



FEATURED MEMBER

Narendra Singh Karn
Madhubani Papier Mache
New Delhi
10 women artisans

Late Narendra Singh Karn, began his career in painting, with a team of artists who were commissioned to paint an extensive wall mural on the Benaras Railway Station in 1977. Post this project, he moved to the outskirts of Delhi, with a job to paint bill boards. After pursuing this for a few years, he realized that his true joy was in pursuing his tradition – Madhubani painting.

Finding a partner in his wife, he began making and selling, Madhubani paintings on almost all mediums – paper, fabric, paper mache, or any other articles / objects that the customer could provide. Over a period of time, he also trained 10 -12 families to join him in this venture and slowly grew his business working with small and large buyers. Today his daughter and wife continue to lead his business successfully fulfilling both domestic and export markets.



FEATURED MEMBER

Gaia-Tree by Padmaja Shrivastava

Gond Painting

Bhopal, Madhya Pradesh

No of artisans- 15

Based out of Bhopal, Padmaja Srivastav, first began working with gond painters for a landscaping project. Realizing, that just one odd project will not help the craft survive, Gaia-tree, began as a venture to help sustain this craft.

Gaia-tree aims present the craft to audiences across the world and to give the artists the platform they deserve.

Initially, the venture began with selling just paintings, but has now grown in scale and reach and explores many more product options and customization, while keeping the integrity of the artform intact.



FEATURED MEMBER

Weavers Knot

Craft-Hand knotted Carpet Weaving, Hand Tufting
Bhadohi, Uttar Pradesh

No of Artisans- 20

Weavers Knot, was founded by Salman Ahmed and Azam Firoz in 2014, two young professionals from carpet industry in Bhadohi, Uttar Pradesh, India.

Weavers Knot works with clients in most major global markets including Australia, Europe, North America and South America and offers an array of luxurious natural materials including silk, bamboo, fine merino wools, linen and cashmere.

They work across three techniques - hand tufted, hand woven, broadloom or hand knotted carpets and rugs as well.

The enterprise combines the use of traditional artisanal processes and modern finishing techniques to create innovative, high quality products.



FEATURED MEMBER

Aqua Weaves

Location- Assam

Craft- Water Hyacinth Craft

No. of Artisans: 600

Aqua Weaves is a CSR initiative of NEDFi to promote the use of water hyacinth, in the rural areas of North Eastern parts of India, as a raw material for making handicraft products. The initiative has helped skill 1000+ artisans, who work both out of the CFC as well as their own units.

The initiative has also infused modern technology in the traditional process to ensure precision, and consistency in quality. The machines also help remove the drudgery of activities such as stem flattening etc and increase the productivity of the products.



FEATURED MEMBER

Pure Kashmir Exposition Pvt. Ltd.

Pashmina shawl, Kani Pashmina Shawl

Sozni Embroidery, Ari (Hook) Embroidery

Kashmir, J&K

No. of Artisans: 50

Pure Kashmir is a seller and manufacturer Sozni, Pashmina and Kani shawls and stoles . Known for their craftsmanship, artistry and exquisiteness, their aim is to keep this industry alive by reaching the admirers of genuine handcrafted products everywhere on the globe and offer the best possible products, in a market that is filled with cheap imitations.

They work closely with western designers to create Kashmiri Shawls that are compatible with Western fashion trends, and cater to both the domestic and international markets.

They work with fibers like Cashmere Pashmina, Merino Wool and Silks.



FEATURED MEMBER

Viveka

Mutwa Embroidery and Beadwork

Vadodara, Gujarat

No of Artisans:

Viveka emerged from an ambitious project initiated by the Shroff Foundation Trust to develop a cooperative enterprise wholly owned managed by tribal woman, the Shardadevi Gramudyog Utpadak Sahakari Mandli Ltd. (SG).

750 tribal women have been empowered through this enterprise. SGS emphasizes on holistic and entrepreneurial development of Tribal artisans of Chotta Udepur, Dist. Chhota Udepur, Gujarat State. They specialize in intricate embroidery and bead work.

“Stitch by stitch the women have created a reputed brand of finely crafted products, accredited with the craft mark that has earned life of dignity and self-respect.”



FEATURED MEMBER

Ladli Crafts and Livelihood Pvt. Ltd.

Hand Beaded Jewellery, Hand Quilting, Hand
Block Printing

Jaipur

No. of Artisans: 60

Ladli is a project that was born out of I- India's child care shelter project. As an extension of this project the company aims at absorbing the children from the shelter once they are adults, and providing them with hands on skills that can help them sustain their livelihood.

The women are trained by experts in the sector, to ensure that the final out put is of a high quality standard.

Their product range include jewellery, diaries, block printed fabric, cushion covers, bed covers, travel pouches, quilts, garments etc. and are open to customization and working with new buyers.





MARKET WATCH

Brighten up your home with an assortment of beautiful hand craft cushion covers from Craftmark members! To place your orders write to marketing@aiacaonline.org

LAKME FASHION WEEK

CRAFTMARK : SUSTAINABLE CREATIVE ECONOMY

Craftmark showcased its artisanal products at the Lakme Fashion Week under the label of “Craftmark: Sustainable Creative Economy” between 16-20 August. The show on 17th of August (8.30 PM) featured three collections from Craftmark members – Purkal Stree Shakti showcasing applique and patchwork, The Nabha Foundation showcasing Phulkari, and Sandur Kushala Kala Kendra showcasing Lambani embroidery, , that each has a unique story and way of sustaining the livelihood of women artisans that it works with.

The three collections were co-created by the artisans and designers Hetal Srivastav, Sonal Chitranshi and Anshu Arora to create a garment range that was wearable off the ramp, and that the members could continue to easily produce and sell at their own exhibitions and outlets.

This show was a first of its kind, where the designers truly collaborated and co-created the collections with the artisans and artisan organizations, working with various authentic hand crafted processes and with the objective of promoting the artisan based enterprises at such a premium business platform.

At the Lakme Fashion Week, Craftmark also had a B2B space where artisans of the Craftmark members directly interacted with buyers, facilitated by AIACA’s team.



LAKME FASHION WEEK

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The Show was very successful in terms of giving confidence, visibility and identity to the artisans and their skills. The artisans walked the ramp with the designers, and also interacted with various visitors and buyers at the stall. The appreciation that they received after the show was a great boost to their work and aspiration. The Craftmark enterprises also received orders from buyers visiting the B2B space. Though small in number, these orders are with prestigious stores and buyers, and if successfully fulfilled can turn into more long term market associations. Having orders at hand immediately after the show has also brought in a positive orientation for the Craftmark enterprises and the artisans towards business.



The Show has also brought women artisans, who are always otherwise limited to their homes in their villages, to the centre stage. The social media promotion and media coverage has brought pride to these women. In a few cases, the husbands of these women have created Facebook pages after the event and are re-sharing these media coverage and photographs of these women artisans on their own Facebook page and writing proudly about the achievements of their wives. According to the Craftmark enterprises this is a sea change that they have seen in an otherwise strictly patriarchal culture.