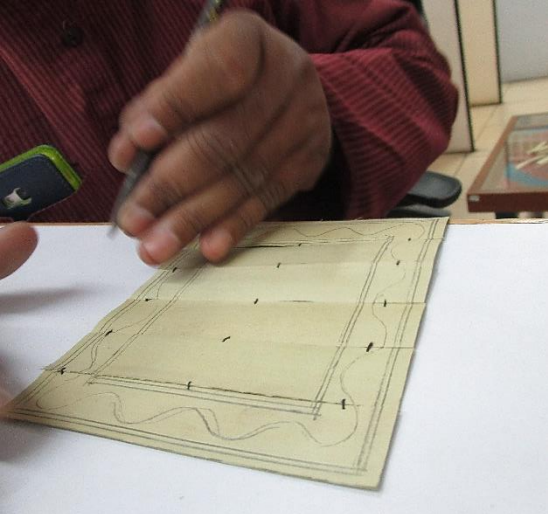


# Newsletter

January 2019







## APINDRA SWAIN

- Palm Leaf Engraving  
Puri, Odisha

Apindra Swain began his journey as a craftsman at an early age, assisting his father. He was involved in his family business of palm leaf engraving. After his primary education, he joined his father full time. He underwent a formal government training in Bhubaneshwar, in palm leaf engraving. In 1990, Apindra Swain was identified by Dastkar and invited for a one month long design and product development workshop at NIFT, Delhi. He was later invited by Dastkar and Dastkari Haat Samiti for exhibits, gaining popularity as an adept artist in this craft.

Apindra Swain engages with artists and craftsmen from his village, Bhuban near Puri (Odisha) for palm leaf engraving. The palm leaves are treated with a paste of tamarind powder and chalk and stocked in advance. All colors and raw materials used are naturally occurring.

Then, it is engraved using an iron pen with a sharp tip. The engraved surface is then rubbed with a mix of oil and charcoal to enhance the design. It is wiped clean, all pieces are stitched together and a cloth/paper lining is pasted on the back side, to increase its durability. Sometimes he also uses acrylic paint to make colorful artworks on palm leaf.

He sells his work via bulk orders and exhibition across India. One can find a wide range of handmade wall hangings and decorative screens at his stall in the exhibitions.







## ARTISAN ALLIANCE JAWAJA –WEAVERS DIVISION

- Cut Shuttle Dhurrie Weaving  
Beawar, Rajasthan

Artisan Alliance Jawaja (AAJ), was established around 1975 by a group of local artisans and Late Prof. Ravi Mathai, founding director of IIM, Ahmedabad. The possibility of merging design and management for the disadvantaged communities, brought together the artisans, working at AAJ and Volunteers from NID and IIMA. The artisans working at AAJ, hail from remote villages surrounding the Beawar city which includes villages like Jawaja, Beawar Khas, Sargaon and others in the district of Ajmer, in Rajasthan, famous for their age old craft. Later, Artisan Alliance Jawaja (AAJ), started trading under 2 brand names, Artisan Alliance Jawaja - Weaver's Division and Jawaja Leather Association (JLA).

AAJ plays a key role as a marketing agency that encourages entrepreneurship among artisans and craftsmen. AAJ supports weavers, to carry forward their

craftsmanship by providing them raw material and administrative support. They work from a common facility centre in Beawar, Rajasthan. All materials used are naturally occurring and the products are completely handmade. The entity has also been an important demonstration of partnerships within community and collaboration between designer and artisans. Since its inception, the group has a democratic system of administration and the body of governance is elected from among the local artisans. All administrative and managerial activities are collectively managed.

AAJ – Weaver's division is known for its variety of designs in floor coverings, table mats and table runners.





## ARTISAN ALLIANCE JAWAJA -JAWAJA LEATHER ASSOCIATION

- Handstitched Leather Work  
Jawaja, Rajasthan

Jawaja Leather Association (JLA) is a unit of AAJ, focused on Hand stitched leather work of Rajasthan practised in remote villages surrounding the BEAWAR city which includes JAWAJA, BEAWAR KHAS, SARGAON etc. in District AJMER in Rajasthan state (INDIA).

JLA also plays a key role for the leather artisans through marketing, operations and business support. Similar to the AAJ- Weaver's Division, JLA provides raw material and tools for production along with warehousing and marketing facility to the artisans. The artisans work at the common facility centre together, at Jawaja.

The process of making a bag begins with soaking leather and slicing it. The leather is then colored, cut into patterns, pasted, hand stitched and polished to make a bag. They use simple brass fasteners and accessories are used for their designs. The USP of their product is the

hand stitch and durability of the bags. They engage with professional designers to develop a new range of products on a regular basis. Artisans collectively manage the inventory and sales of their products.

JLA sells through various stores and exhibitions across India. They make a variety of bags and wallets in various forms, shapes and sizes.





## DASTKAR RANTHAMBHORE

- Recycled Fabric Craft
- Patch Work
- Hand Block Printing

Sawai Madhopur, Rajasthan

Dastkar Ranthambore is an initiative of Dastkar, supported by Ranthambore Foundation to resettle communities in the Sawai Madhopur area of Rajasthan who had lost access to food, water, and farming lands due to the creation of Ranthambore National Park. The Ranthambore Foundation approached Dastkar in late 1980s to initiate alternate income generation activities, particularly among women in the area.

The organization had begun work in 2 villages - Sherpur and Khilchipur in the Sawai Madhopur district of southeast Rajasthan. Over the years, Dastkar has provided various inputs for the Ranthambore project including skills training, design, credit, product development, tailoring, cutting, and sizing workshops, costing and pricing, indigo and natural dye training, etc.

Today women from more than 4 villages are involved in the revival of local crafts including patchwork, block printing and recycling fabric. The latter was introduced

by Dastkar towards the end of 2008, when they discovered the local skill of making braided ropes from scrap fabrics. By engaging professional designers and intensive skills training, they developed a range of colorful toys and products using these crafts. They have also collaborated with international designers to create new collections.

Dastkar Ranthambore has also setup an effluent treatment plant and solar power generators, as a step towards environment friendly production practices.

They sell through various institutional linkages, exhibitions and their own retail outlets in Sawai Madhopur, as well as other retail outlets across India. One can find a wide range of kids wear, womenswear, bags, bed linens, table covers, quilts, key rings and soft toys at their store.



## MARKET WATCH

Snuggle up this winters with these soft, hand knitted sweaters, cardigans, pullovers and scarfs made by home makers from Uttarakhand. They are a perfect gift option for your loved ones!

Write to us on [marketing@aiacaonline.org](mailto:marketing@aiacaonline.org) for business queries.



## EVENTS AND EXHIBITIONS

January to March'19

- **Dastkari Haat Crafts Bazaar 2019 by Dastkari Haat Samiti** - Dilli Haat, INA, New Delhi | January 1<sup>st</sup> to 15<sup>th</sup>, 2019.
- **Khadi Utsava 2019 by KVIB** - Freedom Park, Bengaluru | January 1<sup>st</sup> to 31<sup>st</sup>, 2019.
- **Go Swadeshi by Gocoop**- Shubham Hall, Surat | January 3<sup>rd</sup> to 7<sup>th</sup>, 2019.
- **Exim Bazaar by Exim Bank**- Ahmedabad Haat, Ahmedabad | January 4<sup>th</sup> to 6<sup>th</sup>, 2019.
- **Vastrabhushan by Sampooran**- Coomaraswamy Hall, Mumbai | January 9<sup>th</sup> to 13<sup>th</sup>, 2019.
- **Design Fair by Dastkar** - Nature Bazaar, New Delhi | January 10<sup>th</sup> to 21<sup>st</sup>, 2019.
- **Go Swadeshi (Pune edition) Gocoop** - The Harshall Hall, Pune | January 10<sup>th</sup> to 14<sup>th</sup>, 2019.
- **Native Bazaar by Sampooran** - Manpho Spectrum, Bengaluru | January 18<sup>th</sup> to 27<sup>th</sup>, 2019.
- **Pravasi Bharat Divas by Ministry of MSME, GoI** – Varanasi | January 21<sup>st</sup> to 23<sup>rd</sup>, 2019.
- **Dastkar's Chennai Bazaar by Dastkar** - Co-optex exhibition grounds, Pantheon road, Egmore | January 25<sup>th</sup> to February 3<sup>rd</sup>, 2019.
- **Lakme Fashion Week by Lakme and IMG Reliance Ltd.**— Mumbai | January 30<sup>th</sup> to February 3<sup>rd</sup>, 2019.
- **KalaGhoda 2019** – Mumbai | February 2<sup>nd</sup> to 9<sup>th</sup>, 2019
- **Kairi'19 by Delhi Crafts Council** - Aga Khan Hall, New Delhi | March 14<sup>th</sup> to 16<sup>th</sup>, 2019.
- **Season-end Sales by Dastkar Nature bazaar** – Nature Bazaar, New Delhi | March 8<sup>th</sup> to 14<sup>th</sup>, 2019.

