



FEATURED MEMBER

MRIGNAYANEE

Bagh Block Print; Bakit Print ; Discharge Printing ; Bell metal ; Dabu Print ; Stone Carving ; Panja Dhurrie ; Hand Knotted Weaving
Madhya Pradesh

Mrignayanee is a unit of Madhya Pradesh Hastshilp Evam Hathkargha Vikas Nigam Ltd aiming to save, nurture and promote nationally and internationally the unique heritage of the crafts of Madhya Pradesh, India .

The crafts at Mrignayanee are diverse and fascinating, with their involvement being present actively in every district of the state. With its countrywide network, Mrignayanee has facilitated wonderful creations of the master craftsmen with efficient and profitable means of showcasing and marketing their products.



FEATURED MEMBER

AWDHESH KUMAR

Hand Block Printing Sanganer, Jaipur

Mr. Awdhesh Kumar Pandey is the founder of AK Textiles who chose to revive and revitalize his ancestral work by his innovative approach and the inherited skill of hand block printing.

Nested in Sanganer, his venture A.K. Textiles has been producing unique and beautifully handcrafted textiles since 1994, with a diverse product range (of boxes, garments, home textiles, bags etc) to support it.





MARKET WATCH

Ssaha has developed a whole new range of stoles, perfect to add a touch of ethnicity to your outfit! Apart from this they also make a variety of products using traditional Jamadani weaving techniques. To place an order write to us at: marketing@aiacaonline.org

Phad Painting Workshop

The Craftmark programme regularly conducts capacity building workshops for its members. In the month of March Craftmark partnered with Vartika Jain, IICD graduate and entrepreneur to undertake a design development workshop for Virasat by Vijay Joshi.

Vijay Joshi is a celebrated Phad artist who paints in the Shahpura Painting style. The development workshop aimed at diversifying the product range that the artists could sell all year round. The ten day long workshop successfully concluded on 11th March 2017, resulting in the creation of a variety of products using the traditional touch of Phad art on utility products including : trays, coasters, gift boxes, key chains, bags, stoles etc.

For enquiries on the product range developed, do write to us at marketing@aiacaonline.org



Memorandum Of Understanding with NEDFi

Craftmark visited Guwahati at the invitation of the Executive Director of NEDFi, Mr. Ashim Kumar Das for NEDFi's Craft Conclave 2017 in March as a knowledge partner to promote Craftmark certification in the north-east.

The Craftmark team along with the Executive Director, Madhura Dutta gave a presentation about the Craftmark programme and discussed various challenges being faced in the North East with the participants.

To further strengthen it's relations, NEDFi signed an agreement with Craftmark with an aim to facilitate development of traditional crafts of the North Eastern Region, to build understanding of the rural artisans and weavers about quality and market standards for the handloom and handicraft products; to work for popularization of Craftmark and other quality standards which help in ensuring genuine Indian handicraft products to the customers and support fair income for the artisans.



Business Orientation Workshop

Craftmark conducted a workshop from 23rd to 24th March' 2017 with NEDFI's CFC in Khetri, Assam.

The workshop talked about topics such as costing, pricing, marketing of handicraft products and was actively attended by entrepreneurs working in the Handicraft and Handloom sector from all over the 8 North Eastern states of India.

The workshop was successful as it witnessed an active involvement of artisans who were given insights into various aspects of business development like Costing & Pricing, Production Planning, Marketing, Quality Management etc. that will further help their respective organizations in the region.



Upcoming Events

EXHIBITION

Kota Mahila Bunkar Sanstha (KWWO) at Summer Weaves

Date : 13th to 24th April '17

Venue: Nature Bazaar near Chhatarpur Metro Station,
Andheria Modh, New Delhi

