

about us

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".

rationale

To enhance economic dynamism in the sector, a number of areas need to be strengthened of which one of the major bottlenecks and needs is access to finance, especially for the smaller producers and grass root entrepreneurs. The producer entrepreneurs suffer from the vicious cycle of no stock, no direct access to market, no access to finance for leveraging market opportunities, and continued wage employment with traders.

In order to neutralize the body blow of the lockdown forced by the COVID19 pandemic the Craft Kutumb shilp-udyam samman will aim to fulfil the following objectives.

Accelerate craft businesses which have the potential to grow by providing the much needed financial assistance to the deserving craft enterprises.

Provide tangible and intangible inputs to augment the capacity for impact of a select set of entrepreneurs, craft groups or organizations selected through an established eligibility criteria and competitive selection process.

eligibility

The award is only for organizations registered in India.

Organizations which have been registered for at least two years are eligible to apply.

The main source of revenue has to be from handicraft/handloom based.

award categories

One finalist will be selected for each of the six categories.

The awards will be given for the following categories.

- NextGen Entrepreneur Award
- Save the Craft Award
- Green Enterprise Award
- Best Financial Model
- Most Creative Marketing Strategy
- Best Women Empowerment Model

One winner in each category will be awarded a cash price of Rs. 2,00,000 and a trophy

submission requirements

Duly filled up application Form

Self-attested scanned documents

5-10 high resolution images / small videos to support the application

timelines

15th December 2020

Filled Application to reach AIACA

31st December 2020

Screening of Applications and Submission of Documents for Detailed Methods of Verification

15th January 2021

Evaluation of Applications

31st January 2021

Personal Interaction with Shortlisted Organizations

19th February 2021

Awards Ceremony

selection criteria

A special jury will select the finalists based on the application form, documents submitted and the personal interaction round.

NextGen Entrepreneur Award

- The applicant/organizations' primary occupation is the Craft Practice
- The applicant/organization employs younger craft persons
- The applicant/organization supports the training/skilling of younger craftsperson's/non craft persons interested in becoming craftpreneurs

Save the Craft Award

- The Craft is actually a languishing craft as per DCH.
- The applicant/organization has introduced innovations in the craft practice/business to support the revival of the craft
- Revival efforts have produced measurable results; either in terms of increase in number of practitioners over the last 2 years, increase in revenue over the last 2 years, recognition and visibility of the craft in the public fora

Green Enterprise Award

- Applicant has been using sustainable solutions to promote greening in the areas of water usage, conservation and management, energy efficiency, waste management, raw material procurement etc., for the last 2 years consistently
- Applicant has received recognition or certification for the efforts in promoting green craft practice and production
- Applicant has taken the initiative to spread/create awareness on greening in the craft ecosystem.

Best Financial Model

- Applicant has a product line that is clearly defined and scalable to meet increase in demands
- Applicant has a clearly defined market and customer base; with evidence that the product line is in demand
- Applicant has been demonstrating stable revenue generation for the last 2 years (either starting to generate profits or highly profitable)
- Applicant has a business with a clear competitive advantage

Most Creative Marketing Strategy

- Applicant has executed an impactful marketing strategy over the last 2 years that has demonstrated results (either in terms of eyeballs generated or increased sales revenue)
- Applicant has been recognized in social media for the creativity/uniqueness of the campaign
- Applicant has succeeded in promoting the cause of the particular craft/craft constituency through the campaign

Best Women Empowerment Model

- Applicant has provided a steady source of employment or income generation to at least 200 women over the last 2 years
- Applicant has demonstrated the involvement of women in the management/decision making related to the craft business
- The spokesperson of the business is a women/women; all communication strategies are geared towards promoting their strategic interests
- The applicant works on other strategic aspects of women's empowerment - social/political/economic etc.
- The applicant is recognized on its work related to women and gender issues in the public fora.

application form

Fill in this [APPLICATION FORM](#) online and submit by 15th December 2020

For any queries write to
craftkutumb@aiacaonline.org