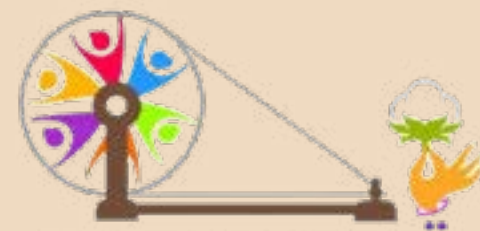




# TRINJAN

*Rural Livelihood through Traditional Skills*



# ABOUT US

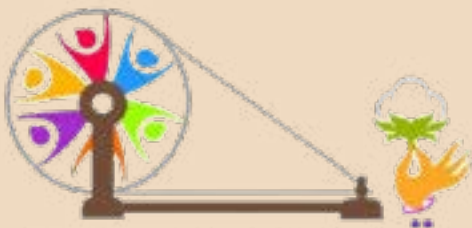
Kheti Virasat Mission (KVM) is a social & ecological movement that has been working in Punjab for the last 20 years for promoting organic farming, conserving biodiversity, water conservation, seeds sovereignty etc.

TRINJAN is an initiative by KVM for the revival of traditional skills & providing livelihood to rural artisan. It is providing women artisans a platform to re-explore their art, earn livelihood & share their wisdom.

Found an year ago Trinjan now has 280 artisans in 12 villages of Faridkot, Barnal and Muktsar district of Punjab, who do Hand spinning, Hand weaving, Embroidery, Basket Weaving, Dari weaving, Knitting, Crochet & many other crafts.

TRINJAN is a platform/collective to revive traditional art & craft with socially and ecologically responsible production. With its own folklore & music that are symbols of a civilisation, it is a place to exchange traditional wisdom.

This is a journey to find oneself.



Gurcharan Kaur, 60 has seen it all, sitting next to her spinning wheel she talks about the first time she learnt weaving by her older sister, it was something that came naturally to her. She has been weaving since, it gives her mental peace and helps her be physically fit. Money she earns weaving is nothing compared to the happiness she gets when her work is recognized by the villagers and the accreditations gets because of weaving.

TRINJAN is providing hundreds of women like Gurcharan a feasible income generating alternative and a way to use their skills to make beautiful creations from the organic cotton procured from farmers.

It brings together women from diverse ages, castes and educational background and enables them to pursue their passion and share

their skills with each other. Weaving is not just another job for these women it helps them connect with their culture. It gives them an identify and makes them feel proud of their work. It is an excellent way to bridge the inter generational gap as elder women sit together and share their experiences wih younger women of the village, it also helps them transcending their roles as mothers, daughters, mothers in law and daughters in law and come together as a collective working towards a shared goal. This practice instils in women with the sense of liberty, identity, dignity, wisdom, self-expression and self-empowerment.

These hardworking women make beautiful creative products including bedsheets, khesh (topsheets), towels, stoll, muffler, faric for garments, daari, mats, rugs, woolen sweaters, hand woven basket, crochet earrings, toran, coasters, wall hangings, etc.

TRINJAN aims to be not just preserve but propogate and celebrate the traditional craft practised by women in rural Punjab. It aims to revive the space that women artisans shared in providing the economic solution to the ecological crisis that rural Punjab is facing.



Gurcharan Kaur, Village Kotli, Muktsar



# 1



Product Name: Yellow Check Towel  
Product Description: Bath Towel  
Size: 66" X 27"  
Price: Rs 750/-  
Product Code: PB/KVM/TY/01



Product Name: Large Blue Towel  
Product Description: Bath Towel  
Size: 65" X 26"  
Price: Rs 1200/-  
Product Code: PB/KVM/TK/02



Product Name: Khakhi Hand Towel  
Product Description: Hand Towel  
Size: 22"X16"  
Price: Rs 300/-  
Product Code: PB/KVM/TK/03

KHETI VIRASAT MISSION

Street No. 4,  
RV Shanti Nagar Colony  
Jaitu, Faridkot,  
Punjab-151202

Ph - 7087107166

Email-rupsigarg@khetivirasatmission.org

