

# Project Muslin

An initiative of West Bengal Khadi and Village Industries Board (WBKVIB) under Department of Micro, Small and Medium Enterprises and Textiles, Government of West Bengal.

## *What is Muslin ?*

*The origins of Bengal cotton are a thousand years old. Historically, muslin has been recognized as a cotton fabric of legendary lightness and distinctive motifs by many world travellers. Hand woven from uncommonly delicate hand spun yarn made with 100% cotton muslin is a soft, gentle and versatile fabric.*

*This openly-woven fabric allows the air to circulate through the fabric and reduces the risk of overheating while keeping the wearer snug and cozy, making it suitable for hot as well as cool climates.*

*In Nadia & Murshidabad a group of Spinners managed to produce the finest 500 count muslin: that is a thousand metres of such yarn spun so finely as to weigh only two grams.*



## *Why Project Muslin ?*

*Project Muslin is an initiative to revive the Bengal's heritage Muslin Khadi Fabric and to improve the livelihood of the artisans attached to the unique art through a holistic approach.*

*Interventions under this project are to improve the skill of the spinners and weavers through special training, design development, infrastructure and technology support and providing new generation marketing opportunity.*





Training of Muslin Spinners

*For the purpose WBKVIB has identified about 600 families in Murshidabad, Nadia, Birbhum, Burdwan, Hooghly, Malda and PaschimMedinipur Districts who produce muslin. That number has now gone up to 1000.*



*'Muslin Tirtha' is an integrated activity centre where all the facilities will be available to develop muslin.*



Distribution of Charkha at Muslin Tirtha, Krishnanagar



# CLUB MUSLIN

*the fabric of bengal*

*An exclusive brand of legendary Bengal fabric Muslin with a modern approach of market promotion.*

*The goal of this brand is to ensure the quality of the hand-spun, hand woven pride of Bengal.*



Club Muslin outlet, Dakshinapan, Dhakuria, Kolkata

*Attention has been paid to design, layout and display of premium quality muslin garments in a pleasant ambience to keep in mind the ultimate comfort of valued customers for shopping experience.*

- Sarees • Dhotis • Kurtas • Shirts
- Aligarh Pajama • Panjabi • Jackets
- Boxer Pants • Draw String Pants • Dyeing Rolls • Bed Sheets • Bed Runners • Pillow Covers • Curtains • Cushion Covers
- Handkerchiefs • Angabashtra etc., made from Muslin are available at this outlet.



*The aim is not only to help increase the quantity of production but also to attract the new generation to this unique fabric, which in turn will give a fresh lease of life to this heritage product. This exercise is important for the conservation and continuance of this traditional art form.*





A 500 Count Muslin Than passing through a ring



100 to 500 Count Muslin Fabric in Display

*A gallery has been set up with garments exclusively designed by Agnimitra Paul, eminent designer.*







Top Women Wear, Muslin 150 Count



Nehru Jacket, Muslin 6 Ply



Kurti Men, Muslin Pintuck





Muslin Kameez Womens Wear



Shirt Men Muslin 150 Count



Hand Spun Jamdani



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