



# SILKVILLAGE HANDLOOM

Training Research Institute Pvt.Ltd.



Avarampalayam  
Sarvodaya Sangh



## Address

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# About Silkvilleage

Silkvilleage Handloom Training Research Institute is a premier institution dedicated to preserving the rich legacy of Indian handloom while empowering artisans through modern education, innovation, and entrepreneurship. Our mission is to bridge tradition and technology, nurturing the next generation of weavers, designers, and textile entrepreneurs.

We offer hands on training in weaving, designing, dyeing, boutique management, and digital tools ensuring our students are equipped for both local craftsmanship and global fashion markets. With expert faculty, award winning mentors, and industry partnerships, we create pathways for sustainable careers rooted in heritage and driven by innovation.

At Silkvilleage, every thread tells a story of culture, creativity, and opportunity.

## OUR MISSION

To preserve and promote India's rich handloom heritage to offer industry relevant textile and design education to nurture entrepreneurial talent and innovation to inspire sustainable and ethical fashion practices.

## OUR VISION

To become a global center of excellence where tradition meets innovation, empowering artisans and youth to weave creative, sustainable, and impactful futures.



# Awards and Accolades

From Threads to Triumph – Learn from Awarded Trainers at Silkvilleage.



**Mr. S. Periyasamy**

Strategic leader  
Sustainability, Innovation Expert,  
Textile and Apparel Industry Advisor



**Mr. Mahalingam Vadivel**

Assistant Director, (Textile Wet Processing) Rtd.  
Weavers' Service Centre, Ministry of Textiles  
Development Commissioner for Handlooms,  
Govt. of India



**Mr. PL. Bhanumurthi**

SRISTI SAMAN Awardee  
Presidential Innovation Award  
Weaving Trainer



**Mr. S. Sivakumar,**

Secretary,  
Avarampalayam Sarvodaya Sangh - CBE



**Mr. K. Dakshinamurthy**

National Award Winner - 2009  
Natural Dyeing and Block Printing



**Mr. M. Boopathi Kumar**

National Handloom Trainer  
Master Weaver



## Global Participants



**Workshop on "Door Mat Weaving"**  
organized for Mrs.Sachiko kono, Founder of "Inochi No Coromo", Japan



**An industrial visit on "Electronic Designing and Weaving"**  
was organized for Handloom and Powerloom Sector Craftmen of Colombo, Srilanka



**An industrial visit on "Handloom Weaving"** was organized for artisans from USA



# Handloom Weaving

Course duration: 50 days / 15 days / 1 month

Age limit: 16 years above

Eligibility: Candidates with interest in handloom weaving



Our Handloom Weaving and Designing course is a comprehensive program crafted to preserve the rich heritage of traditional weaving while equipping students with modern design skills. This course blends age old techniques with contemporary trends, providing a deep understanding of fabric construction, loom operation, and surface design.

Students gain hands-on experience in warp preparation, weft techniques, color theory, motif creation, and jacquard pattern development. Alongside practical weaving skills, learners are trained in digital textile design, enabling them to translate traditional art into innovative, market ready fashion products.

Whether you aspire to be a designer, artisan, or entrepreneur, this course empowers you with the creativity, technical expertise, and industry insight needed to thrive in the evolving world of textiles and handloom fashion.

## Highlights:

- ✓ Live loom training with expert weavers
- ✓ Fabric analysis and design development
- ✓ Boutique management and product marketing
- ✓ Sustainable and ethical fashion principles

## Career Opportunities:

Handloom Weaver, Entrepreneur / Self-Employed Weaver, Handloom Trainer / Instructor, Textile Assistant in Handloom Units

# Electronic Jacquard Designing and Weaving

Course duration: 3 months

Age limit: 16 years above

Eligibility: Candidates with basic computer knowledge



Our Electronic Jacquard Designing and Weaving course is designed to bridge traditional weaving artistry with advanced textile technology. This program offers in-depth training on electronic jacquard looms, enabling students to create intricate patterns and complex designs with precision and efficiency.

Learners will gain hands-on experience in computerized design development, fabric analysis, motif programming, and production techniques. The course also covers digital textile software, color theory, and applications in fashion and interior design. Ideal for students, designers, and professionals seeking to specialize in modern weaving methods, this course opens the door to innovation and entrepreneurship in the textile industry.

## Online / Offline Designing Courses:

- ✓ Next Gen Textile Designing Digital Weave Craft
- ✓ Woven Worlds: Digital Textile Creation
- ✓ Tex CAD: The Art of Digital Fabric Design
- ✓ Modern Textile Designing with Software

## Highlights:

- ✓ Live loom training with expert weavers
- ✓ Fabric analysis and design development
- ✓ Boutique management and product marketing
- ✓ Sustainable and ethical fashion principles

## Career Opportunities:

Handloom Weaver, Entrepreneur / Self-Employed Weaver, Handloom Trainer / Instructor, Textile Assistant in Handloom Units



# Textile Dyeing

Course duration: 10 days

Age limit: 16 years above

Eligibility: Candidates with interest



The Certificate Course in Textile Dyeing provides foundational knowledge and practical skills required to operate and manage dyeing processes in the textile industry. The course covers essential topics such as preparatory process, color theory, dyeing machines, and application techniques for natural fibers.

Hands-on training forms a major component of the course, enabling students to practice fabric preparation, dye formulation, shade matching, colorfastness testing, and troubleshooting production faults.

## Highlights:

- ✓ Guidance from experienced faculty
- ✓ Hands-on laboratory training
- ✓ Fabric analysis and design development
- ✓ Live demonstration and project based learning

## Career Opportunities:

Dyeing Technician, Assistant Dye Master, Laboratory Dyeing Assistant, Entrepreneur

# Textile Printing

Course duration: 10 days

Age limit: 16 years above

Eligibility: Candidates with interest



The Certificate Course in Textile Printing provides students with the essential knowledge and practical skills required to work in the textile printing segment of the apparel industry. The course covers the fundamentals of fabric preparation, pigment and dye-based printing techniques, color mixing and design transfer methods.

Learners are introduced to a wide range of printing styles—including block printing, stencil printing, screen printing, batik, Tie and dye.

## Highlights:

- ✓ Design development training, including motif creation and repeat patterns
- ✓ Hands-on training in block, screen, stencil, batik and tie and dye
- ✓ Live demonstration and project based learning
- ✓ Guidance from experienced faculty and industry professionals

## Career Opportunities:

Printing specialist, laboratory technician, Entrepreneur, Textile Printing Technician



# Saree Starching and Polishing

Course duration: One week

Age limit: No age limit

Eligibility: Candidates with interest or Homemakers

Our Certificate Course in Saree Starching and Polishing offers specialized training in enhancing the finish, texture, and presentation of sarees. This hands on program teaches traditional and modern techniques for starching, polishing, and fabric care to achieve a crisp and professional look.

Students will learn the correct use of starching agents, fabric safe methods, and finishing processes suitable for cotton, silk, and blended sarees. This course is ideal for boutique workers, laundry professionals, textile artisans, and homemakers aiming to develop practical, income generating skills.

## Highlights:

- ✓ Starching techniques for various fabrics
- ✓ Saree polishing and finishing methods
- ✓ Fabric care and maintenance
- ✓ Traditional and modern approaches
- ✓ Practical, job-oriented training

## Career Opportunities:

Natural Printing Instructor/Technician, Entrepreneur, Printing Unit Technician, Quality controller, Laboratory Technician



# Merchandising and Marketing

Course duration: 3 months

Age limit: 16 years above

Eligibility: candidates with interest / Home makers / Professionals

Our Merchandising and Marketing course is a comprehensive, industry-oriented program designed to equip learners with the knowledge and practical skills required to excel in the dynamic worlds of retail, fashion, and product marketing.

This course provides an in-depth understanding of the merchandising process from product development, sourcing, and assortment planning to visual display and sales analysis, also exploring the core principles of marketing, including branding, promotion, digital strategies, and consumer behavior.

By the end of the course, students will be able to plan effective product assortments, design visual displays, execute marketing campaigns, and analyze retail performance metrics — making them valuable assets in retail organizations, fashion houses, e-commerce businesses, and brand management roles.

## Highlights:

- ✓ Understanding of textile merchandising and marketing processes
- ✓ Training in fabric sourcing, product development, and cost analysis
- ✓ Focus on fashion trends, quality standards, and production coordination
- ✓ Gain practical knowledge with current industry practices in fashion, retail, and e-commerce.

## Career Opportunities:

Merchandiser / Retail Planner, Marketing Executive / Brand Coordinator, Visual Merchandiser, E-commerce Merchandising Assistant, Product Development Executive, Marketing Analyst





# Entrepreneurship and Marketing

Course duration: 3 months

Age limit: 16 years above

Eligibility: candidates with interest / Home makers / Professionals



Our Merchandising and Marketing course is a comprehensive, industry-oriented program designed to equip learners with the knowledge and practical skills required to excel in the dynamic worlds of retail, fashion, and product marketing.

This course provides an in-depth understanding of the merchandising process from product development, sourcing, and assortment planning to visual display and sales analysis, also exploring the core principles of marketing, including branding, promotion, digital strategies, and consumer behavior.

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## Highlights:

- ✓ Understanding of textile merchandising and marketing processes
- ✓ Training in fabric sourcing, product development, and cost analysis
- ✓ Focus on fashion trends, quality standards, and production coordination
- ✓ Gain practical knowledge with current industry practices in fashion, retail, and e-commerce.

## Career Opportunities:

Textile Entrepreneur / Business Owner, Apparel Brand Founder or Manager, Textile Marketing Executive / Merchandiser, Export and Import Manager (Textiles & Garments), Product Development Executive, Fashion Retail Manager, E-commerce Entrepreneur (Textile & Apparel Sector)

# Natural Dyeing and Block Printing

Course duration: One week

Age limit: 16 years above

Eligibility: Candidates with interest



Our Certificate Course in Natural Dyeing and Block Printing introduces learners to the traditional, eco-friendly, and artisan-based techniques used to create naturally dyed and handcrafted printed textiles. This course offers a vibrant journey into the world of using natural sources to dye and print fabrics.

This program combines traditional dyeing practices with contemporary ecological awareness, empowering participants to create vibrant, long lasting colour from nature. Students will gain hands-on experience in preparing natural dye bath, understanding mordanting techniques and printing textiles using natural pigments.

## Highlights:

- ✓ Live demonstration and project based learning
- ✓ Create a personal collection of naturally printed samples
- ✓ Gain exposure to eco-friendly production practices
- ✓ Learn from expert faculty

## Career Opportunities:

Natural Dyeing Technician, Block Printing Artisan, Eco fashion Entrepreneur, Dyeing supervisor, Laboratory technician



# Inauguration of "Silkville Handloom Training Research Institute Pvt.Ltd" on 2<sup>nd</sup> March, 2025



## Future for Weavers



Rally on "Future for Weavers" was organized at Thomas Park, Race Course for the welfare of weavers.



# Collaborate. Exhibit. Educate.



## Vacation Courses



Door mat weaving  
(Recycling knit waste)



Hands on practice in Miniature Loom



Tie and Dye Technique

### Art of Handloom Weaving

Course duration: 10 days  
Age Limit: 7-15 years

### Discover the Art of Fabric Printing

Course duration: 10 days  
Age Limit: 7-15 years



# Signature Highlights of Silkville

## Internship



Hands on practice in "Handloom Weaving"



Designing and developing motifs for Electronic jacquard weaving



### Basics of Handloom Designing and Weaving

Course duration:	15 days / one month / three months
Eligibility:	B.Sc., B.Voc., B.Tech., M.Sc., M.Tech., M.Voc Textiles/Fashion/Costume Designing students

## Industrial Visit



One day industrial visit for students from **Avinashilingam Institute for Home Science and Higher Education for Women** to "Kaarugar Kaithari Koodam", Sirumugai

Industrial visit on "Art of Weaving", for students from **AJK College of Arts and Science, Coimbatore**

Course duration:	1 or 2 days
Eligibility:	Textiles/Fashion/Costume Designing students



## Workshops

# Signature Highlights of Silkville



Workshop on "Natural Dyeing" for students from Bishop Appasamy College of Arts of Science, Coimbatore.



Workshop on "Jacquard Designing" for students from Bishop Appasamy College of Arts of Science, Coimbatore.



### Junior: (6-15 years)

Workshop on Handloom Weaving		Workshop on Tie and Dye	
Course duration:	One week	Course duration:	2 days
Workshop on Stencil Printing		Workshop on Block Printing	
Course duration:	2 days	Course duration:	One week

### Senior: (above 16 years)

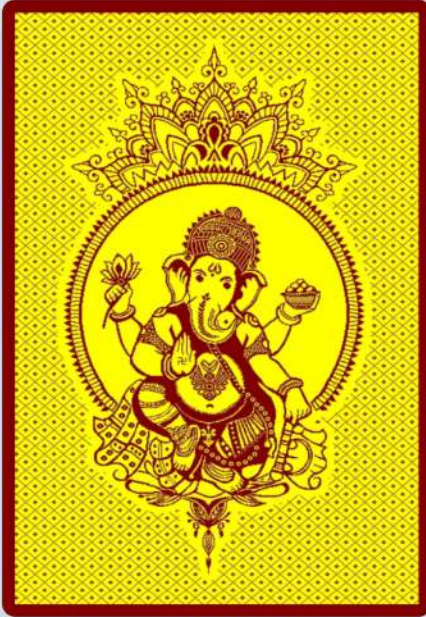
Workshop on Handloom Weaving		Workshop on Jacquard Designing	
Course duration:	One week	Course duration:	One week
Eligibility:	College students/Home makers/Entrepreneurs	Eligibility:	College students/Home makers/Entrepreneurs
Workshop on Saree Knotting		Workshop on Styling secrets	
Course duration:	2 days	Course duration:	2 days
Eligibility:	College students/Home makers/Entrepreneurs	Eligibility:	College students/Home makers/Entrepreneurs
Workshop on Saree Starching and Polishing		Workshop on Boutique Management	
Course duration:	2 days	Course duration:	1 days
Eligibility:	College students/Home makers/Entrepreneurs	Eligibility:	College students/ home makers/ candidates with interest/ Boutique owners/ Entrepreneurs
Workshop on Block Printing		Workshop on Batik and Tie & Dye	
Course duration:	One week	Course duration:	One week
Eligibility:	College students/Home makers/Entrepreneurs	Eligibility:	College students/Home makers/Entrepreneurs
Workshop on Natural Textile dyeing		Workshop on Door mat weaving	
Course duration:	One week/3 days	Course duration:	3 days/5 days
Eligibility:	College students/Home makers/Entrepreneurs	Eligibility:	College students/Home makers/Entrepreneurs



# Signature Highlights of Silkvilleage

## Customized Product

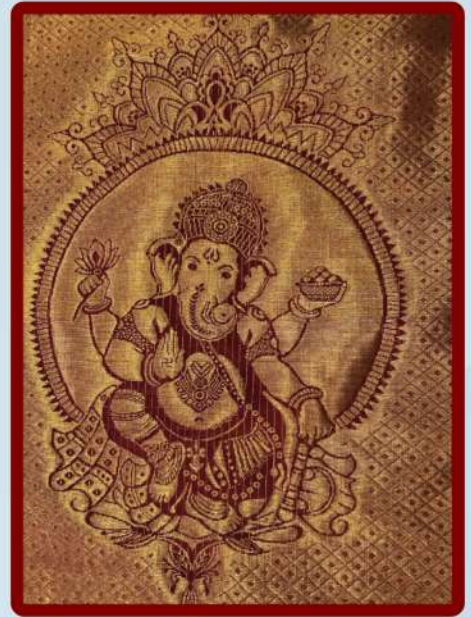
Our customized products are crafted to match your unique preferences. Choose from a range of materials, designs, and finishes to create items that perfectly represent your style or brand.



Theme Based Design



Process



Final Output

## Customized Natural Dyed Products

We use traditional natural dyeing techniques to craft products that are both environmentally gentle and rich in character. With a wide range of eco-friendly shades, patterns, and textures, every piece can be personalized to reflect your unique style.





# Collaborative Workshop

In collaboration with Weavers' Service Centre, Salem (WSC) one day workshop on "Natural Dyeing and Block Printing" was organized for the community.



Inauguration of workshop



Extraction of natural dye solution



Lecture on fabric preparatory process



Tie and Dye technique



Tie and Dye



Dyeing of cotton yarn



Natural dyed cotton fabric



Block printing on cotton fabric





# Industries Tie-up

- ✓ Avarampalayam Sarvodaya Sangh Campus
  - ✓ Kaarugar Kaithari Koodam, Sirumugai
  - ✓ Thiruvallur Handloom Training Center, Dhottampalayam
  - ✓ Sri Ganapathy Vangalamman Producer Company Limited, Karumathampatti
- SKY Silks, Somanur

## Industry-Aligned Training with Export Skills & Career Guidance

### Career-Focused Project Guidance

Get hands-on mentoring and expert support to complete real-time industry projects that strengthen your technical skills and portfolio.

### Dedicated Placement Support

Receive end-to-end job assistance, including resume building, interview preparation, and direct placement opportunities with leading companies.

### Industrial & Export-Oriented Training

Gain practical exposure to industrial workflow, export documentation, global standards, and production practices followed in the textile and handloom sector.

## Sustainable Practices



Developing a product from knit waste



Eco friendly printing



Learning the Craft: Natural Dyeing and Handloom Printing



# Outcomes Products

**At the end of the course our students will able to develop the following products**

- |  |                 |
|--|-----------------|
| ✓ Saree  | ✓ Bath towels   |
| ✓ Shirting and suiting material                            | ✓ Door mat      |
| ✓ Stoles   | ✓ Bed sheets    |
| ✓ Gifting shawls   | ✓ Handkerchief  |
| ✓ Bandana  | ✓ Hand towel    |
| ✓ Customized hand woven products<br>(personal collections) | ✓ Home textiles |

## Future Plan

We are creating a transformative 13-acre visionary space in Ondipudur dedicated to reviving and promoting natural handloom weaving and natural dyeing. This initiative aims to build a thriving ecosystem where weavers, designers, and nature coexist in harmony—preserving age-old techniques, empowering artisan communities, and offering sustainable alternatives to modern textiles.

## Transformative Outcomes

Upon successful completion of the course provided by  
Silkvillage Handloom Training Research Institute Pvt.Ltd.  
Learners will be able to:

- ✓ Explore diverse employment opportunities in handloom clusters, textile manufacturing units, fashion houses, and printing workshops.
- ✓ Demonstrate the skills required to qualify as a Jacquard textile designer in weaving mills.
- ✓ Develop and promote a personal brand focused on sustainable and handcrafted textiles.
- ✓ Establish and manage a boutique, saree styling studio, or saree finishing and polishing service.
- ✓ Exhibit proficiency in saree draping and knotting techniques across traditional and modern styling methods.
- ✓ Apply professional techniques in saree starching and polishing for value addition and finishing.
- ✓ Identify export potential and initiate ventures in the export of handcrafted, handwoven textiles.
- ✓ Function effectively as a printing specialist or dyeing technician in textile and fashion industries.





## Collaboration with Weavers Service Centre (WSC), Salem

### Observative Training Program

**Duration:** One day

- ✓ Basics of Handloom Weaving
- ✓ Basics of Textile Dyeing and Printing
- ✓ Basics of Designing

### Internship

**Duration:** 15 days / One month

### Short Term Training

**Duration:** Four months



## CONTACT US



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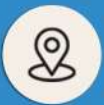
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