



Newsletter July'17



CRAFTMARK by AIACA:
sustainable creative economy

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SUSTAINABLE FASHION DAY
6 DEGREE STUDIO
ST. REGIS, MUMBAI



FEATURED MEMBER

Livecrafts

Turned Wood Lacquer Craft Channapatna, Karnataka

P Mohamed Ilyas is a fourth generation Master artisan of Turned wood lacquer craft. He has started working 45 years ago and gradually training and recruiting the locals.

Currently, he works alongside a team of 25 male and 22 female artisans who are able to give wings to his ideas.

They make a variety of toys and games that can be enjoyed by both children and adults. Their focus lies in making sure that every product is delivered with the best quality and finishing.



FEATURED MEMBER

Imtiaaz Ali
Stone Carving
Agra, UP

Agra based Individual artisan, Imtiaaz Ali began learnt Stone carving from his father and started helping him at very young age.

Specialized in carving soap stone that is available in abundance, this artisan family make the exquisite, free hand cut latticed stone products.

With aspirations to grow from a small family business to a medium scale business and training more artisans to join their team, Imtiaaz Ali, is always exploring newer products, contemporary forms and creating innovative jail's (lattices) to create a product line that is well appreciated in the market.



FEATURED MEMBER

Then & Now

**Gond, Patachitra, Madhubani painting
New Delhi**

Then & Now is Uma Tiwari's take on Gond, Patachitra and Madhubani to tell the story of craft as it was "Then" and its interpretation 'Now'.

The objective is to blend the artisan's honed skills with the designer's trained mind. The journey began in year 2009 by Ms. Uma Tiwari with the idea to contemporize product and use these painting styles in a way that the product becomes useful as well as beautiful.

Uma work has been well appreciated at both National and International Platforms and has showcased her products at several shows including New York Fashion Week, Craft Council Andhra Pradesh and Dastakar.



FEATURED MEMBER

Studio Asao
Studio Ceramics
Jaipur, Rajasthan

Ronak Dandia, an IICD Graduate, runs Studio Asao, a studio specialised in the eco friendly hand made ceramic pottery. His products are designed to elevate everyday living and enhance the way people connect.

Asao, creates contemporary products that are an amalgamation of the highest quality materials and production control, with constant aesthetic exploration. Their products are entirely hand-made and hand-thrown on the potter's wheel, without the use of any casting mould or die.

The studio specializes in exclusive, limited edition products that are made in small batches. Their product range includes Table Ware, Lamps and Lighting solutions, Installations, Table top Accessories, Vases and Artefacts and Customised Product Production.



FEATURED MEMBER

Mubarakpur Weaves **Handloom Brocade Weaving** **Azamgarh, Uttar Pradesh**

Represented by the brand Mubarakpur Weaves, Burhani Self Help Group, Mubarakpur is an organization of fine silk weavers from Mubarakpur, Uttar Pradesh. It consists of 20 traditional weavers, belonging to the close-knit Bohra community in the region.

Mubarakpur is an ancient handloom weaving cluster, with evidence of fine silk weaving being practiced there since the 14th century. Even the famous medieval traveller Ibn Batuta praised the high quality fabrics being made in Mubarakpur in his travel diaries. Luxurious satin weave with zari motifs have historically been the highlight of this region.

The brand is famous for its delicate kadhuwa motifs and the graceful look and feel of their silk cotton fabric.





MARKET WATCH

Craftmark member Coppre has just launched their new collection of tealight holders that are beautiful gifts be it Diwali, a Wedding, or the New Year.

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

"The Crafts Sector - a green perspective"

Based on the premise that handicrafts and handloom sectors of India are essentially and traditionally environment friendly and carries the USP of being local, indigenous, culturally rooted, socially and economically enabling for the communities who have held these knowledge systems for centuries, a Policy Conference was organized by AIACA on 25th July 2017 with multi-stakeholder participation in Delhi. Among the participants were Head of Cooperation of European Union, Executive Director EPCH, various crafts enterprises, donors and banks, individual experts, markets and fashion designers. The objective of the conference was to discuss and debate all the issues involved in positioning the craft sector as a green industry. Through a multi stakeholder dialogue we tried to understand the context and meaning of 'green', forecast future trends and look at the possibility of instituting a rigorous system of assessing, enabling and building capacities for the craft sector to consolidate its place in a green economy.

The response at the conference was overwhelming wherein participants unanimously voiced that environmental sustainability is an essential component that requires a collaborative effort by all actors working in this sector. It was discussed that the intersection between environmental vulnerability and economic vulnerability is critical and needs to be addressed. Best practices across the country towards environmental sustainability in the crafts sector were shared to reveal regional initiatives and projects that have



"The Crafts Sector - a green perspective"



attained success and have the potential to scale. Key issues discussed were awareness and capacity building of not only the producers but also of the consumers and the market about the significance and benefits of environmental sustainability; need for long term investment in sustainable consumption and production activities, developing models for clean and efficient energy use, efficient production, regeneration of natural resources, waste management, raw material growth and procurement, revival of traditional practices, establishing transparency in the value chain and branding and promotion. Recognition to be given to the crafts industry being already 'green' or having low carbon footprint was considered critical. In this regard, the need to map the sector in terms of its green practices and diversity would be the major step to assess the industry formally through a measure or certification. Finally, the fashion sector represented by leading designers working in sustainable fashion reiterated the need for a green certification to support sustainable production for high end luxury brands and collections, highlighting the current market trends towards slow fashion. At the end of the conference, the participants committed to a collaborative action for taking the green initiative forward in this sector.



This conference has been a major step in bringing diverse practitioners and experts together to start a movement towards restoring the original values of the sector as well as leverage the 'green' opportunity therein.

Upcoming Events

This Year, Craftmark is beginning a collaboration with Lakme Fashion Week, India's largest official platform.

The Craftmark show will showcase garments made in collaboration with 3 Craftmark members – Purkal Stree Shakti, The Nabha Foundation and Sandur Kushal Kala Kendra. The garments will be accessorized by jewellery from House of Tuhina and Mayabazaar and Shoes from Umang Mahila Producer Company.

This show will be the first of its kind where Craftmark will present the concept of a sustainable creative economy – and as an ecosystem that designers can collaborate with artisan and artisan organisations working with various craft processes with the assurance that the products will come with a mark that signifies its quality, craft, authenticity, fair wages and fair practices.

Apart from the show, Craftmark will also have a stall at the Lakme Fashion Week where visitors can come and get a feel of the actual products.

