

Woven Folklores

Dreams from the dusty deserts
of western Rajasthan



Artisanal home furnishing
from our hearts, for your homes



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Desert Pastorage is an initiative enabling economic empowerment of low-income households specifically women in Barmer district of Rajasthan. With few opportunities in the region, it is critical for the program to bring the women artisans into the mainstream economic milieu of the country through a set of integrated intertwined interventions for sustainable impact.

Bringing together factors and conditions that will help in creating new opportunities and sustaining the ecosystem through employment and enterprise linkages, Desert Pastorage in Barmer is expected to evolve into a sustainable model to accomplish these goals.

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Appliqué tradition of Barmer

Appliqué art from the Barmer district of Rajasthan has been a significant craft form of the region. An appliqué is an ornamental needlework done on pieces of fabric which are together sewn or stuck on to a larger piece to form a picture or pattern. In this, patterns are created on pieces of fabric and then these smaller colored patches are attached on to a larger base fabric. The edges of the patch may have the ends folded under or left as they are; the technique is accomplished by hand. The traditional floral as well as geometric designs are intricately sewn on the base fabric with minute attention to stitch quality and detailing.

However, there is a need to bring this age-old craft to a wider platform, with design development interventions for the contemporary consumers.

Desert Pastoral Intervention

In order to provide sustainable livelihood opportunities to the residents of its peripheral villages, JSW Foundation, Barmer has undertaken several initiatives. ACCESS has been associated as a partner to undertake a programme on developing the handicraft skills, especially appliqué work, of the women in the project villages and enhance their earning by developing the skills of women artisans by infusing new designs and integrating them with larger markets. Desert Pastoral has been registered as a producer company, owned by the women artisans of the project villages. The Producer Company serves as a tool of transforming the women artisans into entrepreneurs.



Cushions



Presenting
the Desert Pastoral
cushion collection:

A wide range of cushion covers in cotton chambray, casement and poly dupion fabrics, enhanced with traditional hand embroidery techniques such as appliqué and mukko, ranging from INR 170 to 300.



Country Delight

Style number: CCK019A22
Material: Cotton Cambric
Technique: Appliqué
Dimension: 16" X 16"





Festive Lights

Style number: CCP019MV2
Material: Poly dupion
Technique: Mukko
Dimension: 18" X 18"



10



Pink Glitter

Style number: CCP019MV8
Material: Poly dupion
Technique: Mukko
Dimension: 20*20



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Evening Jewel

Style number: CCP019MV5
Material: Poly dupion
Technique: Mukko
Dimension: 18" X 18"





Breeze

Style number: CCK019A25
Material: Kota Doria
Technique: Appliqué
Dimension: 16" X 16"



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Serenity

Style number: CCK019A27
Material: Cotton Cambric
Technique: Appliqué
Dimension: 16" X 16"



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Tropical Abundance

Style number: CCA017AV7
Material: Cotton Chembray Cambric
Technique: Appliqué
Dimension: 20*20



16



Paradise

Style number: CCKH019AV3
Material: Cotton Casement / Khadi
Technique: Appliqué
Dimension: 18" X 18"



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Diamond Dreams

Style number: CCP011MV3
 Material: Poly dupion
 Technique: Mukko
 Dimension: 12" X 18"



Entwine Delight

(L) Style number: CCP019MV7 Material: Poly dupion
 Technique: Mukko Dimension: 20*20

Frenzy Flora

(R) Style number: CCP011MV4 Material: Poly dupion
 Technique: Mukko Dimension: 12" X 18"





Radiance

(L) Style number: CCK019A23 Material: Cotton Cambric
Technique: Appliqué Dimension: 16" X 16"

Blossom

(R) Style number: CCK019A23 Material: Cotton Cambric
Technique: Appliqué Dimension: 16" X 16"





Gentle Waves

(L) Style number: CCK019A27 Material: Cotton Cambric
 Technique: Appliqué Dimension: 16" X 16"

Zephyr

(R) Style number: CCC014A01 Material: Cotton Cambric
 Technique: Appliqué Dimension: 16" X 16"



Floe

Style number: CCP011AV8
 Material: Cotton Cambric
 Technique: Appliqué
 Dimension: 12" X 18"





Lullaby

Style number: CCO014A40
Material: Cotton Cambric
Technique: Appliqué
Dimension: 16" X 16"



Snowflakes

Style number: CCKH019AV1
Material: Cotton Cambric
Technique: Appliqué
Dimension: 20*20



Curtains



Presenting
the stunning curtains series
from Desert Pastoral:

Curtains designed in cotton
cambric and ajrakh fabrics,
enhanced with the traditional
hand embroidery technique
of appliqué, ranging from INR
900 to 1,800.



Breeze

Style number: SCRC123AV6
Material: Cotton Cambric
Technique: Appliqué
Dimension: 42" X 84"





Sheer Wave

Style number: SCRC123AV3
Material: Cotton Cambric
Technique: Appliqué
Dimension: 42" X 84"

Facing page: Morning Glory

Style number: SCRC123AV1
Material: Cotton Cambric
Technique: Appliqué
Dimension: 42" X 84"





Flow

Style number: SCRK123A12
Material: Cotton Cambric
Technique: Appliqué
Dimension: 42" X 84"

Facing page: Peace

Style number: SCRC123A
Material: Cotton Cambric
Technique: Appliqué
Dimension: 42" X 84"



Bed Linens



Presenting
the Desert Pastorale
bed linens collection:

Single and double bed sheets
constructed in the airy cotton
cambric fabrics, with intricate
hand embroidered appliqué
art, ranging from INR 2,000 to
2,800.





Desert Sun

Style number: SBCO115A
Material: Cotton Cambric
Technique: Appliqué
Dimension: 60" X 90"



Blue Wave

Style number: SBCO115A03
Material: Cotton Cambric
Technique: Appliqué
Dimension: 60" X 90"





A Pink Dream

Style number: SBCO115A03
Material: Cotton Cambric
Technique: Appliqué
Dimension: 60" X 90"



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Desert Wave

Style number: DBCO190A
Material: Cotton Cambric
Technique: Appliqué
Dimension: 108" X 90"



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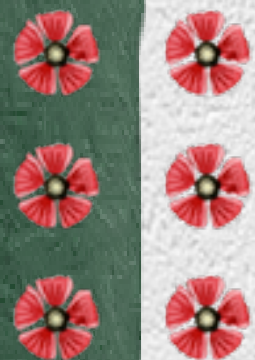
Desert Greys

Style number: DBCO190A
Material: Cotton Cambric
Technique: Appliqué
Dimension: 108" X 90"



Table Linens





Presenting
the Desert Pastoral
table linens collection:

Table mats, runners and table covers crafted in the airy cotton cambric, chambray and latha fabrics, adorned with hand embroidered appliqué art, ranging from INR 250 to 1,400.





Wave

Style number: TMC011A
Material: Cotton Chambray / Cotton Cambric
Technique: Appliqué
Dimension: 14" X 20"



Slate

Style number: TMC011A
Material: Cotton Cambric
Technique: Appliqué
Dimension: 14" X 20"





Bloom

Style number: NPC011A
Material: Cotton Cambric / Lattha
Technique: Appliqué
Dimension: 18" X 18"



Earth

Style number: TMC011A
Material: Cotton Cambric
Technique: Appliqué
Dimension: 14" X 20"





Palace

Style number: STCC065AN
Material: Cotton Cambric
Technique: Appliqué
Dimension: 60" X 60"



Song

Style number: TRC021AV4
Material: Cotton Chambray / Cotton Cambric
Technique: Appliqué
Dimension: 14" X 90"





JSW CSR

JSW Energy Barmer Ltd, which is located in Bhadresh village near Barmer defines its peripheral villages under two categories, i.e. Direct Impact Zone (DIZ) which includes 15 villages whereas; Indirect Impact Zone (IIZ) comprises of 52 villages at the outer periphery of the JSF facilities.



ACCESS DEVELOPMENT SERVICES

ACCESS Development Services is a national livelihoods support organization with focus on incubating innovations for sustainable livelihoods of the poor in both farm and the non-farm sector. Set up in March 2006, with support from DFID (Govt. of UK), ACCESS is structured uniquely, to work at all levels of the development sector value chain.



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