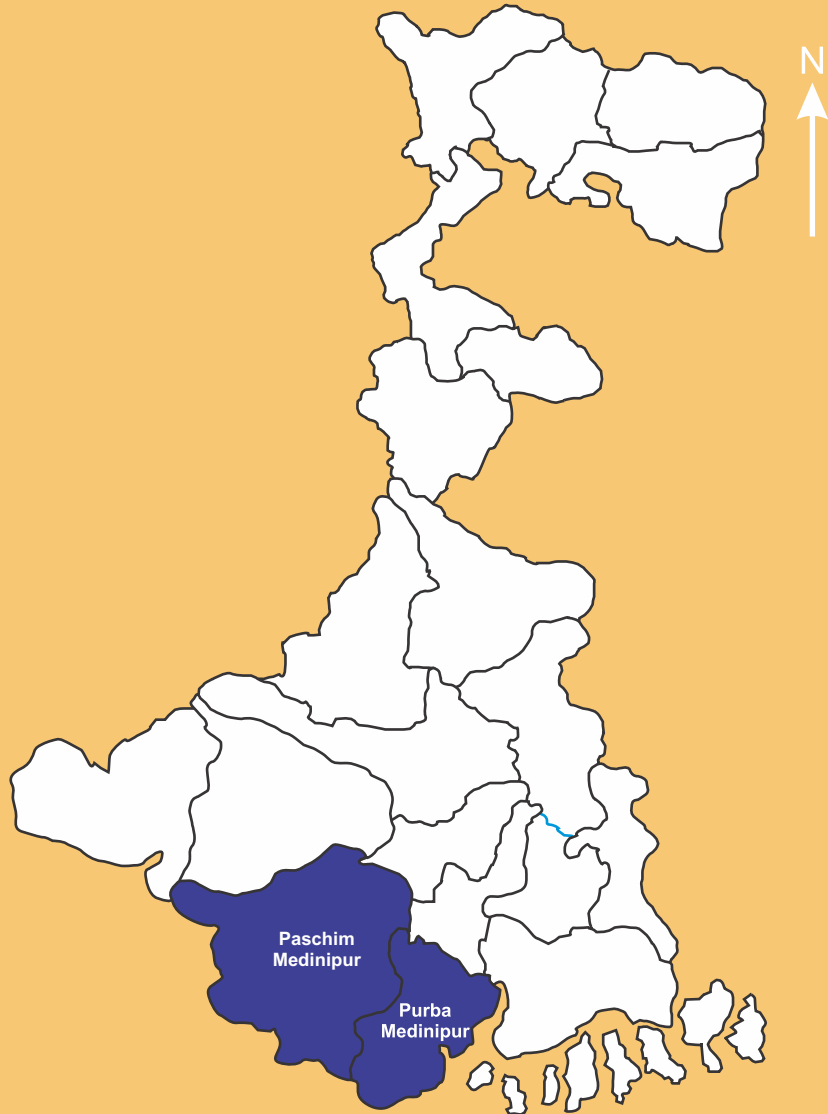




Madurkathi

AN ART OF WEAVING





Madurkathi is a rhizome based plant (*Cyperus Tegetum* or *Cyperus Pangorei*, found abundantly in the alluvial tracts of Purba nad Paschim Medinipur. In Bengal, the word Madur is a generic for floor mats. Mats are an integral part of Bengal's lifestyle. Madur is a tradition and pride of Medinipur. Women of the households are involved in weaving this beautiful craft. Madur is used in Bengal and neighbouring states for day to day use and ritualistic purposes. With the shift in market needs, the weaves are now also used as decorative and utilitarian items.

WBKVIB (West Bengal Khadi & Village Industries Board) has taken up an initiative to develop skill, capacity and institutions of Madurkathi artisans, facilitate market linkage in order to augment their earnings and provide infrastructural support in Purba and Paschim Medinipur. Banglanatak dot com, a social enterprise is the implementing partner for this initiative.

Mat weaving is the primary source of income for 77% of the craftpersons. Around 74% of the weavers make hand woven mats and the remaining develop loom based products. Few of the traditional mat making families still retain the knowledge of weaving a fine variety of exclusive mats locally known as Masland or Mataranchi. The loom based weavers have been organised into units by local entrepreneurs. There are around 40 of these small units across Purba and Paschim Medinipur. Besides making folding mats, these units have diversified into making various utility items and accessories such as bags, folders, table mats, runners, coasters, boxes etc.

Go Green Mission

Go Green Mission is an initiative to endorse and promote all that is natural and eco friendly. The mission is an attempt to benefit around 15000 crafts persons majority of whom are women. Go Green Mission is reaching out to a wide section of society and encouraging them to endorse eco friendly products.



Style speaks louder than words. Reflect your personal style through the fantastic range of loom made bags being developed by the Madur artisans. Be a connoisseur. Stand apart. Carry with you a piece of heritage less explored.

BAGS & Beyond

1. Office Bag

Big

S: 12 x 10.5 x 2 inch

Code: BU041A

Small

S: 8.5 x 8.5 inch

Code: BU041B





2



3

2. Bucket Bag
S: 14 x 11 x 6 inch
Code: BU062

3. Ladies Handbag
S: 8.5 x 13.25 x 2 inch
Code: BU022

4. Bucket Bag
S: 12 x 9 x 2.5 inch
Code: BU021

5. Shopping Bag
S: 15.5 x 12 inch
Code: BU024



4



5



6



7

6. Duffle Bag
S: 13 x 3(dia) inch
Code: BU043

7. Pencil Case
S: 9.5 x 2 inch
Code: BU044

8. Folder
S: 10 x 16 inch
Code: BU042

9. Multi Colour Hand Bag
S: 17.5 x 14 x 3.5 inch
Code: BU079



8



9



MATS & Spreads

Home is where the heart is . Create an environment of rustic heartfelt beauty that will cater to the subtle sense of design and appearance. Bring into your home the wide range of mats and spreads crafted by the traditional artisans of West Bengal.

10. Hand woven runner with 6 table mats

S: 24 x 42 inch~ Runner

12 x 18 inch ~ Mats

Code: HD129

11. Loom made Runner
S: 12 x 36 inch-Runner
12 x 60 inch-Mats
Code: HD267



11

12. Hand woven runner
with 4 table mats
S: 12 x 36 inch-Runner
12 x 12 inch-Mats
Code: HD127



12



13



14

13. Loom made Checkered Runner

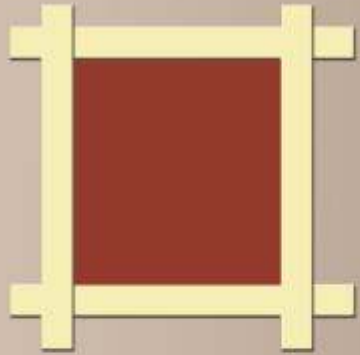
S: 14 x 54 inch

Code: HD132

14. Loom made Multicoloured Runner

S: 14 x 42 inch

Code: HD134



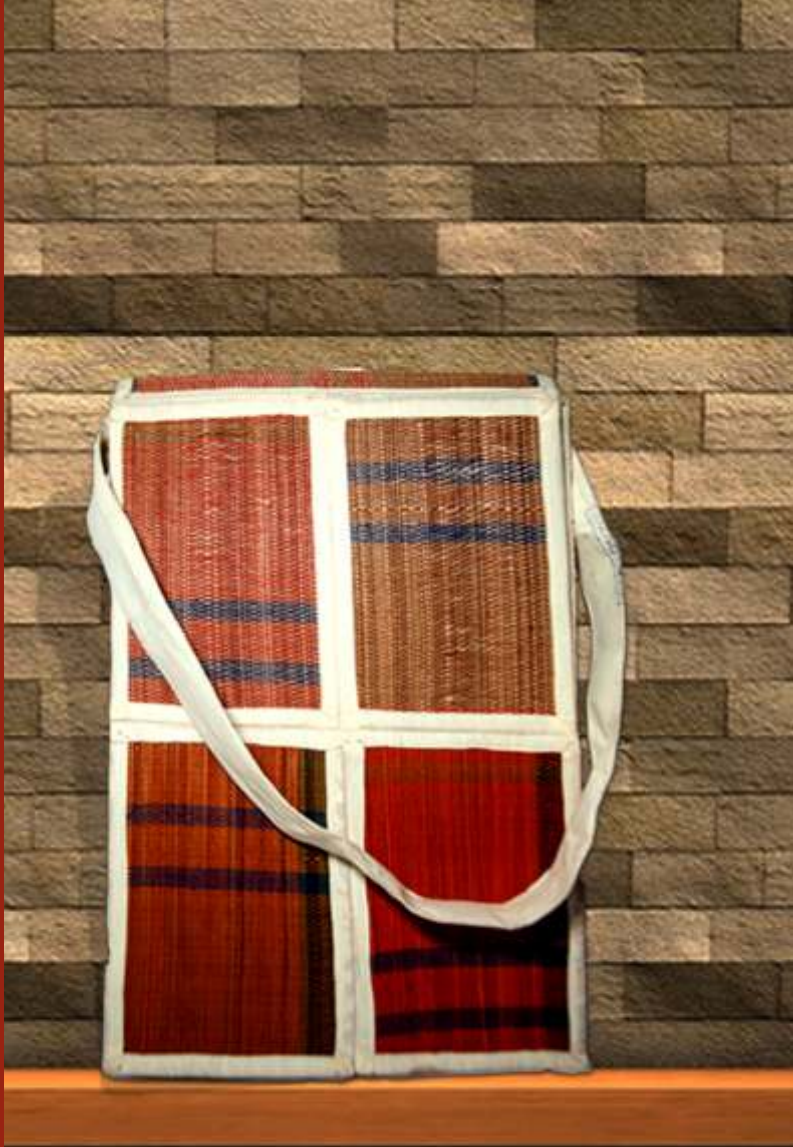
15



15. Loom made Mat
Holder
S: 13.8 x 4 (dia) inch
Code: HD278

16. Side Bag
S: 10 x 8 x 3 inch
Code: BU080

16



17. 4 Panel Office Bag
S: 11 x 16 x 2.5 inch
Code: BU082

18. Tote Bag
S: 18 x 15.5 x 4 inch
Code: BU081

17



18



19



20

19. Side Bag
S: 14 x 14 x 4.5 inch
Code: BU083

20. Hand Bag
S: 12 x 9 x 4 inch
Code: BU084

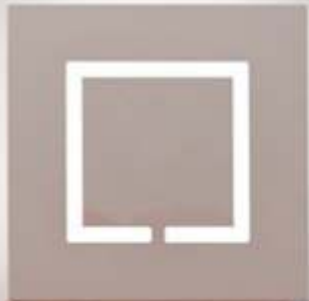


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Utility Products

21. Green Box
S: 7 x 7 x 7 inch
Code: BU085

Utility products and organisers add to the beauty of our everyday life. A wide range of boxes, bags and other utility products are being designed to expand the product range and subsequently develop the market



22. Shoulder Bag

S: 15 x 14.5 x 3.5 inch

Code: BU086

23. Hand Bag

S: 11 x 9 x 4 inch

Code: BU087



22

23



24



25

24. Office Bag
S: 11 x 4 x 3 inch
Code: BU088

25. Side Bag
S: 13 x 12.5 x 3 inch
Code: BU089

26. Hand woven
blue runner
S: 14 x 42 inch
Code: HD135

27. Hand woven table
runners
Black with natural border
S: 54 x 14 inch
Code: HD136A

Brown
S: 54 x 24 inch
Code: HD136B

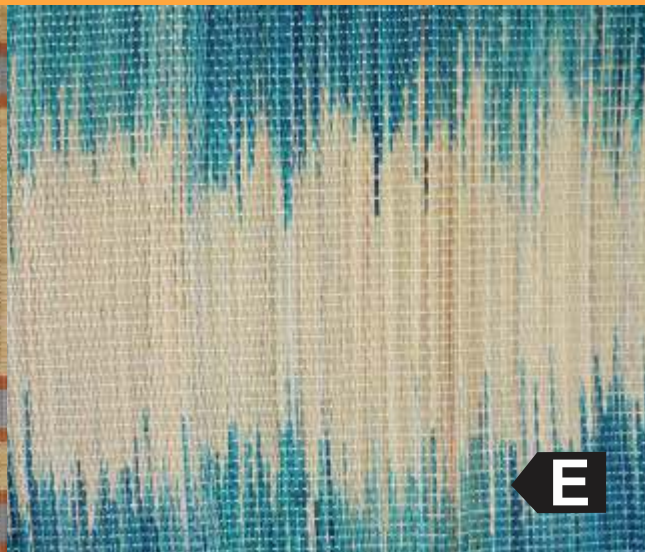
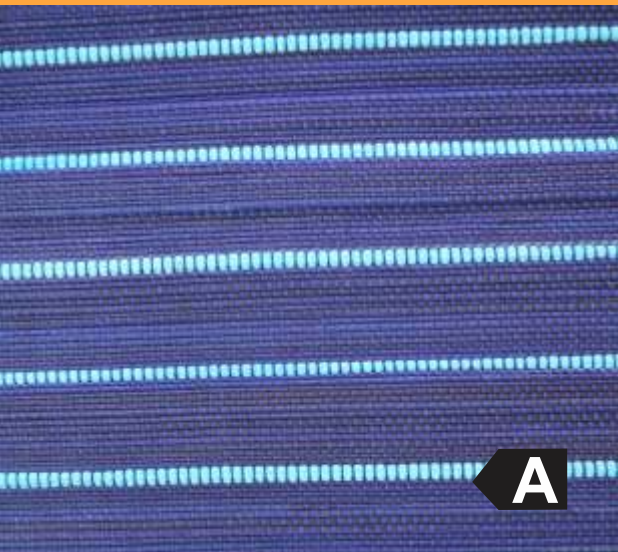


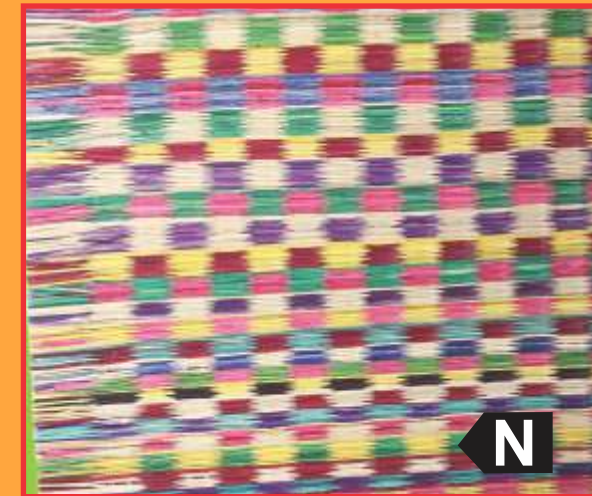
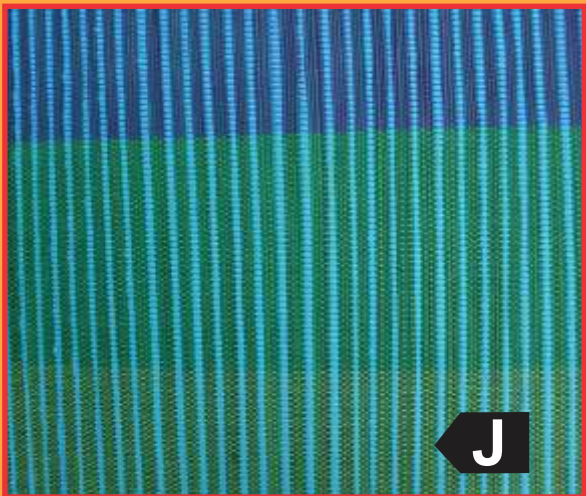
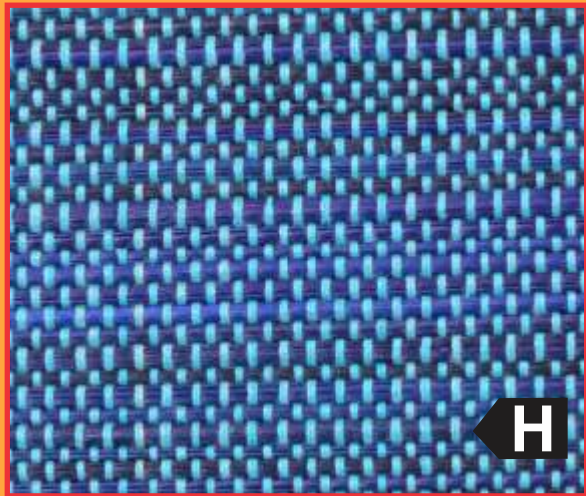
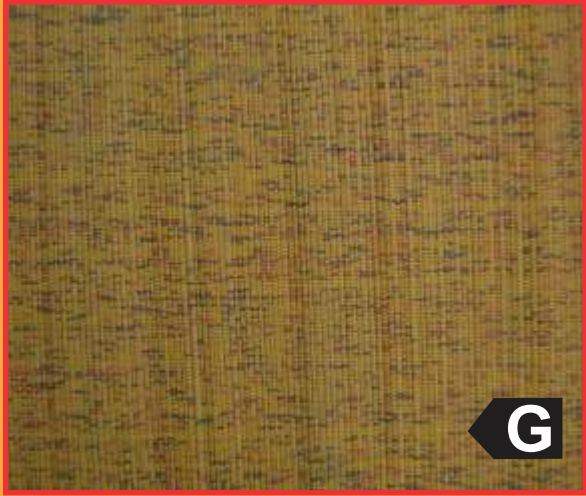
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Available Weaves & Colours on Loom





Masland or Mataranchi is an exclusive variety of mats woven from the stalk of the madur crop (Cyperus Corymbosus). The stalks are made extremely fine by shearing with needles and then by teeth . It is woven intricately with minute warp-weft patterns. A fine quality of cotton thread forms the warp. These mats are available in the natural colour as well as naturally extracted red and black .The finesse of the process and product truly makes it a collector's item to be cherished for generations.

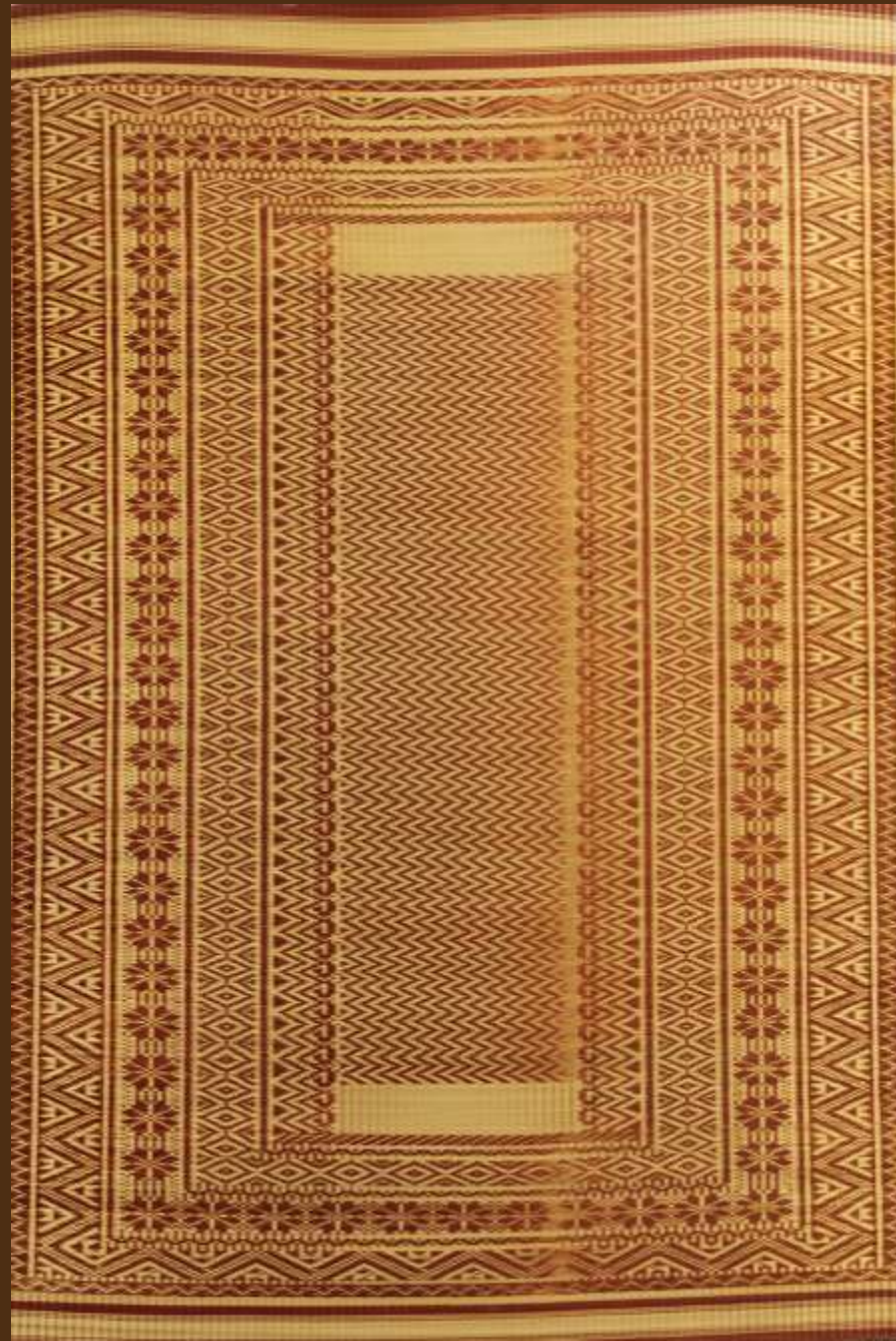
MASLAND

28. Red and Natural Mat
S: 5 x 3 feet
Code: MM001



29. Traditional Fine
Masland Mat
S: 6 x 3 feet
Code: MM002

29



30. Maroon Zigzag
Masland Mat
S: 6 x 3 feet
Code: MM003

30

31. Black Zigzag
Masland Mat
S: 6 x 3 feet
Code: MM004



31

32. Temple Bordered Mat
S: 6 x 3 feet
Code: MM005



32



33



33. Reversible Madur
S: 5.8 x 3 feet
Code: MM006

34. Traditional Natural
Madur
S: 5.8 x 3 feet
Code: MM007

34

the Directory

Paschim Medinipur

Name	Block	Contact	Specialisation
Pushparani Jana (National Awardee)	Sabang	9732534979	Traditional fine mats
Alok Jana (National Awardee)	Sabang	9734845044	
Tapas Jana	Debra	9434942166	
Nishikanto Das	Sabang	9800314193	
Ashok Jana	Sabang	9733728742	
Balai Das	Sabang	9734896350	Loom based diversified products
Arun Kumar Khatua	Pingla	9775134162	
Akhil Jana	Sabang	9748137691	
Shrikanto Mondal	Pingla	9733706946	
Madan Mohan Mana	Sabang	7474712685	
Adwaita Gayen	Sabang	8348812044	
Chandan Mula	Sabang	9734736117	
Nitai Gayen	Sabang	9735318301	

e-mail : madurwest@gmail.com

Purba Medinipur

Name	Block	Contact	Specialisation
Sarajubala Giri (National Awardee)	Ramnagar - I	9732808513	Traditional fine mats
Bijay Krishna Giri	Ramnagar - I	7872015798	
Rajkumar Ghosh	Moyna	9733619130	
Swapan Giri	Ramnagar - I	9932320817	Loom based diversified products
Purna Chandra Giri	Ramnagar - I	9732785430	
Ranjit Guhait	Bhagawanpur - I	9733486806	
jit Dutta	Bhagawanpur - I	9733804115	
Gopal Jana	Patashpur - I	9735696280	
Kalachand Pradhan	Patashpur - I	9735521612	
Pabitra Samanta	Patashpur - I	9775257518	

e-mail : madureast@gmail.com



The traditional mat makers weave mats & also make items like table mats and runners. The loom based producers make items such as bags, boxes, folders, table mat set etc.



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