

DARJEELING WOOLLEN CLUSTER

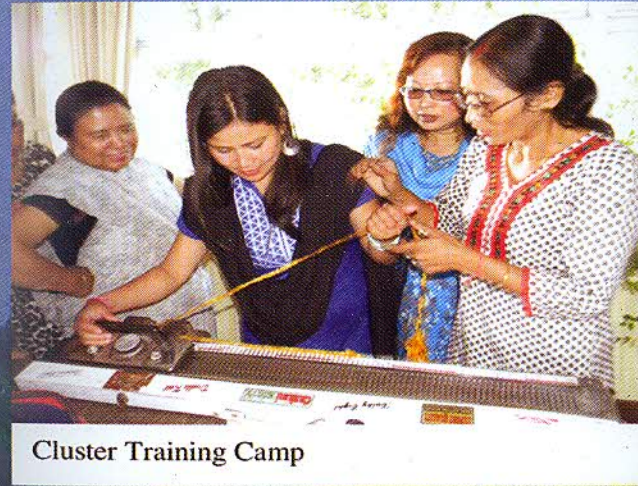
History of Darjeeling Woollen Products

Darjeeling is known as the queen of hills for beautiful hill station in West Bengal, India. It is a popular tourist spot for its mesmerizing natural beauty, lush green tea plantations and toy train. Darjeeling is the place from where nobody can go back empty handed. Due to cold climate condition of Darjeeling Hill woollen garment is a propriety requirement of all classes. Darjeeling situated on the Himalayas at an altitude of 2050 metres is a traditional woollen garments cluster in the state of West Bengal. The tea gardens of Darjeeling were managed by British who lived there with families. The women folk in the families who had acquired the skills for making woollen garments from their parents were not only making woollen garments in their spare time but also taught the skills to the Indian housemaids. Since all British women learnt knitting woollen clothing from their young age they spent their spare time in india also making woollen clothing. Thus Indian women also started making woollen garments and the tradition of making woollen garment continued even after the British left Darjeeling. The skills spread from one family to another and gradually woollen garments making became a business activity leading to clustering of household enterprises. The Darjeeling woollen Cluster in West Bengal having turnover of Rs. 4.21 crores is knitting woollen wearable from worsted-spun yarn. In order to enhance the qualities of yarn to protect the human body from cold weather and the prevent breakages while knitting on machines, worsted yarn is generally produced as a blend of wool and synthetic fibers acrylic, polyester or natural fibers cotton in the spinning process. **The unique feature of this cluster is that all enterprises are owned by women and all manufacturing and marketing functions are fully managed by them.**



Hand made Baby Cap

The women entrepreneurs manufacture woollen garments by hand knitting and later on using semi automatic machines. It has become the major earning source for house hold women entrepreneurs and has helped in solving the unemployment in Darjeeling District of West Bengal. Their main market is Darjeeling town mostly on the side of Chowrasta mall and regular knitting has order supply basis business with garment shops. These enterprises are Micro households unit located in around the village of Darjeeling. The entrepreneurs having semi education has develop pattern and design on their own capacity. They work in unorganized way with availability of low quality raw material from local traders causes many hurdle in rapid improvement of their work in term of quality and quantity as well.



Cluster Training Camp



Hand made Woollen Baby Frock

Main Product of the cluster

The production is focused on local population and tourists. The products, known by the generic name 'Woollen Knitwear' consists of:-

- | | |
|------------------------------------|--------------|
| 1.Sweaters | 2)Baby suits |
| 3.Jackets
(Sweaters with hoods) | 4)Jumpers |
| Shawls | 6) Mufflers |
| 5.Cushion & Almirah covers | 7) Jamma |



Hand made Woollen Winter Muffler

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