

Womenia

TWEET PATROL


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Wow! We did not expect this at all !!!! ☐
 And then they say our bollywood stories are far from reality ☐



Making Kashmiri shawls a global brand

Self-taught fashion designer Sugandha Kedia is on a mission to promote authentic Kashmiri shawls through her latest venture Dusala Kashmir

ASKARI JAFFER

Working with 50 Kashmiri weavers, former Zoom and N D T V

reporter, Sugandha Kedia is on a mission to promote authentic Kashmiri shawls through her venture Dusala Kashmir.

Sugandha (32), who hails from Delhi NCR from a well to do family, is married into a renowned business family, pioneers in rice manufacturing in Raipur (Chhattisgarh).

She completed her Bachelors in Journalism and has worked with various media houses including NDTV Good Times, Zoom, Property TV Dubai, Focus TV, HY TV, IBN7, Home Shop 18. She has been a well known stage emcee in Delhi since her class 12. Speaking about her journey as a fashion designer, Sugandha says, "As a North Indian, I always enjoyed our winters and was fascinated by beautiful shawls. Since then, I use to style them and decided to take Kashmiri Shawls worldwide. My mother-in-law persuaded me to pursue my dreams, it was by her support and my husband and father-in-law's persuasion I could really think of ex-



Sugandha Kedia

the season. Along with this, knowing each client personally helps her in selection of outfit.

"We take pride in dressing the crème de la crème of Chhattisgarh. We started with two weavers and with multiple trips to Kashmir, today we are a little less than 50 weavers. We give them some classic designs as well as latest ones to make it accordingly. We are trying to cater not only the elder but also a lot of young people to get in to a world where they love our handmade stuff from Kashmir,"

perimenting something new."

According to her, for her store, they have a good merchandising and local team who help her in curating the best designs as per

adds Sugandha. During the pandemic, she created contents and went live on her Facebook and Instagram with many designers, doctors, influencers, social activists and she also spent some quality time with her family and specifically two-and-a-half-year-old daughter. Since her business needs a lot of traveling, during the lockdown she managed to do her work in Kashmir through video calls and phones. The major things were managed through mails.

It was a challenge for her to find the right weavers and convincing them to make custom designs. It took her three years to launch these things with new rules for Kashmir our work completely stopped in between. Now we have a warehouse facility in Kashmir, Delhi and Raipur, At times getting our own pieces from Kashmir is a task because of various issues. They also struggled due to competitors.

People, who have posted our designs includes Dia Mirza, Shilpa Shetty, Neha Dhupia, Soha Ali Khan, Vidya Balan, Karishma Kapoor and Anaita Shroff Adajania.

MAKING KHADI THE 'FABRIC OF EMPOWERMENT'

The nationwide lockdown slumped demand in most sectors bringing the economy to a crashing halt. he most deeply impacted have been the daily wage workers. There is a large percentage of rural and semi-urban India that work in the handicraft and handloom sector which employs about 4.6 lakh artisans. This crisis has let to unemployment leaving the artisans struggling for their daily bread and butter.

A sustainable fashion social enterprise, Rewanta has launched the #PledgeKhadiEmpowerWeavers initiative under the Reclaim Khadi Movement that aims to extend support to weavers and artisans by enabling them to earn a dignified living by creating a positive demand cycle for Khadi.

About the initiative

With Rewanta, we have been working with the khadi artisans of India to create contemporary fashion. With #PledgeKhadiEmpowerWeavers initiative, we aim to create an opportunity for artisans to earn a dignified livelihood to combat the setback of the lockdown and keep them from slipping back into the cycle of poverty. Our objective here is to create a positive demand cycle by addressing the nation to pledge one khadi garment in their wardrobes during this lockdown period.

Pledging one khadi garment will create multiple benefits-just one garment will support an artisan's livelihood for a week. It will also help build adoption of the sustainable khadi fabric revealing its comfort and style quotient to newer users. Alongside, users will enjoy the good energy of these hand spun and hand-woven swadeshi items.

How are you working towards it?

Our solution aims to create opportunity for 10,000



artisans to begin with, which will expand to include more artisans as the campaign helps demand soar. The financial impact of this campaign is to weave 10 lakh meter khadi fabric that will be further designed to create 250,000 garments for customers. The objective is to not look for a stop-gap arrangement this time, but truly create self-reliant and sustainable artisan clusters which provide value to the customer while building business models that generate respectful livelihood opportunities for weavers.

To what extent the community has been impacted by the pandemic?

Most of these 4.6 lakh weavers are associated with Khadi certified institutions who provide them work. 20 percent of these "A class" certified institutions could provide support to these artisans out of their surplus up until now which is now drying up. However the remaining 80 percent of them are struggling for survival already as the demand cycle has come to a halt. It is a crisis situation in the smaller weaver dependent villages as these people work like wage earners weaving fabric and getting paid for it everyday. With all of it gone they literally have no cash in hand and may die of pure hunger and disease.

Pandemic turns casual wear trendy

TEJAL SINHA

Pajamas and loose tees have taken over the place of formal clothing during the pandemic.

As a preventive measure from COVID-19, people have locked themselves in their houses for more than past three months. Irrespective of whether it is an online class or work from home, people especially women and college going girls during the pandemic have now changed their dressings.

Women doing work from home and girls having their online classes, now prefer casual and comfortable loose clothes than wearing formals.

Aditi Agarwal, a city-based fashion stylist and founder of Aditi Agarwal Fashion Stylist Services, Somajiguda, Hyderabad, said, "Women have resorted to comfy clothes during the lockdown and slowly it has become a part of our lives. Lounge wear or Pajamas are most trending this year. Even e-commerce sites like myntra or aajio are now primarily promoting comfortable wear as their main category. Women never get tired of dressing up and I feel the value of stepping out all dressed up has increased."

She adds, "While working from home could be a little distracting. Hence, women resort to casual and comfortable clothing. I feel, this trend will go on for quiet a

some time now, probably, this entire year. This year's trend would be of kaftans, shorts, t-shirt and maxis."

Since everyone is largely working at home these days, the only clothes to be comfortable are T-shirts and pyjamas.

Sanjana Rao, a Bangalore-based techie said, "The most comfortable place for any person would be their home. With work from home in vogue, all of us are in our comfy clothing. Loose tees, PJ's-shorts are the clothes that we opt when we are at our home. But there is the other side of the coin, few of us do miss the dressing and socialising times."

Since, locals are now shifting their preferences of clothing during the pandemic, they are also expecting new designs and varieties.

Shivani Naik, a Hyderabad-based software engineer said, "It will be nice to see different and more innovative styles in these types of clothes as many people who want to purchase new clothes will opt for comfortable outfits to wear at home rather than for outdoors. Shopping for new clothes at home will still be a fun experience when we have a lot of variety. People have become used to this trend and after the pandemic we may see more people choosing to wear comfortable attire when they return to office."

While it is the same with the

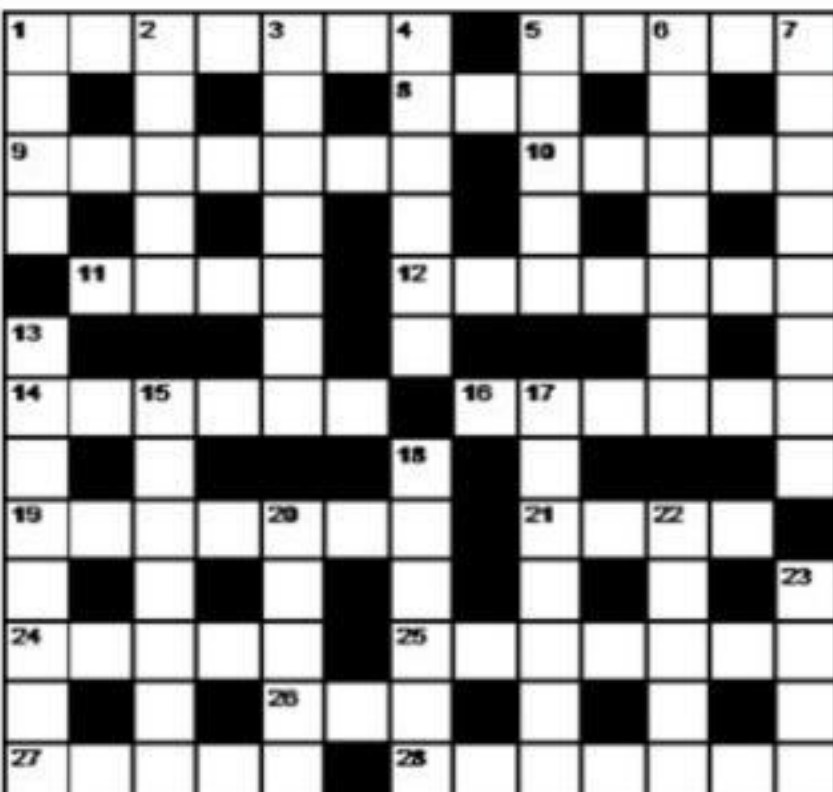


Alia Bhatt

students, who have to sit for hours, for their continuous online classes.

B Avantika, a Bachelor of Mass Media student in Mumbai said, "For the last three months, I have totally become more comfortable in pyjamas. The hassles of getting well dressed up bothers me no more. Pyjamas have become the most comfortable outfit and I am sure most women will agree

with it. It might be very difficult for us to get back to going to work or college in formals. We had lockdown during the summer season and the temperature was too high and due to which it was very difficult to wear any other full dress. The most comfortable clothes to wear during the online classes are loose tees and shorts, which has become a new normal clothing."



SOLUTION TO JULY 10

CROSSWORD

Across

1 Meat-filled pasta (7)

5 Inundation (5)

8 Greek X (3)

9 UK Prime Minister _____

May (7)

10 Scottish squire (5)

11 On the briny (4)

12 Lift up (7)

14 Straighten out (6)

16 Writer (6)

19 A kind of firm smooth cheese (7)

21 Cry of regret (4)

24 Tropical fruit (5)

25 From end to end (7)

26 Impress greatly (3)

27 Enclosed car (5)

28 Bobbin-like device (7)

Down

1 Memory alone (4)

2 Scenes (5)

3 Outdoor (4-3)

4 Son of Daedalus (6)

5 Steal (5)

6 Paper-folding art (7)

7 Feeble (8)

13 Gives in (8)

15 Washed or laundered ? (7)

17 Hat (7)

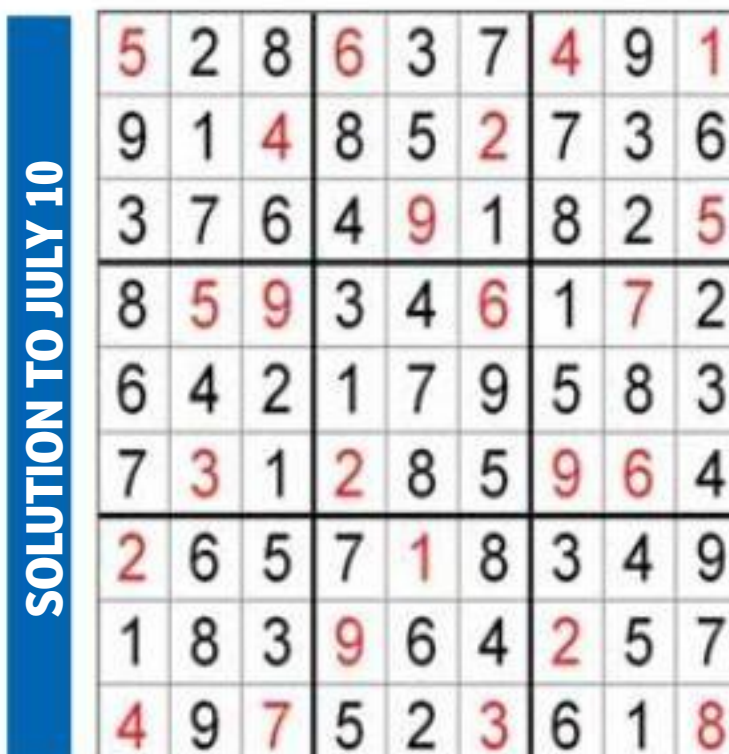
18 Darts (6)

20 Perish by water (5)

22 Alter to suit (5)

23 Feeling unhappy (4)

SUDOKU



SOLUTION TO JULY 10

NEWS ROUNDUP

Kangana Ranaut's team shares photo of Manikarnika doll

Bollywood actress Kangana Ranaut's social media team has shared a picture of a doll designed after the actress' character in the 2019 film, "Manikarnika: The Queen Of Jhansi".

The Manikarnika doll is dressed up in a saree and traditional Indian jewellery inspired by Kangana's look in the film.

Sharing the photo on Twitter, the actress' team wrote: "#Manikarnika Dolls are the new favourite for children. It's nice when kids will learn about our heroes growing up and get inspired with patriotism and bravery."

"Manikarnika: The Queen Of Jhansi" released on January 25 last year. Kangana played the title role and the film also marked her debut as a director.

Kangana has also named her production house Manikarnika Films after her directorial debut film.

