



FEATURED MEMBER

Mishna Design Point Pvt. Limited

**Fusion Embroidery (Adda Ka Kaam)
Bangalore,Karnataka**

Mishna Design Point Pvt. Limited is a 10 year old registered company in Bangalore who designs, manufactures & retails Khadi, hand embroidered and eco-friendly garments and accessories. Everything at the store is fashioned from natural fabrics, all dyes used to color are natural, azo free and environment friendly. Even the closures are made from natural materials like wood, coconut or sea shell. The products are being marketed under the brand MINC.



FEATURED MEMBER

Incraft Fashion Venture Private Limited

Chikankari Embroidery, Maheshwari Weaving Pune, Maharashtra

Incraft Fashion Venture Private Limited is a Pune based venture working with a team of 13 women and 35 men entrepreneurs who have come together to showcase the best and the most loved handcrafted creations from across India and deliver them globally.

Just like the culture of India their range of their handcrafted creations are diverse and unique. Each creation comes straight to the customers from the artists who have dedicated their lives to these arts.





MARKET WATCH

Kota Mahila Bunkar Sansthan has developed a whole new range of saris, perfect to beat the summer heat !
To view the entire catalog or place an order write to us at: marketing@aiacaonline.org

Madhukathi Workshop

February 2017 has marked the beginning of design development workshop by the Craftmark team for Madhukathi weavers of Barbasudevpur Deshapram Pragati Sangha, an all women society based in Mednipur, West Bengal.

Namrata Tiwari, a textile and apparel designer, from National Institute of Design is designing the products for this workshop. Prior to venturing into handlooms and handicrafts Namrata has worked with labels like DRVV by Dhruv Kapoor and Happily Unmarried. She also has her own label now, known as Its All Folk.

The ongoing month long workshop aims to develop new products and to improve on the livelihood of the weavers. The new designs will include some interesting finishing techniques, new colour combinations and weaving patterns.



Product Development Workshop for Gond and Madhubani Artists

The Craftmark team was engaged in conducting a product development workshop for Gond and Madhubani Artists under Exim Bank's Market Access Services program.

The objective of the workshop was to develop a collection of utility products using the traditional art forms of Gond and Madhubani. The collection comprised of 8 products with 2 variations in each style. The aim was to create a range that would use two of India's traditional paintings styles on products that were functional and utilitarian and would appeal to both the domestic as well as International Markets. While both the artist groups - Gond and Madhubani had experience of working on paper, canvas and walls, very few had worked on other materials, mediums and products. The products were designed to appeal to a younger and urban market.

The entire range of products was divided into two categories – one, being the traditional motifs that the artists regularly paint, and the second being more contemporary subjects like cars, Airplanes and animals/ birds found in western countries.



Upcoming Events

DESIGN DEVELOPMENT WORKSHOP

Date : 2nd to 11th March'17

Venue: Shahpura, Rajasthan

Starting next Month, the Craftmark team will be conducting a specialized design development workshop with Craftmark Member Virasat. Virasat by Vijay Joshi, is a family led enterprise of that collective creates exquisite Phad paintings in Rajasthan.

CRAFTMARK-NEDFi ASSOCIATION

Venue: Guwahati, Assam

Craftmark is scheduled to travel to Guwahati to sign an MOU with the North East Development Financial Corporation Ltd (NEDFi) as a **knowledge partner**.

