



**Ari & Sozni Craft
Of Jammu & Kashmir**

Sponsored By

**OFFICE OF THE DEVELOPMENT COMMISSIONER
(HANDICRAFTS)**

Ministry of Textiles, Government of India

West Block No 7. R. K. Puram

New Delhi-110066(AHVY Scheme)

Published By

The Crewel Industrial Cooperative Society Ltd

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The Development Commissioner (Handicrafts) Ministry of Textiles Government of India New Delhi is engaged in the integrated development of Indian Handicrafts. Handicrafts constitute an important segment of the decentralized/unorganized sector of our economy. It is mainly a rural based sector which has its reach in backward and in-accessible areas.

Our organization was registered by the Registrar of Societies Government of Jammu & Kashmir bearing Registration No: - RIC/SG-1384-K Dated 12-03-1998 under the title name M/s The Crewel ICS Ltd. A comprehensive development project Baba Sahib Ambedkar Hastashlip Vikas Yojna was sanctioned vide sanction order No:- C-12011/05/2021-22-CC(NR)-AC-14 Dated 22-06-2021 for integrated and sustainable development of artisans practising sozni and crewel embroidery craft at village Bategam, Mughalpora, Kunan, Poshpora, Allachizeb, Gulgam, Harrai Tehsil Kupwara Block Trehgam Kupwara District of Jammu & Kashmir State and 300 artisans were sanctioned. Total no of 40 SHGs were formed & three Design & Technical Development Workshops, Two Exhibitions & 5000 copies of Catalogue Printings were sanctioned.

Sozni Embroidery:-

Kashmir Valley is gifted with treasures of nature, which includes the rich inspiration of Handicraft and Handloom. The requisite beauty of Handicrafts products evolved by the tender figures of its beautiful artisans is an important part in rich cultural heritage. The cluster area is situated at Bategam Distt.Kupwara about 80 from Srinagar near Bangus Valley.

The handicrafts tradition in Kashmir is having cultural Sanctity and is being practiced since the arrival of Hazrati Amir Kabir Mir Syed Ali Hamdani (R.A.H.) and further flourished during the Emperor, BudShah (Zain-ul-Abidan, the Handicrafts Industry was more developed. Shawls from Kashmir are popular because of the embroidery crafts besides craftsmen of Kashmir, to beautify shawls use different stitches. Sozni or fine needlework is generally done on the side of the shawls. The value of the shawl is determined by the amount and quality of the embroidery. The traditional Kashmiri dress; Phiran is also endowed with rich embroidery. The finest embroidery from Kashmir can be found on Pashmina shawls. Sometimes the entire surface of these shawls is covered with fine embroidery .Our artisans are registered with development commissioner handicrafts (Government of India). We have an enthusiastic team of experts that is capable of meeting all the tough challenges and hurdles that comes in its path of achieving excellence. Thus, we have strived hard to satisfy customers to the fullest by delivering them quality and quantity. We can take up bulk orders of Woolen Clothing Accessories. Clients can get Woolen Clothing Accessories from us at market leading rates. excellent needle work done to the perfection by an expert Kashmiri artisan who possess extra ordinary skill, patience and expertise. Sozni weaving requires hard work and patience as a shawl takes two to three years to complete. The master craftsman must sit with the shawl for six hours every day to create the colorful motifs that adorn the shawl. The floral patterns are so closely embroidered with threads that the pashmina base is barely visible. A shawl like this is sold in the market at a price ranging from 50,000 rupees up to 2 Lacks .

A thimble called "Nyatth" is worn on the index finger of the right hand to protect it from the prick and to push the needle into the thick cloth. A single sided embroidery pattern is called " Aksi " meaning of reflection. When the same is done on the both sides , it is called " Dorakha"

Ari Craft:-

Ari Embroidery craft is popular in Kashmir and is done using wool, cotton or silk thread. A hook is used instead of a needle, as it covers more area than a needle. Embroidery is done on a piece of plain white cloth and small stitches are used to create figures and motifs in bright colors. The background is also made up of a series of embroidered coin shaped circles, which add dynamism to the entire structure of the work. The craftsmen sit in a peculiar posture, with their knees up and their back against a wall. A thick hard cushion or a wooden plank at an angle acts as backrest. Men mostly work on embroidery while women prepare the yarn. The embroidery goes through many skilled hands before it is declared complete; no single piece is ever done wholly by one person. Another interesting and peculiar fact about Kashmiri craftsmen is that they hold the needle in their right hand only. There are very few or no left-handed craftsmen



DISTRIBUTION OF TOOLKITS TO HANDICRAFT ARTISANS OF DISTRICT KUPWARA



DESIGN AND TECHNICAL DEVELOPMENT WORKSHOP VENUE: DARDHARRY KUPWARA



EXHIBITION AT BIGBOSS HOTEL KUPWARA



CRAFT AWARENESS PROGRAMME AT GUGLOOSA KUPWARA



Product: Bag
Dimension:18x20 inches
Craft: Aari Emb
Price: 350
Prototype No: TCICS-1

Product: Cushion
Dimension:16x16 inches
Craft: Aari Emb
Price: 450
Prototype No: TCICS-2



Product: Cushion
Dimension:18x18 inches
Craft: Aari Emb
Price: 550
Prototype No: TCICS-3



Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1250
Prototype No: TCICS-4

Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1350
Prototype No: TCICS-5



Product: Cushion
Dimension: 16x16 inches
Craft: Aari Emb
Price: 450
Prototype No: TCICS-6



Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1150
Prototype No: TCICS-7

Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1450
Prototype No: TCICS-8



Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1250
Prototype No: TCICS-9





Product: Bag
Dimension: 18x20 inches
Craft: Aari Emb
Price: 400
Prototype No: TCICS-10

Product: Bag
Dimension: 18x20 inches
Craft: Aari Emb
Price: 450
Prototype No: TCICS-11



Product: Stole
Dimension: 30x85 inches
Craft: Aari Emb
Price: 3200
Prototype No: TCICS-12



Product: Stole
Dimension: 30x85 inches
Craft: Aari Emb
Price: 3500
Prototype No: TCICS-13

Product: Shawl
Dimension: 40x90 inches
Craft: Aari Emb
Price: 4200
Prototype No: TCICS-14



Product: Shawl
Dimension: 40x89 inches
Craft: Aari Emb
Price: 3850
Prototype No: TCICS-15



Product: Stole
Dimension: 30x85 inches
Craft: Aari Emb
Price: 3350
Prototype No: TCICS-16

Product: Suit
Dimension: 5 meters
Craft: Aari Emb
Price: 1650
Prototype No: TCICS-17



Product: Shawl
Dimension: 40x89 inches
Craft: Aari Emb
Price: 3950
Prototype No: TCICS-18



Product: Shawl
Dimension: 40x90 inches
Craft: Aari Emb
Price: 4200
Prototype No: TCICS-19

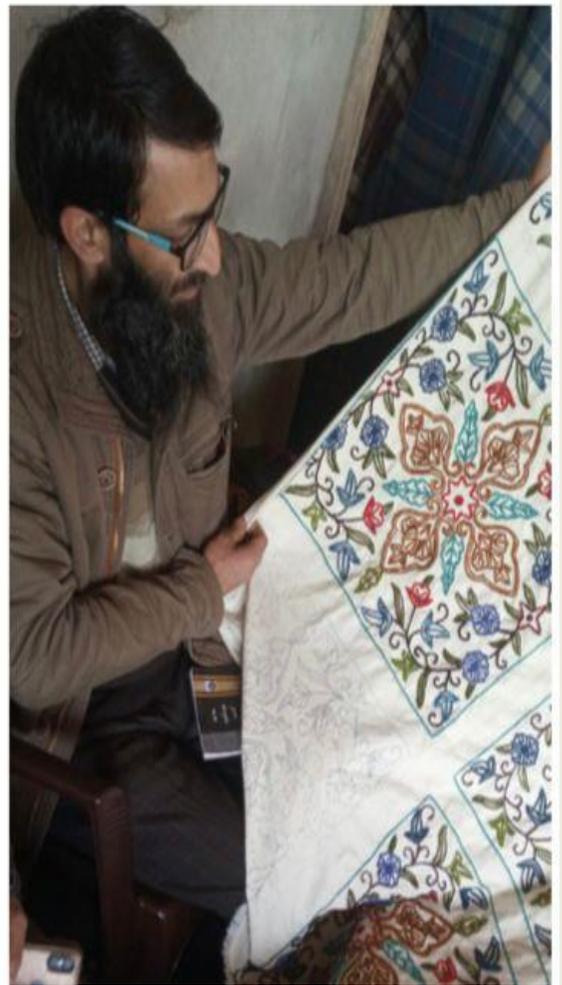
Product: Shawl
Dimension: 40x92 inches
Craft: Aari Emb
Price: 4450
Prototype No: TCICS-20



Product: Wall Hanging
Dimension: 40x38 inches
Craft: Aari Emb
Price: 1750
Prototype No: TCICS-21



HAND EMBROIDERED CREWEL CURTAINS



OTHER CREWEL PRODUCTS LIKE SLING, BAGS, POUCHES, TABLE COVERS ETC

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