

PROJECT

1000[®]

2023

*Time and reflection
modify our vision...*

Paul Cézanne



Rugs

Planter

Baskets

Cushion Covers

Crochet Place Mats

Floor Cushions

Beverage Bottle Covers

Bread Basket / Valet

Bathroom / Door Mats

Macramé Hanging Planter

HOME

COLLECTIONS

SYLVAN

VERDANT

LABYRINTH

CONVERSATIONS

FASHION

Macramé Sling Pouch

Backpacks

Clutch Bag

Hand Totes

Shoulder Totes

Sling Bag

Laptop Jacket

Foot Covering

Pouch Bag



“Tell me and I’ll forget.
Show me and I may
remember. Involve
me and I learn.

- Benjamin Franklin



The Hay Wain

John Constable 1776-1837

SYLVAN

Sylvan scenes, with a dash of rustic simplicity in the foreground and bold colours in sharp relief.

Hand Tote 13" Square with 2" Gusset | Shoulder Tote 13" Square | Beige Clutch Bag 13.5" X 6.5"
Clay Clutch Bag 18" X 8.5" | Round Crochet Floor Rug 27" Diameter | Rectangular Floor
Rug 25" X 37" | Backpack 14" with Round Crochet Base





Backpack 14" with Round Crochet Base
Shoulder Tote 13" Square
Clay Clutch Bag 18" X 8.5"
Hand Tote 13" with 2" Gusset
Beige Clutch Bag 13.5" X 6.5"





- A Shoulder Tote 13" Square
Rectangular Floor Rug 25" X 37"
Square Placemats 14"
Beige Clutch Bag 13.5" X 6.5"
Clay Clutch Bag 18" X 8.5"
Round Crochet Rug 27" Diameter
- B Set of 4 Round Crochet Placemats
14" Diameter
- C Set of 4 Placemats 14" Squares



Bathroom Mat 21" X 27"
Round Crochet Rug 27" Diameter

Beige Clutch Bag 13.5" X 6.5"
Clay Clutch Bag 18" X 8.5"



The Water-Lily Pond
Claude-Oscar Monet (1840-1926)

VERDANT

The artisan's thoughts ran on rhythmically,
in steady, movement through the verdant
Indian countryside.

Rectangular Floor Rug 25" X 37" | Green Clutch Bag 13.5" X 6.5"
Laptop Jacket 17" X 11" | Round Crochet Floor Rug 27" Diameter
Pink Square Placemat 14"





A



B



C

- A Hand Tote 13" Square with 2" Gusset
Shoulder Tote 13" Square
Green Clutch Bag 13.5" X 6.5"
Beige Clutch Bag 18" X 8.5"
Backpack 14" with Round Crochet Base
Laptop Jacket 17" X 11"
- B Set of 4 Round Crochet Placemats
14" Diameter
- C Set of 4 Placemats 14" Squares



Bathroom Mat 21" X 27"
Round Crochet Rug 27" Diameter

Beige Clutch Bag 13.5" X 6.5"
Green Clutch Bag 18" X 8.5"

Hand Tote 13" with 2" Gusset
Backpack 14" with Round Crochet Base
Laptop Jacket 17" X 11"
Shoulder Tote 13" Square
Clutch Bag 18" X 8.5"
Hand Tote 13" with 2" Gusset
Clutch Bag 13.5" X 6.5"





**It's Time
To Write A
New Story**

**And Make
The Magic
Happen**



Venice from the Guidecca
William Turner (1775-1851)

LABYRINTH

Just like Turner's depiction of Venice, Our weaves also capture the mystical labyrinth of vibrant colours.

Shoulder Tote 13" Square | Square Placemat 14" Square | Round Crochet Floor Rug 27" Diameter | Rectangular Floor Rug 25" X 37" | Maroon Clutch Bag 13.5" X 6.5" | Blue Clutch Bag 18" X 8.5"





A Shoulder Tote 13" Square
 Sky Blue Clutch Bag 13.5" X 6.5"
 Maroon Clutch Bag 13.5" X 6.5"
 Blue Clutch Bag 18" X 8.5"
 Bathroom Mat 21" X 27"
 Round Crochet Floor Rug 27"
 Diameter

B Set of 4 Round Crochet Placemats
 14" Diameter

C Set of 4 Placemats 14" Squares



Bathroom Mat 21" X 27"
 Round Crochet Rug 27"
 Diameter

Sky blue Clutch Bag 13.5" X 6.5"
 Blue Clutch Bag 18" X 8.5"



Blue Clutch Bag 18" X 8.5"
Shoulder Tote 13" Square
Maroon Clutch Bag 13.5" X 6.5"
Hand Tote 13" with 2" Gusset
Sky blue Clutch Bag 13.5" X 6.5"





The Conversation

Paul Cézanne (1839-1906)

CONVERSATIONS

The essence of life in a deep and animated conversation without boundaries of time and place.

Backpack 14" with Round Crochet Base | Rectangular Floor Rug 25" X 37" | Light Teal Square Place Mat 14" | Laptop Jacket 17" X 11" | Light Teal Clutch Bag 13.5" X 6.5" Teal Clutch Bag 18" X 8.5"



Backpack 14" with Round Crochet Base
Shoulder Tote 13" Square
Teal Clutch Bag 18" X 8.5"
Wine Bottle Cover 15" with Round Crochet Base
Light Teal Clutch Bag 13.5" X 6.5"
Cross Body Pouch Sling 10" X 6"
Hand Tote 13" Square with 2" Gusset



Bathroom Mat 21" X 27"
Round Crochet Rug 27" Diameter



Light Teal Clutch Bag 13.5" X 6.5"
Teal Clutch Bag 18" X 8.5"



Set of 4 Round Crochet Placemats
14" Diameter



Set of 4 Placemats 14" Squares



YES
PRESENT

A close-up photograph of a person's hands weaving on a loom. The person is wearing a dark, patterned top and a purple beaded bracelet. The loom is made of light-colored wood, and the weaving is done with a light-colored thread. The background is a textured, woven fabric. The entire image is overlaid with a semi-transparent red filter. The text "I'M DIFF" is written in large, white, sans-serif capital letters across the middle of the image.

I'M
DIFF

Rugs





Round rugs 24" / 2 feet diameter
Rectangular Rugs 36" X 24" / 3 X 2 feet



Round rugs 24" / 2 feet diameter

Rectangular Rugs 36" X 24" / 3 X 2 feet





Round rugs 24" / 2 feet diameter

Rectangular Rugs 36" X 24" / 3 X 2 feet



Planter





Baskets



Made to order



CROCHET

There is
Luxury in
Simplicity



CUSHION COVERS



Made to order



I WAS
BORN
TO
CREATE



CROCHET

PLACE MATS



Colourful hand-crocheted placemats. Size 14" diameter



Floor Cushions

Made to order





Beverage Bottle Covers

Wine Bottle Cover 15" with 5" Round Crochet Base



Bread Basket / Valet



11' square, 9' square

Bathroom / Door Mats



27" X 21"

Hanging Planter



MACRAMÉ

Sling Pouch





Backpacks



9" circular base and 14" body

Clutch Bag



Small 13.5" X 6.5"
Large 18" X 8.5"



Hand Totes



13" square & 2" gusset



SHANTI SEVA NIDHI INITIATIVE

PROJECT 1000



Shoulder Totes



13" square with
26" shoulder strap

Sling Bag



Cross body pouch sling 10" X 6"
with 40" shoulder strap





Laptop Jacket



17" X 11"



Foot Covering



Pouch Bag

All good things come in small packages



There is
no reason
to use plastic

This 5"x5" pouch unfolds into a large 17"x14" carry bag. Ideally suited for grocery or vegetable shopping and can take loads upto 5-6 kgs. Reversible and Reusable. These utility bags are very handy.





Is a social enterprise based out of a tiny rural village in INDIA. The beauty of this project is

that not only does it develops the skill sets of backcountry women in our intensive 2 month training program, it eventually starts them on their own entrepreneurial journey. During the course of the recent pandemic, our women weavers have successfully developed a range of floor rugs, place mats, dining mats, laptop jackets, smart totes, mobile pouches, clutch baskets, bread baskets, planters and more.



Our Aim

is for every PROJECT 1000 lady to be able to earn Rs 1000/- per day.

What's different this time?

Recognize the immense rural talent left untapped in rural India and harness the creative potential of backcountry women.

Our weavers hand knit each article using wooden looms and crocheting skills. We wish to **Revive** these traditional crafts, which are soon becoming the things of granny's and pasts. Thus presenting a charming range of handmade luxury in a world full of over-mechanised products.

Instead of spoon-feeding charity, we believe in investing in people, developing creative skill sets which can earn them a living and provide an entrepreneurial platform for them to be a part of the global community. This is how we **Reinvent** a Community and redefine a **"Community Project"**.



Weaving Process

- In-house developed portable wooden looms are used for weaving all products. These can be taken home for the work-from-home system.
- Intensive two-month training program focusing on weaving techniques, design and quality control.
- Active innovation in the weaving process.
- Active innovation in product development. New products are launched on a monthly basis.
- All techniques are strictly zero mechanisation.

Social Awareness

- Our project develops the skill sets of backcountry women leading to GAINFUL EMPLOYMENT and working towards Poverty Alleviation.
- Build socially and psychologically healthier communities by doing job creation, thereby generating a positive economy.
- Continuously mentor and induct new members from the Rural community into the program.
- Regular Boot Camps on soft skill training, and technical knowledge up gradation.
- Revive therapeutic crafts like weaving and crochet which help in dealing with psychological issues.
- People-friendly work environment. Spacious and clean workshop, clean sanitation, work-from-home facilities and flexible working hours.
- Encourage customers to support small businesses that empower rural artisans.
- Our entire messaging focuses on environmental consciousness, reuse and recycling.
- Holding live demos of the weaving and crochet on-site, at events and wherever possible.
- We endeavor to popularise sustainable living.



Fulfills 6 SDG goals defined by United Nations

- Goal 1 – No Poverty
- Goal 4 – Equitable Quality Education and Learning Opportunities For All.
- Goal 5 – Empower All Women and Girls.
- Goal 8 – Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work For All.
- Goal 9 – Foster Innovation.
- Goal 12 – Ensure Sustainable Consumption and Production Patterns.

Environmental Awareness

- The manufacturing involves zero machineries and is thus highly energy efficient. We are a zero-carbon emission manufacturing model.
- We Discourage fast fashion and focus on creating high-utility products having multiple uses.
- Minimise wastage and encourage people to reuse and recycle our products.
- All products use natural raw materials and are 100% biodegradable.
- We follow zero plastic policy For packaging and product development.



Handmade by
Rural Women



100% Cotton
Hosiery Yarn



Tightly Woven



Zero
Mechanisation



Super
Absorbent



Easy Wash



Made in India



Textile Committee
India

Sustainable Solutions

PROJECT 1000 takes immense pride in being firmly rooted in the soil of sustainability when it comes to being a producer of Home and Lifestyle products. Our UPCYCLING policy not only supports this endeavor but helps create our vibrant and colourful range of handwoven products. Along with this, we endeavor to popularise sustainable living through our focus on creating high utility products having multiple uses. This makes it easier for any customer to REUSE products in various ways instead of indulging in quick disposal. We look to minimise/eliminate wastage as much as possible and firmly believe that this would be the first step towards achieving sustainable living.

In recent years we have witnessed multiple natural disasters and epidemics, including the COVID pandemic. This puts the spotlight on saving the environment if we wish to save ourselves and our generations to come.

We at PROJECT 1000 consider taking a holistic approach to achieve a truly sustainable product. For this, we follow the bottom-up sequence wherein, the yarn used for weaving and knitting is made from sustainable and functional hosiery fabric. This forms the basic raw material for every handcrafted product.

- All the fabric we use is either 100% natural cotton or Functional (a combination of fibers from cotton, bamboo, hemp, recycled pet bottles, etc).
- Some of the fabric is processed using 100% Natural Herbal Dyes.
- All our Hosiery Fabric Yarn is obtained from salvages from our fabric knitting and processing unit which is certified by BCI & GORTEX, Higg Index and Cotton USA.
- This is our approach to UPCYCLING, where we creatively reuse the factory wastage to create aesthetic, usable and high-quality Home Decor and Lifestyle products.

In our quest of trying to promote sustainable living, we at PROJECT 1000, wish to encourage people to indulge in Responsible Shopping and Responsible Gifting. We wish for customers to support small businesses that empower rural artisans. This would encourage skill development, and more importantly result in GAINFUL EMPLOYMENT which is the first step towards alleviating poverty. It not only builds a socially and psychologically healthier community but also generates a positive economic impact. This is our definition of TOTALLY SUSTAINABLE LIVING where people aim to use products that are made using natural or recycled raw materials and be a part of a socially sustained community.






The skillful weaves attained by the deft and nimble fingers of the empowered women of Murbad have created such a beautiful tapestry over the years that instantly brings to mind the rich colours and ethereal beauty of paintings of the Great Masters. Cézanne simplified naturally occurring forms to the shapes of cylinders, spheres and cones. Our designs have imbibed these shapes. John Constable, whose most famous paintings are The White Horse and The Hay Wain, always said that the pictures for his paintings came from nature itself. This perfectly fits in with our philosophy where we take our materials directly from nature and the colours and dyes used are organic. Raphael's excellence was in the propriety, beauty and majesty of his characters in the painting, and in the correctness of drawing and purity of taste. These are cornerstones for Project 1000 while designing products, with great emphasis on propriety and purity of design and utility.



Initiative of
SHANTI SEVA NIDHI

 Dhanivali Village, Ghatt No. 366
to 370. Taluka Murbad, Thane
District, Maharashtra 421401, India

 ritu.saraf@technocraftgroup.com

 www.project1000.org.in

 <https://www.youtube.com/@project1000/videos>

 <https://www.facebook.com/project1000ssn>

 https://www.instagram.com/project_1000_by_ssn/

Supported By Technocraft Industries (India) LTD.