

Organic and non-violent silk from Jharkhand



Drawn by the urge to make an ethical fashion company, Coccon was founded in 2012 by fashion designer Prakash. He is a qualified designer from National Institute of Fashion Technology, New Delhi.

After spending almost a decade in the Indian and international fashion market, he decided to pay attention to his own native state Jharkhand, where economic and social development is far away from reality. Most of the people live in extreme poverty.

The biggest tyranny is, Jharkhand is the biggest place for silk worm cultivation, its cocoons are world famous. But most of the people, who are involved in cocoon cultivation, hardly have any idea about it's worth.



They sell the entire cultivation to agents for a really less price.

These agents sell it to other agents and it goes on from one agent to another. In the entire process everyone makes money except the poor tribal people who worked hard to cultivate it. Prakash, decided to stop the tradition, and to utilise the cultivation of cocoons to make silk himself in Jharkhand.



His main goal is to involve the local community in order to create an economic perspective. They started to work on the biological and non-cruel process to grow and cultivate silk worms without using any kind of pesticide, fungicide or genetic spray.

Involvement of local women groups was vital, most of the piercing of cocoons, reeling and twisting is done by local women. First they get a small training and later directly employed. Getting themselves financially independent makes women self confident in life and they can make sure a better life for themselves and their family.



A lot of weavers from Jharkhand came back to their villages and started weaving for Coccccon. With the philosophy of the 3 C's - CREATIVITY CAN CARE - Coccccon is committed to bring contemporary design to the ethical, organic and sustainable fashion scene.

Coccccon Natural Avant-garde Textile offers an environment friendly alternative to the mainstream clothing industry and designers.

The silk fabric is produced organically and respecting non-violence. In the making of silk, cocoons are pierced and trimmed so that the butterfly can fly away and not be scalded in boiling water. The broken silk filaments are hand twisted and traditionally woven, which gives it its distinctive character. The organic silk is made by disadvantaged people from the rural poor in Jharkhand, Eastern India. Tussah silk yarn is GOTS certified, Muga and Eri fibers are from wild silk cocoons. The certification of the further manufacturing steps should be done this year.



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Link to shop department [Bio-Ahimsa-Silk](#) at [Seidentraum's](#)

http://www.seidentraum.eu/epages/64114803.sf/de_DE/?ObjectPath=/Shops/64114803/Categories/meterware/bio_ahimsa

Link to document: www.seidentraum.eu/pdf/project_description_Coccccon.pdf



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