



Craft
Development
Institute
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Aaghaaz
Inspiring
CHANGE

Social Enterprises in Craft Sector

Social entrepreneurship is a term which lately has been widely in discussion .the term has been generating sufficient interest and is based on desire which is lasting for the benefit of the society.

The craft sector which is not an organized sector in the valley, has seen entrepreneurs who have excelled in their own rights. However it is also a fact that a majority of these enterprises have ignored their social responsibilities. it is a known fact that most of these enterprises have little or no concern with the values of social entrepreneurship. So the important question is that, "Is a social enterprise or social entrepreneurship radically different from entrepreneurship?" The answer is both yes and no.

Jean-Baptiste has defined entrepreneur as one who "shifts economic resource out of an area of lower productivity into an area of higher productivity and greater yield". Schumpeter identified in the entrepreneur "the force required to drive economic progress, absent to which economies would become static, structurally immobilized and subject to decay". Successful entrepreneurship sets off a chain reaction encouraging other entrepreneurs to iterate upon and ultimately propagate the innovation. According to Peter Drucker "the entrepreneur always searches for change, responds to it and exploits it as an opportunity". Thus an entrepreneur sees an opportunity to provide a solution to create something new and unique by his personal characteristics which he or she brings to a given situation namely inspiration, creativity, direct action, courage and fortitude.

The difference between entrepreneur and its social part is not linked by profit only, as entrepreneur is not motivated only by the prospect of financial gain. However both of them are strongly motivated by the opportunity they identify and are driven by the desire to pursue their vision. The difference also lies in the fact that an entrepreneur vision is linked to the expectation that his endeavor will lead to his or other investors gains. Social entrepreneur however does not link his or her vision to create substantial financial profit for his or her investors-philanthropic or government or for himself or herself.

The social entrepreneur aims for large scale transformational change which benefits a targeted section of the society or the overall society as a whole. Unlike an entrepreneur who knows that the target market will pay for the product service or innovation and will provide substantial returns for himself or herself and his investors. The social entrepreneur targets an underserved, neglected or highly disadvantaged population that lacks financial means or political clout to achieve the transformative benefit on its own. This does not however mean that social entrepreneurs shun profit making ventures. The enterprises created by them generate income and as a rule are profit making ventures.

Social entrepreneurship is thus based on two important components:

- 1) Identifying conditions which cause exclusion, marginalization or suffering of a section of the society which lack financial means or political clout to achieve any transformative benefit on its own.
- 2) Identifying an opportunity in this unjust system and develop a new system on the basis of creativity, direct action, courage and fortitude thereby challenging the present system to elevate the suffering of the target group thus ensuring a better future for the targeted group and even society at large.

In this regard it needs to be mentioned that Craft Development Institute through its post graduate programme “Craft Management & Entrepreneurial Leadership” is striving to create visionary entrepreneurs who will create their enterprises on the values and basis of social entrepreneurship. These enterprises will bring about a benefit to not only the entrepreneurs themselves but also to the artisans community at large.

(Inputs: Social Entrepreneurship, The Case for Definition, Roger L Martin & Sally Osberg, Stanford Social Innovation Review, Spring 2007)

*Sajid Nazir
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THINK A WHILE

Happiness lies not in the mere possession of money;
It lies in the joy of achievement, in the thrill of creative effort.

F. D. ROOSEVELT

Budding Views

THE KASHMIR HANDICRAFT

Jammu & Kashmir is not only the home to the vast cultural & ethnic diversity but also the myriad arts & crafts that have been carefully nurtured for the centuries. A variety of motifs, techniques & crafts flourished in the land as the people from different regions flocked through this beautiful place & many of the skilled craftsmen decided to settle amidst its charming abundance of natural beauty, with this these arts have gained even more distinctiveness & today Kashmir is known for Pashmina Shawls, Woolen Textiles, Embroidered Suits, Kashmiri Silk Sarees, Papier Machie, Wood Carving, Hand Knotted Carpets & lots of other traditional crafts.

DO YOU KNOW?

Khatumbandh is an art of making ceiling, by fitting small pieces of wood (preferably walnut or deodar wood) into each other in geometrical patterns.



The wood is processed, cut into batons and geometrical designs.



With fewer or no nails used at all, the khatumbandh ceiling can easily be dissembled and re-assembled at another place.



There are more than 160 designs for the khatumbandh in Kashmir, but today's artists can only reproduce about 100. Artists have however greatly compensated the lost designs with newer ones, where they experiment with mirror, colour combination and other things.

The history of handicrafts in J&K dates back to 1400 AD when Sultan Sikinder built the Jamia Masjid & his son Zain-UI-Aibedeem set a typical example of Indo-saracenic architecture. Budshah whose earlier name was Sharukh gave to himself the name of Sultan Zain-UI-Aibedeem was the first one to promote handicrafts in Kashmir. In 1840 the first ever handicraft showroom under the banner of "The Shaw House" came up in New Delhi. This was the first step towards promoting handicrafts outside the valley. With the passage of the time handicrafts grew & so did their popularity.

However on March 29, 2003 Kashmiri handicraft sector reported that it had suffered a loss of 75 Crore in the aftermath of 9/11. Further in October 2004, the export promotion council for handicrafts (EPCH) initiated a special programme to promote handicrafts from Kashmir. In the recent past i.e., on August 10, 2009 the honorable Chief Minister of J&K Mr. Omer Abdullah has called for "re-carving" of international market links for Kashmiri handicrafts & said that the revival of this sector is imperative for a turn around in the economy which has witnessed heavy loss over the years.

The myriad handicrafts articles that Kashmir bestows to the people of world are:

Kashmiri Carpets are world renowned & perhaps the most popular of Kashmirs handicrafts. Originally from Persia, the art of making the knotted carpet that Kashmir is famous for was patronized by Sultan Zain-UI-Aibedeem. In the 15th century, he brought weavers from Persia, to train the local Kashmiri inhabitants. The Farsi Baff and Smneh knots are most popular. *Kashmiri Shawl* is of superior quality, soft, warm and charmingly embroidered. It is made of three types of wool; Shahtoosh, Raffal and Pashmina. They are made by using two techniques; either Loom Woven (Kani) or Needle Embroided (Sozni). The most common pattern is Floral. *Walnut Wood Work* is the manifestation of elegant and intricate craftsmanship. Walnut wood is hard and durable, and its texture is even and close-grain. This enables the artisan to carve very fine designs. In an elaboration of the handicrafts from Kashmir, *Papier Mache* cannot be neglected. The art of Papier Mache involves layering paper pulp on a mould. It is then allowed to set, after which it is decorated. Mineral, vegetable and organic colors are used for the decoration and the final product is coated with Varnish to give it shine and to protect it. *Basketry* is another famous Kashmiri handicraft. Willow rushes that grow in abundance in lakes and marshes are used to make attractive, shopping baskets, lampshades, tables and chairs.

Thus to conclude on a suggestive note that the Kashmiri Handicraft dates back to 1400 AD. Therefore this bestowed art of Kashmir needs to be cautiously taken care of, and the knowledge about this specialized art needs to be imparted to the younger generation so as to give a long lasting life to the Almighty's dedicated gift to the people of Kashmir.

Waseem Afzal
Student, CM & EL (Batch 2008)

News-in-Brief

CDI - Marg Book Release Event

Marg Publications and Craft Development Institute organized an event for the launch of Marg's book "Pashmina: The Kashmir Shawl and Beyond" written by Dr. Janet Rizvi and Dr. Monisha Ahmed and "the launch of a Promotional Campaign for GI- Kashmir Pashmina" by CDI on Tuesday, 11th August, 2009, at Sher-e-Kashmir International Convention Centre, SKICC, Srinagar. The function was held in the presence of Hon'ble Chief Minister of Jammu & Kashmir Jenab Omar Abdullah.

Hon'ble Chief Minister praised CDI for its endeavor to preserve and promote Kashmir crafts by protecting and encouraging handicrafts. He also mentioned that the status of Geographical Indication (GI) which is been given to some kashmiri crafts would not only help to strengthen the production and marketing of Kashmir crafts, but also will eradicate the menace of selling un-genuine and non-local products in the name of Kashmir.

Further releasing the book "Pashmina: The Kashmir Shawl and Beyond" Chief Minister praised the excellent piece of work co-authored by Dr. Janet Rizvi and Dr. Monisha Ahmed. He said that this book will give an opportunity to people to peep through the history, development and artistic art of Pashmina collection, weaving and shawl making, entirely a handmade excellence.

The Chief Minister Omar Abdullah said that government will extent every support in protecting, promoting, financing and encouraging the handicrafts in the J&K state.



1. HCM Jenab Omar Abdullah with author of the book Dr. Janet Rizvi at the function.
2. Audience from all walks of life at the function.
3. Director CDI Mr. M.S. Farooqi speaking Pashmina GI and Issues related to it.
4. HCM going through various Pashmina samples.
5. (from L to R) Book Authors Dr. Monisha Ahmed, and Dr. Janet Rizvi, Head Marketing Marg Publications Dr. Roopa Patel, Chief Minister Omar Abdullah and Director CDI Mr. M.S. Farooqi at the Book release .
6. HCM Jenab Omar Abdullah Speaking at the event.

News-in-Brief (continued)

Buyer & Seller Meet -2009

The senior students of CM&EL programme of Craft Development Institute participated in the Buyer Seller Meet from 8th to 11th August, 2009 at SKICC, Srinagar. The event was organized by the Chamber of Commerce and Industry, sponsored by Ministry of Commerce, Govt. of India. The objective was to provide the students a platform where they get a practical exposure towards event management and current market trends. Also, to explore opportunities through such fairs and exhibitions by interacting with the buyers, so as to broaden their vision that will help them in establishing their own enterprise.

Bharat Nirman Information Campaign

CDI participated in a three-day Bharat Nirman Information Campaign organized by Press International Bureau Government of India, Srinagar. The selected prototypes developed at CDI like Khatamband panel, papier-mâché products, copperware, wood carved products etc. were kept on display. Such campaigns have been held by Govt. of India to create awareness among the people about various schemes and programmes of the government.

Visit of Ms. Payal Abdullah

Ms. Payal Abdullah wife of Chief Minister Omar Abdullah visited CDI campus on 13th August 2009 and glanced at the various activities and achievements of CDI that were briefed by Mr. M.S. Farooqi, Director CDI. She keenly looked at the various design innovations done in various crafts and highly appreciated the efforts and the work done by the Institute. She also interacted with the students of CM&EL programme and had a look at their work.



1. Honorable Governor of State Jenab N.N.Vohra interacting with the students of CDI at the Buyer Seller Meet.

2. Some of the products put up on display by the students at Buyer Seller Meet.

3 & 4. Ms. Payal Abdullah going through some of the products designed at CDI.

5. Ms. Payal Abdullah interacting with the students of CM & EL Programme.

Spotlight

Fashionista Lifestyle Exhibition

Being held at Nagpur between 2-4 October 2009, this exhibition brings a large contingent of renowned exhibitors displaying best of the best products in the field of Lifestyle, Fashion & accessories, from all over India-all under one roof. Fashionista Fashion & Lifestyle Exhibition truly depicts the fashion and style as name signifies.

The client base will include top elite club members, housewives, corporate houses, high and middle strata of the society, socialites and many renowned personalities will be at this event.

Indian Handicrafts & Gifts Fair

Starting 10th to 13th October 2009 at India Expo Centre EXPO XXI, Greater Noida (UP), this fair is organised by Export Promotion Council for Handicrafts under the aegis of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India. It provides comprehensive information to foreign buyers on the entire range of handicrafts of India and liaisons between Indian handicrafts exporters and foreign buyers.

Products on display in Indian Handicrafts & Gifts Fair are:- Christmas and Floral decorations including Eco-friendly Crafts, House ware, Decorative and Gift Items, Home Textiles, Furnishings, Furniture, Floor Coverings & Home Accessories, Fashion Jewellery, Accessories, Bags & Clocks.

Culture Collection

Introductions Trade Shows bringing together 150 exhibitors under one roof with diverse range of Art & Design lifestyle products catering to the niche audience of Mumbai. From 18th - 23rd September 2009 the show will offer a perfect blend of creativity and perfection, carved out by artists, craftsmen & designers from all over India & abroad.

Profile for exhibit include Adult Games, Playing Cards, Art Paintings, Artificial Flowers, Belts & Buckles, Boutique Items, Brassware, Candles, Christmas Decorations, Clocks, Cosmetics, Costume Jewelry, Decorative Accessories, Giftware, Glassware, Greeting Cards, Hobby & Craft Items, Key Chains, Lamps & Lamp Shades, Leather Goods, Perfumes, Fragrances, Religious Items, Silverware, Crystal, Stuffed Animals, Sunglasses, Toiletries, Toys & Games, Watches & Accessories, Woodenware.

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