

Newsletter

March 2019





MIHARU

- Dhokra
Bankura, West Bengal

Miharu is a social enterprise which works with artisans to make various handcrafted utility products in bell metal (dhokra), particularly designer jewellery. Founded by Ms. Parul Bajoria, Miharu is a women led social enterprise. Miharu's aim is sustainable development of artisans, preservation of art forms and giving traditional crafts, an access, to modern contemporary market.

It has been working with artists from various districts like Bikna, Dariyapur and Dumka in West Bengal to make dhokra products. Dhokra, also known as "the lost wax casting technique", is used to produce bell metal products. The technique of casting involves making wax mould, coating it with mud and finally putting it in furnace to replace the wax with molten bell metal. Miharu starts by providing designs to artisans and purchases the casted products from them, throughout the year.

Later, finishing of these bell metal pieces takes place at Durgapur in West Bengal. The organisation also trains and involves women to work all year round for thread work.

At Miharu, they design contemporary products, using traditional crafts, which are utility based and give them a polished, finished look. At the same time, they also focus on brainstorming and creating new products and fusing different unique craft forms to create unique and innovative products.

At Miharu one can find a wide range of hand knotted dhokra jewellery as well as table accessories and lifestyle products.





GI TAGGED

- Turned Wood Lacquer Craft
Channapatna, Karnataka
- Leather Lampshades &
Puppets
Anantapur, Andhra Pradesh
- Bidri work
Bidar, Karnataka
- Wood Carving
Bastar, Chhattisgarh



'GI Tagged - From The Very Land To Your Hand' is the brand name of Geographical Indication Tagged World Premium Products (p) Ltd., a platform to provide geographically indicated products worldwide. Their vision is to 'connect the world by its roots' i.e., creating access to authentic GI tagged products at a competitive price. This in turn brings the artisans into the limelight, thereby increasing their income and expanding the market for handicrafts and agricultural produce.

At GI Tagged, in order to establish an efficient system of product development and quality production, they have field coordinators in every region. These field coordinators are locals from the region, who collaborate with artisans for design development and product development. Master artisans are encouraged to train less experienced artisans in order to improve their skills and generate consistency in quality. They enable artisans

to read specification sheets and understand design drawings. Meanwhile, the field coordinators also take care of quality checks.

GI Tagged also brings visibility to these artisans in their region by creating local sign boards and visiting cards for master artisans. Once the products are complete, they are sent to their main office in Bengaluru for final quality checks, finishing and packing.

GI tagged primarily exports and also caters to domestic markets through their online shop. GI tagged houses products ranging from table accessories, lamps, wall hangings, decorative dolls, jewellery, toys, puppets, home décor accessories, wood carved name plates, etc.



MARKET WATCH

Buy to make a difference this spring! These hand made batik and kantha ensembles show how the local women in Bolpur, West Bengal are breaking the socio economic barriers to become independent!
To place orders write to us on marketing@aiacaonline.org



EVENTS & ACTIVITIES

Craftmark for Outlook Responsible Tourism Summit & Awards 2019

Team Craftmark is proud to have designed and created a handcrafted trophy for Outlook Responsible Tourism Summit & Awards 2019, for the third time in a row.

The Outlook Responsible Tourism is an initiative of Outlook India, rallying to protect, preserve and celebrate India's heritage like a monument or an art form, an endangered bird or a musical tradition, out in the countryside or in our own backyard.

They hosted the Tourism award event in New Delhi on 31st January '19. The trophy has been crafted with a hand beaten copper plate as the base, with beautiful mural hand painting on top and has been placed on a stand developed out of mango wood. Craftmark members Studio Coppre from Pune,

Maharashtra; Beer Singh from Delhi NCR and Mural Artist Sujith from Waynad, Kerala were involved in creating this exquisite token of recognition.





GOING GREEN

**Jawaja Leather
Association**
Jawaja, Rajasthan

Jawaja Leather Association (JLA) is a unit of Artisan Alliance Jawaja (AAJ), focused on hand stitched leather work of Rajasthan practised in remote villages surrounding the BEAWAR city which includes Jawaja, Beawar Khas, Sargaon etc. of district Ajmer in Rajasthan state (INDIA).

JLA also plays a key role for the leather artisans through marketing, operations and business support. 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.

JLA's method of production emphasizes on the traditional practice of making leather products such as bag tanning on natural leather using ingredients like bark of babool tree. They are also known for their unique leather hand stitch,

painstakingly done using leather strips. These processes not only give the leather an extended life, but also make the end product durable.

JLA pledges to continue working on reviving these environment friendly production techniques and deliver responsibly produced, quality products.

