

SARAS Fair

A *Regional SARAS Fair 2007* is going on which is an exhibition-cum-sale of products manufactured by rural artisans from all over India. The exhibition is organized by the Rural Development Department, J&K Govt. and held at Kashmir Haat Exhibition Ground, Srinagar from 27th of August till 7th of September. There was an exhibition and sale of unique products in dress material, interior decorations, footwear, etc made by rural artisans. The main theme of this exhibition was Artisan-Customer face to face, direct interaction. The students of CDI visited the fair and interacted with the artisans.



CDI Logo

A stylized logo was conceptualized and professionally designed by Trapeze in May 2007, which provided a unique identity and image for CDI. The logo represents the tree of life which signifies growth, youth, vitality and flow of life in the natural world.

The tree framed within a *mehrab*, rendered in an architectural *jaali*-like manner, is to contextualize the cultural aspect of Kashmir.



Craft
Development
Institute
SRINAGAR

Established by the Office of
DC-(H), Ministry of Textiles,
Govt. of India

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News

Craft Management & Entrepreneurial Leadership Programme...

Being a part of this highly competitive and extremely professional world, we realize that there is a significant lack of direction among the artisan community and businesses in the handicrafts sector of the country at large and especially in the state of Jammu & Kashmir. Unless a clear sense of direction and purpose is identified for the area, the craft industry will surely lag behind and ultimately perish...

What started with a brainstorming session in May 2005 at Craft Development Institute regarding a proposal to introduce a flagship programme to motivate the educated youth towards serious involvement in the handicraft sector, has matured and evolved into a 2-year postgraduate, professional, industry-driven educational programme in 'Craft Management and Entrepreneurial Leadership' which was finally realized and introduced in July 2007.

The objective of this unique programme is to provide best possible education and training that incorporates various concepts and fundamentals of design, management and technology within the specific context of handicrafts. Being multi-disciplinary in approach, it aims at producing visionary, innovative and effective craft managers...

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and leaders who will create, manage and evolve craft enterprises of the future. The programme is the first of its nature in the country, having a broader objective to promote and strengthen the much neglected craft industry in Kashmir. The programme targets individuals who are related to trade and business, manufacturing or exports of handicrafts or may like to consider the area as a potential career option. The proposed training shall also enable one, to explore rewarding careers in private, public and social enterprises, non-government organisations related to handicrafts or as competent craft entrepreneurs.

The teaching philosophy adopted at CDI is 'learning by doing' and hence the entire training is interactive, enlightening and participatory with an individualistic approach towards building the given strengths of participants. The teaching methodology includes lectures, discussions, presentations, assignments, workshops, case studies, real-life projects, visits and industry internships that provides the much-needed exposure to the students. The institute constantly endeavors to build a wide network with various institutions to provide a platform for nurturing design, technology, communication, business management and related knowledge for the craft industry. The present network of the institute includes well-established organisations like the Indian Institute of Forest Management, Bhopal, Industrial Design Centre (IIT- Bombay), NIFT, New Delhi, FMS Dept., Delhi University, DJ Academy, Coimbatore, etc.

CDI draws its core faculty largely from nationally reputed institutions and highly motivated and creative professionals. The Institute is also working toward developing its own reservoir of talent and skills through appropriate training, exposure and experience to its regular faculty and personnel. The Institute is also striving to linking-up with financial and support institutions for providing sponsorships and scholarships for deserving candidates, affiliation with foreign institutions, exchange programmes with overseas institutions for faculty and students as well as involvement of internationally recognized experts in the activities of CDI.

As an outcome of the programme, CDI aims to produce highly motivated, creative and capable craft managers and entrepreneurs who will revive and uplift the handicrafts sector along with the entire artisan community.

Short-Term Training for the Formally Educated

A 2 month programme on **Computer Aided Representation Techniques for Handicraft Products** was held at CDI in June 2006, which was conducted by Mr. Vishal Kapur, a professional textile designer from Delhi. The purpose was to train individuals aspiring to work in the craft sector, on different aspects of technical communication necessary in the manufacturing and production of handicrafts. The course included basic orientation to the traditional crafts of Kashmir, related processes, tools and materials as well as introduction to manufacturing setup, production processes and interactive communication with artisans. Aspects of technical communication were introduced in terms of color, specification formats, product interpretation, fashion trends sourcing and analysis, quality standards, etc. A parallel thrust was maintained on computer-aided inputs/techniques such as knowledge of color software, texture mapping, surface graphics, etc.

The programme was sponsored by the NGO Co-ordination Federation (J&K)



PANTONE colour system is a world standard for Designers and textile manufacturers and product exporters for communicating colour information for dyeing fibre, yarn or fabric. There are 1900+ shades in the **PANTONE** system organised by colour family. The paper edition colours are coded as TPX suffix and in cotton edition the suffix is TC after the **PANTONE** six digit code.



The image on the right indicate all the care symbols that are mandatory to be mentioned on the care label of the export item

Reference		Discarded	Minimum	Page
		01/2004-01	1	1-141
Care symbol overview for textiles (optional)				
International care symbols				
CARE SYMBOLS FOR TEXTILES				
Washing				
Dyeing				
Ironing				
Professional care of textiles				
Fabric				

Various training programmes including the Integrated Design & Technical Development Projects (IDTDP), Design & Technical Training Workshops (DTDW) and field visits were organized by the CDI. Some of the important events and programmes conducted were:

- ❖ Short-term training programme in the area of *Pattern Making, Cutting & Stitching* from 21st Feb-26th March 2006.
- ❖ DTDW in the area of *Application of Traditional Embroidery over Traditional Fabrics from Other Regions* from 1st to 18th September 2006 conducted by Ms. Mamta Lall, Design Consultant, New Delhi.
- ❖ IDTDP in the areas of *Packaging of Handicraft Products* conducted by Mr. A. Balasubramaniam, Product Designer, New Delhi.
- ❖ IDTDP for new product development and intensive training of naqash associated to the crafts of *Paper Machie, Embroidery and Wood Carving* conducted by Mr. Chandrashekhar Bheda, Design Consultant, Delhi.
- ❖ IDTDP in *Khatamband Handicraft* from 1st week of September 2006 conducted by Mr. Sandeep Sangaru, Furniture Designer, Hyderabad.
- ❖ DTDW in *Ladakhi Garments* from 7th to 21st September 2006 conducted by Mr. Paras Baroliya, Geisha Designs, New Delhi involving the Director, Handicrafts, Leh and Directorate of Handicrafts, J&K Govt.
- ❖ Ms. Anjali Rana, Textile Designer, conducted DTDW in the area of *Sozani* from 22nd September to 6th October 2006.