DiGI
Digital Cluster Development Program

Status Update to Phase One and Proposal outline for Phase-2

Digital Cluster Development Program for Geographical Indication (GI) Destinations

Empowering Rural Communities and GI Artisans through Digital Inclusion

standard chartered

futuremakers
by Standard Chartered

defindia.org

DIGI Phase 1

Weaving Digital Threads in Tamil Nadu

The first phase of the DIGI initiative focused on promoting traditional handlooms by integrating crafts, tourism, and digital skills, creating new opportunities for weavers to expand their reach and sustain their livelihoods. By introducing digital platforms and modern outreach strategies, the project aimed to elevate traditional crafts and connect them to broader markets. Alongside this, the initiative seeks to empower unconnected communities by providing digital access, training, and essential citizen services, building an inclusive ecosystem where tradition meets technology to drive social and economic growth.

450 Artisans were Connected with digital literacy

30 Women and girls trained in apparel making

30 Artisans/weavers trained in product finishing

600 Youth skilled in digital entrepreneurship

60 Digital designers trained in cataloging/ branding

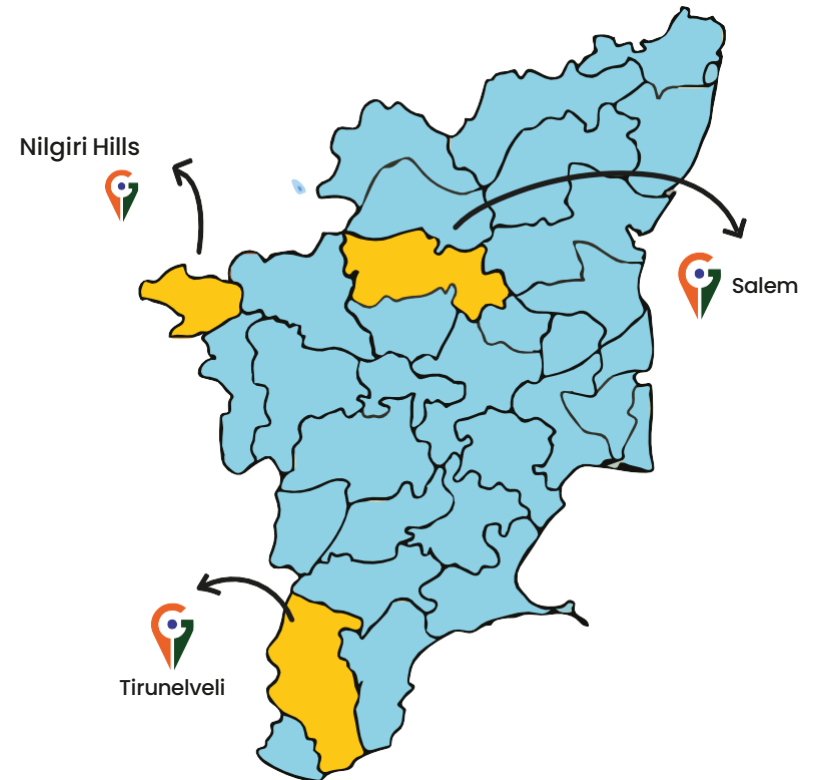**01** Handloom Mela/ Festival organized

800 Weavers to be skilled in social media

30 Core Master Digital Designers

Nilgiri Hills

Salem

Tirunelveli

Beyond Digital: Stories of Hope and Growth

REVIVING TRADITION THROUGH TECHNOLOGY

The DiGI project provided Mohana with Digital Design training, empowering her to create better designs, and allowing much more innovation in her work. The DiGI centre offers a lot to Mohana and to the other weavers who were not utilising their skills of weavingand embroidery in a better way to uplift their lives.

TURNING CULTURAL HERITAGE INTO THRIVING BUSINESS

"**My homestay is listed on Airbnb now** and has already proven to be a success. In just one month, I have seen a significant boost in my earnings. The best part is it also supports local artisans by offering them business opportunities and helping them showcase, promote, and sell their art." – says **Sugavanam** proudly.

'LET'S GI MELA': CELEBRATING HERITAGE AND EMPOWERMENT

On 9 October 2024, 'Let's GI Mela' was organised at the Standard Chartered Bank Campus in Chennai, a vibrant showcase of GI-tagged products from three unique clusters: Salem Silk, Pattamadai Pai, and Toda Embroidery. The exhibition aimed to:

Raise Awareness: Educate the audience on the cultural and economic significance of GI-tagged products.
Engage in Artisanal Processes: Provide hands-on experiences to connect visitors with the craft's legacy.
Promote Economic Opportunities: Enable direct sales and networking opportunities to support the artisans' livelihoods.

A key focus of the event was showcasing the transformative power of the digital ecosystem. It demonstrated how digital tools could amplify online presence, merge traditional craftsmanship with modern techniques, and access broader markets. This initiative aligned with the broader mission of the DIGI project—empowering artisans through digital inclusion to sustain their crafts while embracing innovation.

Through the Lens: DIGI's Community Impact

From Pages to Pixels

DIGI visual journey celebrates innovation, creativity, and the resilience of artisan communities embracing digital inclusion

The DIGI Case Stories Collection emphasizes the inspiring journeys of individuals and communities who have experienced transformative change through the DIGI project.

Proposed Phase 2 | Advancing the DIGI Mission

The project aims at creating a smart ecosystem across the 6 GI based clusters chosen in Tamil Nadu and Karnataka for integrated sustainable development of GI-tagged products, improved channels of digital marketing, achieving a wider customer base, driving better income and recognition for the artisans and weavers from the GI locations. Through this project, digitally unconnected communities and institutions will be empowered by rendering them with digital access and connectivity, training and capacity building and providing digital information to weavers/ artisans and citizen services. The project adopts a 360-degree holistic approach to enable traditional artisans to secure a place in the global market by using digital tools to modernise product design, digital branding, marketing and promotion for exports by addressing their digital skill gaps, skill gaps in traditional crafts. The program integrates multifarious activities to revitalise the GI-tagged traditional handicrafts industry with the use of ICT and digital and promises to enhance productivity, boost sales, create greater brand awareness and scope for online marketing through e-commerce platforms.

PROPOSED GI CLUSTERS AND TAGGED PRODUCTS – PART 1 (18 MONTHS)

Thirubuvanam Silk Sarees

Known for their rich texture and fine weaving, these silk sarees from Tamil Nadu feature intricate designs with zari work, reflecting the traditional craftsmanship of the region.

Kandangi Saree

Originating from Tamil Nadu's Chettinad region, these vibrant handwoven sarees are distinguished by their bold patterns, broad borders, and bright earthy tones.

Kasuti Embroidery

A traditional art form from Karnataka, Kasuti involves intricate hand embroidery featuring geometric and floral motifs, often used to adorn sarees and dress materials.
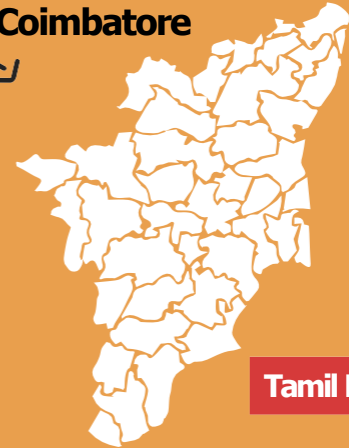
Thanjavur

Tamil Nadu

Sivaganga

Karnataka

Bijapur
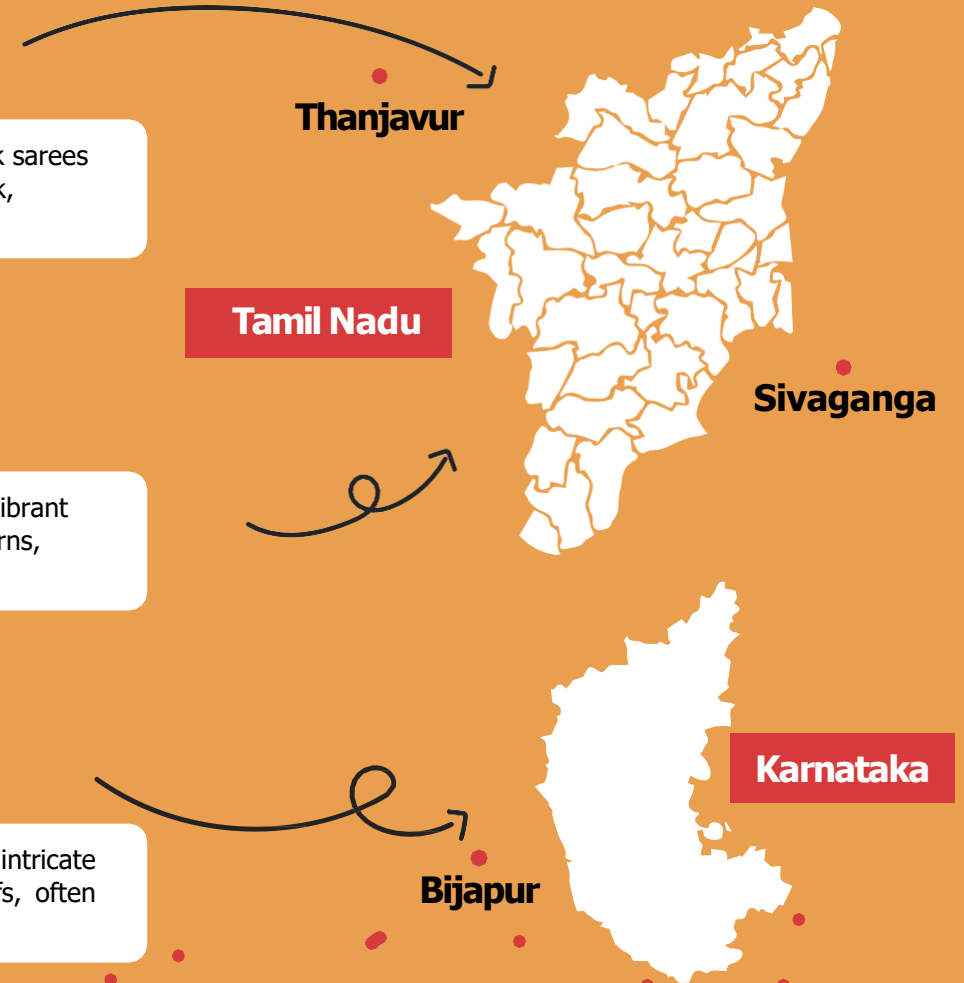
PROPOSED GI CLUSTERS AND TAGGED PRODUCTS – PART 2 (18 MONTHS)

Negamam Sarees, Coimbatore, Tamil Nadu

Originating from the village of Negamam in Coimbatore district, these sarees are handwoven using high-quality cotton, offering lightweight comfort and durability. Characterized by intricate motifs and vibrant colors, Negamam sarees are prized for their traditional appeal and cultural significance.

Navalgund Durries, Navalgund, Karnataka

Navalgund Durries are traditional handwoven cotton rugs crafted in Navalgund, Karnataka, known for their intricate geometric patterns and vibrant colors. These GI-tagged durries are made using a unique weaving technique on a traditional pit loom, often featuring floral and temple motifs.

Molakalmuru Sarees, Chitradurga ,Karnataka

Molakalmuru Sarees are traditional handwoven silk sarees from the Chitradurga district of Karnataka, known for their intricate motifs and vibrant colors. These sarees have distinctive craftsmanship, which often features nature-inspired designs, temple borders, and exquisite detailing.

Coimbatore

Tamil Nadu

Navalgund Durries

Karnataka

Chitradurga

Building the foundation: rationale behind the project

Key Insights Driving the Intervention

1. Need for Targeted Digital Skilling

- DEF's need assessment surveys highlight the demand for digital interventions in GI destinations.

- Successful projects in locations like **Chanderi, Barpali, and Kancheepuram** demonstrate the potential of digital enablement.

2. Impact of Pilot Programs in Tamil Nadu

- Ongoing efforts in **Salem, Tirunelveli, and Nilgiri clusters** are already enabling communities to leverage digital tools and skills

- Digital training has significantly scaled online sales through digital platforms.

3. Identified Gaps and Opportunities

- Limited awareness of GI tags and their benefits among artisan communities.

  Insufficient digital marketing skills to access global markets.

- Reluctance among youth to pursue traditional professions due to outdated practices.

4. Proposed Solutions

- Innovative **training in product design, diversification, and sustainable practices**

- Enhanced awareness and **skills for digital branding and e-commerce marketing.**

- Focused **skilling to create employability opportunities for artisans and youth.**

5. Outcome Expectation

- Empower artisans and weavers to **modernize their craft while preserving traditions.**
- Expand market reach and **increase income through digital platforms**
- Attract **younger generations to traditional crafts by integrating modern techniques and tools.**

COMPONENTS OF DIGI CLUSTER RESOURCE CENTRES

The Digital GI Cluster Resource Centres in each of these locations, to be run by potential community members who will be trained as SoochnaPreneurs/ Digital Entrepreneurs and Cluster Centre Coordinators who will sustain the entrepreneurship model and management of these centres and implementation of activities.

Digital Training Centre	Common Service Centre cum Financial Services	Weavers/Artisans Training Centre
Digital Studio for Product Shoot	Cluster Promotion Activities	Showroom cum Museum

Target to Achieve

State	District	Estimated number of direct beneficiaries
		Per Year/ Phase
Tamil Nadu	Tanjavur, Sivaganga, Coimbatore	1920 individuals
Karnataka	Bijapur, Dharwad, Chitradurga	1920 individuals

- 900 weavers and artisans to be imparted digital financial literacy and marketing skills (300 per location)
- 900 youth to be trained in digital literacy skills (300 from each location)
- 30 youth to be trained in traditional craftsmanship (10 from each location)
- 90 young girls/ women to be trained (30 from each location)

Major Activities

- Recee/ Background research for each GI cluster
- Onboarding of youth from artisan families in GI clusters
- Baseline Assessment
- 90 young girls/ women to be trained (30 from each location)
- Launch Event for the Project
- Training of SPs and Cluster Centre Coordinators to Program objectives
- Infrastructure setup for DiGI Cluster Resource Centres (CRCs)
- Community Mobilisation
- Learning Activities for weavers and artisans
- Digital Skilling of Youth
- Workshops for artisans and weavers (social media, apparel-making, product packaging and branding, cataloguing, product shoot)

- Seminars for artisans and weavers
- Entitlement Delivery and Digital Services to community beneficiaries at DiGI centres
- Program Monitoring and Evaluation (Quarterly)
- Cluster Promotion (Mela/ Festivals, Meet – twice in 2 phases)
- Visibility Activities (Meetings, camps, Events, Participation)
- Coffee Table book
- Midline and Endline Impact Assessment
- Reporting to SCB (Quarterly and Annually)
- Closure of the Program

BUDGET FOR PHASE 2 (36 MONTHS)

Year	Amount in INR
Year 1	1,16,76,000
Year 2	1,22,04,780
Year 3	70,28,238
Grand Total	**3,09,09,018**