

October 2009



Aaghaaz  
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CHANGE

## Management Education in Craft Sector

Indian Institute of Craft and Design celebrated the graduation ceremony of their post and undergraduate design students at IICD campus in Jaipur. Prior to the convocation on 11th September, 09, a one day seminar was organized by the institute on 'Sustainable Development in Crafts'.

CDI was invited in the above seminar to present a paper on "Management Education for Craft Sector" the objective was to share the core concept of post graduate programme in the area of Craft Management And Entrepreneurial Leadership (CM&EL) started by CDI in year 2007 and also exchange ideas with other experts, academicians, craftsmen and students towards the development of the craft sector.

Various important enquiries were raised by the audience, which were addressed by the CDI team in an open panel after presentation. All the enquiries are listed below for further sharing and feedback.

### **What is the teaching methodology adopted by CDI for the CM&EL programme being a new subject area?**

The Teaching methodology adopted by the institute is designed keeping in view the unique nature of the course, where design, management and technology are integrated together, so that a capable workforce could be developed to provide visionary leadership to the craft industry. The approach is to engage experts both academicians as well as technical people from diverse fields for providing inputs and developing integrated learning of three main core areas within the context to crafts.

**Do you feel the need of setting up of similar craft institutes and initiative of starting a similar kind of education programme in other states of India?**

For the growth and development of the craft sector, there is definitely a need to start an initiative like that taken by CDI in any craft rich state. Also introduction of professional programme like CM&EL will create a qualified human recourse who can think strategically and provide necessary inputs in terms of design understanding, management concepts and technological know how for the growth and expansion of handicraft sector.

**How can we sustain the creativity of artisans, when designers and managers are getting involved in the craft sector?**

CDI in his flagship programme, 'craft management and entrepreneurial leadership' are creating competent human recourse. The resource is developed to provide management concepts and design and technology understanding to the sector without obstructing the core value characteristics of a craft. For the same, modules like Creative Thinking and Value Paradigm in Crafts are integrated, so that students get an understanding of value system and they can appreciate the creative inputs of an artisan and avoid subduing it with management and design concepts in an superficial manner.

**what are the initiatives taken by the institute to make available affordable craft products for the masses?**

Keeping in view the needs of the middle stratum of society in terms of buying a affordable craft product. CDI in its post-graduate programme has introduced modules like Material, Processes and Technology and Craft Issues, etc. these modules provide an understanding of various materials, processes and technologies used in the craft sector and also technology used by mass produce industries and the core value system of the craft and its constituents. The inputs are provided with the objective to develop an ability to understand the craft process and nuance of value to create a craft item-where artisan's skills are used in a restricted and strategic manner towards optimum value addition in various products.

**How is the response of people towards CM&EL programme?**

Being a new subject area people initially were very hesitant to invest their time and money in the programme. With growing awareness about the programme and the institute, people are gradually finding some value in it. There are corporate sectors like J&K bank and other local craft industries who appreciate the value that programme will bring to the craft sector. And they are coming forward to provide our students with financial support by means of sponsorships and scholarships. Also there are sponsorships for our four students from the Jammu and Kashmir Chief Minister's office. Further, first batch of the programme is ready to set off and once they will demonstrate their skills and learning in their entrepreneurial ventures, people and especially youngsters will definitely appreciate the value and new direction this programme is trying to bring to the craft industry.

**How is CDI and this programme helping crafts sector and craftsmen affected by the turmoil?**

CDI has various activities for the development of the artisans which include short and long term training skill up-gradation programmes, design innovation and development for exploring new possibilities and design directions for existing as well as languishing crafts. CDI also facilitated the registration of some of the crafts under GI (Geographical Indication) Act .One of the crafts

registered under GI is pashmina, which was worst hit by its fake counterparts. For further the craft sector and people associated with it, CM&EL was started with the vision to generate a core competence among students of such nature that is unique and of a market value relevant in regional, national as well as international business context.

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To conclude, the experience of participating in the seminar both as speaker as well as audience gave me an insight of what people expect from institutions like CDI. It was interesting to see people from diverse fields working towards the development of craft sector. Everyone's approaches are so unlike but the final objective and goal is common.

After attending the convocation next day, it was again a nice experience to observe young outgoing craft design graduates enthusiastic to work in the craft sector.

At the end my understanding is that for the craft sector, need is to get up and start working towards unexplored directions. Then only we can make a visible difference to the crafts sector and its original stakeholders.

*Hina Qazi,  
Faculty, CDI*

## **Budding Perception**

### **ECONOMIC RECESSION AFTERMATH**

*The recent economic recession was witnessed globally. I tried to dig out the after effects of recession on the 'Kashmiri art & craft' in particular and elucidates the way out.*

Sensex up, down ... down and up. Our economy is subject to its variation. We live in a country that has the highest foreign direct investment, ruled by the ones who are acclaimed economists; well read from either Cambridge or the Oxford. The policies framed so far in this part of the subcontinent have been almost total failure in their implementation part, the reasons better known to the ruling elites.

Now if we talk of the recent recession that stuck the markets world across, it was really awesome and reminiscent of the great depression of 1930's. Well some of us would hardly know about this. Nowadays the world has been transformed into the 'global village'. It is divided into the countries but in reality, it is advancing the process of the integration, a process that will bind the whole world together.

The world economy is so linked and integrated that the deal and purchase between the two companies which are distantly related to the other countries affects economy of the whole world, fiscal policies and of course the development process is hampered. Well if we see the distance between the wall street and the Dalal street, it is very far off, but when gauged through the economic relation of the two countries, it is very near, integrated and closely associated

Inspecting the economy of Kashmir from the past few months it seems that

### **THINK A WHILE**

"Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep."

Scott Adams

## DO YOU KNOW?

The Kani Shawl refers to a particular type of shawl that is woven using numerous eyeless wooden spokes in the place of a shuttle. These spokes are traditionally called 'Tuji's' or 'Kanis', meaning eyeless in Kashmiri language.



The most unique aspect of this tapestried form of weaving is the interlocking of each weft yarn with the one before it and with the one after it wherever there is a change of colour, thus distinguishing the different motifs in the pattern



The Kani shawl is unique also in the way that every single shawl is woven based on a drawing of the pattern visualized by a designer and its corresponding 'Talim', which is a coded script consisting of precise instructions to be strictly followed by the weaver during the weaving process



the markets of Kashmir didn't face the brunt, but to our surprise recession was there, not apparent, perhaps because of the already cited reasons in the initial passages. Our business was also badly affected. Since we generate most of our revenue through 'art and craft', so this sector was the worst hit. The wrath was faced mostly by the exporters who directly confront the international market. No doubt the heat was even felt at the low level, but it didn't create as much impact as it would have, if the Indian markets would have stumbled like that.

The most important area in handicraft that was severely dented was Kashmiri carpets. The exporters as well as the local dealers were not able to find the customer as everybody had sneaked into the mode of protectionism, trying to save themselves. The sales were down overall by fifty percent and most of the dealers were seen chatting, discussing the way out of this confusion. Some major manufactures had even stalled their operations for the want of capital. Even some big giants had to cut the job quota across Gulf, for the purpose of revival and sustenance.

The production was badly hit and also sales were severely receding, under such circumstances it was pretty difficult to carry on. We can well imagine that, how difficult it becomes to survive when your livelihood is at stake. Last year the aura around was altogether gloomy, grim and at its worst. Firstly the outbreak of the clash between the jammunities and kashmiries, the state was polarized and Kashmir was almost cut off from the rest of the world for some time. This largely affected the tourism sector, on which our art and craft also thrives, since the tourists didn't turn up to the valley, as a result the profiteering in the area of 'art and craft' went down steeply. The next blow came in the form of worldwide economic recession, as if the first one was not the enough. This swept the remaining half and it was recession for our state too.

There was a way out if we would have understood the problem at earnest. We could have avoided so much of the colossal damage and saved ourselves from the wrath. Boosting the 'power purchasing parity' and presenting our product in a different way than the others would have certainly worked. Nevertheless time is not far off and we can still do something to avoid such unnatural global catastrophes that have ability to sink everyone in a dry lake leaving everybody high and dry, thinking... what happened?!

*Yasir Ahmad  
Student  
CM & EL (Batch 2008)*

## News-in-Brief

### Jury Evaluation

The sixth trimester of the 1st batch of the Craft Management & Entrepreneurial Leadership programme was completed successfully. It was concluded with the final jury evaluation by experts from the field of design, management and education like Mr. Jogi Panghaal, Mr. M. S. Farooqi, Director, CDI, Programme co-coordinator and the internal faculty. The overall presentations made by the students was appreciated by the jury.

### Final Project

After the completion of CM&EL course, the students of the first batch of CM&EL Programme are supposed to do their final project which is of three months duration. The students are expected to apply knowledge which they acquired during six trimesters at CDI in their final projects. Mahvash Masood is doing her project on revival of Pottery "under the supervision of Ms Renuka Savasere, Arifa is doing her project on "revival of Namdha craft "i-e a joint venture of J&K bank and CDI. Sualiha is doing her final project at Creatnet, Delhi. Riyaz & Manzoor have undertaken the production of handicraft goods for the 'Dastakar fair' as their final project.

### Visit of Jameel Ahmad Khan

Mr. Jameel Ahmad Khan, financial advisor to the Governor, Jammu & Kashmir state, visited our Institute and went through the various activities and achievements of CDI that were briefed by Mr. M.S. Farooqi, Director CDI. Mr. Jameel Ahmad Khan highly appreciated the efforts and the work done by the Institute.

### Pattern making, cutting & Stitching Programme

To enhance the skill set of artisans CDI conducted 'Pattern making, Cutting and stitching programme'. The programme was successfully conducted at CDI and the main objective of this programme was to further upgrade the skills of artisans associated with sozani, crewel and ari crafts.

### "Sustainable Development in Crafts"

A one day seminar on "Sustainable Development in Crafts" Education and training for the original stakeholders- the craft community was organized by IICD, Jaipur on 11th September 09, at the Indralok auditorium. Two faculty members from CDI namely, Ms. Hina Qazi & Ms. Sanna Masood participated in the said seminar and shared their experience regarding the "Management Education in Crafts" at CDI. They also briefed about other activities of CDI like Short Term Trainings for artisans, Design Innovation & Development workshops, Creation of Information & Knowledge resources, Market Networking, Consultancy, Quality bench marking etc.



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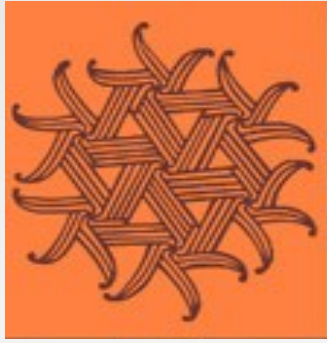


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1. Mr. Jameel Ahmad Khan, financial advisor to the Governor, Jammu & Kashmir state going through some product prototypes at CDI.
- 2 And 3. Participants of "Pattern making, Cutting and stitching programme" learning new techniques and skills.
4. Ms. Hina Qazi & Ms. Sanna Masood faculty, CDI, answering questions from the audience regarding the CM & EL program.



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## Spotlight

### Nature Bazar

Dastkar - society for crafts and crafts people is holding its 17th annual nature bazaar 2009, an exhibition cum sale of more than 150 crafts people from all over India. The event also holds cultural programmes, workshops and special displays, etc.

### Gifts and Premium Dubai

Held from 27-29 October 2009 at Dubai World Trade Centre, Gifts & Premium will showcase a complete view of the industry, providing an annual meeting place for those who are looking to improve existing business, find new business or simply increase their profile in the marketplace. The event enables exhibitors to interact directly with key buyers.

### China (Shenzhen) International Toys and Gifts Fair

Every October since 1993, China (Shenzhen) International Toys & Gifts Fair, the largest, most established and recognized national gifts event in China, stages in Shenzhen, bringing together the most active and famous industry players. It is the best, fastest and most effective platform for both domestic and foreign gifts, premiums and consumer products manufacturers and suppliers to build their brand awareness and promote their products, and is also a must-attend sourcing event for the industry buyers. The exhibited products will include Arts & crafts, Premium & giftware, Ceramics, House ware Home decorations, Electronic appliances, Bags & cases, Leather products, Home textile, Fashion jewelry & accessories, Packaging & paper products, Toys, etc

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