

AIACA QUARTERLY

NEWSLETTER

October - December 2025



CRAFTउद्यम

Empowers artisan clusters with hands-on workshops, providing comprehensive support in design innovation, business skills, production management, finance access, branding, and direct market connections to promote sustainable livelihoods for artisans.

CRAFTमार्क

Craftmark authenticates genuine hand-crafted processes in India by establishing sector-wide, process-specific standards for labeling products as handmade.

CRAFTबाज़ार

Bridging artisans with customers through exhibitions, collaborations, & business linkages

IMPACT AT A GLANCE

- 300+ artisans engaged across trainings, mentorships, design development, markets, and advocacy
- Enterprise skills strengthened in finance, compliance, costing, inventory, and AI-enabled marketing
- 200+ new designs & samples developed across textiles, apparel, home, and accessories
- ₹45+ lakh in sales were facilitated through B2B, B2C, exhibitions, and pop-ups.
- 170+ buyer linkages created, strengthening long-term market access.
- 2,500+ visitors engaged at Craftकथा 3.0, with strong student and buyer participation.
- Sustainability practices were promoted, including natural dyes, ethical sourcing, and eco-conscious production methods.
- Craft awareness deepened through live demos, value-chain displays, and interactive learning.

Craftकथा concluded two impactful editions celebrating India's rich craft heritage and artisan voices. Craftkatha 3.0 highlighted diverse tribal crafts and communities, showcasing their stories, challenges, and artistic excellence while promoting sustainability and market linkages. Organised in collaboration with the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, NHDC, and AIACA, the December 2025 edition was held from 11-17 December at Handloom Haat, New Delhi, during National Handicraft Week. It brought together crafts from across India on a national platform and marked Craftकथा's first collaboration with the Government of India.

craft
कथा

Showcasing
Handmade from India

CRAFT360 Enterprise Support Programme (ESP)

NURTURING THE HANDS THAT WEAVE DREAMS

TRAININGS AND CAPACITY BUILDING

Enterprise Development & Capacity Building



- Duration:** December to February
- Artisans involved:** 10–12 artisans
- Clusters covered:** Maitri Artisans Association
- Supported by:** Capri Loans

The main goal of this 3-month, class-based virtual enterprise training program is to enhance the group's internal capabilities. It aims to empower members to independently maintain and manage essential records and financial documentation necessary for the smooth operation of the enterprise. Through their ongoing participation, the members are gaining the skills to handle enterprise records with both precision and confidence.

Enterprise Development & Capacity Building



- Duration:** November to January
- Artisans involved:** 10 artisans
- Clusters covered:** Rishaa Women Association
- Supported by:** Capri Loans

This training equips participants with essential bookkeeping skills, focusing on maintaining sales and purchase ledgers, managing inventory and stock levels, and accurately recording financial transactions. Artisans specifically receive instruction in managing financial records, navigating banking procedures, and preparing vouchers and invoices. Additionally, they will learn how to organize inventory registers clearly.

Visual Merchandising & Business Communication



- Duration:** 2nd to 9th December
- Artisans involved:** 10–15 artisans
- Clusters covered:** 4 clusters
- Supported by:** Misereor

This training aimed to strengthen artisans' market-facing skills through AIDCS model and its application, along with practical learning on customer handling, product knowledge & visual merchandising. The sessions supported artisans in improving their exhibition readiness, focusing on stall set-up, customer engagement, showcasing product use cases, and understanding the value and benefits of strong product presentation to enhance sales outcomes.

Advanced Sales & AI-enabled Marketing Workshop



- Duration:** 20th–21st December
- Artisans involved:** Women-led craft enterprises
- Supported by:** F&S Foundation

This workshop focused on strengthening sales preparedness and modern marketing approaches using AI-enabled tools. Entrepreneurs gained practical insights into improving sales strategy, identifying customer segments, and strengthening market outreach. The sessions supported participants in exploring how AI tools can be used for marketing planning, communication, and promotional activities, helping enterprises become market-ready.

Entrepreneurship Development Programme (EDP)





- Duration:** 14 days (October–November)
- Artisans involved:** 20 Master Artisans
- Clusters covered:** SSF
- Supported by:** Bajaj

The program aimed to enhance artisans' entrepreneurial and management skills beyond production. Training included soft skills, business operations, compliance, and financial mastery, focusing on leadership, communication, and workplace ethics. Participants learned practical systems like record-keeping and inventory management. A key outcome was a better understanding of product costing and pricing, enabling artisans to accurately calculate expenses and develop sustainable, market-ready craft enterprises.

INSTITUTION BUILDING WORKSHOPS

Business & Financial Management



-  **Duration:**
September to December
-  **Artisans involved:**
25–30 artisans
-  **Clusters covered:**
4
-  **Supported by:**
Misereor

The mentorship program aimed to enhance artisans' enterprise and financial management skills through structured learning in personal finance, budgeting, and saving methods. It included training in essential business practices like record keeping, costing, and pricing, as well as systematic documentation for stock and sales. To improve transparency and operations, digital tools like the Khatabook app were introduced for efficient stock recording and invoice generation.

Marketing and Brand Building





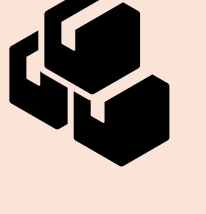

-  **Duration:**
18th–19th December 2025
-  **Artisans involved:**
Women-led craft enterprises
-  **Clusters covered:**
5
-  **Supported by:**
F&S Foundation

This workshop aimed to strengthen enterprises' branding and marketing fundamentals through guided learning on building market visibility and brand recall. The sessions focused on key concepts related to brand development, positioning, and communication strategies. The training supported entrepreneurs in improving how they present their products and enterprise identity, enabling them to engage more effectively with customers and strengthen market presence.

DESIGN DEVELOPMENT WORKSHOPS





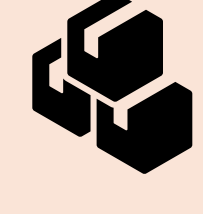

Design Mentorship (Maitri)

-  **Duration:**
Nov 2025 – Feb 2026
-  **Artisans involved:**
12–15 artisans
-  **No. of samples developed:**
25 till now
-  **Supported by:**
Capri Loans

The mentorship focused on creating around 50 modern product designs that align with market trends while enhancing production processes and maintaining competitive pricing. The new products achieve a better balance between design innovation, cost efficiency, and market suitability.



Design Mentorship (Rishaa)

-  **Duration:**
Nov 2025 – Feb 2026
-  **Artisans involved:**
15 artisans
-  **No. of samples developed:**
25 till now
-  **Supported by:**
Capri Loans

This mentorship aimed to create Indo-Western, contemporary product designs appealing to a diverse consumer base while ensuring modern aesthetics and commercial viability. It enhanced the group's design skills and positioned Chikankari as a market-ready craft with broader consumer potential.



Design Mentorship (Moulu Chanda Producer Group)

-  **Duration:**
September to January
-  **Artisans involved:**
17 artisans
-  **No. of samples developed:**
60 till now
-  **Supported by:**
Misereor

This design initiative aimed to assist the Group in creating 90 contemporary designs that align with market trends. It involved mentoring artisans through design reviews, feedback, and new product concept development. Additionally, artisans received training in natural and azo-free dye techniques, resulting in approximately 60 designs developed during the program.



Design Mentorship (Tana Bana Mahila Samooh)

-  **Duration:**
Nov 2025 – Feb 2026
-  **Artisans involved:**
10 artisans
-  **Supported by:**
HCLF

This design mentorship supported the Tana Bana group in strengthening design thinking and developing market-aligned product lines. The focus areas include fresh colours and bold stripes, new weaves and combinations, yarn experimentation, and the fusion of handloom weaving with Zardozi embroidery.



Design Mentorship (Sambhal Design Association)

- Duration:*
September - November
- Artisans involved:*
5 artisans
- No. of samples developed*
47 samples
- Supported by:*
HCLF

The mentorship aimed to develop new brass jewelry and tableware for the Sambhal artisan group. Over the period, the mentor reviewed previous samples and supported machinery use and sample refinement. A total of 93 designs were created, with 47 samples completed and the rest in production.



Design Mentorship (Kasabdana)

- Duration:*
Aug 2025 - Feb 2026
- Artisans involved:*
5 artisans
- No. of samples developed*
22 product samples
- Supported by:*
HCLF

The mentorship supported the Kasabdana group in developing new Zardozi samples across product categories. The focus was on improving speed, quality consistency, and readiness for bulk orders through structured exercises. During this quarter, the group created 22 new products, and developed 8 potli bag designs, of which 5 were taken into production after refinements.



Design Mentorship (Fab Himalaya)

- Duration:*
Nov 2025 - Feb 2026
- Artisans involved:*
10 artisans
- No. of samples developed*
25-30 new samples
- Supported by:*
HCLF

A structured line plan was developed with 5 garment silhouettes and 7-8 fabric developments, along with a single colourway per fabric. Existing stoles and shawls were reviewed, leading to refined fabric concepts using Merino and blended yarns, with emphasis on weave techniques and structured borders.



Design Mentorship (Tantagatha)

- Duration:*
Nov 2025 - Feb 2026
- Artisans involved:*
25 artisans
- No. of samples developed*
19 sarees finalised
- Supported by:*
HCLF

The mentorship enhanced Santali-inspired product development, resulting in the finalization of 7 Mayurbhanj sarees, 8 Santhali Main sarees, and 4 Santhali Check sarees, along with design corrections and color planning. It also expanded into blouse and yardage development, plus a corporate gifting range that includes diaries, tote bags, and utility products.



Design Mentorship (Toda Group)

- Duration:*
July 2025 - Jan 2026
- Artisans involved:*
20 artisans
- No. of samples developed*
90 designs developed
- Supported by:*
Titan

This mentorship helped Toda group in expanding product development in home, apparel, and accessories. In 6 months, they created 90 designs, including cushion covers, mats, bags, etc. They also produced buyer-specific items for Flourish and Fab India, along with a swatch book for collection presentation.



Design Mentorship (SSF)

- Duration:*
October-December
- Artisans involved:*
20 artisans
- No. of samples developed*
15 unique samples
- Supported by:*
Bajaj

This design development workshop focused on training artisans in creating new product samples using frame-based techniques. Over the period, the mentor guided 20 artisans from SSF through hands-on sessions to develop market-relevant designs and improve their sampling skills, resulting in 15 unique samples.

PEER LEARNING EXPOSURE VISITS



- Duration:*
August-September
- Host Enterprises:*
Titlam (Jaipur) and Trinjan (Jaitu, Punjab)
- Supported by:*
F&S Foundation

These peer learning exposure visits were conducted to provide entrepreneurs with first-hand understanding of diverse craft enterprise models, ranging from scale-oriented production systems to community-rooted enterprises. Participants gained practical insights into structured workflows, ethical sourcing, quality control, and sustainability-led practices, along with deeper exposure to traditional craft processes such as charkha spinning and handloom weaving. The visits strengthened understanding of value-chain linkages and highlighted how organised production planning, process knowledge, and sustainability can enhance enterprise readiness, product storytelling, and customer engagement in market-facing contexts

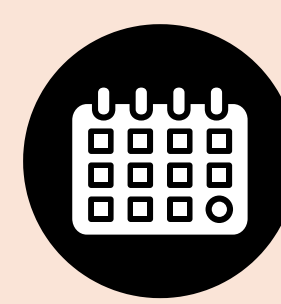
MARKET FACILITATION

AIACA continued to strengthen the marketing ecosystem for artisan enterprises by facilitating meaningful market linkages and enhancing the visibility of craft-based products through exhibitions, pop-ups, and collaborations.

Artisan Sutra



Mumbai



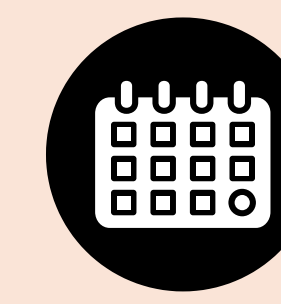
6/10/25

AIACA provided Project Group Inara with an opportunity to participate through specially facilitated discounts on stall pricing. This support enabled the group to present their handcrafted products at the event and generate sales worth ₹25,000

Flourishearth



Sankara Foundation Bengaluru



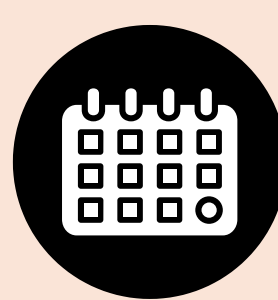
11/10/25 – 12/10/25

AIACA brought together multiple artisan collectives, including Tana Bana Samooh, Sambhal Designs Association, Fab Himalayan, Mouluchand Artisan Group, Kachugaon Handicraft Society, Thurdpukhur & Navya. This 2-day event created an engaging space for artisans to showcase their crafts & connect with audiences.

CCAP Vasantham



Vizag



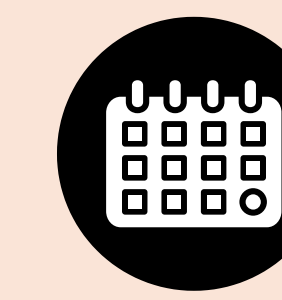
1/12/25-2/12/25

Sambhal Design Association's involvement in this exhibition was made possible through AIACA's support. This opportunity enabled the group to showcase their work to a fresh regional audience and achieve sales worth ₹27,000.

Dastkar Handloom Fair



Chhatarpur, New Delhi



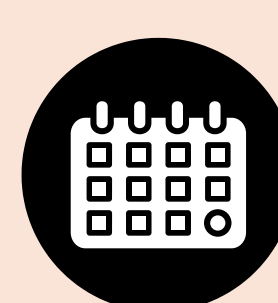
6/11/25 – 17/11/25

The Dastkar Handloom Fair, brought together renowned craft clusters under a single platform. Participation of Project Groups Fab Himalayan, Tana Bana Samooh, and the Lakhimpur Khadi Silk clusters was actively facilitated by AIACA enabling them to showcase their work to a large and diverse audience and generate sales worth ₹9,70,000.

India International Trade Fair (IITF)



Bharat Mandapam, New Delhi



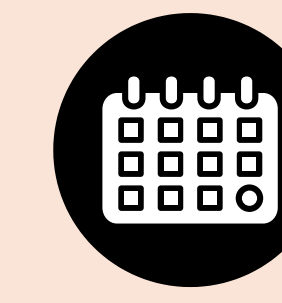
15/11/25 – 27/11/25

The India International Trade Fair provided a prominent national platform for artisan groups. Participation of Tana Bana Samooh and Shree Nadabeta Mahila Hastkala Samiti was facilitated by AIACA, enabling them to present their handcrafted products to a wide and diverse audience along with sales worth ₹3,75,422.

Dastkar Winter Mela



New Delhi



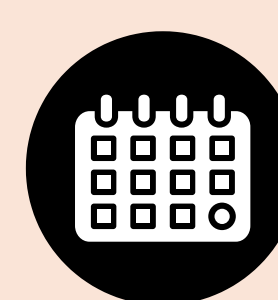
11/12/25 – 22/12/25

Dastkar Winter Mela, offered a well-established platform for showcasing handcrafted products. Participation of Fab Himalayan was facilitated by AIACA, enabling the group to present their work to a large audience. The extended duration of the mela supported consistent visitor interaction and strong market exposure with sales worth ₹3,50,000.

CCG Shishiotsav



Ahmedabad

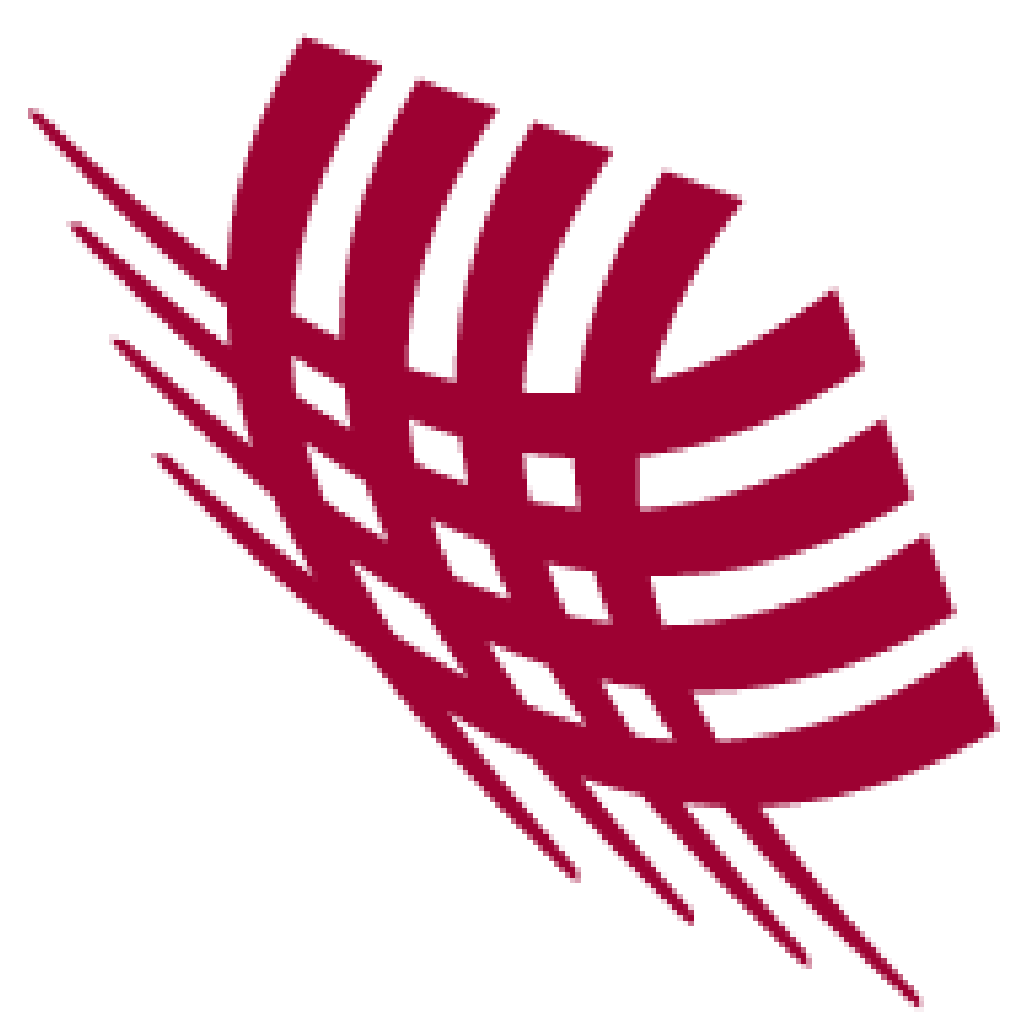


16/12/25 – 17/12/25

CCG Shishiotsav, provided a vibrant platform for artisan-led initiatives. Participation of Sambhal Designs Association and Thurdpukhur was facilitated by AIACA, allowing both groups to showcase their handcrafted products to a diverse audience and generating sales worth ₹25,005

B2B BUYERS & ORDERS

AIACA successfully facilitated connections between 24 buyers and artisan groups, leading to the development of 170+ market linkages currently at various stages of discussion and transition. This reflects sustained buyer engagement and strong potential for long-term collaboration and growth. Sales amounting to ₹1,358,339 were enabled across 9 artisan groups supported under AIACA's projects, including Kawai, Tana Bana Samooh, Sambhal Design Association, Fabhimalayan, Titlam, Tant Gatha, Inara, Shree Nadabet Hastkala Samiti, and Sara Craft.



craftmark
Hand made in india

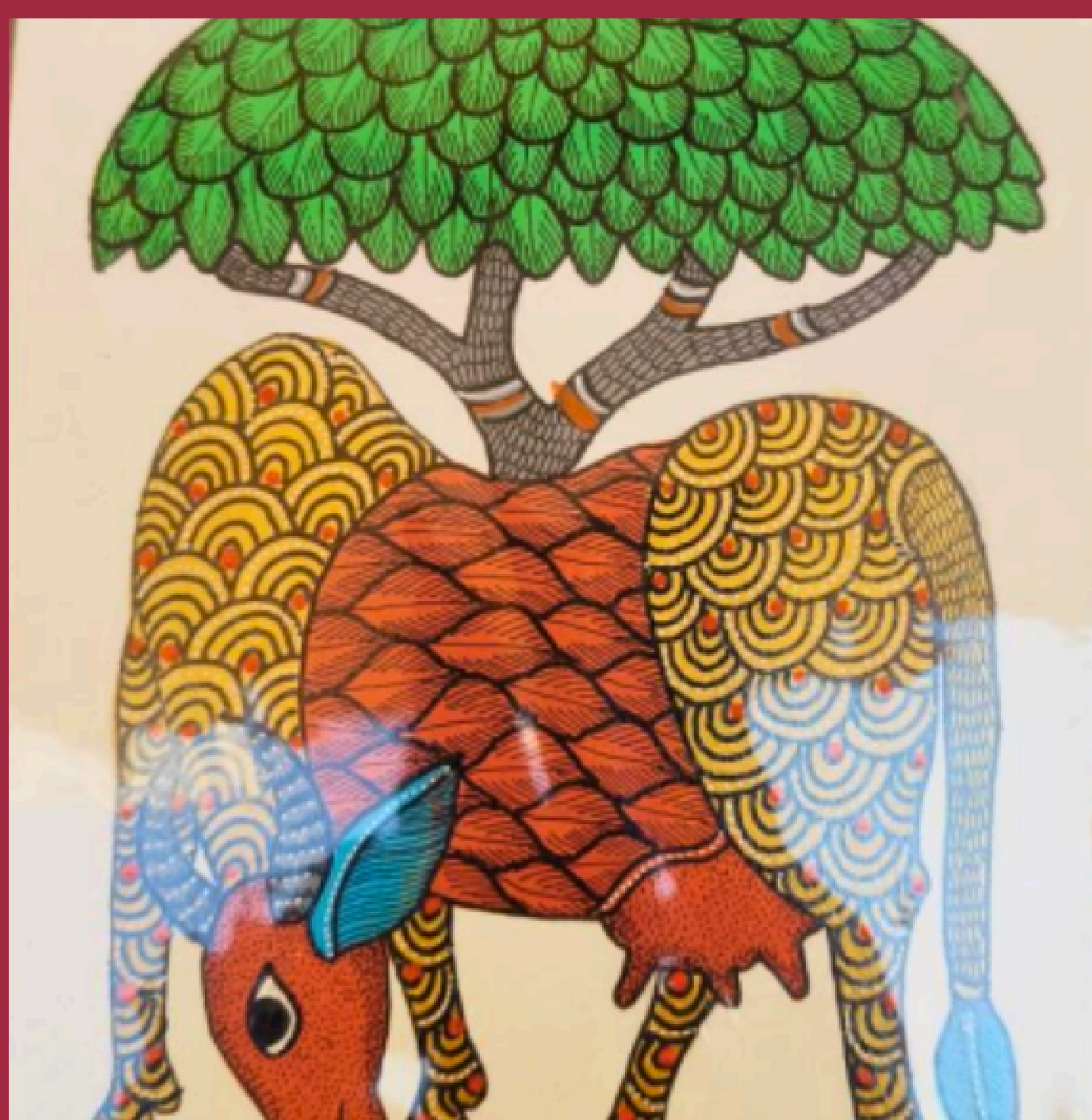
**HONOURING
HAND, PROCESS
& PROVENANCE**

Craftmark authenticates genuine hand-crafted processes from all over India. Established in 2006, Craftmark develops a sector-wide, process-specific standards and norms for labeling a product as hand-made and increases consumer awareness of distinct handicraft traditions. Under this initiative, AIACA licenses the Craftmark seal to artisan organisations, craft-based organisations.

Buyers gain confidence through verified hand-process compliance, while member organizations benefit from the seal of authenticity and many assestive services.



CRAFTMARK | RENEWED MEMBERSHIPS



Craft Certified:
Gond Painting

GAIA TREE

GAIA TREE is a women-led artisanal initiative founded in 2014, working to empower rural women through sustainable art and sewing practices. By creatively using fabric scraps from the fashion industry, artisans hand-stitch them into unique, eco-conscious products, promoting financial independence and creative expression.



Craft Certified:
Handloom Weaving | Hand Knitting

Kumaon Grameen Udyog (KILMORA)

Kilmora, promoted by Kumaon Grameen Udyog (KGU) in the Kumaon Himalayas of Uttarakhand, is an ethical social enterprise committed to fair and responsible livelihoods. With Craftmark certification, Kilmora continues to ensure quality, transparency, and fair returns for rural artisans, while reinvesting earnings into rural development initiatives.



Craft Certified:
Handloom Brocade Weaving

Varanasi Weavers and Artisans Society (VWAS)

VWAS is a weaver-led organisation working to revive and sustain the heritage of Varanasi handloom brocades. By building strong design and market linkages across Varanasi district, VWAS supports weavers with greater visibility, stronger buyer connections, and long-term livelihood opportunities.

CRAFTMAJAR MARKET FACILITATION

Bridging artisans with customers through exhibitions, collaborations, & business linkages

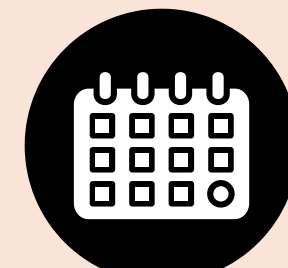
B2C- EXHIBITIONS & POP-UPS



Artisan Sutra



Mumbai

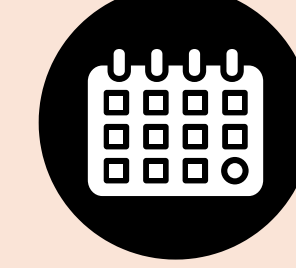


6/10/25

Flourishearth



Sankara Foundation Bengaluru



11/10/25 – 12/10/25

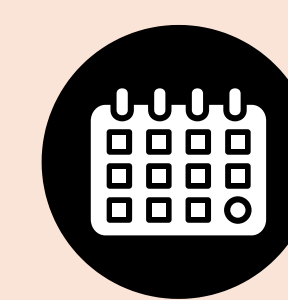
Artisan Sutra facilitated the participation of Craftmark members Rajasthani Creations, Samuday Crafts, and Bhartesh Vaibhav through AIACA, by providing subsidized stall allotments that enabled them to showcase their products and achieve strong sales of ₹1,20,000.

Flourishearth, held at the Sankara Foundation in Bengaluru, facilitated the participation of Craftmark members Veer Singhji and the Kamli tribes through AIACA, providing them with a supportive platform to showcase their crafts and engage with diverse audiences.

Dastkar Handloom Fair



Chhatarpur, New Delhi

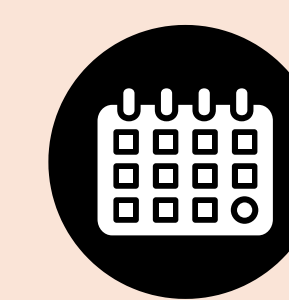


6/11/25 – 17/11/25

Craft Council Gujarat Shishirotsav



Ahmedabad



16/12/25 – 17/12/25

Dastkar Handloom Fair facilitated the participation of Craftmark member Mubarakpur Weaves through AIACA, providing them with a platform to showcase their handwoven products and achieve sales of ₹5,04,300 during the event.

Craft Council Gujarat Shishirotsav facilitated the participation of Craftmark member Mubarakpur Weaves through AIACA, providing them with a platform to showcase their products and achieve sales of ₹1,45,000 during the event.

B2B BUYERS & ORDERS

Sales worth Rs 7,86,079 were facilitated for 10 Craftmark members this quarter, with multiple new linkages established with buyers like House of Ekam, Greenhandlooms, Indian Motif, Indidhaage, Okhai and many more, of which currently are under discussion for future collaborations.

ADVOCACY

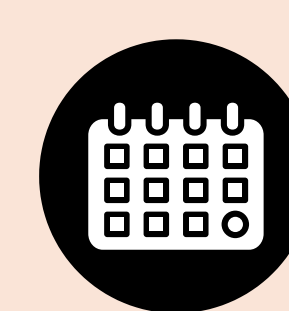
AIACA engages in policy advocacy through research and policy dialogue with multiple stakeholders to bring core issues of this sector to the forefront and discuss practical solutions, as well as address the voices of the artisans and crafts workers themselves



National Conference and Exhibition on Corporate Social Responsibility (NCCSR)



The Ashoka, New Delhi



6–7 October 2025

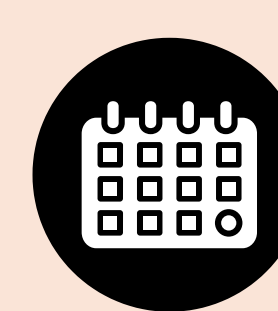
The Indian Institute of Corporate Affairs (IICA), under the Ministry of Corporate Affairs, Government of India, invited Ms. Meenu Chopra, Executive Director, AIACA, as an Expert Speaker and Panellist at the National Conference and Exhibition on Corporate Social Responsibility (NCCSR) 2025. Participating in Panel on CSR for Culture, Crafts and Indigenous Knowledge as Livelihoods, she represented the artisans of the craft sector and highlighted the role of strategic CSR in strengthening craft based livelihoods and indigenous knowledge systems. The conference, themed Leveraging CSR Excellence for Tribal Development, served as a key national platform advancing inclusive and sustainable development aligned with Viksit Bharat @2047.



Chintan Shivir



Vanijya Bhawan, New Delhi



18 December 2025

The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, convened a Chintan Shivir to strengthen the Vocal for Local campaign through the ODOP initiative. As part of the session on Certifications and Quality Standards, Ms. Meenu Chopra, Executive Director, AIACA, spoke on mapping government led, private, and international certification systems, including Craftmark, an AIACA initiative, as a credibility assurance for authentic handmade products. Her address also highlighted the importance of distinguishing between mandatory and voluntary certifications and designing simplified, cost effective certification pathways to enable ODOP producers to scale across domestic and global markets.

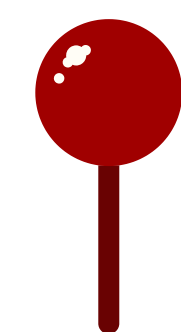
craft कथा 3.0

Showcasing Handmade from India

Craftकथा 3.0, curated and organised by the All India Artisans and Craftworkers Welfare Association (AIACA), successfully concluded as a two-day advocacy and market-linkage platform celebrating India's rich tribal craft traditions. Held on 12-13 November at Graphic Era Hill University (GEHU), Dehradun, the event strengthened dialogue around craft authenticity, sustainability, market access, and cultural identity.



12th & 13th November



Graphic Era Hill University, Dehradun



2500+ Visitors



500+ Students

participating in learning interactions



25+ National Buyers

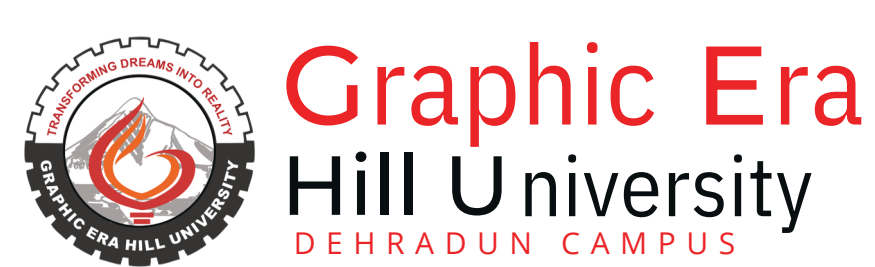
engaging in B2B conversations



18 Artisan Groups

from 10+ states showcasing their crafts

Partners & Collaboration



Craftकथा 3.0 was organized in collaboration with Graphic Era Hill University and supported by HCL Foundation, Capri Loans, and Misereor, enhancing artisan participation and craft-based livelihoods.

The event saw strong engagement from the university's faculty, students, and volunteers, particularly from the Fashion Design Department, which contributed significantly to its success and learning outcomes.

INAUGURATION OF THE EVENT

The event commenced with an inauguration ceremony led by Smt. Rekha Arya, Hon'ble Cabinet Minister for Women and Child Welfare, Government of Uttarakhand, and MLA from the Someshwar (SC) constituency in Almora District. Her presence emphasized on the importance of empowering tribal communities, and highlighted the government's ongoing commitment to supporting cultural preservation and craft-based livelihoods.



The ceremony was further graced by the esteemed presence of Ms. Gunjan Jain and Dr. Madhura Dutta, Board Members of AIACA and respected experts in the craft and development sector.

The inauguration set a positive & energizing tone for the 2-day event, marking the beginning of enriching dialogues, craft showcases & cultural interactions that unfolded throughout Craftकथा 3.0.

INTERACTION WITH MD TRIFED

During Craftकथा 3.0, Shri Rajamurugan Muthukalathi, Managing Director – TRIFED, interacted with artisans. He shared brief insights on TRIFED's marketing and marketplace initiatives, encouraging artisans to leverage e-commerce platforms for wider market access. The discussion also touched upon product diversification and consumer-driven design needs.



Artisans actively raised queries and shared their perspectives, making the engagement constructive and informative. This interaction contributed to strengthening the support ecosystem for tribal craft enterprises under Craftकथा 3.0.



SEGMENTS OF CRAFTकथा



CRAFT HAAT

CraftHaat served as a “living museum” for direct artisan-visitor interactions, bringing together 18 tribal craft groups from over 10 states to showcase and sell their products while sharing cultural narratives and traditions.

The newly introduced B2C segment under CraftHaat generated approx ₹2,00,000 in direct sales over 2 days, providing livelihood support and valuable market feedback.

Complementing this, the hybrid B2B segment connected 23 buyers nationwide with artisan enterprises, strengthening long-term market linkages through both on-ground and virtual engagements.

This segment visually demonstrated the step-by-step journey of a craft product.

From raw material sourcing to the final finished piece across crafts such as Dhokra, Sabai grass weaving, Water Hyacinth craft, Molela terracotta, Sohrai painting, and Kinnauri handloom.



CRAFT झरोखा



Shilpसंवाद served as the intellectual foundation for Craftकथा 3.0, promoting dialogue within the craft ecosystem by:

- Hosting a panel on the theme “Taking Forward Tribal Identities”
- Encouraging interactions between students and artisan clusters
- Guiding artisans on market access, e-commerce, and product diversification by MD TRIFED
- Providing insights into eco-friendly packaging and sustainable branding practices.

SHILP संवाद

The कला Class segment engaged over 40 students in hands-on workshops on Sohrai and Gond painting. Led by master tribal artists, students learned traditional motifs, symbolism, and storytelling techniques while creating their own artworks.

कला CLASS



UTTAR AGAM

Uttaragam was a fashion and cultural show that reimagined India’s tribal textiles and embroideries through a contemporary design lens. The platform brought together diverse craft traditions, including Bhotia, Bodo, Warli, Kullu weaving, Toda embroidery, and Jaunsari weaving, presented in modern silhouettes that bridged heritage with present-day fashion. A defining highlight of the show was the participation of artisans on the ramp alongside professional models, powerfully foregrounding the hands behind the craft.

December 2025

craft कथा

Showcasing Handmade from India

Organised in collaboration with the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, NHDC, and AIACA, Craftकथा December 2025 was held from 11-17 December 2025 at Handloom Haat, Janpath, New Delhi, as part of the National Handicraft Week celebrations. This special edition brought together India's diverse craft traditions, artisan communities, and handmade products on a single national platform, creating greater visibility and market opportunities for craftspeople from across the country. It marked a significant milestone for Craftकथा as it was organised for the first time in partnership with the Government of India.

INAUGURATION

The event was inaugurated on 12 December 2025 by Shri Sudha Murty, Indian educator, author, philanthropist, Founder-Chairperson of Infosys Foundation, and Member of Parliament (Rajya Sabha). The ceremony was attended by representatives from DC Handicrafts, DC Handloom, and AIACA. During her visit, Shri Sudha Murty explored the Theme Pavilion, interacted with the craft and textile walls, visited artisan stalls from across India, and observed live demonstrations of Molela terracotta and lac bangle making.



THEME PAVILION

Curated by AIACA, the Theme Pavilion served as the experiential heart of Craftकथा. Conceptualised to address key challenges such as misrepresentation, mass manufacture, and dilution of handmade traditions, the pavilion offered visitors deeper insights into authenticity, craft value chains, heritage, and responsible consumption.



KEY SEGMENTS INCLUDED:

CRAFT WALL



LIVE DEMONSTRATIONS



CRAFT VALUE CHAIN DISPLAYS



The Craft Wall showcased



19 TEXTILE CRAFTS



60 HANDICRAFTS



12 PAINTINGS

Two interactive LED screens with QR codes enabled visitors to access detailed information on each craft, including history, raw materials, processes, and unique features. A special focus was placed on helping visitors identify handmade versus machine-made textiles through tactile and visual comparisons, strengthening consumer awareness and appreciation of authentic crafts.

LIVE DEMONSTRATIONS

Visitors also experienced 2 live craft demonstrations:

- Lac Bangles
- Molela Terracotta

This allowed visitors to witness the complete process, from raw material to finished product.



VALUE CHAIN DISPLAY

Three detailed value-chain presentations showcased the journey of handcrafted products from raw material to finished product for:

- Molela Terracotta
- Marble Inlay
- Sozni Embroidery



CRAFT STALLS

The event featured 50 handicraft stalls, representing diverse regional traditions and materials including wood, metal, clay, stone, and textiles. Over the seven-day exhibition, the stalls collectively generated ₹37,64,668 in sales, reflecting strong consumer interest and a positive market response to genuine handmade products.

