

Spotlight

Industree Crafts Pvt. Ltd. promotes and sells products which work on the principle that good design must be accessible to anyone who appreciates it.

Industree Crafts Pvt. Ltd has got a chain of the retail outlets in Bangalore which are run by Industrial Designers. The stores sell products made from natural fibres as well as furniture.

Industree works with more than 100 producer groups. Industree markets approx. 30 million rupees worth, annually, in the export and domestic market. Industree sources from NGO's, trusts and co-operatives from all over South India and Orissa. Producer groups are small (mostly women working from their houses), hence large volumes usually take a long time to produce.

Currently Industree is committed towards enhancing and expanding the presence of Indian made natural fiber products in the national and international market. Towards this end Industree Crafts Foundation has been registered as a Trust.



The Foundation is in constant dialogue and is working on a long term project with the Office of Development Commissioner Handicrafts, Govt. Of India, in spreading easily learnable, natural fiber skills, as a tool for rural development, across many states of India. This is an extremely viable economic model, for such production is rural based, using locally available resources with low start up capital costs.

The Foundation is actively occupied, in widening the marketing base for rural production groups, within India, through the Pachchai brand, of home products. Pachchai means green in Tamil, the idea behind the brand being, self sustainability, eco and producer friendly.

www.industreecrafts.com



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Craft Development Institute, Srinagar

July 2005

News

Post-Graduate Programme in “Craft Management”...

A brainstorming session was organized on 13th & 14th May 05, at Srinagar, to conceptualize a broad structure of curriculum for the first Flagship Programme on “Craft Management”, to be introduced by the Institute. Senior Govt. officials, external as well as regional subject experts and representatives of trade & industry, attended the session.

The objective of the Flagship Programme is to provide best possible education & training comparable to international standards and evolve visionary leadership for the growth & development of craft industry.

The core concept of the programme was proposed on the fundamental aspects that firstly, there is a need to collectively address design, technology & market based requirements of the industry and secondly, the need to transform attitudes towards a more positive & professional character. Thus the programme will integrate the three main disciplines of design, management and technology, within the overall context of crafts. Along with core disciplines, the supplementary inputs on historical, socio-economic or environmental issues as well as practical

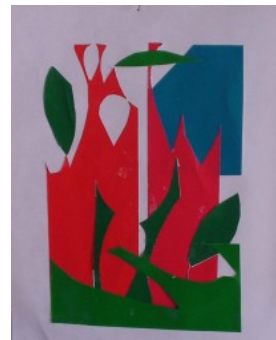
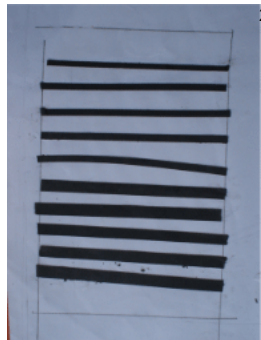
knowledge of materials, techniques & processes related to handicrafts would develop essential appreciation of the sector.

The proposed teaching/ learning methodology is interactive & participatory with an individualistic approach to attend specific requirements. The methods will include lectures, presentations, workshop & seminars, case studies, real life projects, industry internships and exposure through visit to related events & institutions.

As the proposed programme is of a unique nature, the core faculty resource will be ultimately evolved through appropriate training, exposure and experience. However initially the faculty will be largely drawn from reputed institutions, organisations and related professionals.

To maintain professionalism as well as autonomy & flexibility of curriculum in the programme, it is envisaged that alternative means shall be explored to provide necessary recognition and accreditation. These will include, sponsored seats & scholarships for deserving candidates, affiliation with overseas institutions, exchange programmes for faculty & students and involvement of internationally recognized experts.

With positive hope of receiving additional financial support from the Central and State Govt., the preparatory work on implementation of the Flagship Programme is expected to begin very soon. The programme will be introduced by March 2006.



Training Capsule for Craft Instructors

The CDI, Srinagar has conducted two training capsules, with 20 selected Craft Instructors each programme from Srinagar & Badgam, in the area of Crewel, Chain-Stitching & Staple embroidery. The programme was conducted by one senior and two assistant faculty members.

The objective of the training of Craft Instructors is that they would impart better training & also evolve entrepreneurial skills among fresh artisans in the training centres.

The contents of the training programme are based on the idea that the concerned training centres become more dynamic in self up-gradation & evolve their capabilities with time.

Accordingly, the contents of the training were organised into 3 broad areas:

- I. Multi-disciplinary Design Skills
- Ii. Orientation to basics of Information Technology
- Iii. Fundamentals of Business & Entrepreneurial Skills

The exercises were formulated to ensure:

- Learning through practical & hands-on experience
- Shared learning through class room presentations & discussions.
- Developing understanding from simple level to more complex concepts.

News in brief

Paper Pulp Unit, CFC, Nowshera

The test run of using the first batch of paper pulp, produced from the unit, to make various moulds & products, have been extremely successful. With the news spreading to the concerned artisans, several more customers have been visiting the unit to purchase paper pulp.

Documentation at School of Designs

The School of Designs, Srinagar, has approached the CDI, to seek professional help towards systematic documentation of its existing collection of traditional & new design samples in various crafts.

The CDI, has undertaken the concerned assignment on professional basis. The project will include development of a standardised format of documenting the contextual and visual references on each artifact in a manner that the information is ready to use for duplication or production if required by the artisans or trade.

Collaboration with RRL, Srinagar

CDI & the Regional Research Laboratories, Srinagar has visualised a training programme on construction of Leather Goods, to be conducted in partnership. The RRL, Srinagar, has collaborated with the Central Leather Research Institute, Chennai, to establish infrastructure & expertise at Srinagar, to provide technical training in the area of leather.

Networking with Industree, Bangalore

Industree, is a Bangalore based retail, exclusively marketing handmade products & handicrafts. Industree is also supported by the DC-(H) to carry out development activities like product innovation and skill up-gradation training.

In one such workshop, selected artisans earlier trained at CDI, have been sent for participation and further training. Industree has also been requested to explore marketing possibilities for the new products already developed at CDI, through previous workshops & projects.