

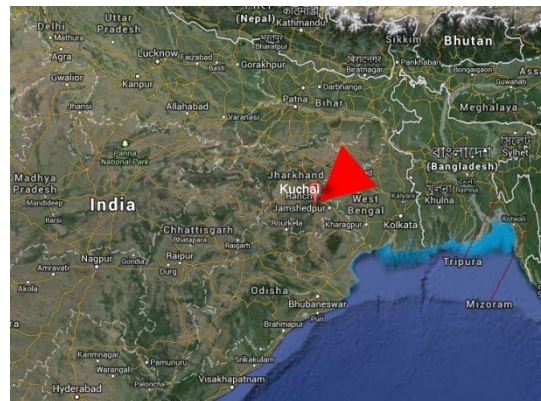
Organic Tussar Silk from Jharkhand

Jharcraft, the Jharkhand Silk, Textiles & Handicraft Development Corporation Ltd launched its splendid range of Kuchai Silk & Tussar Silk Collection in Bangalore on November 9, 2011.



Speaking about the launch, Shri Dharendra Kumar, I.F.S., Managing Director of Jharcraft, said, “Jharcraft Kuchai Silks and Tussar Silks are one-of-a-kind creations that are unique to our area. We provide a platform for marketing handloom and handicraft articles. Our goal is to establish Kuchai silk in the national and global market. We work to take advantage of the natural resources of the state and promote industries and crafts. We are proud to be the recipient of the **Global Organic Textile Standard (GOTS) Award** for our Tussar silk for its superior quality. Our efforts are focused on helping rural people to involve themselves in the production of silk and its products. **This generates employment and in turn, promotes our distinctive all-natural organic silk product, Tussar silk and Kuchai silk, which is part of our cultural heritage as well as our rural weavers and artisans.**”

Jharcraft’s Tussar silk is indigenous to the region. **It is a natural silk produced by silk worms nurtured outdoors on live trees and this gives the wild silk its matchless multi-tonal look impossible to duplicate.** craft has received tremendous response from this. Jharcraft recognizes the diverse culture of the state and works to revive the original tribal culture. Jharcraft’s efforts also serve to boost the tourism of the state through the exposure of its emporiums and their attractive displays that describe the value of their exclusive culture.



Through the launch of its Kuchai silk and Tussar silk collection on November 9, 2011 in Bangalore, Jharcraft will promote this one-of-a-kind wild silk highly appreciated by connoisseurs. The Fashion Show will display the beauty of this rich quality silk through the various garments showcased by graceful models.

Link to shop department [organic non-violent silk](http://www.seidentraum.eu/epages/64114803.sf/de_DE/?ObjectPath=/Shops/64114803/Categories/meterware/bio_ahimsa) at [Seidentraum’s](http://www.seidentraum.eu)

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Link: www.lookbangalore.com/jharcraft-launches-breathhtaking-range-of-kuchai-silk-tussar-silk-collection-in-bangalore/

