



FEATURED MEMBER

Jhargram Block Aranya Sundari Mahila Mahasangam

Sabai Grass weaving

Jhargram, Paschim Medinipur

Jhargram Block Mahila Aranya Sundari Mahasangha of Jhargram, Paschim Medinipur is a SHG federation formed in the year 2007 and has a strength of around 1800+ women.

The federation works with marginalized, tribal women and empowers them with skills to earn their own livelihood by creating and selling products made from Sal leaf, Sabai grass and other leaf and fibre based products apart from mushroom cultivation, food supply and other nonfarm products.

The organization presently owns a three storied building which is managed by them.



FEATURED MEMBER

Irfan Khatri

Ajrakh Block Printing
Kutch, Gujarat

National award winning craftsman, Irfan Anwar Khatri began block printing when he was fifteen. Today, Irfan works with international designers and takes his work to showrooms and craft melas all over India. In 2001 a devastating earthquake severely damaged Bhuj, Dhamadka and other villages and towns all over the Kachchh region. In the wake of this tragedy, the Khatriis were brought closer together and a new village was created to rebuild their lives and their craft production, aptly named Ajrakhpur ('place of Ajrakh'). Today there are Khatriis living and working in both villages.

Irfan developed computer skills, and has produced a CD catalogue of his ajrakh collections. In 2006, Irfan participated in the class of Kala Raksha Vidhyalaya, his understanding of the contemporary market earned him the award of the 'Most Marketable Collection'.



FEATURED MEMBER

DWARAKA PLUS

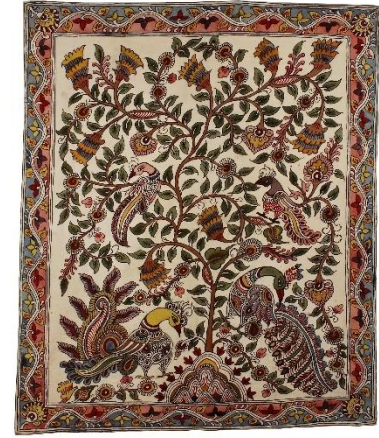
Kalamkari

Bangalore, Karnataka

DWARAKA PLUS (Development of Weavers and Rural Artisans in Kalamkari Art) is a Bangalore, Karnataka based Society working with around 260 kalamkari women artisans in Chittoor, Andhra Pradesh. DWARAKA Regularly provides training and product development sessions to ensure that the products cater to a global market.

Kalamkari is hand drawn like the name suggests, kalam (pen)-kari(craftsmanship) with vegetable dyes and the motifs are inspired by nature and Indian mythology. The colours are vibrant and earthy with Kalamkari fabric in different styles and traditional wall art with narratives from Indian mythology. Their wall art pieces make for beautiful gifts and are easy on the pocket. You can hang it as it is or frame them in wood.





MARKET WATCH

DWARAKA PLUS has developed a whole new range of Kalamkari cushion covers perfect for your earthy home décor! Apart from these they also make a variety of other products using the traditional kalamkari painting technique.

To place an order write to us at: marketing@aiacaonline.org

Strengthening Craft Businesses : Capacity Building Workshop @ IHC, New Delhi

Craftmark invited experts from Women on Wings, EXIM Bank and the Digital Empowerment Foundation to discuss different capacity building strategies that an organization needs to foster growth and holistic development.

The day was divided into three sections giving each of the representing bodies sometime to interact with the present Craftmark members. The first half of the workshop primarily talked about business challenges and the need to have an operational plan, the session concluded with a SWOT analysis explained by Supriya and Ronald from Women on Wings. The session was very interactive as the participants discussed the issues that they all face in their day to day working.

The second session was chaired by Monica and Aman from EXIM bank and they discussed the various schemes that the bank offers for artisan enterprises. Starting from loans for working capital to infrastructure building. The representatives also explained in detail the different paper work and eligibility criteria required to apply for loans and avail schemes with EXIM bank. Case studies were shared and discussed with the members that made the session very relevant for the participants.

The day concluded with DEF's Ravi Guria explaining the importance and the power of effective story telling in digital platforms primarily social media. He discussed the various models of story telling and also the different tools of digital content that can be leveraged to increase brand awareness.



Upcoming Events – Craftmark Jury

AIACA organizes the Craftmark Market Access Jury annually whereby Craftmark members are assessed and evaluated by a panel of senior industry experts on various market-related parameters. Based on the recommendations, AIACA then conducts ground-level training programmes under its Enterprise Support Programme to provide guidance in the areas identified. Since the inception of this initiative in 2012, over 60 Craftmark members have benefited from the Jury.

The first Jury for 2017 is being scheduled for March! Here is a call out to all Craftmark members to write to us if you would like to participate in the upcoming Jury!

Our Jury Members have included :

Anuradha Kumra [Creative & Buying Head, FabIndia]

Hema Shroff [Founder, Amba]

Jatin Bhatt [Professor & Dean, School of Design, Ambedkar University]

Kalyani Kunche [Former Head of Design, Triburg]

Laila Tyabji [Founder and Head, Dastkar]

Mangesh D. Teli [Former Dean, Textile Technology, Institute of Chemical Technology]

Purnima Rai [President, Delhi Crafts Council]

Rahul Mishra [Founder, Rahul Mishra Design]

Sangeeta Sen [Designer]

Saleem Beg [Member of National Monument Authority, Ministry of Culture, Govt. of India]

Sanjay Garg [Founder, Raw Mango Design]

Shilpa Sharma [Founder, Jaypore.com]

Sudha Dhingra [Chairperson, Department of Fashion & Textiles - Textile Design, NIFT]

