

**WomenWeave Charitable Trust, Maheshwar, M.P.**  
**THE HANDLOOM SCHOOL**  
**CDEM – CURRICULUM OUTLINE**

**Program Outline**

1. THS Program Duration: 12 months, in two distinct parts which includes:
  - a. 5.5 months of on-campus Educational Training at THS in Maheshwar, embedded with 2 weeks of Internship after 6 weeks of classroom segment
  - b. 6 months of field collection at home
2. Each batch would comprise of 12-18 students (Average 15 students each batch). There will be 2 batches in a year.
3. Students participants may be recommended/referred by:
  - a. NGOs
  - b. Enterprises
  - c. Individuals
  - d. Government
4. The Sponsors may or may not fund the cost of student's education but they will be responsible for choosing right candidates. Sponsors would be asked to fill up a baseline form for each Student. No Bonds to be signed by the Students.
5. The Cost of providing educational training and travel costs of Students from home-town to THS (and back) would be borne by THS, while Boarding & Lodging in Maheshwar would be provided by THS on its Campus.
6. A Smartphone would be issued to each student for the entire 6 months period; THS would bear the cost of the Data connection. Students have to return same after Program.
7. All important educational Training sessions would be recorded by THS.

**Program Design**

1. Batches – to be grouped on basis of yarn/ fibers.
2. Flexibility of weaving in cotton, silk, jute, wool etc. to be imparted to students.
3. Students spend 3 hours per day weaving on the loom
4. There would be 2-4 students per location/weaving repertoire per batch. Hence there would be students from 5 to 6 different handloom weaving repertoires in each batch
5. Teaching methodology will include
  - a. Case studies
  - b. Movies
  - c. Games
  - d. Hands-on exercises
  - e. Group Discussions
  - f. Presentations
  - g. Field visits

## Subjects

COMPUTER SKILLS		
Objectives	Contents	Details
1.To understand the basic working of computers  2. Inculcate the ability to search on the web  3. Explore various Graphic Effects to create Digital designs  4. Create an understanding of computerized Data Management  5. Computer Etiquettes	Starting and shutting down, Creating folders and saving, retrieval of information, etc.	Learn to set up face book page
	Net Searching, saving textual and pictorial information	Browse history of Maheshwar or home town. Prepare a simple word Document
		information, knowledge on the net
		About Indigo and the freedom struggle, trade routes? Research yarn/dyes /colors, forecasts, trends
	Image correction with Corel Draw – Cropping an imported	Demo: interpret sketch on the Computer Corel Draw; Adobe Illustrator, Photoshop
	Image and combining – Enhance using adjustments options	Photo editing using adjustments – brightness / contrast
		Colour balance – Hue/saturation – gamma correction,
		Effects – tone curve, replace colours – paste inside
	Data formatting & Editing technique through data Management tools	Using technology to plan and coordinate
		Formatting cell
		Changing column widths & row height
		Creating conditional formatting & style
		Layout and Page set up of worksheet
		Formatting a chart
	Adding Label and Arrows	
Computer etiquette	Interactive Skype Sessions: Case Studies of established	

		Handloom Businesses: Stories, Problems, and Solutions
		Q & A.
		To cover 6 different Businesses over 6 days
		Business Correspondence

**ENTREPRENEURSHIP**

<b>Objectives</b>	<b>Contents</b>	<b>Details</b>
<p>1. To Help the students to understand and comprehend the process of identifying business opportunity.</p> <p>2.Ability to assess the resource needs and convert that into business proposition</p> <p>3 build vocabulary to understand enterprise, markets and segments</p> <p>4. To develop confidence to venture into new domains or do better transaction in existing ones.</p>	Introduction and meaning of Entrepreneurship	Entrepreneurship, Business, Issues (Establishing previous knowledge)
		Marketing & Business. Establishing knowledge, revisiting assumptions, sharing experiences, guiding that with inputs given during the session
	Understanding the Markets	Product Diversification with a Marketing Perspective – Introduction with samples, examples
		Target Markets, Marketing mix, spreading risk over different market segments, price sensitivity and buying power, B2B, B2C
		Market intelligence and trends, unique marketing opportunities, Market cycles, Seasonal cycles, Production Cycles, Calendar
	Setting up a business	Planning and Timelines: organizing, preparing calendar, contingency planning, professionalism, commitment
		Setting up and running a Business – overview and orientation. Student's Business case studies –Share the general story, problems, challenges, discuss solutions, make a plan
		Promotion & Marketing, Marketing Strategies, Marketing Avenues, Understanding Consumer Behavior, Participating in exhibitions.

		Student's Business case studies wrt Marketing –Share the story, problems, challenges, discuss solutions, make a plan
		Business Promotion and Marketing (Physical & Digital), Websites, Leveraging the Net, Websites, Social media
	Financials and budgeting	Access to Funding & Finance: Funding Bodies, Banks, Microfinance, Investors. Student's Business case studies wrt Funding –Share the story, problems, discuss solutions, make a plan
		Costing, Accounting, Financial Planning & Management - Budgeting, Expenditures, Business Projections & Planning vis e vis commercial viability of enterprise. Student's Business case studies wrt Accounts & Finance: Share the story, problems, challenges, discuss solutions, make a plan
	Business Management	Introduction to Design Development with a marketing perspective; product mix, market mix
		Logistics, quality control, standard operational procedures, systems management, supply chain management. Negotiation Skills, Maintaining Records, Books of Accounts, Computerized Accounts, Working with MS Excel, other accounting soft wares

**PRESENTATION TECHNIQUES**

Objectives	Contents	Details
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<p>1. To train students to create an effective presentation of their work</p> <p>2. using the right media to present their work</p>	<p>Preparing a presentation</p> <ul style="list-style-type: none"> <li>• Define the objective</li> <li>• Understanding your audience</li> <li>• Deciding what to say and getting organized</li> <li>• Developing effective visuals</li> <li>• Rehearsing</li> <li>• Making an effective delivery</li> </ul>	<p>Presentation skills, tools of presentation, power point presentation, flash cards, static tools, flip boards, etc.</p> <p>Presentation by all the students in English on the product woven by them.</p>
	<p>Photography for presentation</p>	<p>Photography (using mobile phone), Product Promotion and Marketing, overlaps- across Design, technology, market</p> <p>What next and why - Clarity on segments: Educational training and Internship + Design Collection</p> <p>Session with THS Director: respect, self-awareness, confidence</p> <p>Interpret and draw ideas, create design concepts by hand - sketches (colour, texture, weight, opacity). Group to design a collaborative collection under faculty's guidance</p>
	<p>Presentation on social media and interactive sites</p>	<p>Putting the Collection on Pintrest</p> <p>Grooming, Social Skills, Soft Skills, Business Etiquette for – Direct &amp; Online Promotion, Social Media Etiquette etc. Negotiation skills, Dealing with Clients &amp; Customers</p>

		Each Student to make a 5 minute pitch about the USP of their repertoire and own work. Client to brief the students for a Design Collection. Brief to include product, target audience, colour palette, colourways, textures, price points
	Visual and verbal Presentation of a collection	Browse and Watch Fashion Shows on TV, Computer to understand the presentation formatys
		FICCI Ladies – Mock Exhibition by Students
		Talk about Client's enterprise; Q & A

### DESIGN PROCESS FOR WEAVING

Objectives	Contents	Details
1. To develop an understanding the component of basic design process.  2. Understanding the importance of design research and analysis to achieve design solutions.  3. To introduce students to understand the importance of color, texture, form and composition for design.  4. To enhance skills in visualization and interpretation	Introduction	Introductions, Breaking in, Logistics, Sharing, talking about samples brought by students. Mandatory for each student to bring actual samples of their work – products
	Elements and Principles of Design	Elements of Design – Size, Scale, Proportion, Colour, Colour Interaction, Contrast, Foreground v/s Background, Composition & Balance. Creation and placement of Motifs, Creation of Pattern, Repeat. Orientation, Direction, Layout
	Understanding Colours	Selection of a theme and redefining the color board based on it. Representation of colors in context of an expression.
		Field Trip to Temple on the Narmada Ghat. Take photographs Come back, download images, describe inspiration in terms of colour or texture; Ideate, evolve corresponding colours for scarf /stole

		Morning trip to local Bazaar to find inspiration for new theme for week 2 - dyes, colour, spices, favorite food – discussion for next class
	Introduction to Textiles	Introduction to the fundamental textile terms in context to weaving skills.
		Understand the process of forming a fabric by interlacing of two basic elements i.e. warp and weft.
		To understand the behavior, characteristics, properties and surface textures generated by simple woven construction of fabrics
		Weaving – Stole 1: warps in natural colours; Students to select weft of their own choice from Bins containing yarns in different materials and colors
	Introduction to Dyes and Yarns.	Dyes & Yarns, History, culture, their own experience of these
		Eco friendly, vegetable dyes, concept of sustainability
	Introduction to Loom types	Basic Fabric Structure, Weaves, Textures
		Weaving Stole -3 - with New theme (Food)
		Theory / Practical with Faculty - Dyes & Yarns, Raw material purchase, storage
		Theory / Practical with Faculty - Dyes & Yarns
		Theory / Practical with Faculty - Dyes & Yarns. Visit to dyeing unit. – select a hit colour as accent
	Quality parameters	Theory / Practical with Faculty - Dyes & Yarns
		Colour fastness, quality, wastage, pricing
		Go on Field at 1.30 with packed lunch for Treasure Hunt. Break into groups, take phone, local partner. Find location on google map, go there, take pictures, survey, interview,

		collect communicate with rest on What's app
		Debriefing with Faculty
		Fine-tuning the Collection, costing, pricing, identifying gaps, charting way forward for next piece
		Stole 7 - Treasure Hunt collection design # 2 (Thematic)
		Weaving theory session - Detailing and finishing techniques on the loom. Adding Texture to fabric
	Fabric Defects	Students to Create directory of Defects, Quality parameters, Quality control, Recycling defective pieces
	Design of engineered garment	Design Sketch, discussion on layout, planning to minimize wastage and costing.
		Execute the design on loom weaving the engineered garment / products on 12 large looms in 48" width. Time: four days
	Detailing and finishing	Detailing, Finishing. Conversion of unstitched fabric into finished products
		Tailoring of engineered garment with the Tailor
		Shadow the Master Weaver # 2
		Students – Skype/ Call Family – do Costing of Designs
	Putting together a Collection	Conceptualize the Collection, make sketches on paper; Client to give feedback to each, how many pieces, price points etc
		Students to work and fine-tune the Design collection. To continue correspondence / Skype with Client/ Students start working on the Fashion Show
	Presentation in a Fashion Show	Start work on the Fashion show, Assisted by local weavers, DJ, local male and female models etc, to put up the show



		Work on the Fashion show, Assisted by local weavers, DJ, models etc to put up the show
		Review of work done for the Fashion show, supervised by THS Director & Sally Holkar
		At venue, Fashion Show starts at 7 pm, leading up to party
<b>COMMUNICATION SKILLS</b>		
<b>Objectives</b>	<b>Contents</b>	<b>Details</b>
<p>1.To impart the basic principles of communication, ethics and etiquettes at the workplace</p> <p>2.To understand how people interact and respond through various forms of communication</p> <p>3. To understand various ways to make effective communication</p>	What is communication? How do we communicate? Various factors in communication?	Lecture followed by class discussions
	Communication Barriers, Para verbal Communication Skills,	Documenting local language Vocabulary (words, terms) used in each Student's region, design repertoire in weaving, loom, design, communication etc and subsequent discussions.
	Non-Verbal Communication	Introduction to Non-verbal Communication , body language, use of gestures and expressions as communicators
	Using a dictionary	Dictionary symbols, pronunciation through dictionary
		Read a short story or an article provided by the teacher.
		Make a list of 10 difficult/ new words (list the page number)
		Find out their meaning with the help of a hindi to English dictionary.
		Narrate the story in simple English to the class.
	Speaking skills, overcoming hesitation, initiating conversations	Listening skills, asking good questions and art of conversation
		Select one of your woven products and try to communicate its making process in English to the teacher and peer-group. (Something on the lines of show and tell)
Business Writing	Written Communication	

	E-mail and business letters,	Addressing, body content, sign offs

## Classroom Schedule

Working Week – Wednesday to Monday.  
Tuesday weekly day-off.

The Daily Schedule would be as under:

- 10:00 am – 1:00 pm – Weaving time
- 1:00 pm – 2:00 pm – Lunch
- 2:00 pm – 6:00 pm – Class

Following events are usually planned for students during the course of the training program.

1. Trip to the Maheshwar temple on the Narmada *ghaat*
2. Treasure hunt/ discovery
3. Boat ride on the Narmada River
4. Trip to Master weaver, watch and learn –on Tuesday
5. Mock market day Fashion Show
6. Skype sessions
7. Movie Screenings on Tuesdays and Friday evenings. Selection of movies to be made, based upon their relevance to textile weaving, business skills, soft skills etc. Example: *Susman, Bhumika, Mamuliram, Ek ruka hua faisla, Band Baja Baarat*, etc.