

## TARA Looms: A Boon for Weavers



The handloom sector is the second largest employment provider in India, after agriculture. Despite this, the handloom industry is facing severe problems because of poor market ability of its products and stiff competition from the power loom sector.

TARA is dedicated to the marketing of technologies and products that contribute directly to sustainable development. TARA benefits from the extensive R&D carried out by Development Alternatives, and can deliver world class products at highly competitive prices. One of TARA's most successful products is TARA Handlooms. Advanced technology and high tech research facilities enable TARA to develop the improved Handloom.

TARA Loom is an ingenious machine that incorporates many advanced features to improve efficiency of the weaver and the quality of the woven fabric with existing levels of operational skills. The manually operated TARA Loom combines versatility with ease of operation. It is ergonomically designed so that it conforms to traditional workmanship to produce better quality fabric. It demonstrates that it is possible to combine high productivity, superior quality of fabric and ease of operation in one machine that can also use different yarns – cotton, wool, silk and synthetic.

TARA, Technology and Action for Rural Advancement, has committed itself to the large-scale creation of sustainable livelihoods in rural areas through the promotion of appropriate technologies and sound environmental management systems. For over two decades, TARA has been promoting a package of practices for handloom textile. The improved technology package for weaving ensures high productivity, consistency of quality and diversified production capability.

A notable breakthrough achieved by TARA has been the handloom technology package which makes it possible for untrained men and women to produce high quality handloom textiles that are commercially sustainable. TARA has been successful in transferring improved technology for handmade textile production to various NGOs, welfare societies of the Indian Air Force and weaver groups. The TARA technology package caters to weavers engaged in production of cotton, silk, wool and polyester fabrics. The skills needed for the operation of the TARA Looms can be easily imparted to weavers and nonweavers alike.

About 2000 looms are operational in India. In the international market, TARA Looms are gaining popularity. TARA Looms were gifted to the tsunami affected people by the Indian High Commission, Sri Lanka, in October 2006.