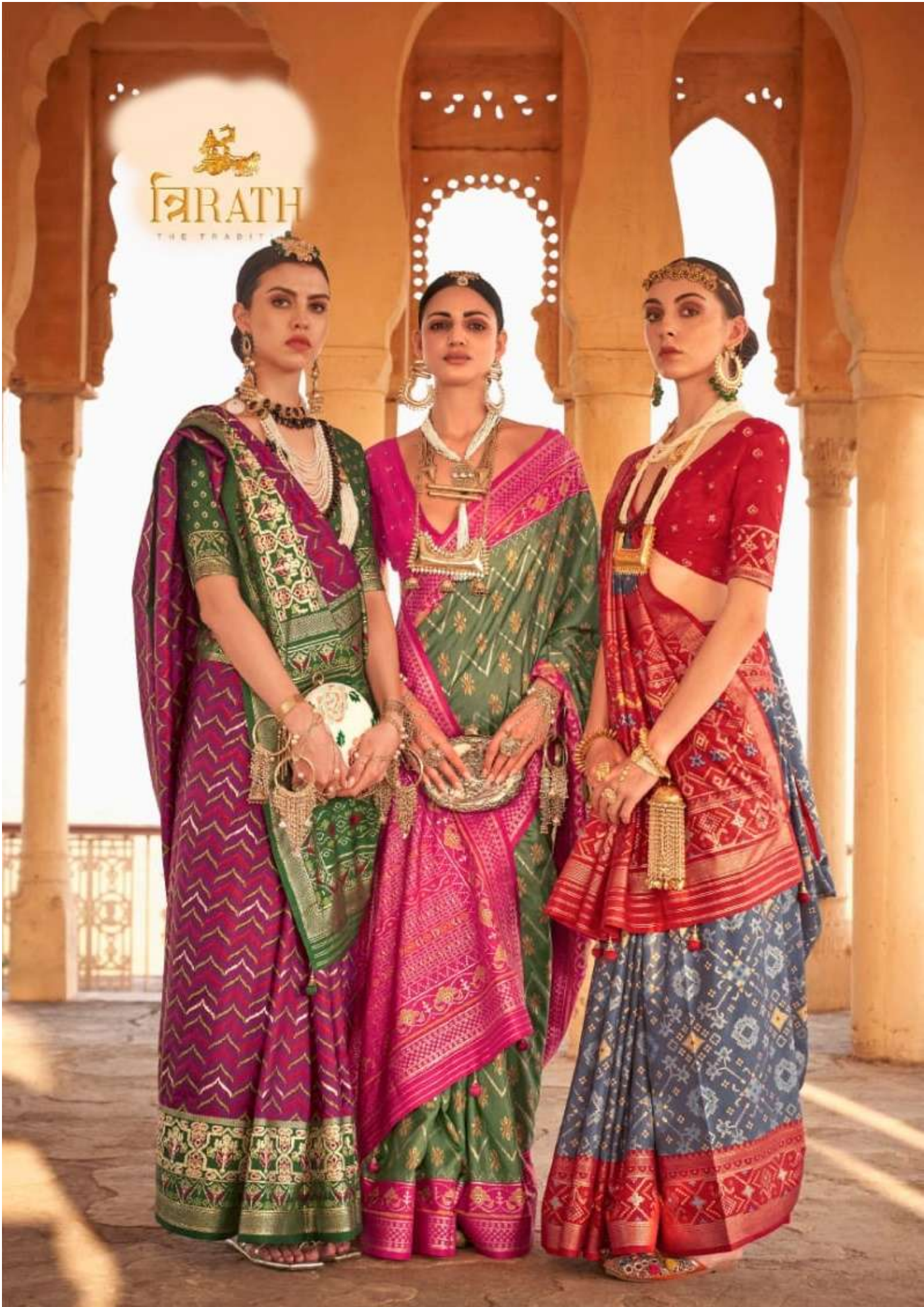


  
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THE TRADITION





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Through designated as Indian tradition, Brand of the year - REWAA, this reward really belongs to every craftsmanship who is dedicating a lifetime to their craft, and creating beautiful, exquisite sarees - both preserve and promote our rich, artisanal tradition.

More important to me than anything else is the notion of economic and social empowerment, that is why they strive to leverage the power and privilege that their position grants them and use it to create a more sustainable, robust ecosystem for craftpeople. An ecosystem where caregivers, with their unique skillsets, not only survive, but are also afforded the opportunity of upward mobility and economic stability.

We thank you for your patronage, as it permits us to continue aligning our actions with our core value by supporting these crafts, craftpeople, and traditions in a sustainable way.

As a young impressionable mind, seeking more than life... I used to sit at the blue sky café in Calcutta's sudeer street and gaze and gawk for hours on end, a street and crammed with dilapidated buildings, budget hotels, playing Dylan and Marley, tea stalls and backpacker cafes punctuated with thrift stores of old vinyl and tattered leather bound books, antique stores selling Tibetan jewellery and roadside stalls hawkking hand-me-downs.







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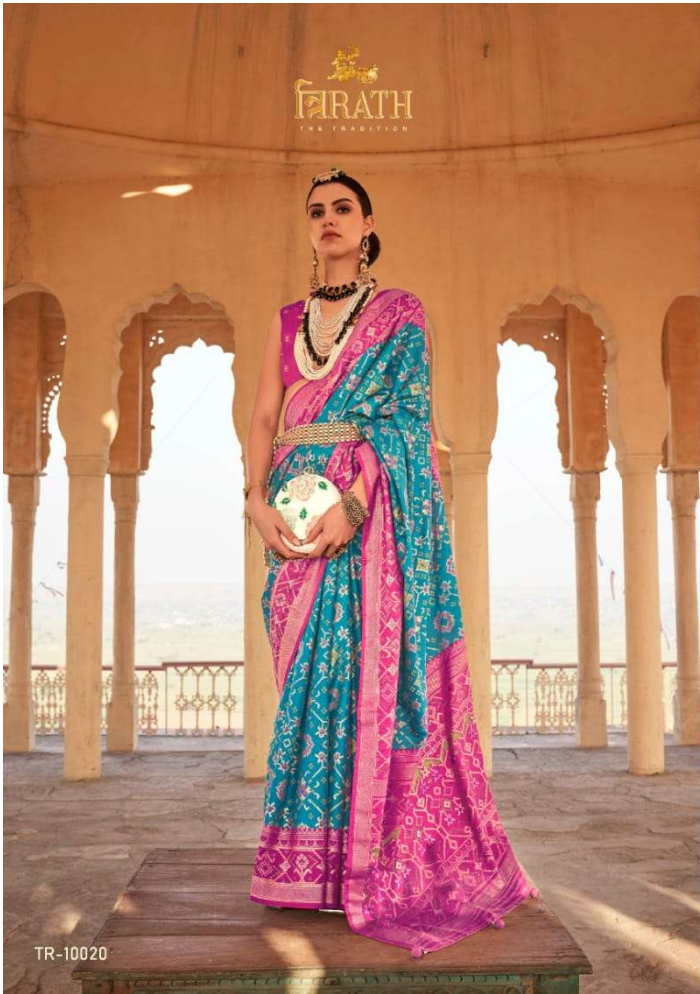
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**PARATH**  
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TR-10019



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# निमंत्रण



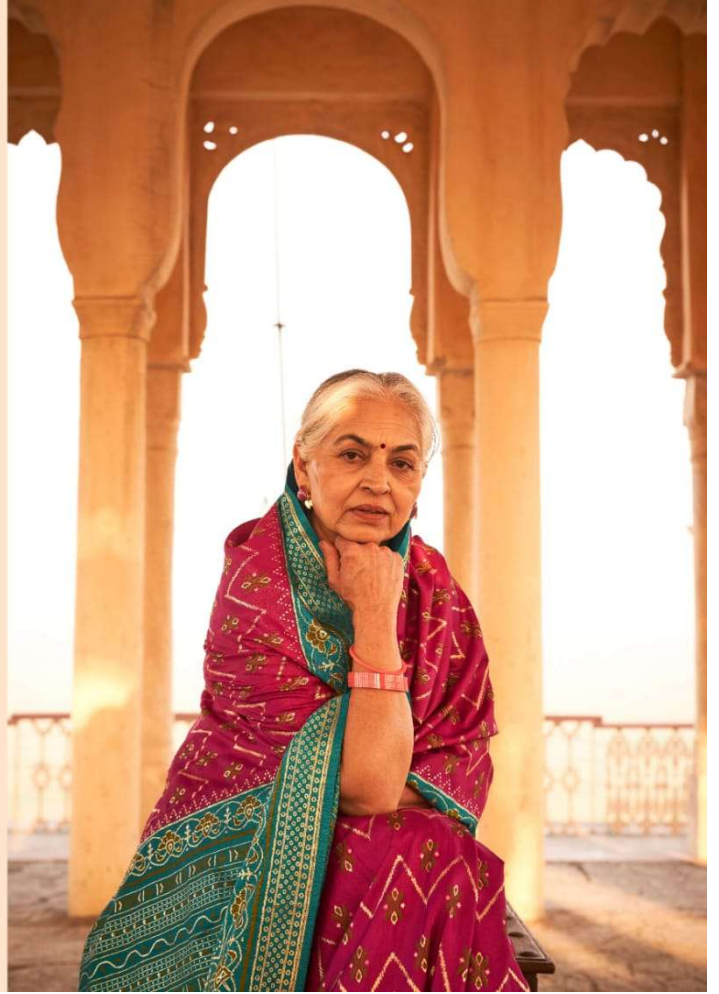
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leather bound books, antique stores selling Tibetan jewellery  
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TR-10019



TR-10020



TR-10021



TR-10025



TR-10026



TR-10027



TR-10022



TR-10023



TR-10024



TR-10028



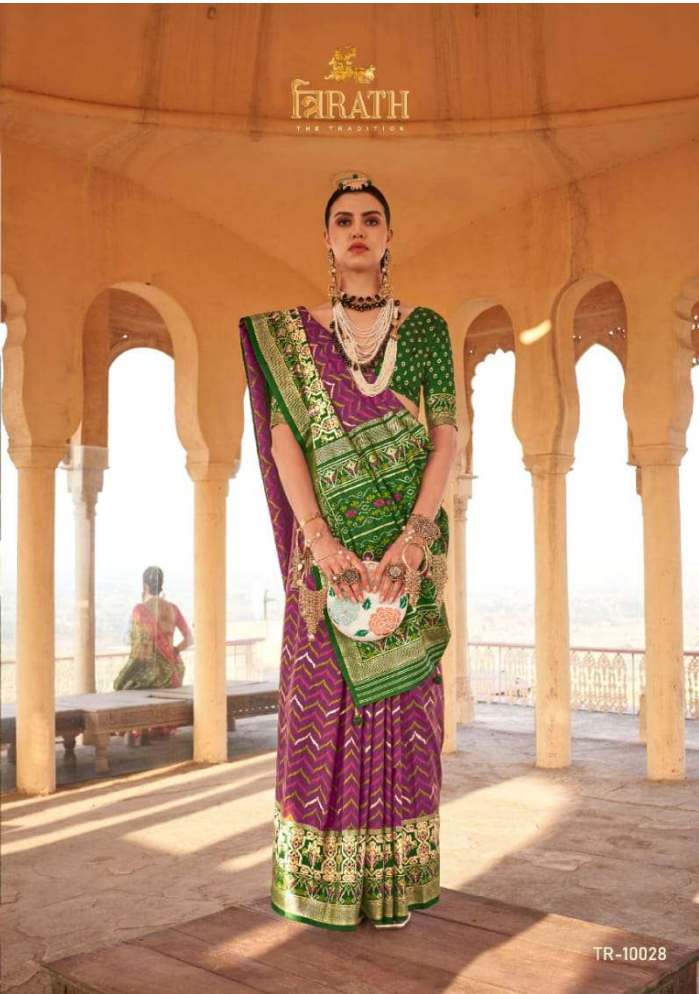
TR-10029



TR-10030

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VOLUME 2  
शिल्प



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TR-10030





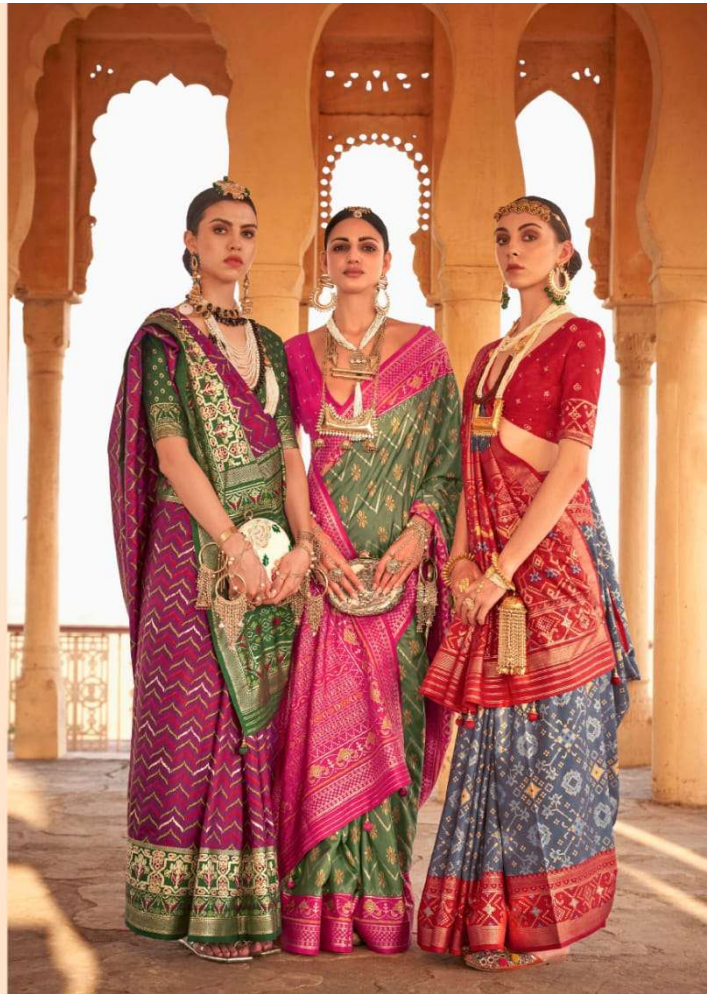
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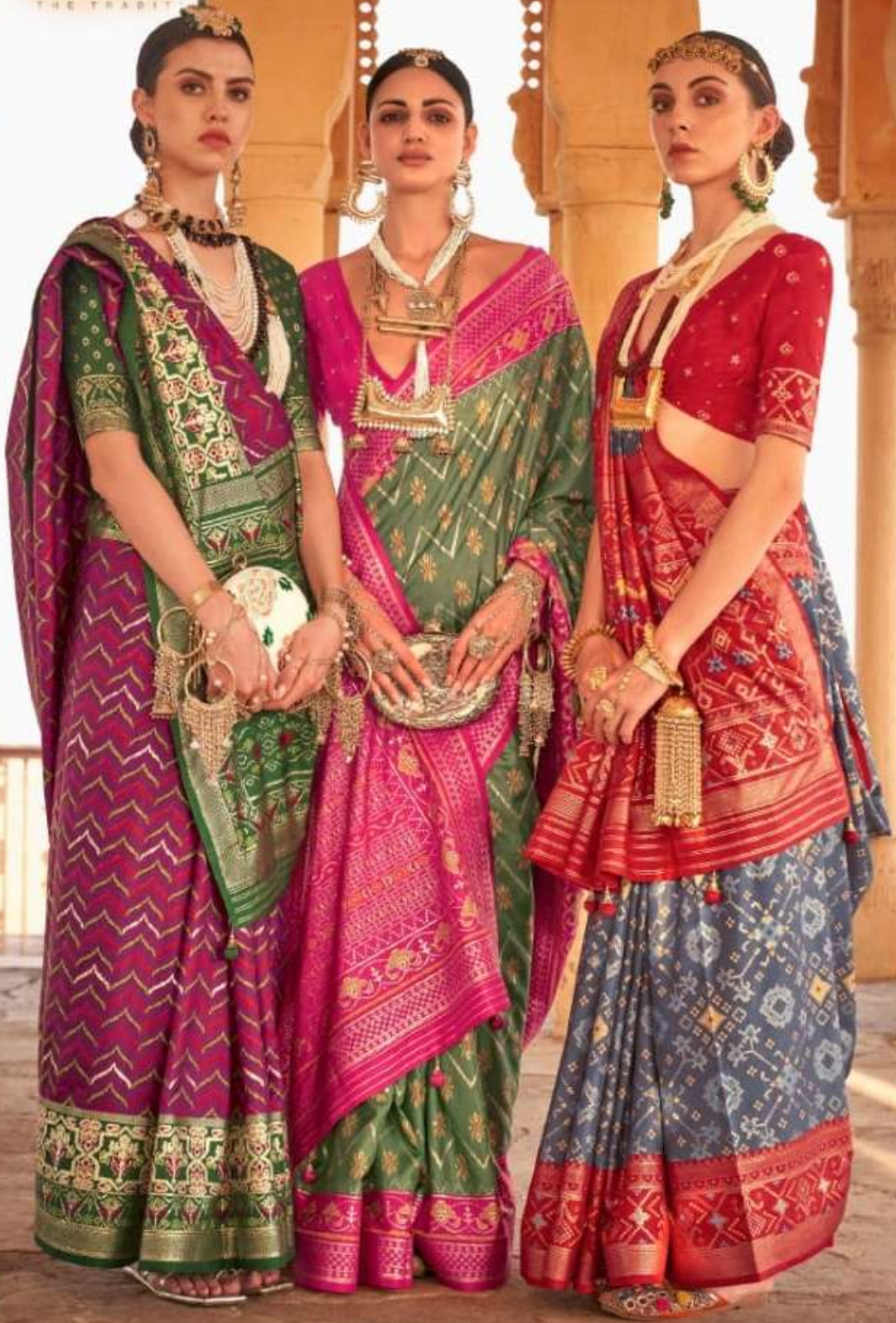
More important to me than anything else is the notion of economic and social empowerment. that is why they strive to leverage the power and privilege that their position grants them and use it to create a more sustainable, robust ecosystem for craftpeople. An ecosystem where karigars, with their unique skillsets, not only survive, but are also afforded the opportunity of upward mobility and economic stability.

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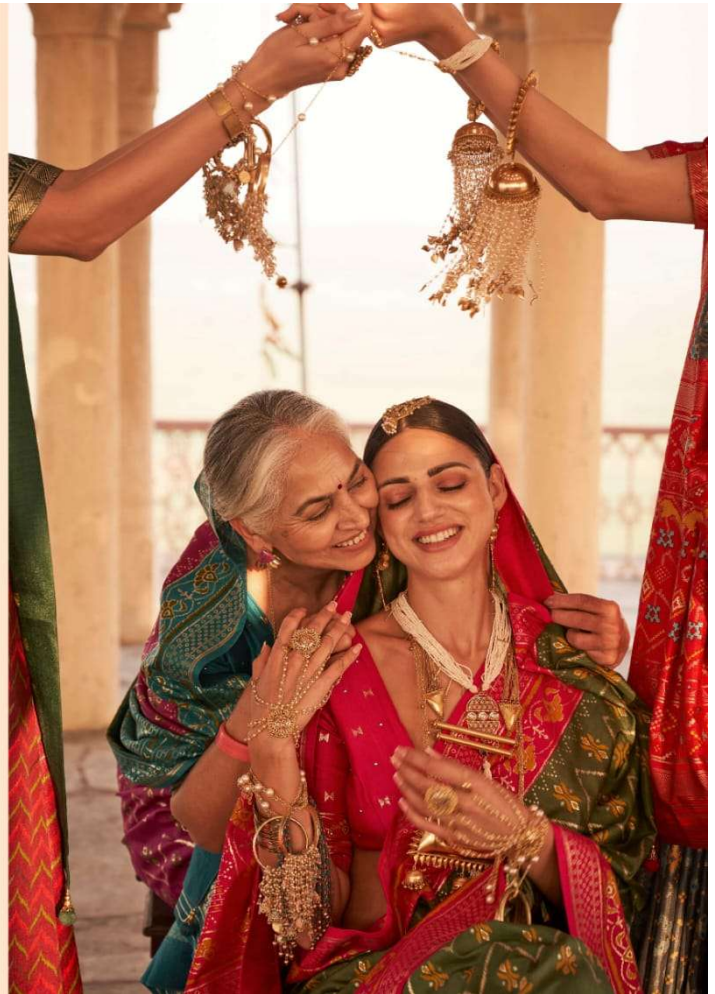
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