

The Indo-German Export Promotion Project is a joint trade promotion programme of the Ministry of Commerce (MoC) in India and Ministry of Economic Co-operation and Development in Germany (BMZ) that promotes Indian exports to Germany and European Union. IGEP also facilitates technology transfer from Germany for selected Indian companies as an essential component of enhancing their export capabilities. Some of the Product Sectors promoted by IGEP are

- Gold Jewellery and Silverware
- Leather Products
- Software and Electronics
- Textiles and Silk Products
- Handicrafts and Giftware
- Bicycle and Bicycle Products
- Automotive Components
- Plastic Products
- Carpets
- Casting and Forgings

IGEP strives to ensure a conducive framework in cooperation with business institutions and govt departments helping, trade and industry cope with trade related regulations, norms and standards in Germany.



IGEP supports Indian companies through:

- Information on market requirements
- Technical advice and counseling for Product development
Quality standards and control
Adjustment to social and Eco-regulations
- Selection and collection of products for display in specialized trade fairs as well as assistance in pre-fair preparations and other activities during and after the fair
- Assistance for diversification and promotion of export products
- Up to date information about framework conditions for export facilitation .
- Facilitation of technology transfer and long term Collaborations with business partners.

IGEP's special support concentration has been on providing integrated export assistance to small and medium sized manufacturing companies in the private sector.

More information can be gathered from <http://www.igep.org>

Shoe production at Mirza Tanners, one of the IGEP's core group company

Craft Development Institute, Srinagar

October 2004

News

The Need for Capacity Building

The craft sector of India has been the most important sector of Indian economy. It is the 2nd largest employment provider in the country, next only to agriculture. Any initiative or strategy to strengthen the Industry must invariably focus on the capacity & capability building of this sector.

Handicraft producers have traditionally functioned in local markets, where they had direct link with their consumers, be it a bazaar customer or a local patron. Thus the artisans were always familiar with the context of the end user and were able to maintain pace with the overall changes and evolution of their immediate environment.

However, with the vast economic changes happening at a global level, artisans are now increasingly distanced and alienated both from consumers as well as their available markets. Consequently they are not only becoming less competent to register & respond to the new requirements of the market place but also more detached & uninvolved in their work. Their ability to act on the fast changing needs is also affected by the average low level of education, absence of capital resources and restricted information available about competitors & markets.

The new generation of artisans must necessarily be assisted to develop capabilities of competent business responses through correct exposure & facilitation of high quality intelligence particularly dealing with remote and export markets.

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The Craft Development Institute, Srinagar through its various activities of research, training & consultancy is ensuring appropriate thrust on the development of capability and capacity amongst the upcoming generation of Artisan Entrepreneurs involved in all kinds of skill based income generation activities.

The approach towards this development is envisioned over 3 aspects of evolving skill, exposure & networking capabilities. It is expected that with the introduction of broad, multi-disciplinary skills, orientation to basic tools for professional exposure & self enhancement together with capabilities of horizontal & vertical networking for collective efficiency will evolve the much desired contextualisation and entrepreneurial abilities of a crafts person.

Various fabrics explored for embroidery



Imitation Swede



Cotton in Self-design



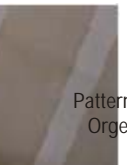
Fine Cotton



Woven Silk



Tusser Silk



Patterned Orgendi



A collage of designs evolved during the workshop

Focus on Embroidery

Three simultaneous workshops on design & technical training were conducted at CDI in October 2004. The Workshops focussed on exploration of Chain-stitching & Crewel Embroidery techniques as well as application of traditional embroidery on new product areas.

Conventionally the two embroidery techniques, though fundamentally same but different in their outlook and application, are done over a thick cotton fabric called "Dosuti". In the above workshops explorations were made in using several kinds of base fabrics and mixing of different types of yarns in a single design. The results were extremely interesting with many new textures as well as an added design value, based on the quality perception of the background fabric.

The trainees of the workshop predominantly came from NGOs & Self Help Groups like Tiara, Kashmir Friends Disabled Trust, Aftab Aari Works & Chinar Crewel. Initially the participants were inhibited to try new materials with their fixed mindsets but were able to expand their skill abilities on guidance & persuasion.

News in brief

Marketing Initiatives for new products

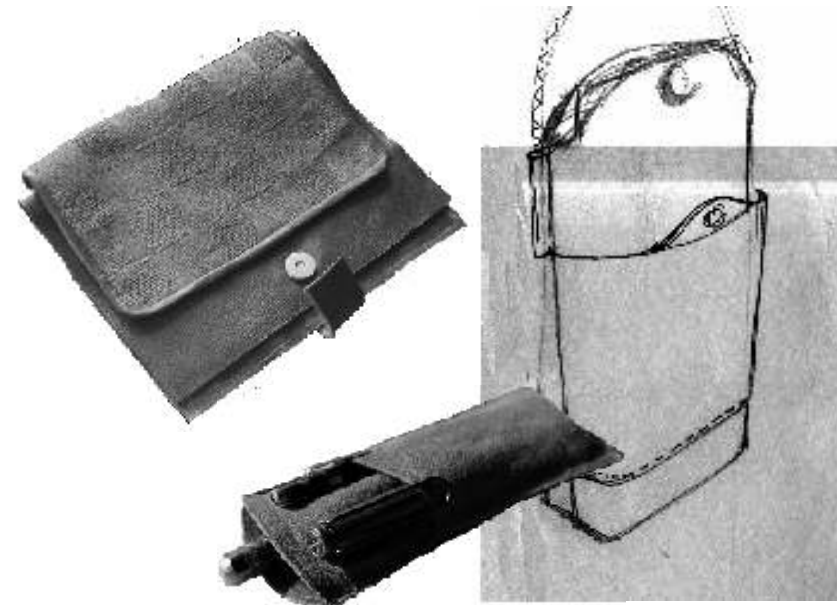
The CDI, showcased new products developed through various design development and training workshops held at the Institute at the Indian Handicrafts & Gift Fair from 13th to 17th October 04, at Pragati Maidan, New Delhi.

Participation in the IGHF Autumn fair was with the intention of finding possible market opportunities and establish tie ups between potential buyers & artisan producers. Many enquiries from both domestic & international buyers were received at the fair and necessary followup work is being done to initiate business.

Another initiative in this context was a tie up with Dastkar, New Delhi. Dastkar has offered three artisan groups in the area Paper Machie, Copperware & Willow wicker who were involved in the design development workshops at CDI, to participate in the upcoming Nature Bazaar from 16th November 04 at Delhi Haat, New Delhi. The artisan groups are presently developing adequate stocks of new designs under supervision & guidance of the Institute.

Project to initiate application of hand painting skills on glassware.

CDI in collaboration with a glass design expert is putting together a fresh project proposal to introduce application of hand painting skills from Kashmir, on glass based materials. The project involves aspects of orientation & training for artisans, design development and infrastructure building in J&K in the concerned area. Work is in progress to assess the commercial and business viability of the project. The project will be implemented with assistance from the Centre for Development of Glass Industries, CDGI, Ferozabad.



Pattern making workshop at NIFT, New Delhi.

The 10 day workshop on the above subject was successfully conducted at NIFT, New Delhi, from 30th September to 8th October 04. 7 out of 8 short-listed candidates reported for the workshop. The candidates learnt new technical skills and expressed satisfaction with the contents of the workshop.

Protection of TK of Kashmir Handicrafts

The Institute has commenced work on protection of Traditional Knowledge with reference to Kashmir Handicrafts. A senior consultant has been appointed by CDI to provide necessary direction & guidance to the project. CDI will work closely with the Directorate of Handicrafts, Govt. of J&K and the Kashmir Chamber of Commerce & Industry to seek assistance and implementation of this project.

Procurement of further Equipments

CDI has recently purchased high speed top quality industrial stitching machines from Singer. These machines shall be useful in providing demonstration & training in the area of pattern making & stitching of garments as well as any fabric based accessories.

An electrical pottery throwing wheel and a banding wheel has also been purchased to provide technical training to local terracotta artisans.

Interaction with officials from IGEP, New Delhi.

A delegation from Indo German Export Promotion Council (IGEP) was on a visit to explore possible tie ups with institutions and organisations in Srinagar. Director CDI and a faculty member interacted with the team and put forward various requirements where support & cooperation may be extended from IGEP to the Institute.

Visit of Union Secretary (Textiles) to CDI, Srinagar

The Union Secretary (Textiles) to the Govt. of India, Shri Wajahat Habibullah, visited the Institute. He was briefed regarding the activities and initiatives made by the Institute since its commencement in February 04. Shri Habibullah observed the ongoing workshops and also took interest in understanding the various products and approaches demonstrated by the designers.