

**"SLOW BLUE"  
AVANI Himalayan Blue  
Pioneering the Cultivation, Extraction and Dyeing  
of Indigo in the Indian Himalayas"**

Rashmi Bharti

*rashmibharti@gmail.com*

**Abstract**

True Blues...

take you to your heart...

to emotion, to feeling and to healing...

The impact of the color blue on our being is restful, healing and uplifting...

Avani was established 20 years ago to address all aspects of rural life – environment, economics and ecology.

Avani works through Earthcraft, an artisan cooperative, that has revived the art of hand spinning, hand weaving and natural dyeing in the Himalayas. Avani, produces and markets high quality, hand made, naturally dyed textiles produced by rural women.

Avani has pioneered the cultivation, extraction of pigment and dyeing with *indigofera tinctoria* in the Indian Himalayas – **The AVANI Himalayan Blue**. A story that talks about restoration of the eco system, strengthening the local economy and women's empowerment. We are growing three varieties of indigo – including *polygonum tinctorium* (Japanese indigo) and *Strobilanthes cusia* (Assam indigo)- according to the different altitudes. We aim to create a story of empowerment and prosperity for farmers in remote rural villages while creating a beautiful natural indigo pigment that can be used sustainably by dyers, crafters, small and medium scale enterprises for years to come...Come and join us in this quiet revolution to create the AVANI Himalayan Blue...