

AIACA QUARTERLY

# NEWS LETTER

January– March 2026



## 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

- 150+ artisans trained across Business & Financial Management, weaving, tailoring, loom operations, and dyeing, improving technical skills and production quality
- 200+ new designs and product samples developed, enabling diversification and stronger alignment with market demand
- 100+ artisans and entrepreneurs strengthened in financial literacy, costing, pricing, and digital record-keeping
- 10+ enterprises supported, including 5 women-led businesses, with 4 becoming investment-ready
- 100+ artisans trained in visual merchandising and customer engagement, improving market readiness
- ₹52+ lakh in sales generated through exhibitions, B2B linkages, and curated pop-ups
- 20+ new and renewed Craftmark members onboarded, strengthening credibility and market access
- 1,000+ artisans reached through health and welfare initiatives, with 500+ linked to government schemes



# CRAFT360 Enterprise Support Programme (ESP)

## NURTURING THE HANDS THAT WEAVE DREAMS

### TRAININGS & CAPACITY BUILDING

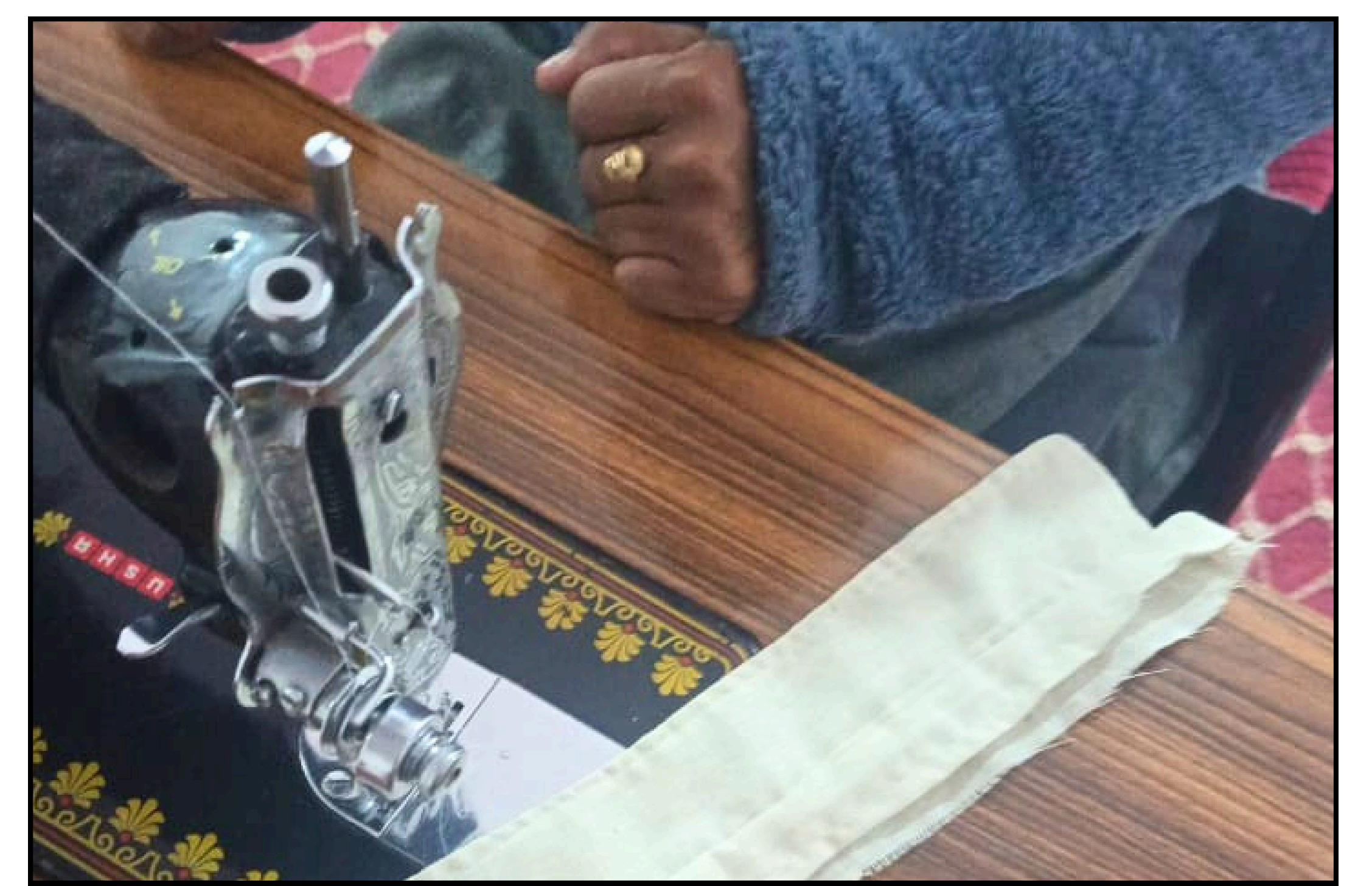
#### WEAVING TRAINING - BASIC & ADVANCED



Under the Bajaj-supported initiative, structured weaving trainings were conducted across Leh, Kargil, and Changthang to strengthen technical capabilities in Pashmina weaving. The 45-day basic training focused on foundational skills and understanding handloom processes, while the 90-day advanced training enhanced weaving quality and enabled artisans to work on complex designs. Over 60 artisans participated, leading to improved production capacity and quality outcomes.

#### TAILORING TRAINING

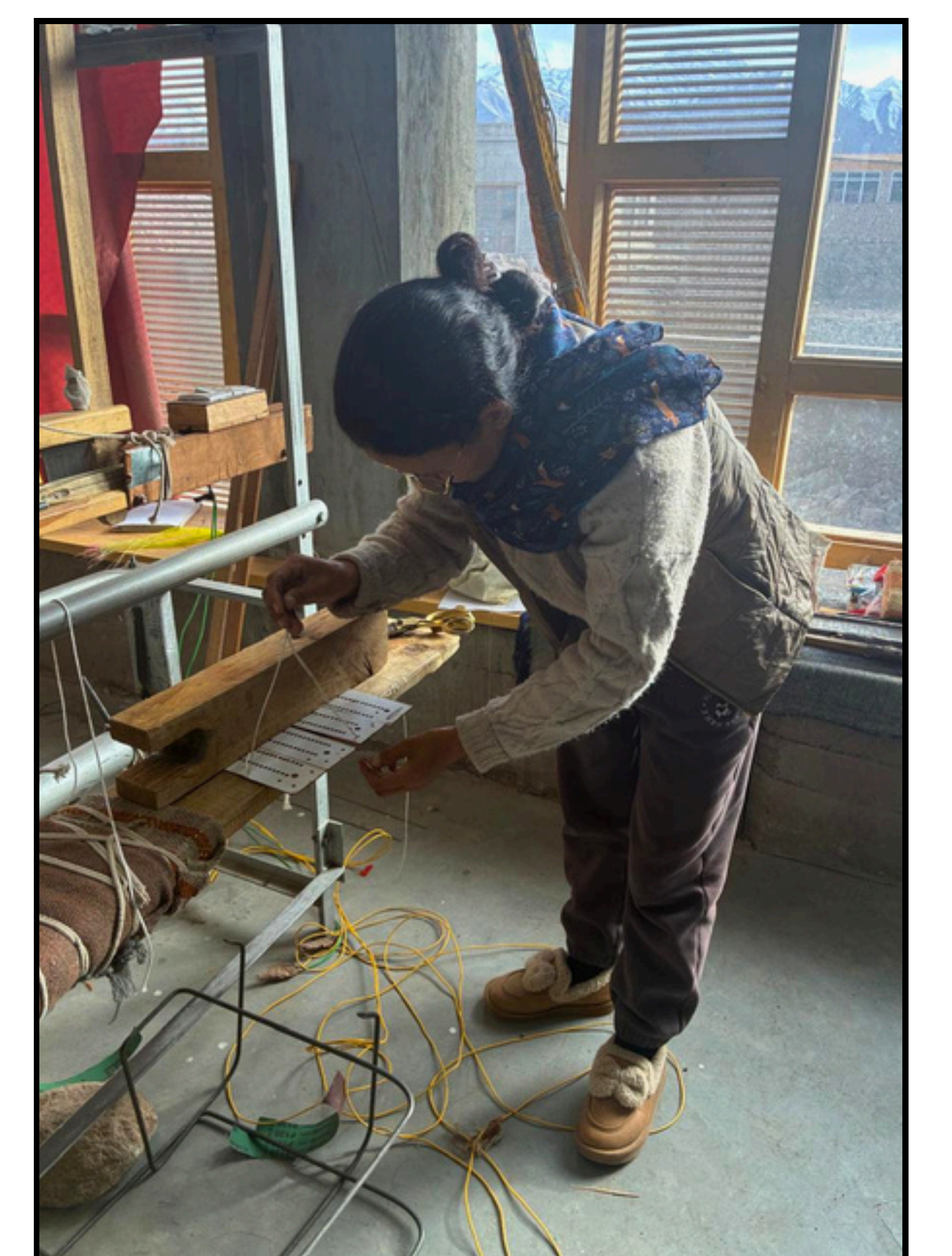
Tailoring trainings were conducted in Leh to support skill enhancement and value addition. 7 artisans underwent 45 days of basic training in garment construction, out of



which 4 progressed to a 90-day advanced training focusing on specialised techniques such as Sulma work. This intervention enabled artisans to move up the value chain by engaging in garment production & advanced textile applications, thereby enhancing income opportunities and strengthening the enterprise's product portfolio.

#### LOOM INSTALLATION & TECHNICAL TRAINING

A 9-day technical training was conducted to support loom installation and operations, engaging 10-12 artisans. The training focused on jacquard handling, loom calibration, and weaving processes, enhancing artisans' technical knowledge and confidence in independently managing advanced equipment.



#### DIGITAL SKILLS MENTORSHIP - TODA ARTISANS

A 3-day in-person mentorship was conducted to enhance digital and social media skills of Toda artisans. The training covered photography fundamentals such as composition, lighting, and storytelling, along with techniques for capturing product and model-based images. Artisans were also introduced to videography, learning to create high-quality product videos using minimal resources. Through hands-on sessions, 7 artisans built practical skills to independently create digital content, improving their online visibility and market engagement.



## **VISUAL MERCHANDISING & BUSINESS COMMUNICATION - SHREE NADABET MAHILA HASTKALA SAMITY**

This 2-day workshop, organised for 10-15 artisans, strengthened their institutional and market readiness by building skills in communication, customer interaction, and product display. Artisans learned to create visually appealing exhibition setups and effectively showcase their products, improving their participation in market platforms.



## **GST, EXPORT DOCUMENTATION & FINANCIAL LINKAGES WORKSHOP**

A 2-day workshop led by Rupali Jain was conducted for 5

entrepreneurs to build understanding of GST compliance, export documentation, and financial linkages. The training enabled participants to gain clarity on IEC and EPCH registrations, export procedures, and access to institutional finance. It also provided a systems-level understanding of how taxation, exports, and financial access are interconnected, enhancing participants' confidence to engage with formal and international markets.



## **VISUAL MERCHANDISING & BUSINESS COMMUNICATION - KACHUGAON HANDICRAFT CO-OPERATIVE SOCIETY**

This 2-day workshop, organised for 10-15 artisans, focused on strengthening institutional capacity through training on the AIDCS model, customer handling, product knowledge, and visual merchandising. Through role plays and practical exercises, artisans gained confidence in interacting with customers and managing exhibition spaces effectively.



## **VISUAL MERCHANDISING & BUSINESS COMMUNICATION - LAKHIMPUR CLUSTER**

In this 2-day workshop, 10-15 artisans were trained in business communication and visual merchandising techniques, including stall setup and customer engagement. The workshop enhanced their ability to present products professionally and understand market expectations, contributing to stronger collective enterprise functioning.



# **INSTITUTION BUILDING WORKSHOPS**

## **BUSINESS & FINANCIAL MGT- DHALAPATHAR PARADA PRODUCER COMPANY**

Under the Misereor-supported initiative, 10-15 artisans received training on personal financial management, record keeping, costing, and pricing for 3 days. The sessions also introduced digital tools such as Khatabook for maintaining stock and generating invoices. Artisans strengthened their understanding of budgeting, enterprise-level financial planning, and systematic record maintenance, improving overall business efficiency.



## **BUSINESS & FINANCIAL MGT- KACHUGAON HANDICRAFT CO-OPERATIVE SOCIETY**

10-15 artisans were trained in financial planning, record keeping, and pricing techniques. The 3-day workshop enabled them to better manage enterprise finances and adopt digital tools for inventory tracking and invoicing, leading to more organized and scalable business practices.





## BUSINESS PLAN AND PITCH DECK DEVELOPMENT

Under the Faizal & Shabana Foundation-supported initiative a mentorship programme was conducted in Bathinda and AIACA office, engaging 5 women entrepreneurs. The programme focused on market analysis, costing, pricing, and financial planning. As a result, all 5 enterprises developed comprehensive business plans, with 4 becoming investment-ready and 1 incubation grant-ready. The intervention significantly strengthened financial literacy, pricing strategies, and operational planning, enabling enterprises to transition from informal to data-driven business models.



## AI-ENABLED CATALOGUING AND DIGITAL ENGAGEMENT SESSION

A specialised session held on 21 January 2026 led by Ankit Aggarwal introduced entrepreneurs to the use of artificial intelligence for product cataloguing, content creation, and social media engagement. The session demonstrated how digital tools can enhance market readiness and visibility. Participants explored end-to-end catalogue development and onboarding support for global marketplaces, with 2 entrepreneurs initiating onboarding for international platforms.



## PITCH DECK PRESENTATION & PROGRAMME CLOSURE WORKSHOP

The Upholding the Legacy programme under F&S Foundation concluded with a Pitch Deck Presentation and Closure Workshop on 17 March 2026 at the AIACA office. All 5 entrepreneurs supported presented their refined business plans and investment propositions to the donor, demonstrating significant progress in business clarity, financial planning, and growth strategies. The session enabled direct feedback and strengthened their readiness to engage with funders and institutional partners. The programme concluded with certificate distribution, marking the transition of enterprises into their next growth phase.



## BUSINESS & FINANCIAL MGT - RISHAA WOMEN ASSOCIATION

Supported by Capri Loans, this 3-month mentorship, facilitated for 8 artisans, aimed at strengthening artisans' enterprise management capabilities. The sessions covered financial management, record-keeping, production planning, and inventory management. Practical tools such as simplified cash books and production planning formats were introduced to build structured business practices and improve operational efficiency.



## BUSINESS & FINANCIAL MGT - MAITRI ARTISANS' ASSOCIATION

Supported by Capri Loans, this 3-month mentorship, facilitated for 6 artisans, aimed at enhancing financial literacy and enterprise sustainability. Key areas included book-keeping, inventory and asset management, wage tracking, depreciation, and billing systems. The initiative enabled artisans to gain practical knowledge for managing and scaling their enterprise activities in a more organized and sustainable manner.



## BUSINESS & FINANCIAL MANAGEMENT - MOULU CHANDA PRODUCER GROUP

This 3-day training focused on enhancing 10-15 artisans' financial literacy and enterprise management skills. Participants learned costing, pricing strategies, and maintaining records of sales, purchases, and wages. Exposure to digital applications enabled them to adopt structured bookkeeping practices and improve transparency in operations.

# DESIGN DEVELOPMENT WORKSHOPS



## Design Mentorship - Rishaa Women Association

Under Capri Loans support, a 3-month design mentorship engaged 14 artisans in developing contemporary yet affordable product lines. The focus was on integrating modern silhouettes with traditional Chikankari craft. As an outcome, 30 new designs were developed, reflecting a balance between market trends and craft authenticity.



## Design Mentorship - Maitri Artisans' Association

Under Capri Loans support, a 3-month design mentorship involved 13-15 artisans and resulted in the development of 53 new designs. The initiative emphasized design innovation, enabling artisans to expand their product range with contemporary aesthetics while retaining traditional craft techniques.



## Design Mentorship - Tana Bana Mahila Samooh

Under HCLF support, a 3-month mentorship introduced new design directions through trend-based exploration of colour, texture, and materials. 5 weavers were involved in sampling and a total of 50 product samples were developed, including stoles, sarees, and dupattas, with strong emphasis on weft-led design innovation and quality refinement.



## Cascade Training Model for Scalable Skill Development

Under the F & S Foundation-supported initiative, the cross-training intervention was designed as a scalable, peer-led model to expand the reach of design and

technical skills across the artisan base. Over a 25-day period, 20 master artisans, previously trained by designers, acted as trainers, each mentoring additional artisans and collectively training around 100 participants. The approach emphasised hands-on learning, demonstration-led sessions, and continuous practice to ensure skill retention. Artisans were trained to accurately replicate new designs, maintain consistency in quality, and follow standardised production processes. This intervention not only strengthened production capabilities but also established a sustainable internal training system within the enterprise.



## Design Development and Master Artisan Capacity Building

A 6-month intervention focused on developing contemporary product lines rooted in traditional rope weaving. Led by designers, 20 master artisans were trained in design execution, sampling techniques, quality finishing, and efficient utilisation of raw materials. The intervention resulted in the development of 30 new samples and strengthened design-led production approaches within the enterprise.



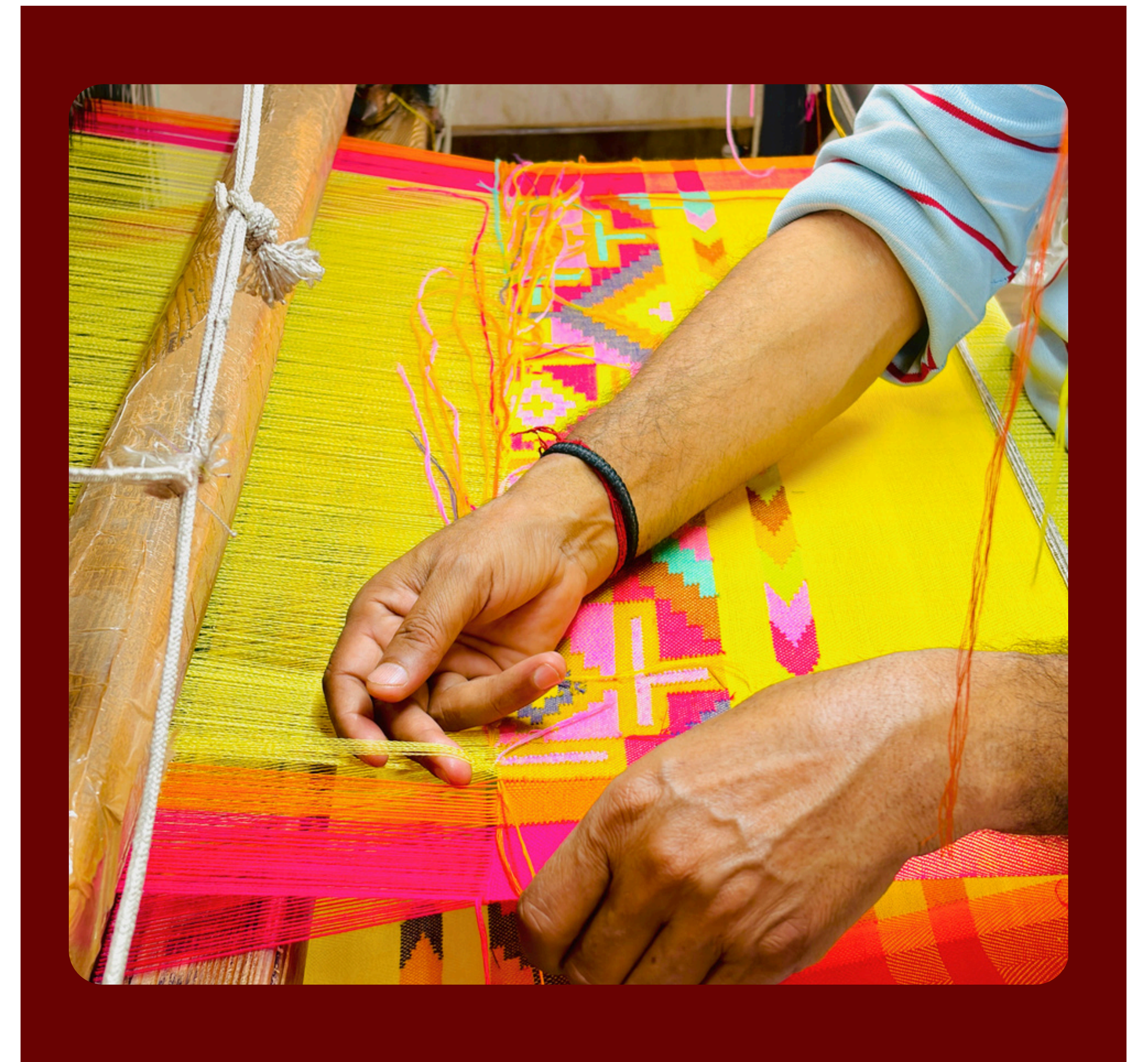
### **Design Mentorship - Kasabdana Mahila SHG**

Under HCLF support, this initiative focused on blending traditional zardozi techniques with contemporary aesthetics. 6 artisans were involved in sampling and a total of 138 designs were developed across diversified products such as potlis, cushion covers, bags, and accessories, enabling artisans to cater to varied market segments.



### **Design Mentorship - Sambhal Design Association**

Under HCLF support, this 1 month mentorship strengthened brass-based product design through sustainable and market-relevant approaches. Over 30 designs were developed by 3 artisans across jewellery and utility products, incorporating new techniques and optimizing production processes to reduce costs.



### **Design Mentorship - Fab Himalaya**

Under HCLF support, a structured mentorship strengthened wool-based product development through improved fabric construction, yarn selection, and garment design. 5 artisans were involved in developing 40 designs, including fabrics and garment silhouettes, supporting both traditional and modern product lines.



### **Design Mentorship - Tantagatha Women Weavers Producer Company**

During this intervention 25 artisans were involved in standardisation of technical parameters and introduction of new motifs led to the development of diversified products, including sarees, yardages, and accessories suitable for new market segments. A total of 23 designs of sarees, 13 designs of yardages, 16 tote bag and, 12 laptop bags, 10 dhotis, and 1 diary design have been developed to date.



### **Natural Dyeing Workshop - Dhalapathar Parada Producer Company**

Under Misereor support, a 12-day intensive workshop enabled 10-15 artisans to learn dyeing techniques using natural and VAT dyes. The training focused on yarn dyeing processes, equipping artisans with technical skills to improve product quality and introduce sustainable dyeing practices into production.



### **Natural Dyeing Workshop - Shree Nadabet Mahila Hastkala Samity**

Under Misereor support, a 12-day workshop was held where 10-15 artisans were trained in dyeing both cotton and silk fabrics using natural and VAT dyes. This intervention strengthened their design capabilities, allowing them to diversify product offerings while adopting eco-friendly production techniques.

# EXPOSURE VISITS

Under the Faizal & Shabana Foundation-supported project implemented in collaboration with AIACA, two exposure visits were organised for the same cohort of 5 women entrepreneurs to strengthen peer learning and deepen their understanding of craft-based value chains. The first visit, held on 8 January 2026 at Trinjan's production facility in Jaitu, Punjab, offered insights into an integrated organic textile enterprise combining sustainable sourcing, traditional craft revival, and community-led production systems. The second visit, conducted on 1 March 2026 to the INARA Homes cluster in Lucknow, enabled participants to engage with artisans practising chikankari embroidery and understand traditional skill transmission and cluster-based production. Together, these visits enhanced participants' exposure to diverse craft ecosystems, strengthened their appreciation of ethical and sustainable practices, and provided practical learnings to integrate into their own enterprises.



# SOCIAL CONVERGENCES

Supported by Capri Loans- START

## EYE CHECK-UP CAMP - LUCKNOW

An eye check-up camp was organized in Lucknow, reaching 363 artisans. The initiative focused on improving access to basic eye care services, enabling early identification of vision-related concerns, and promoting overall health awareness within the artisan community.



## MENSTRUAL HYGIENE CAMP - LUCKNOW

A menstrual hygiene awareness camp was conducted in Lucknow, engaging 67 participants. The session emphasized awareness, safe practices, and access to information around menstrual health, contributing to improved well-being and informed decision-making among women artisans.



## EYE CHECK-UP CAMP - NEW DELHI

An eye check-up camp was organized in Delhi, benefiting a total of 310 artisans. This initiative provided access to essential eye health services and helping artisans enhance their productivity and overall quality of life.



## MENSTRUAL HYGIENE CAMP - NEW DELHI

A menstrual hygiene camp was conducted in New Delhi, engaging 102 participants, aimed at raising awareness and promoting hygienic practices, thereby enhancing health knowledge and supporting the well-being of women artisans in the community.



# SOCIAL CONVERGENCES



Supported by HCL Foundation

## EYE CHECK-UP CAMP - BARABANKI, UP

**BENEFICIARIES**  
101

**SPECTACLES**  
41

An eye check-up camp was organized on 11 February 2026 at Sahri village, Barabanki. The initiative provided free eye screenings, referrals, and distribution of spectacles to SHG members, their families, and the wider community.



## EYE CHECK-UP CAMP - SAMBHAL, UP

**BENEFICIARIES**  
102

**SPECTACLES**  
27

**EYE DROPS**  
22

A free eye health camp was conducted at the CFC of the Sambhal Design Association to support artisans and local community members. The camp offered comprehensive services including eye check-ups, spectacles, medications, and referrals.



## EYE CHECK-UP CAMP - ODISHA

**BENEFICIARIES**  
118

A 3-day eye camp was organized from 26th to 28th

March 2026 at the Tantagatha Women Weavers Producer Company Limited, Nagapal Centre. The camp focused on providing accessible eye care to weavers and the local community through free screenings and referrals.



## EYE CHECK-UP CAMP - KULLU, HP

**BENEFICIARIES**  
132

**SPECTACLES**  
35

**EYE DROPS**  
132

An Eye Health Camp was organized on 7th March 2026 at Panchayat Ghar, Kullu, in collaboration with local stakeholders. The initiative provided free eye screenings, referrals, and distribution of spectacles & eye drops to the beneficiaries.



## EMPOWERING ARTISANS THROUGH SCHEMES


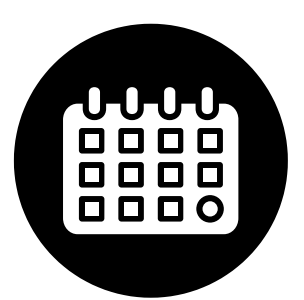
Across Uttar Pradesh, Himachal Pradesh, and Odisha, artisans were supported in accessing a range of government welfare schemes. These included Udyam Registration, E-Shram cards, PM-JAY, ABHA cards, insurance schemes such as PMJBY and PMSBY, pension schemes like APY, and various state-level handloom support initiatives. Assistance was also provided for Aadhaar and PAN-related services. A total of 533 artisans benefitted from these convergence efforts, strengthening their access to social security and institutional support systems.

# MARKET FACILITATION

FOR PROJECT  
SUPPORTED GROUPS


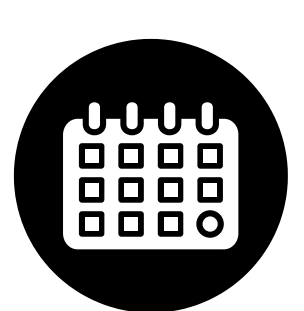


## HOLI POP-UP AT TATSAT STORE

 New Delhi  26th February – 1st March 2026


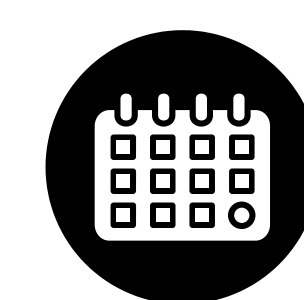
A festive pop-up was organized where artisan groups Risha and Navya participated and collectively generated sales of Rs. 14,390 while engaging directly with retail consumers.

## WOMEN'S DAY POP-UP AT GO NATIVE RETAIL

 Bengaluru  6th March – 8th March 2026

This collaborative pop-up brought together artisan groups Risha, Navya, Sambhal Design Association, Titlam, and Tana Bana Samooh. The groups collectively recorded sales of Rs. 12,887.

## MELA HANDICRAFT STORE POP-UP


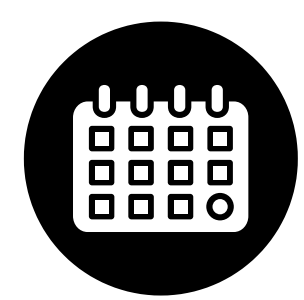
 Mumbai  10th March – 12th March 2026

Participation of Risha, Navya, and Thurdpukhur was facilitated through this collaborative pop-up, providing an opportunity to strengthen their presence in a curated retail environment.

## B2B MARKET LINKAGES


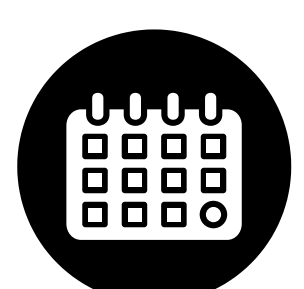
Across the quarter, project-supported artisan groups achieved total B2B sales of Rs. 9,39,756, reflecting growing institutional demand and improved market readiness.

## MAHINDRA SANATKADA FESTIVAL

 Lucknow  31st January – 3rd February 2026

Artisan groups Thurdpukhur and Dhalapathar Parada Producer Company participated under project support at the Mahindra Sanatkada Festival, collectively generating sales of Rs. 1,10,720 while expanding their exposure to new markets.

## PARAMPARIK KARIGAR MUMBAI

 Mumbai  5th February – 7th February 2026


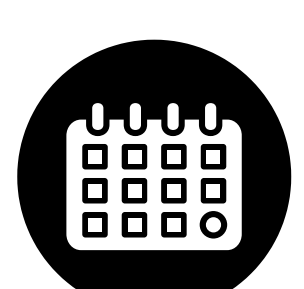
Participation of project-supported groups Shreenadabet Mahila Hastkala Samiti and Mouluchand Artisan Group was facilitated at Paramparik Karigar Mumbai. They recorded sales of Rs. 5,50,000 and Rs. 30,890 respectively, benefiting from strong customer engagement.

## EPCH IHGF SPRING FAIR 2026

 Greater Noida  14th February – 18th February 2026


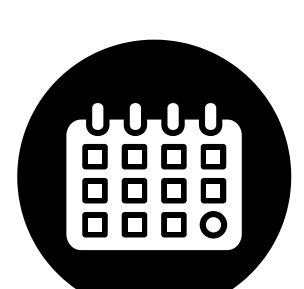
At the IHGF Delhi Fair Spring 2026, artisan groups Fabhimalaya and Inara were supported to participate at AIACA's stall. Both groups received encouraging responses from buyers, opening pathways for future B2B collaborations.

## SURAJKUND INTERNATIONAL CRAFTS MELA

 Faridabad  31st January – 14th February 2026


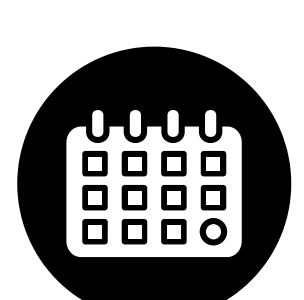
Craftmark member VWAS participated in this curated retail pop-up, contributing to the overall sales generated during the event and gaining visibility in a premium retail environment.

## DCG KAIRI EXHIBITION

 New Delhi  12th March – 14th March 2026

Artisan groups Tantgatha and Navtrinjan participated under project activities, generating sales of Rs. 3,00,000 and Rs. 68,500 respectively, while gaining visibility in a curated exhibition setting.

## NIFT DELHI CRAFTBAZAR

 New Delhi  11th March – 13th March 2026

Participation of artisan groups Risha and Navya was facilitated at NIFT Delhi's Craftbazar, where they recorded sales of Rs. 4,758 and engaged with a design-oriented audience.



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

# NEW MEMBERS

This quarter saw the onboarding of a diverse group of craft practitioners and enterprises, each rooted in traditional knowledge while engaging with contemporary markets.



## **PANKAJ KUMAR** USTA MINIATURE PAINTING



A 3rd generation artisan from Jodhpur, Pankaj Kumar practices the intricate art of Usta miniature painting and marble dust embossing. His work continues the traditional 'Munnawat karya' while adapting it for modern audiences through detailed craftsmanship.

## **RUTAMBHARA ENTERPRISE** AJRAKH & BANDHEJ

Rutambhara is a textile brand working closely with artisan communities across India to create handcrafted sarees and textiles. The enterprise focuses on preserving heritage techniques while promoting slow, handmade processes and thoughtful design.

## **TITLAM** FABRIC TOY MAKING



Titlam is a women-led enterprise from Jaipur producing handcrafted dolls and textile toys. Rooted in sustainability and circular design, it supports rural women artisans while preserving cultural narratives through handmade products.

## **INARA** CHIKANKARI EMBROIDERY



Based in Lucknow, Inara works with artisan clusters to create contemporary apparel and home textiles using traditional Chikankari embroidery. The brand emphasizes natural fabrics, small-batch production, and modern interpretations of heritage craft.

## **FOLK WEAVE** KAPDAGANDA

Folk Weave is a tribal textile initiative from Odisha working with over 200 women artisans. It focuses on reviving indigenous Kapdaganda weaving traditions while building sustainable, community-led livelihood models.





## SARA CRAFTS

### BAMBOO CRAFT

Sara Craft is an artisan initiative working with bamboo craft traditions in Uttarakhand. It produces functional and decorative products while promoting sustainable materials and strengthening women's livelihoods.

## NAV TRINJAN (TRINJAN KALA SANGAM)

### KHES WEAVING

A women-led collective from Punjab, Nav Trinjan works to revive traditional craft practices through community engagement. It promotes handmade textiles while strengthening livelihoods and preserving cultural knowledge systems.



## KAWAII EXCLUSIVES

### PICHWAI

Kawaii Exclusives is a contemporary saree brand rooted in handcrafted textiles inspired by Pichwai art. It blends traditional hand-painting techniques with modern aesthetics to create unique, slow-fashion products.



## MOSHI

### AJRAKH & NATURAL DYE TEXTILES

MOSHI is a contemporary menswear brand that integrates traditional crafts like Ajrakh, Dabu, and Khadi into modern garments. It works closely with artisans to promote sustainable fashion and natural dyeing techniques.



## TAJ GLASS

### GLASS CRAFT

Based in Firozabad, Taj Glass is an artisan-led enterprise creating handcrafted glass products. The initiative sustains the region's traditional glassmaking skills while producing both decorative and functional items.



# RENEWED MEMBERS

Several Craftmark members renewed their association this quarter, reinforcing their commitment to authenticity, quality, and ethical craft practices.

## VARANASI WEAVERS AND ARTISANS SOCIETY (VWAS)

### HANDLOOM BROCADE

VWAS is a weaver-led collective dedicated to preserving the legacy of Varanasi brocade weaving. It supports artisan livelihoods while promoting authentic handloom production and traditional weaving techniques.



## KOSALA LIVELIHOOD AND SOCIAL FOUNDATION

### KOSA SILK

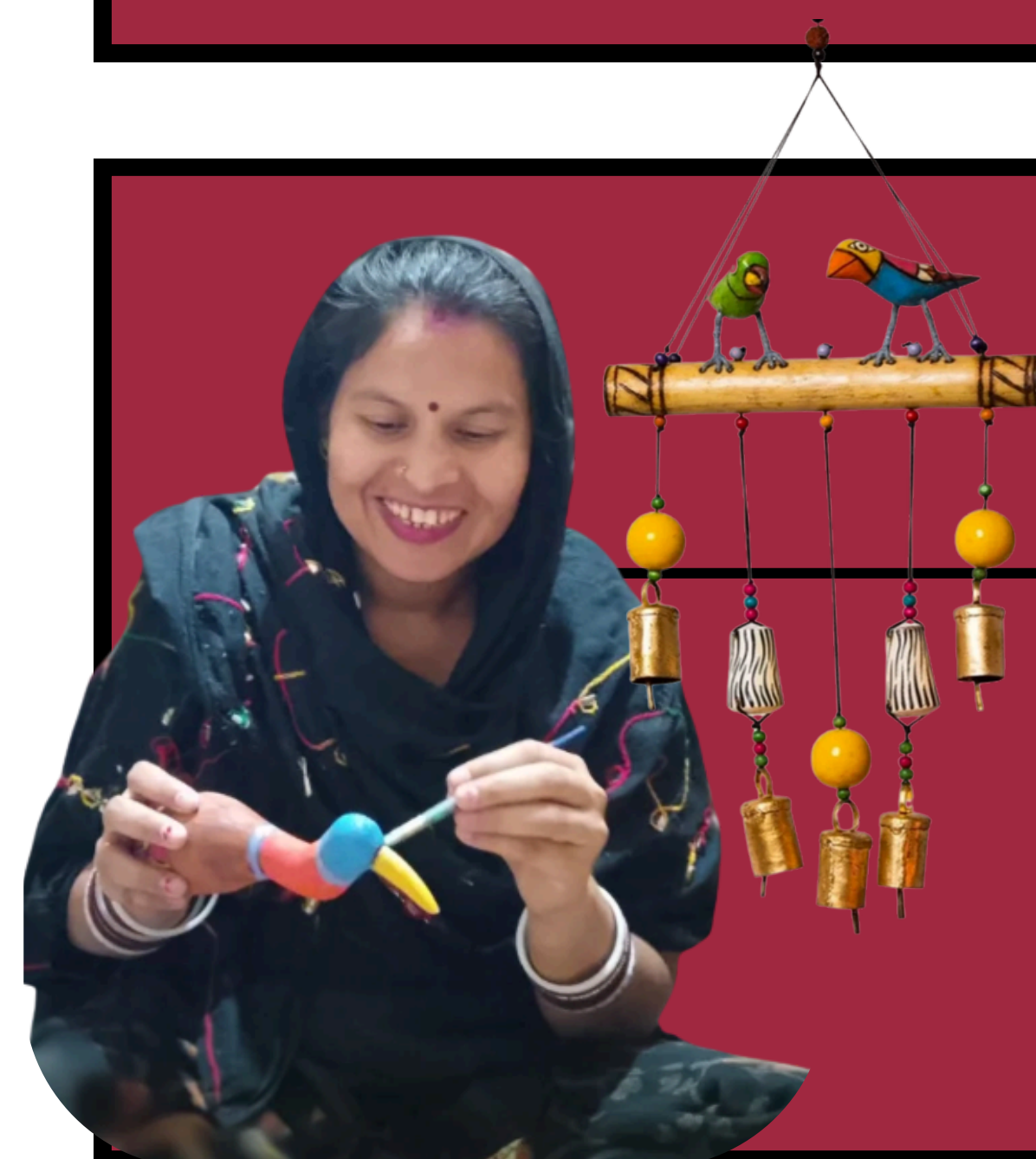
Kosala works across the silk value chain in Chhattisgarh, supporting cocoon farmers, reelers, and weavers. The initiative focuses on sustainable livelihoods, fair practices, and strengthening traditional Kosa silk production.



## VEER SINGH

### WOOD CARVING & BURNING

A Delhi-based artisan, Veer Singh creates handcrafted wooden products using carving and burnishing techniques. His work includes decorative and utility items made from locally sourced materials.



## JAWAJA LEATHER ASSOCIATION

### HANDSTITCHED LEATHER

An artisan-led initiative from Rajasthan, Jawaja Leather produces handcrafted leather goods using traditional techniques. It focuses on skill development, simplicity in design, and long-term livelihood support.



## SURAJMUKHII

### KALAMKARI

Surajmukhii is a craft-led brand specializing in Kalamkari textiles made through traditional, eco-friendly processes. It works with rural artisans to create contemporary designs rooted in heritage techniques.



## ECO TASAR PVT. LTD.

### DOBBY WEAVING

Eco Tasar works with wild tasar silk across Jharkhand and Bihar through decentralized production systems. It supports traditional sericulture practices while creating sustainable livelihood opportunities.



## KOTA WOMEN WEAVERS KOTA DORIA

This collective of 400 women artisans from Kaithun preserves the delicate Kota Doria weaving tradition. It promotes fair wages, design development, and the continued relevance of this GI-tagged craft.



## MUBARAKPUR WEAVES HANDLOOM BROCADE

Mubarakpur Weaves represents a collective of brocade weavers from Uttar Pradesh. The group works to revive traditional weaving practices while improving design innovation and market access.



## HAPPY FACES FOUNDATION (ONE 'O' EIGHT KNOTS) MACRAMÉ

This initiative empowers women artisans through the production of hand-knotted macramé products. It combines skill-building with sustainable livelihood generation across Gujarat.



## STUDIO COPPRE BEATEN METAL CRAFT

Studio Coppre is a Pune-based enterprise working with metal artisans to create handcrafted copper products. It blends traditional coppersmithing techniques with contemporary product design.



## APINDRA SWAIN PATTACHITRA

An artisan from Odisha, Apindra Swain specializes in palm leaf engraving and Pattachitra painting. His work reflects intricate detailing and adapts traditional art into contemporary formats.



## BHARATH ART AND CRAFTS WOODEN LAC TURNERY

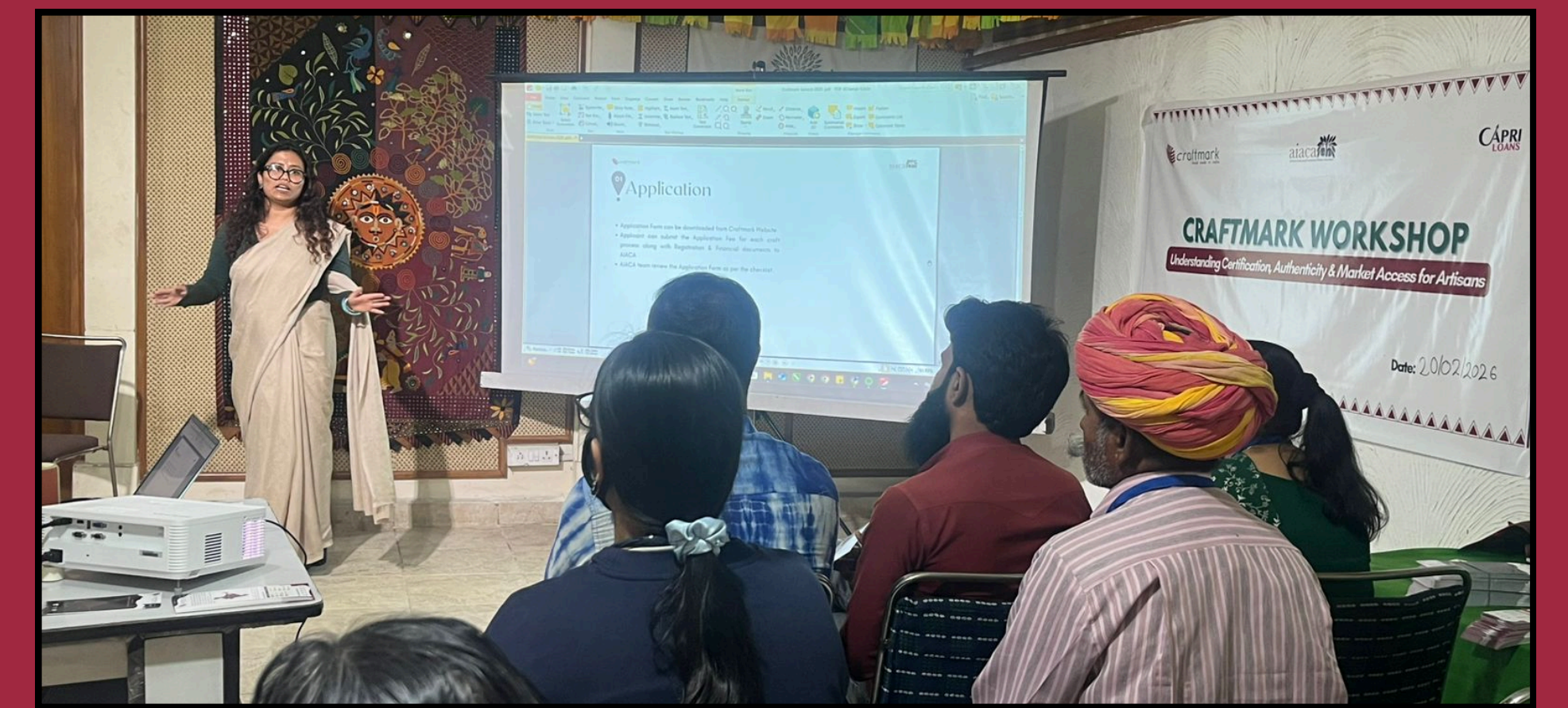
Based in Channapatna, this enterprise preserves traditional wooden toy-making using natural dyes and local materials. It continues a generational legacy of this GI-tagged craft from Karnataka.



# CRAFTMARK SESSIONS

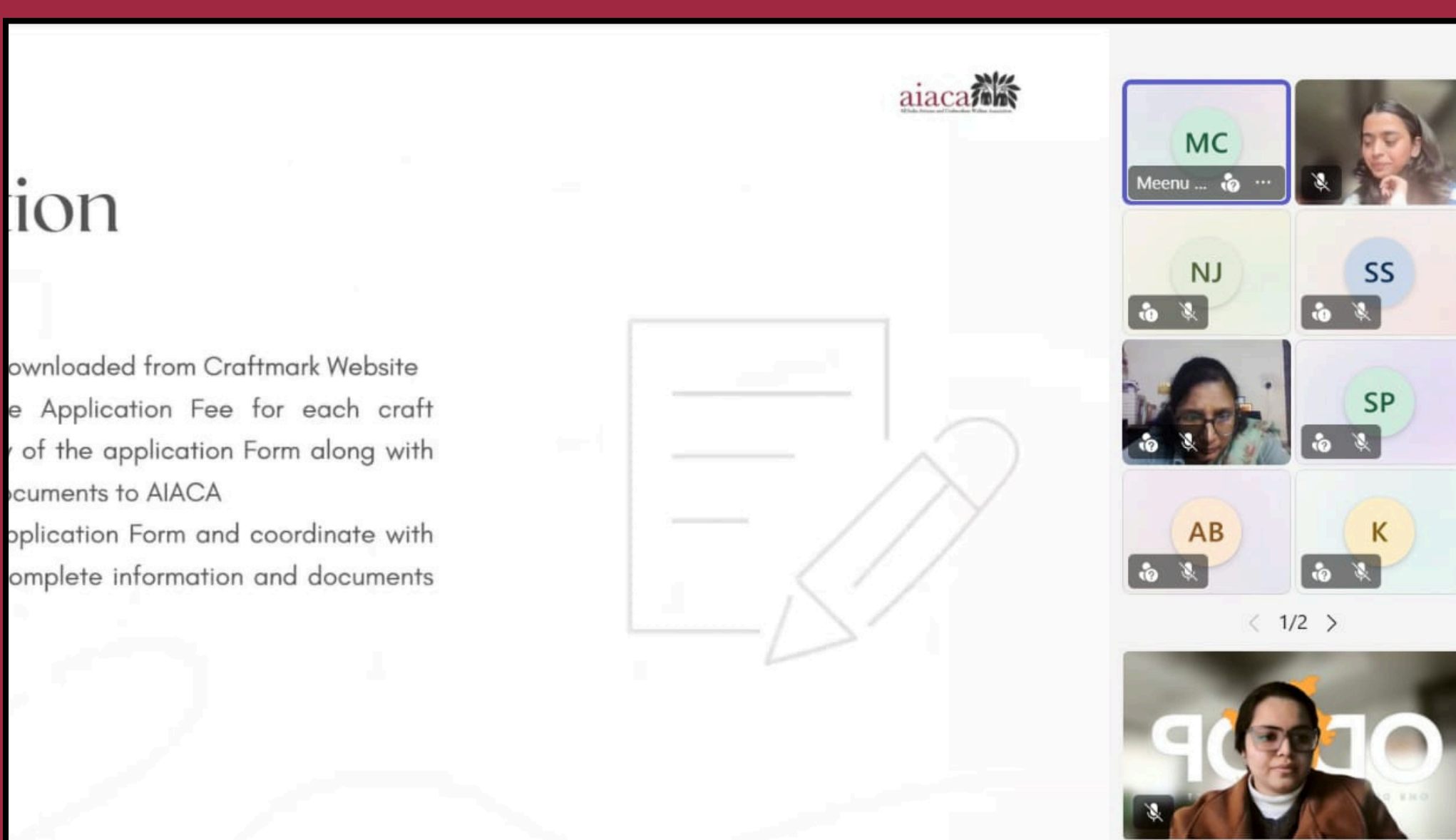
## CRAFTMARK SESSION AT DASTKAR BASANT BONANZA 2026 | 19 FEBRUARY 2026

Craftmark conducted an on-ground awareness session at Dastkar Basant Bonanza 2026, held in Chhatarpur, New Delhi, engaging directly with 20 participating artisans. The session focused on introducing Craftmark certification and its role in establishing authenticity and building consumer trust in handmade products. Through interactive discussions, artisans gained insights into how certification can



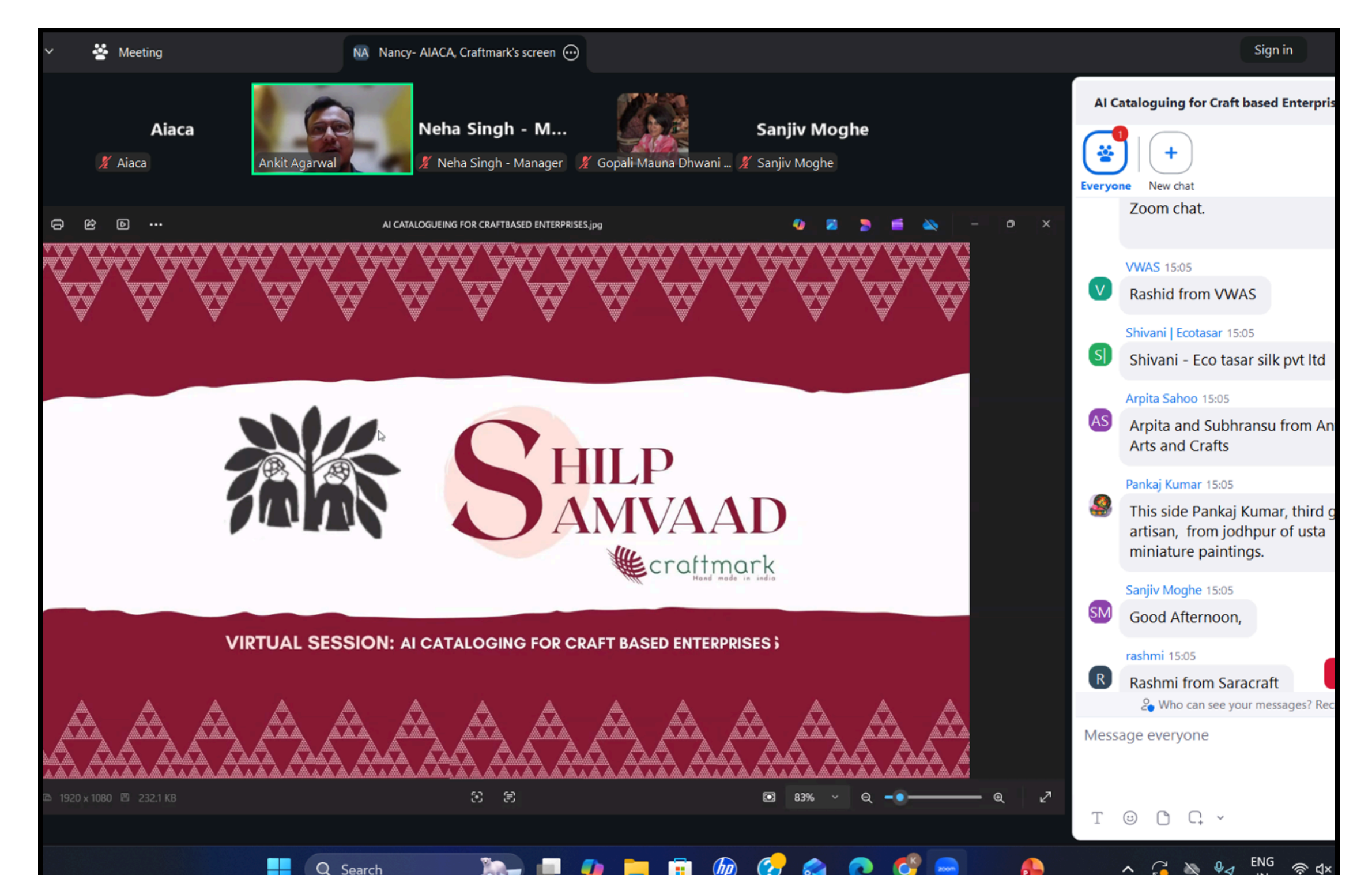
## CRAFTMARK SESSION WITH DPIIT (ODOP INITIATIVE) | 14 JANUARY 2026

A virtual awareness session was organised on 14 January 2026 with enterprises associated with the One District One Product (ODOP) initiative under DPIIT, Ministry of Commerce and Industry. The session saw participation from over 20 groups who showed keen interest in understanding the certification process and its benefits. It provided a valuable platform to highlight how Craftmark supports enterprises in establishing authenticity, improving market positioning, and building stronger connections with conscious consumers.



## SHILP SAMVAAD ON AI CATALOGUING | 27 FEBRUARY 2026

Craftmark hosted a Shilp Samvaad session on AI Cataloguing for craft-based enterprises on 27 February 2026, with active participation from 39 members. The session explored how AI tools can simplify catalogue creation, enhance product descriptions, and improve digital visibility for artisan enterprises. Participants engaged actively despite limited technical exposure, expressing strong interest in adopting such tools and highlighting the need for more practical, hands-on learning sessions to support digital transformation.



# MARKET FACILITATION

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



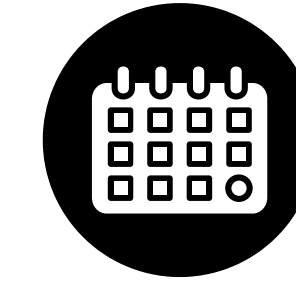
## B2B MARKET LINKAGES

Across the quarter, Craftmark members also benefited from facilitated institutional and buyer connections, resulting in total B2B sales of Rs. 27,76,870, reflecting strong demand and sustained market engagement.

## MAHINDRA SANATKADA FESTIVAL



Lucknow



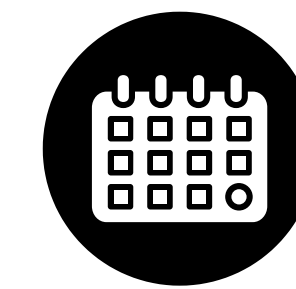
31st January – 3rd February 2026

At the Mahindra Sanatkada Festival, participation of Craftmark members Bhartesh Vaibhav, Jabbar and Mubeen, Kadam Haat, and Mubarakpur Weaves was facilitated. Through this platform, the members collectively recorded sales of Rs. 8,83,720 while engaging with a diverse audience and strengthening their retail presence.

## PARAMPARIK KARIGAR MUMBAI



Mumbai



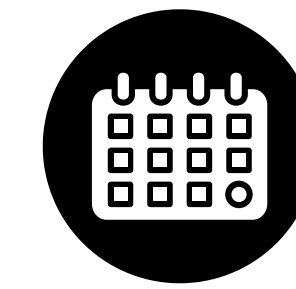
5th February – 7th February 2026

At Paramparik Karigar Mumbai, Craftmark members Tantgatha and Veer Singh participated, generating sales of Rs. 2,30,000 and Rs. 3,25,000 respectively. The exhibition enabled them to connect with urban consumers and expand their customer base.

## WOMEN'S DAY POP-UP AT GO NATIVE RETAIL



Bengaluru



6th March – 8th March 2026

Craftmark member VWAS participated in this curated retail pop-up, contributing to the overall sales generated during the event and gaining visibility in a premium retail environment.

