





# FEATURED MEMBER

## **Craft Inc**

Sand Casting

Jodhpur, Rajasthan

No. of artisans- 6

Craft Inc, founded by Mr. Sanjay Malviya is an impact based social enterprise. They retail through their brand called Nimmit, which has been co-founded by Mr. Malviya.

They encourage, appreciate, care and promote India's rich heritage of arts and crafts by working with highly skilled metal artisans of India (mainly Aluminium). They act as a bridge between artisans and consumers who believe and appreciate craftsmanship. Craft Inc works on custom made designs and specializes in sand casting of aluminium which is then buffed and hand beaten or hand punched for a unique finish.

Craft Inc makes trays, bowls, platters, planters, vases, frames, paperweights, boxes and coasters.



# FEATURED MEMBER

## Mukul Enterprise

Sand Casting | Sheet Metal Work  
Moradabad, Uttar Pradesh  
No. of artisans- 10

Mukul Enterprise, was founded in 2007 by Mr. Rajendra Kumar Verma. He started assisting his father in their ancestral business, dealing in metal utensils and lifestyle products, since the age of 20.

With more than 25 years of work experience, he now works on customization and new product development, at Mukul Enterprise. They engage with traditional artisans from Moradabad for sand casting, metal spinning, buffing, *kalai* (tin coating) and mathar (hammering). They work mainly with brass, copper, stainless steel, aluminium to make lamps, vessels, planters, cookware, tableware, dining sets etc.

They have an eye for detail, which is why, Mukul Enterprise has been extending their services to established design houses.





# FEATURED MEMBER

## Bankura Bikna Dokra Hastajata Kutir Shilpa Kalyan Samity

Dhokra / Lost Wax Casting

Bankura, West Bengal

No. of artisans – 163

Bankura Bikna Dokra Hastajata Kutir Shilpa Kalyan Samity is a Cooperative representing dhokra artisans of Shilpadanga. The cooperative helps artisans access government schemes, credit and finance and marketing opportunities.

The *karmakars*, a local name for metalworkers, follow the traditional method of lost wax casting to make utility items out of brass. At Bikna, they use tar and natural resin wood gum (*dhuno*) along with mustard oil to achieve elasticity that imparts precision, form, and fine detailing to their products.

They make home décor items and jewellery.



# FEATURED MEMBER

## Coochbehar- I Block Patishilpa Samabay Samity

Sitalpati Weaving

Coochbehar, West Bengal

No. of artisans – 700+

Coochbehar-I Block Patishilpa Samabay Samity was formed in the year 2000 by the leading artisans of Coochbehar. The samity was formed to represent the Sitalpati weavers in a collective.

They work with sitalpati weavers, who make mats from soft cane slips of *Maranta dichotoma* (Murta) is a locally available, naturally occurring grass. It is treated under the sun, soaked in water and dyed in direct dyes (if required) before it is split into thin stripes and hand woven into beautiful mats in a check-like pattern.

Sitalpati mats are cut into various shapes for making diversified products. Jute, rexin or cotton are also combined with sitalpati to make products like bags, and home décor items.





# FEATURED MEMBER

## Coppre

Beaten Metal Craft

Pune, Maharashtra

No. of artisans - 150

Coppre is an impact based social enterprise that addresses the need of bringing highly skilled metal-working artisans of India (mainly copper) into the economic mainstream through design, market and financial interventions.

Coppre trains its artisans in design, prototyping, quality, accounting, and overall business processes. Their uniqueness is reviving traditional beaten metal craft of India.

They make home décor accessories, urlis, carafes, bowls, table ware, bathroom ware, containers, trays, book marks, tumblers and water bearers, pooja thalis, furniture cladding and hand beaten tiles.





## MARKET WATCH

These versatile trays by Craftmark member Collective Craft are great to gift or simply use in your own home. Hand-carved and painted, these trays come in various sizes. Write to [marketing@aiacaonline.org](mailto:marketing@aiacaonline.org) to place orders now.



# Varanasi Weavers and Artisans Society at India Runway Week'17

Varanasi Weavers and Artisans Society, a craftmark member participated in India Runway Week 2017 on 7<sup>th</sup> October which took place at DLF Saket, New Delhi. It was a 30 minutes art installation, first of it's kind at a fashion week, where models displayed sarees from weavers. The audience could take a close look on the material, weave and the look and feel of it. The show was followed by an exhibition of VWAS' collection for 3 days at the fashion week.





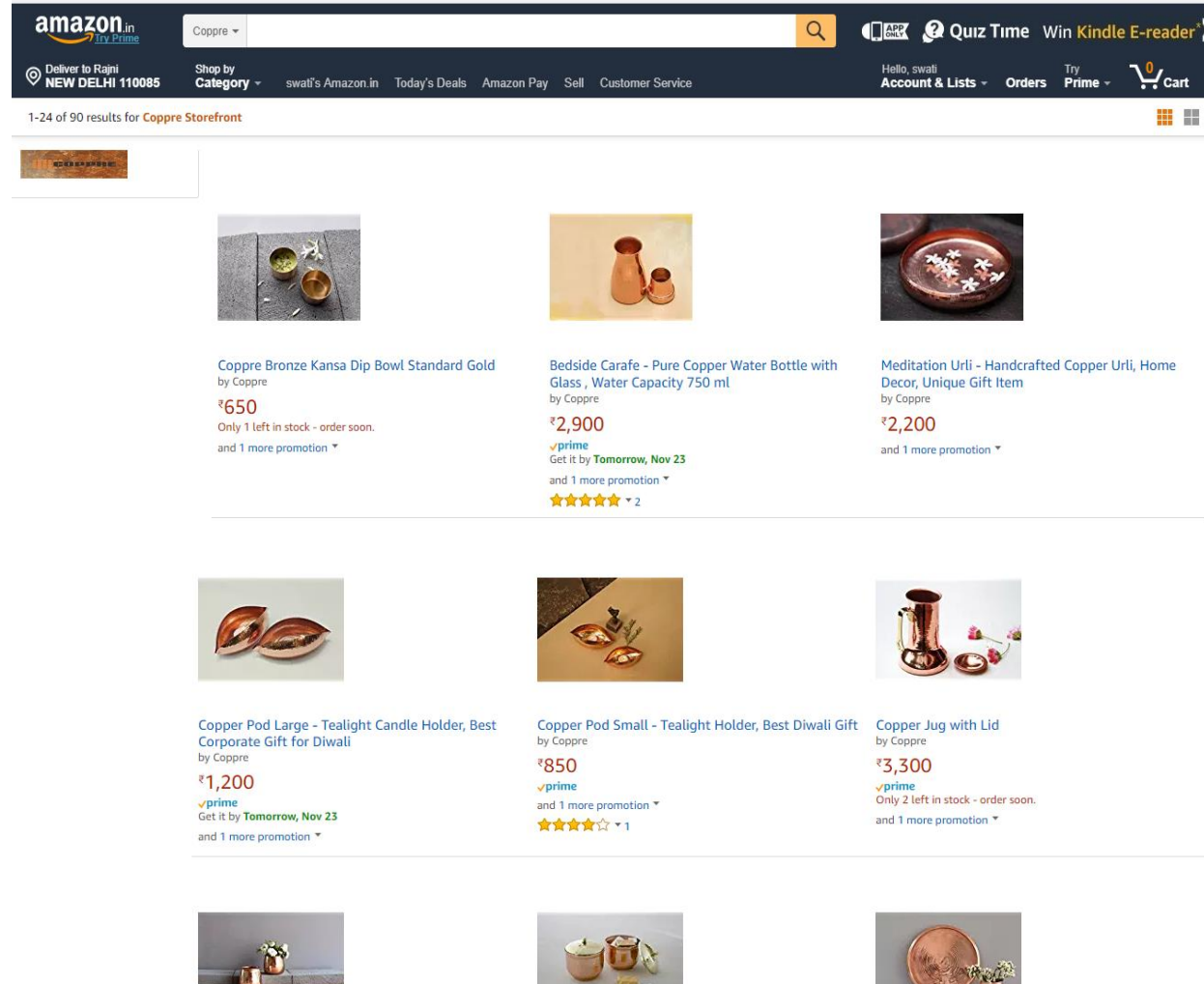
# Craftmark Collaborates with Amazon.in

Craftmark collaborated with Amazon to help facilitate it's members to setup e-commerce stores on [www.amazon.in](http://www.amazon.in)

Hao Craft | Kadam Haat | Kayef Stitching | Viveka | Sewa International | Gauri International | Coppre | RangRage are some of our members who have successfully been listed on Amazon.

Some more craftmark members have been already connected with Amazon directly. They will be online soon.

Other members who want to be listed on Amazon, please get in touch with Craftmark on [marketing@aiacaonline.org](mailto:marketing@aiacaonline.org).



## On-going and upcoming exhibitions



Hyderabad Bazaar – 2nd to 10th December'17, Kamma Sangham, Panjagutta, Officers Colony, Hyderabad, Telangana.

Azamgarh Festival – 13<sup>th</sup> to 18<sup>th</sup> December'17, Alliance Francaise, New Delhi

Bhimtadi Jatra – 22<sup>nd</sup> to 25<sup>th</sup> December'17, New Agricultural Ground, Range Hill Road, Shivaji Nagar (Sinchannagar), Pune, Maharashtra.



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