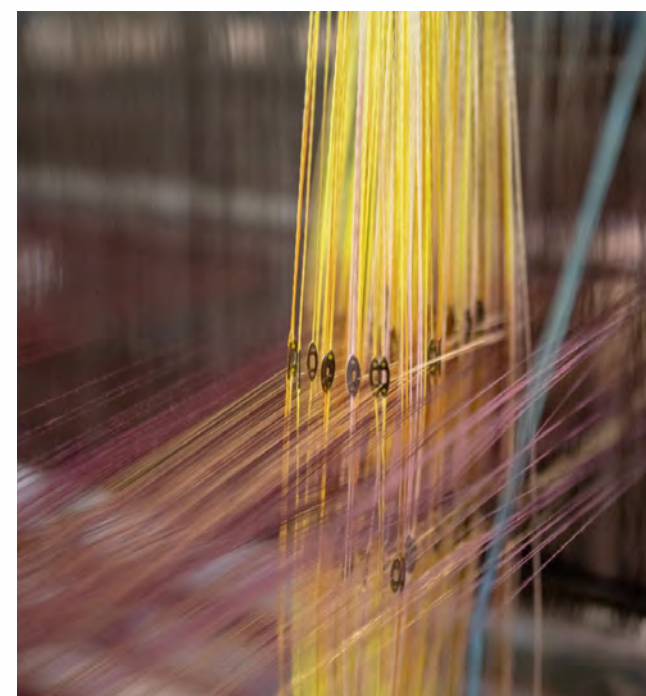
A gift from the Queen

The elegant Maheshwari carries its heritage in a soft, unbroken flow, shaped by the extraordinary vision of a queen.

Here, threads do not merely join; they glide, settle and gather light, forming textiles known for their gentle drape and muted sheen.



Maheshwari holds its beauty not in excess, but in balance: the fabric carries both softness and strength, much like Rani Ahilyabai Holkar who shaped its history.



The fort and the flow

In Maheshwar, the looms listen first to architecture, taking their cues from the queen's fort.

The motifs echo the arches, carved walls, stone lattices, the 'Chatai' of woven mats, the 'Eent' of brickwork and the 'Heera' shaped like a glinting panel.

The sacred Narmada guides the rest. Borders mirror its ripples and 'pallus' echo its flowing waters.



Keepers of the legacy

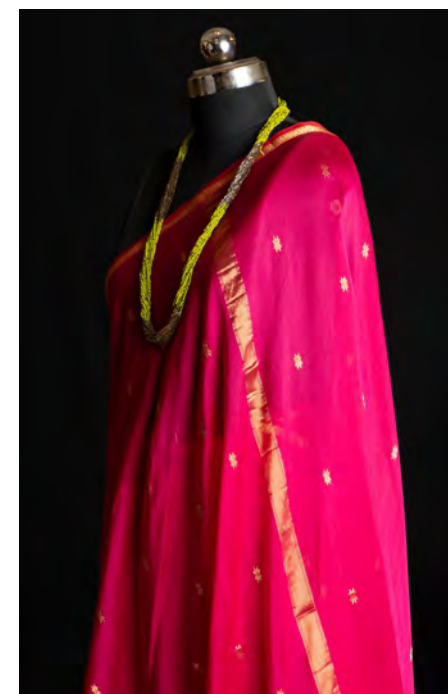
Maheshwar's weaving clusters stretch along the river. Here the weavers, the true keepers of the legacy, guide younger hands, thereby sustaining a lineage.

These clusters remain the cultural heart and economic spine of the town.



My E-Haat strengthens this heritage with care. Digital marketing workshops help artisans and field teams navigate platforms like Amazon Karigar. Design guidance refines product lines while social security linkages — including GI Authorised User registrations — widen access to government benefits and formal recognition.

Across workshops and homes, the looms honour the queen's gift in pattern, purpose and quiet pride.



Mayurbhanj

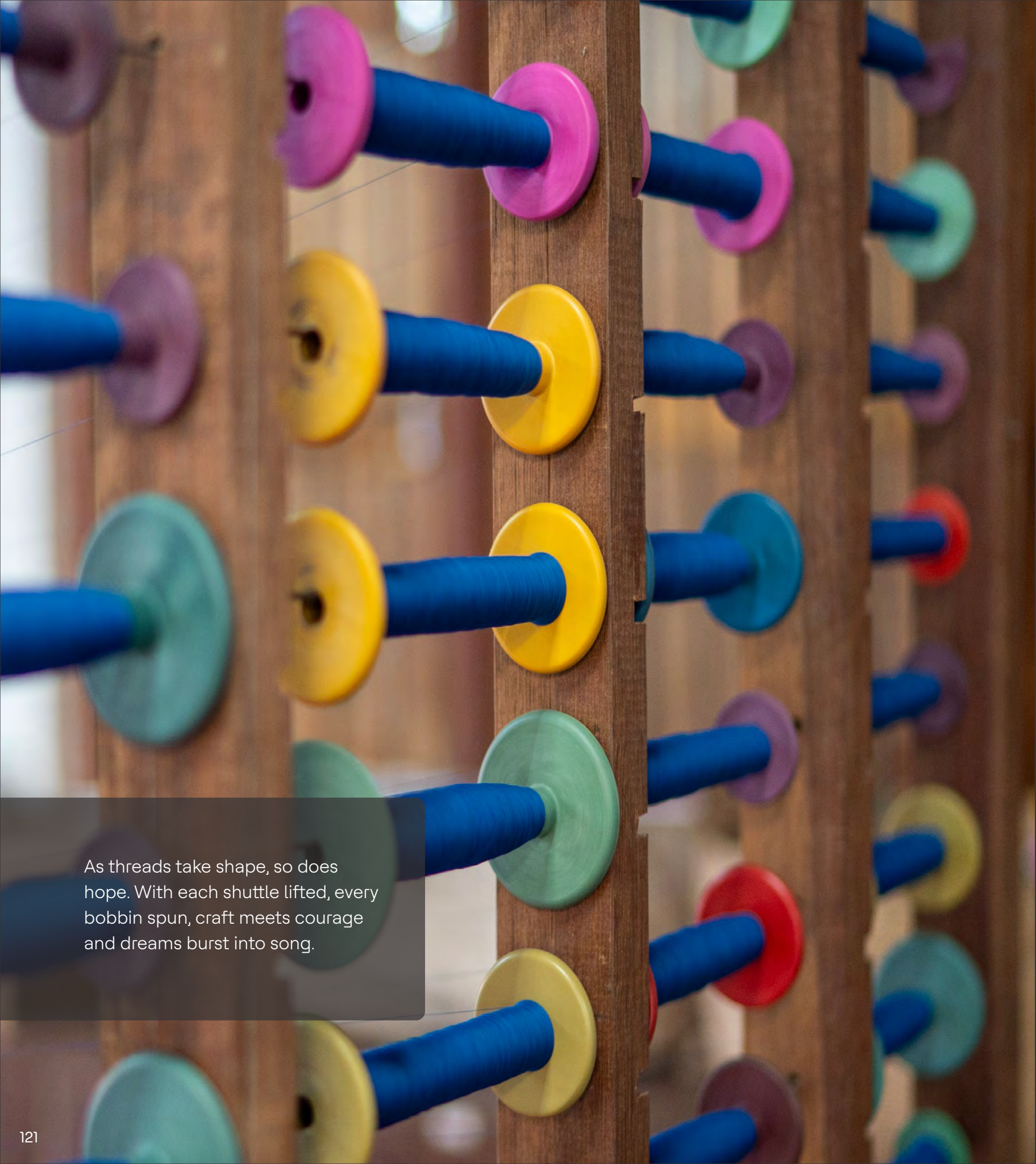
Odisha

The Art
and the Soul



The promise of Mayurbhanj

Mayurbhanj – where the melodies of the looms rise to harmonise with the lilting aspirations of women, soft, lyrical and full of promise. Where through the rhythm of their collective, women weave patterns of visibility and voice.



As threads take shape, so does hope. With each shuttle lifted, every bobbin spun, craft meets courage and dreams burst into song.



Fibre and Form

At the Tanta Gatha women's collective, the women carry generations of traditional knowledge into bold new experiments. Cotton and jute transform into Juco, a fabric both strong and pliant.



The process starts with meticulous preparation: cotton and jute yarns are sorted, spun into bobbins and fitted onto looms. Then weeks of natural dyeing imbue them with rich, earthy hues.

Familiar patterns, geometric lines, tribal symbols and natural motifs are adapted to suit this versatile medium.

Each thread is carefully measured, stretched and intertwined, the shuttle guiding fibre into form.





Amplifying the enterprise

The women of Tanta Gatha stand on a foundation shaped by skill, confidence and deep cultural memory. With their craft strong, their collective vibrant, they are poised for the next leap.





To help create contemporary Juco products and move towards greener production, My E-Haat is stepping in with design guidance, working-capital assistance and clean-energy solutions.

The result is a collection of bags, stoles, sarees and home textiles: sturdy yet refined, practical yet expressive, embodying the art and soul of Mayurbhanj's women.





Our deepest gratitude
to the artisans who
shared their craft
and homes with us

Partners

- ACCESS Development Services
- All India Artisans And Craftworkers (AIACA)
- Foundation for MSME Clusters (FMC)
- Rangсутra Foundation
- Tribal Cooperative Marketing Development Federation of India (TRIFED)

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Paintings on the walls of the Tanta Gatha Centre, Mayurbhanj

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