

The need ...

AIACA is an apex body that has been working on a range of issues, since 2004, to promote market-led growth for the crafts sector; and increased incomes and improved living standards of crafts producers. Over the past decade, AIACA has conducted policy research and advocacy on a range of issues including access to credit for crafts producers and environmental and health and safety standards for the sector; developed a crafts-certification system called the Craftmark; assisted sales and outreach of member producer groups and enterprises through commercial trade catalogues, trade fairs and order fulfillment; and assisted in developing and strengthening back-end production systems through a range of product design and business development services. We have worked with more than 150,000 artisans across 25 states in India.

AIACA proposes to expand and strengthen its membership so that it can better represent the diverse voices in the crafts ecosystem and can work to address, impact and change the policy environment for the collective betterment of artisans and craft enterprises. While building the membership network, regular activities will be carried out to engage with the existing members so as to retain and attract members. Outreach, communication and policy consultations will be a continuous activity to create and sustain memberships. Especially in these times of COVID, the idea is to come together with all our collective strengths, much like a Kutumb, "family".

We are happy to present the idea of CRAFT KUTUMB to all of you!!

eligibility

Individuals have to be above 18 years of age and a resident of India to be eligible.

Firms have to be incorporated / formed in India.

Types of Member Categories

Handicraft Based

- Individual Artisan
- SHG / Society
- NGO / Cooperative
- Section 25 Company
- Export House
- Trading Company
- Manufacturing Company
- Facilitating Agency

Others

- Student
- Sole Proprietor Designer
- Partnership firm / Company / LLP
- Educational Institute
- R&D Institute
- Professionals / Individuals

benefits

KEY VALUE PROPOSITIONS	BENEFITS/SERVICES TO MEMBERS
<p>Craft Kutumb will be a bridge builder between decision making bodies and the artisan communities on the ground by ensuring that learning from practice adequately informs policy for the crafts sector.</p>	<p>Facilitate information transfer to and from craft rich states</p> <p>The need to work with local-and state-level artisan groups/clusters also arises from the fact that while the larger organizations/groups existing and functioning in and around Delhi and few select metropolitan cities are quite updated with policy level movements and emerging practices; the information transfer weakens as we move from the national to the regional and local levels. Not only must there be a synergy developed horizontally, but the local organizations/groups working at the grassroots and even at the district/state levels need to have their hands strengthened with information, analyses and other tools aimed at changing the overall situation of artisans and craft entrepreneurs.</p>
<p>Craft Kutumb will be a knowledge resource and provide thought leadership for all its members by providing access and referrals to information, service providers, government schemes and entitlements.</p>	<p>Create a resource repository for members with information on referrals, schemes and services</p> <p>Within the crafts sector, the most common modus operandi has been in promoting awareness through capacity building and the organizing of exhibitions/events for marketing and sale. There is a significant gap in that there have been limited efforts to plug the data and information gap systematically that can be used for advocating the strategic interests of artisans and craft workers. This is further exacerbated in times of a crisis, like the current pandemic, with artisans and craft workers being the farthest removed from access to timely and useful information.</p>
<p>Craft Kutumb will promote the key values of innovation and enterprise as it looks at supporting artisanal efforts towards environmental, economic and social sustainability.</p>	<p>Support and promote the enterprise landscape in crafts</p> <p>For the crafts sector in India, the situation calls for a revisiting of traditional approaches towards income generation and livelihoods – there is a need to redefine the mechanics of work with craft workers and look at well grounded, economically and environmentally sustainable models of business and enterprise as a way ahead. This will also be a means of gaining access to financing and support committed recently by the MSME Ministry.</p>