

Newsletter

April 2019





NARAYANI HANDICRAFTS

- Tribal Metal Jewellery
Bhubaneshwar, Odisha

Narayani Handicrafts is the brainchild of Mr. Pradeep Kumar Sahoo, founded in April'17 after he discontinued his role at a leading craft producing company in Bhubaneshwar. With his knowledge and experience he decided to become an entrepreneur to be able to increase the income of local artisans in the Dhenkanal region, his hometown. In his endeavour, he enabled his team by sharing skills of store management, accountancy, production management, quality control management and marketing.

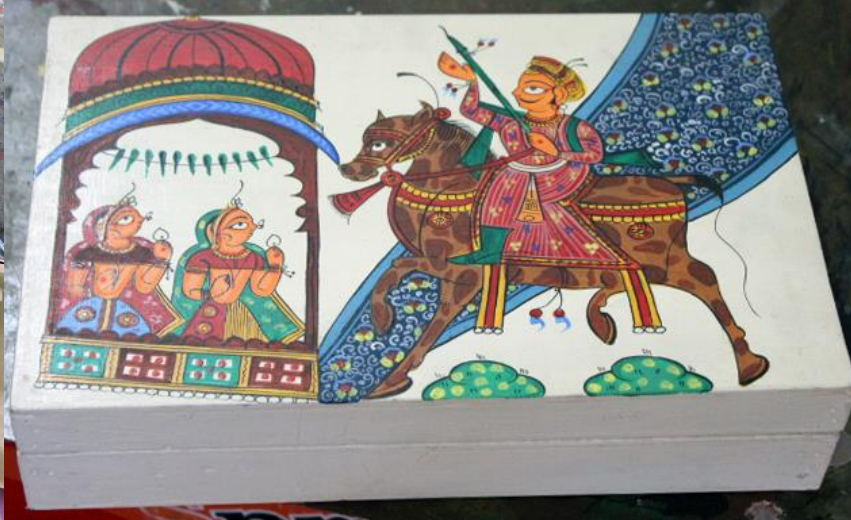
Narayani Handicrafts deals with tribal jewellery which is being made by the Kansari and Ghasi/Ghantara communities of the region. The artisans of these communities work with metal wires such as brass, copper and white metal. They heat and hammer these wires to make beads. The beads are then buffed and made into jewellery by combining it with thread, using various hand

knotting techniques. This technique of jewellery making requires use of simple tools like hammer, cutter, scissors, measuring tape etc. and a simple furnace to heat the wires. Once the jewellery is ready, it's checked for quality and design at Bhuban or at Bhubaneshwar before being packed and dispatched.

Currently they sell in India via local shops in Bhubaneshwar and various exhibitions in metro cities. They have recently started selling globally by selling online via Gaatha, Etsy and Jaypore.

Narayani Handicrafts offers a wide range of traditional and contemporary jewellery.





VIRASAT

- Phad Painting
Shahpura, Rajasthan

Virasat is a guild of phad painters headed by master craftsman Vijay Joshi, a national awardee and a celebrated Phad artist who paints in the Shahpura Phad painting style. He was trained in Shahpura's phad art under the guidance of his father Shri. Shanti Lal Joshi who had also received the National Award in the year 1991.

With more than 2 common facility centers, the Joshi family of Shahpura along with locals create hand painted phad paintings on various products and fabrics. The cloth used for painting is treated before painting on them through applications of starch and kheriya gond (indigenous glue) and ghotana (burnishing), usually by men. The colour palette for painting consists of bright orange, red, yellow, black, blue, green and brown, derived from stones and minerals. These colours are prepared by the women artisans, in house. All the tools and paint brushes used for painting are also hand made. Phad

paintings depict narratives of the folk deities. All figures are stylized with a black outline and usually facing each other rather than the viewer. A painting may take several days to complete. Once complete the paintings are stored in paper tubes.

At Virasat they are usually commissioned for their art works. Apart from this, they sell through exhibitions, galleries and mainly through the interior decoration projects with private and government offices.

They also make phad paintings on wall hangings, lamps, jewellery boxes and other home décor items.





UMANG

- Hand knitting
Ranikhet, Uttarakhand

The degradation of fragile ecosystems in the Himalayas, has negatively impacted the sustainable mountain farming eco-systems. **Pan Himalayan Grassroots Development Foundation (Grassroots)**, a non-profit voluntary organization, has been involved in various initiatives to find a fresh balance in the quality of lives for such marginalized farming communities, by creating a platform for establishment of on farm and off farm pro poor business ventures.

One of the ventures started in 2001, by the women of Kumaon region, was a collective of several self-help groups in the form of a non-profit organisation called 'Mahila Umang Samiti'. It was largely possible due to the efforts of women spearhead team of Grassroots. However, in order to transform the business ventures of this non-profit to a more appropriate form of organization, a for-profit producers company named the 'Mahila Umang Producers

Company Limited ' was formally registered in January 2009, under section 9A of the Companies Act, 1956. Umang constitutes of self-help groups of village women in 39 villages and has trained the women members in hand knitting. Umang develops a business and production plan periodically and coordinates with the trained village women to meet the production targets. They engage with more than 650 women across Almora district. All administrative and production activities are handled by the women staff at their common facility centre in Ranikhet with the help of multiple group leaders from various villages taking care of quality control too. They work with designers to develop new products and sell through various exhibitions across the country.

Umang offers a wide range of hand knitted pullovers, mufflers, warmers, caps and kids wear.





MARKET WATCH

Buy to make a difference! Be a part of the movement! These hand made local soft toys from Sawai Madhopur supports the local women to break socio economic barriers and become independent.
To place orders write to us on marketing@aiacaonline.org



The indigo crop in recent times is changing the economic landscape from Tamil Nadu and Andhra Pradesh to the Tibetan plateau and even the terrains of the Himalayas.

Here is the success story of Craftmark member Avani Kumaon, a non-profit based in Uttarakhand, which has been working on instituting an indigo supply chain in the area. Avani has uplifted the income of these farmers significantly.

GOING GREEN

Avani
Berinag, Uttarakhand



AVANI SOCIETY'S ECO-JOURNEY WITH INDIGO



Avani Society, a Craftmark member, is working on instituting an **indigo supply chain in Uttarakhand.**



Indigo cultivation has helped in regenerating wastelands, **enriching** soil & curbing soil erosion. In fact, the dye itself is **non-polluting.**



"We are looking at indigo as a crop for **empowerment, regeneration,**" says Rashmi Bharti, co-founder of Avani.



Farmers have been able to earn a **profit of Rs. 3,000** through indigo cultivation in 10-12 working days over 3 months.



Avani Society's **intervention** starts from the distribution of seeds to farmers and extends to marketing support.



About **270 farmers** in Uttarakhand have taken up indigo farming.

