inspiring change



Prospectus 2022

MBA (Craft Management & Entrepreneurship



"Give some tree the gift of green again.

Let one bird sing."

faiz ahmed faiz 20th century urdu poet

The Craft Development Institute aims to be a catalyst for change. By preparing the national craft sector to grow with new markets and draw on fresh inspiration, CDI endeavours to renew the relevance, interest and economic potential of handicrafts. Through its vision, the Institute aims to open doors for leadership and enterprise while reviving the pride and value of craft heritage.



Message Dean Academic Affairs

Master of Business Administration-Craft Management & Entrepreneurship (MBA-CME) course launched by Craft Development Institute (CDI), Srinagar in affiliation with the University of Kashmir aims to develop proficient and capable human resource having competence and professional skills with specialization in crafts. Kashmir is rich in its heritage of handicrafts sector from the last two centuries and as such the post-graduate program (MBA-CME) will usher a new era by bringing in the professionalism in the said sector. MBA-CME course being offered by Craft Development Institute (CDI), Srinagar, contributes towards employment generation in this field. Apart from providing employment to literate as well as illiterate artisans in both rural and urban areas, craft forms the backbone of this sector that substantially contributes towards our exports.

I extend my best wishes to the management, staff and students of CDI and wish to see them excel in every field. The youth who opt for this course will be able to further develop the handicraft sector at the national level and in J&K in particular.

Prof. Farooq A. Masoodi Dean Academic Affairs University of Kashmir



Message Head, Department of Management Studies

Master of Business Administration-Craft Management & Entrepreneurship (MBA-CME) course being launched by Craft Development Institute (CDI), Srinagar, is a unique course is unique in its own way and is first of its kind in the country. The course is approved by the Board of PG Studies in Management, University of Kashmir and has been applauded at national level. Since Kashmir is rich in its heritage of handicrafts sector from the last two centuries and as such the post-graduate program of MBA-CME will usher a new era by bringing in the professionalism in the said sector. The budding youth aspirants who intend to pursue the said course have a huge potential to further the cause of handicrafts sector of Kashmir in particular and country in general. Moreover, CDI has a good infrastructure and apt faculty to launch the course. Besides, the inputs from experienced faculty from the University of Kashmir, Srinagar apart from academicians and industrialists from the field of handicrafts across the country adds value to the said course.

I wish CDI with the support from the J&K Government will usher a new era in professionalism of the handicraft sector, and help youth aspirants opting for the course to form successful ventures and develop the handicraft sector at the national level and in J&K in particular.

Prof. Iqbal ahmad Hakim Head, Department of Management Studies University of Kashmir



Director's Message

CDI, Srinagar has established its credibility in the state's handicraft sector, by leading a number of pro-active initiatives on new design development, human resource development and registration of six important crafts of Kashmir, under the Geographical Indications Act. CDI has been a pioneer in establishing the Pashmina Testing and Quality Certification Centre for testing and labeling of genuine pashmina.

Masters in Business Administration (Craft Management & Entrepreneurship) programme is an initiative by the Institute, to allign the traditional craft practices of Kashmir with the mainstream system of formal education.

The programme is expected to develop an integrated competence of concepts and skills related to problem solving, design, techniques and technology, management and enterprise building around handicrafts.

Most importantly, the programme will hone innovative and strategic thinking along with knowledge to formulate, develop and communicate fresh ideas for crafts business. All the proposed inputs are structured in a completely applied and practical manner with emphasis on a multidisciplinary approach needed to work in the domestic crafts sector.

I hope that the MBACME programme will not only be of immense benefit for the Kashmir crafts and all its stakeholders but also be a valuable model for similar settings having the objective of development of handicrafts and other skill based economic activities.

> Tariq Ahmad Zargar, JKAS Director, CDI, Srinagar



By providing a forum for creative exchange and knowledge share between design, management and technology, CDI endeavours to create new avenues for innovative thought, execution and entrepreneurship in handicrafts.



The Craft Development Institute (CDI) is focused on integrated development of the Indian handicraft sector. Located in Srinagar, CDI invites various stakeholders, individuals and agencies working in the sector to co-partner in envisioning and implementing a development process while drawing inspiration from the rich heritage of arts and crafts in Jammu & Kashmir.

The CDI campus and its surroundings provide a highly conducive environment and multi-dimensional resource-base for training and development related activities in handicrafts. The Institute has a four acre campus with a common mechanized facility for carpet washing, pulp making and wood seasoning as well as a hostel. Located just a short distance from Baghe-Ali-Mardan Khan Industrial Estate - the handicraft and industrial production centre of Srinagar - CDI has to its advantage proximity to a neighborhood of approx. 40,000 artisans producing more than 60% of the total volume of handicrafts and almost half the industrial production of the city.

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CDI, Srinagar is an autonomous Institute established by the Office of DC-Handicrafts, Ministry of Textiles, Govt. of India and Department of Industries & Commerce (Directorate of Handicrafts & Handloom), Govt. of Jammu & Kashmir.

Established in February 2004, CDI is managed by an Executive Committee headed by the Administrative Secretary (Industries & Commerce Department), Govt. of Jammu & Kashmir.

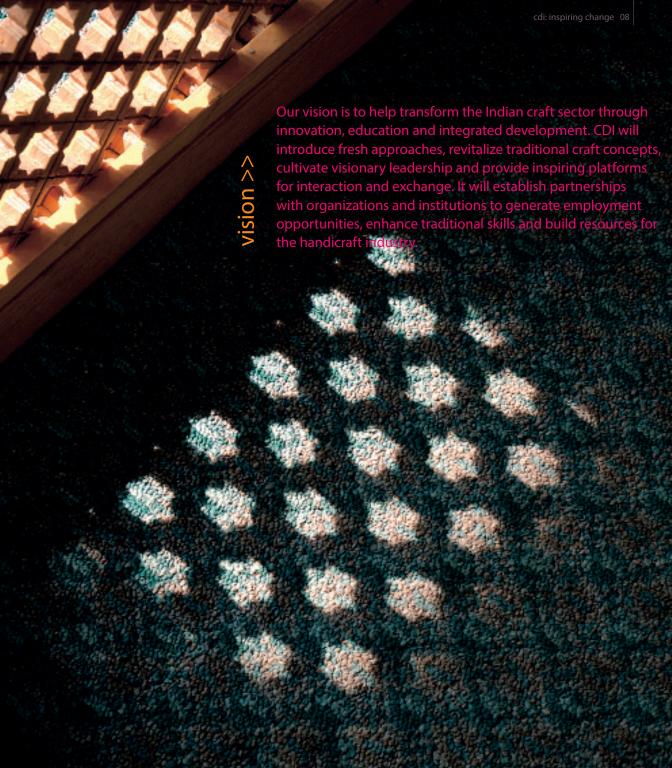


THE CRAFT SECTOR

The domestic craft sector is the second largest employment provider and has the inherent potential to co-participate the country's growth and development. However, rising competition and oversaturated global markets have made it increasingly difficult to sustain business profitability at the cottage industry scale. The Indian handicraft sector is struggling to evolve its competence and build sectoral capacity & capability in response to the challenges it faces.

To bridge this disparity, it is imperative that initiatives are taken to give impetus to this sector through education, training, infrastructure building and other policy measures.







The first of its kind in the country, this programme is based on a multi-disciplinary concept of interfacing the applied aspects of design, management and technology in an integrated fashion, within the overall context of handicrafts.

CDI, Srinagar offers this programme, in affiliation with the University of Kashmir.







curriculum details

The fundamental strength of the curriculum for MBA (Craft Management & Entrepreneurship) is drawn from being multi disciplinary and interfacing the applied aspects of design, technology and management in an integrated fashion within an overall context of handicrafts. This unique proposition has been suggested in response to various requirements, issues and concerns felt by handicraft industry in order to multi fold its scale of production and business.

The core curriculum of the programme is spread over four semesters of about 6 months each. The first two semesters are similar to that of other MBA courses. The next two semesters in the second year of the programme, focus on design, technology and entrepreneurship in the context of handicraft industry.

During the fourth semester, the students are required to take up an internship with a handicraft based organization. The internship is for a duration of 4 weeks that provides a student with an exposure to organizational working as well as an opportunity to apply his/ her learning in a real-life situation.

course curriculum

SEMESTER - I

MBACME20101CR Management and Organizational Behavior

MBACME20102CR Accounting for Managers
MBACME20103CR Quantitative Methods
MBACME20104CR Managerial Economics

MBACME20105DCE Seminar in Contemporary Business Practices

MBACME20106DCE Craft Environmental Exposure
MBACME20107DCE Craft History and Issues

MBACME20108DCE Computer Applicaions in Craft & Design

SEMESTER - II

MBACME20201CR Human Resource Management

MBACME20202CR Marketing Management MBACME20203CR Managerial Finance

MBACME20204CR Production and Operations Management
MBACME20205DCE Seminar in Contemporary Business Practices

MBACME20206DCE Basics of Craft & Design
MBACME20107DCE Research Methodology
MBACME20108DCE Computer Aided Design

SEMESTER - III

MBACME20301CR Craft Policies & Strategies

MBACME20302CR Materials, Processes & Technology MBACME20303CR Innovation & Entrepreneurship

MBACME20304DCE Seminar in Contemporary Business Practices
MBACME20305DCE Brand Development and Management

MBACME20306DCE Export Procedures & Intellectual Property Rights

MBACME20307DCE Craft Heritage & Tourism

MBACME20308DCE Craft and Design Sftware Applications

SEMESTER - IV

MBACME20401CR Internship & Training Project
MBACME20402CR Supply Chain Management
MBACME20403CR Project Management

MBACME20404CR Design Representation Techniques

MBACME20405DCE Fashions & Seasons

MBACME20406DCE Material Exploration & Product Development

MBACME20407DCE Digital Marketing

MBACME20408DCE Management of Industrial Relations





"The price of success is hardwork, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand"

Vince Lombardi





The institue follows a 'Learning Centric' rather than' Teaching Centric' methodology that requires a student to practically work and gain indepth understanding of various business conncepts in real-life situations.

The methodology is interactive and participatory with a focus on addressing the individualistic requirements of a student.

Such a method has been framed to bridge academics and business in an effective manner that prepare students to work proffessionally in a challenging environment.

exposure to trade & industry

The sudents get wide opportunities of exposure to trade and industry through visiting various craft clusters, industries, events and other related locations involved with business or promotion of handicrafts.

CDI is well networked with several craft organisations throughout the country that regularly extend their expertise in the teaching of various subject areas of the programme as well as engage students on assignments of different nature.







industry internships

The curriculum of the programme emphasizes on an industry internship to be undertaken by a student to provide exposure to the craft industry fields-on working experience as well as an opportunity to build a proffessional network.

The internship is to be taken with an established buying/ sourcing house, production unit/ business agency, NGO or an enterprise related to handicrafts, lifestyle and gift products or allied industries.

evaluation procedure

The evaluation of a student is a continuous process and involves both qualitative as well as quantitative methods. The evaluation system includes self and peer assessment, feedback and cumulative assessment at critical stages of learning. Specific criteria of assessment would be indicated with reference to a given format of evaluation such as a written examination, research project, seminar, jury panel or presentation.





student support

The programme commences with an induction and orientation session to introduce the students to the course, modules, evaluation & assesment methods, resources and facilities of the Institute along with a visit to various craft centers to provide a general feel of the related work environment.

The Institute also facilitates in arranging internships, field visits and professional projects of all the students.

Mentorship is offered to support students in carrying out their assignments, confidence building and networking with the craft industry. Each student is designated a faculty member as mentor for the entire duration of his/her studentship.

If required, the Institute assists the graduates in identifying employment opportunities, post the completion of the programme.

newsletter

Students are given an opportunity to contribute in CDI's monthly newsletter namely "Aaghaaz" through writing articles on various crafts.









COVER STORY

NEWS IN BRIEF

RELEVANCE OF ONLINE MARKETS IN HANDICRAFTS

Handicraft is a unique expression of art which represents a culture, tradition & heritage of a specific region. It beautifully keeps the age old culture alive & maintains the craft's exotic legacy & tradition. Every country has its own unique handicraft style bringing forth the diverse historical aspects in beautiful forms of handicrafts. Highlighted with distinct designs & finishes, the handicraft iter speak loud & clear about the excellent artistic skills of craftsmen which make the pieces absolutely invaluable.

Kashmir's picture has always been synonymous with its arts and crafts. The handicrafts from valley are famous throughout the world because of their quality and design. This sector has great potential to generate gainful employment within and outside the state. It is a labour intensive sector and needs less capital investment. Being a labor intensive sector, handicrafts can be established both in rural and urban areas. As per J&K Handicrafts Department, there are an estimated 2.5 lac artisans in the state who support and feed their families by engaging themselves in different forms of craft, and there is still great potential for more employment to be generated in this sector if markets are expanded and demand is increased. Presently, our handicrafts provide Rs.1700 crores as foreign exchange every

Kashmir is very lucky in the sense that almost every region is kasmin' is very lucky in the sense that almost every region is identified by its ethnic art this providing rich diversity of crafts. From the beautiful pashmina shawls to the mesmerizing wood carving, the khatamband and paper machile, carpets, kani shawl, sozni, tilla work, embroldery, the list is almost endless. Each of these crafts display craftsmanship that take months or even years of mastery. Historically, these crafts were symbols of pride and artisans and craftsmen were looked with great respect in society. Being indigenous arts, skills were passed down from generation to generation. For artisan, it was a matter of great pride and respect to pass on his expertise to his or her offspring. However, the picture has totally changed in modern times and most artisans today no longer want their children to follow their footsteps. Reasons being many including poor wages, inaccessibility to markets, competition from machine made goods, lack of exposure, social recognition etc.

Among the issues mentioned above, market is most critical. In spite of working under the deplorable conditions, yet craftsmen never get a fair price for their products. This harsh scenario is seeing countless artisans leaving their professions and searching for jobs that would pay better, thus posing a grave threat to crafts that till now were symbols of identity.



MAY 2016 News Letter: 02



admission procedure

eligibility criteria

A minimum of 3 years bachelor's degree (10+2+3) or equivalent in any discipline, which is recognized by the University of Kashmir with 50% marks in aggregate under open merit and 45% marks in aggregate in case of reserved category.

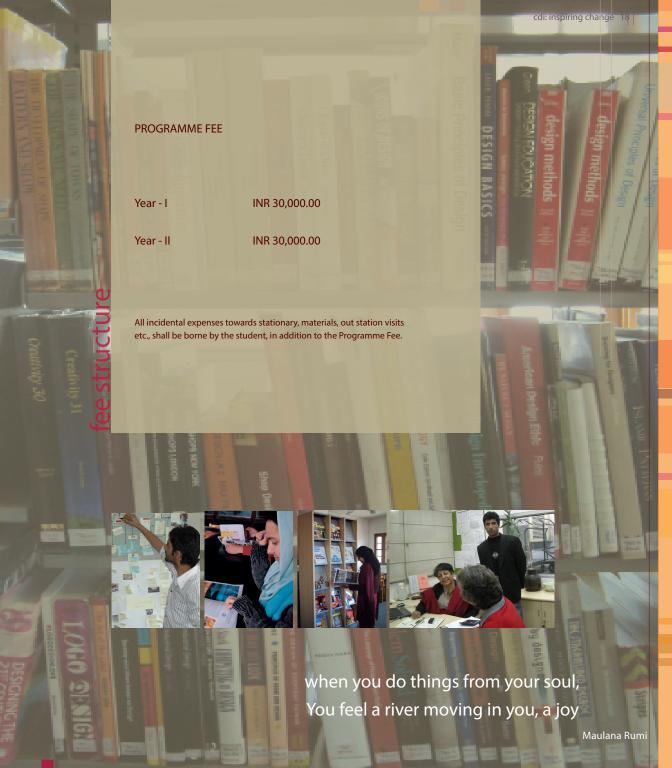
mode of selection

Candidates shall be admitted to the programme on the basis of CMAT Score-2022

submission of online application forms

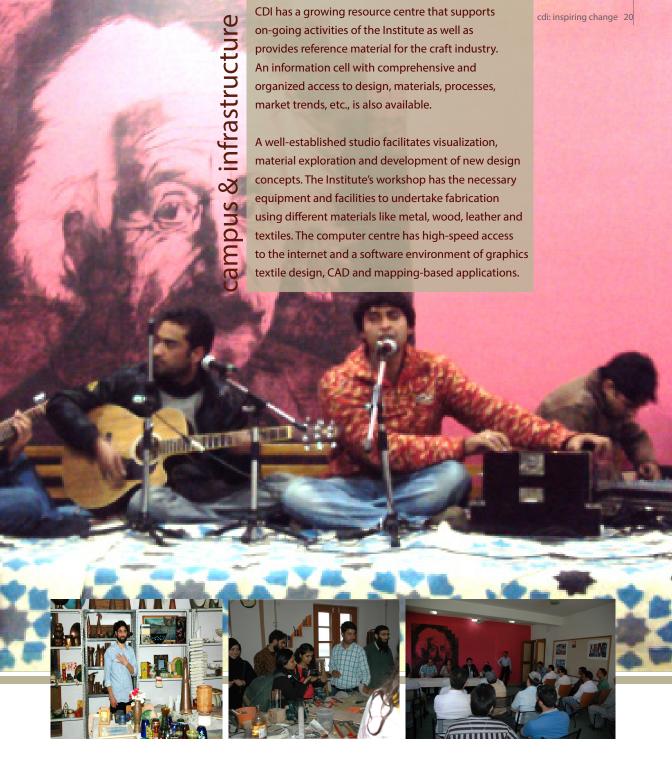
Candidates have to submit online application forms on www.kashmiruniversity.net or www.kashmiruniversity.ac.in







resource centre >> studio >> workshop >> computer centre >> hostel >> recreation



internal faculty

Sajid Nazir, Senior Faculty

M.Sc. International Marketing from University of Sussex, UK Gujarat. B. Arch. from Karnatak University, Dharwad sajidnazir@rediffmail.com

Nazima Qadri, Faculty

nazima@cdisgr.org

BE (Computer Science) from Bangalore University Karnataka. OCA from Oracle University

Dr. Hina Qazi, Assistant Faculty

Ph. D from SNDT, Mumbai Masters Degree in Clothing and Textiles from Maharaja Sayajirao University of Baroda, Gujarat. hina@cdisgr.org

Rayees Hassan Pandith

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Arsalan Ashraf Khan

MBA from Islamic University of Science & Technology

Wajahat Hussan Mattoo

MBA from Islamic University of Science & Technology

external faculty

Prof. A. G. Rao, Senior Professor

IIndustrial Design Centre, IIT-Bombay

Prof. S. Balaram, Dean

DJ Academy of Design, Coimbatore

Ex-Vice Chairperson Industrial Design Faculty NID

Prof. Amrish Sehgal, PGDM, IIM-A

Diploma in Hotel Marketing, Cornell University

Director, Academic Affairs, Skyline Business School, Gurgaon.

Dr. R. K. Wadwa, Ex. Professor

IIFT & Director Global Business Consultancy, Gurgaon.

Prof. (Dr.) M. A. Sahaf, Professor

The Business School, University of Kashmir

Prof. (Dr.) Shabir Ahmad Bhat

The Business School, University of Kashmir

Prof. Mushtaq Ahmad Darzi

The Business School, University of Kashmir

Prof. Igbal Ahmad Hakeem

The Business School, University of Kashmir

Dr. Yaseer Ahmad Mir, Assistant Professor

NIFT, Srinagar

Prof. Jatin Bhatt, Dean

Ambedkar University, New Delhi

Mr. Darshan Bhat, CEO

Creatnet Services Pvt., NOIDA

Mr. Jogi panghaal, Industrial Designer

Design Educationist and Visiting Faculty at IICD, NID, NIFT as

well as several international design institutions.

Mr. Amar Chawla, Executive Director

2M Marketing & Consultancy Services, Gorgaon

Mr. Chanderashekhar Bheda, Textile Designer

NID Graduate, Design Consultant

Mr. Sandeep Sangaru, Furniture Designer

Sangaru Design Studio, Bangalore

NID Graduate & Visiting Faculty at NID.

Mr. Mann Singh, Furniture Designer

NID Graduate & Visiting Faculty at NID and Srishti School of Art and

Desigr

Mr. Subhabrita Sadhu, Textile Designer

NID Graduate, Design Consultant

Ms. Renuka Savasere, Ceramic Designer

NID Graduate, Design Consultant

Ms. Tanveen Riti, Accessory Designer

NIFT Graduate, Design Consultant

Mr. Prashant Kakkar, Marketing Consultant

Visiting Faculty NIFT, Graduate from Delhi Business School

Mr. Khitish Pandya, MD

Eco Tassar, New Delhi

Mr. Anil Madan, Founder Director and Creative Head

Agua Communications, Pvt. Ltd

Ms. Vaishali Thapa, Textile Designer

Manager, AIACA

Ms. Anjali Rana, Textile Designer

NID Graduate, Design Consultant

Mr. Vaibhav Vutts, Lawyer High Court, New Delhi

IPR Lawyer & Consultant

Mr. Prateek Goel, Proppretier

Vivid Technologies

Mr. V. K Arora

Consultant

tie-ups & network

National Institute of Design, Ahmedabad

Industrial Design Centre, Indian Institute of Technology-Bombay

National Institute of Fashion Technology

University of Kashmir, Srinagar

Indian Institute of Craft & Design, Jaipur

Pearl Fashion Academy, Jaipur

Dastkar, New Delhi

JK Entrepreneurial Development Institute, Srinagar

JK Bank Ltd.

The All India Artisans and Craftworkers Welfare Association (AIACA)

Dastikari Haat Samati, New Delhi

Craft Revival Trust, New Delhi

Creatnet Sevices, New Delhi

NIELIT, Sringar

Pushpanjali, Fair trade Organization, Agra

Eco tasar, New Delhi

Fabindia, New Delhi

Bombay Textiles Research Association, Mumbai

Export Promotion Council for Handicrafts, New Delhi

Directorate of Handicrafts, J&K Govt., Srinagar

Kashmir Govt, Arts Emporium, Srinagar

Kashmir Chamber of Commerce & Industry, Srinagar

Ambedkar University, Delhi

Kashmir Box, Srinagar



success stories

Over the past years, CDI has been instrumental in training and nurturing craft entrepreneurs and craft mangers. Several of these trained individuals have successfully set-up their independent ventures and many are engaged with leading agencies involved with trade, production or development activities related to handicrafts.

2013-15

- Mr. Imtiyaz Aslam
 Co-Founder, Precious Hands, Srinagar
- Mr. Hidayat Hussain
 Co-Founder, Precious Hands, Srinagar
- Mr. Jameel Naqash
 Founder, naqashhandmade.com

2009-11

- Mr. Muteen Dijoo
 Co-Founder, Blossoms of Heaven, Srinagar
- Mr. Zahid Rafiq
 Founder, Fumbh Design Consultancy

2008-10

- Mr. Jahangir Bhat
 Founder, Vastakar, Srinagar
- Mr. Yasir Bhat Consulting Coordinator, IL&FS, New Delhi
- Mr. Shabeer Lone Founder, HindiCrafts, Baramulla

2007-09

- Ms. Arifa Jan
 Founder & CEO, Incredible Kashmir Crafts,
 Srinagar
- Ms. Mahvash Masood
 Partner, Farzeen, Srinagar

Establishment of Craft Enterprises:

Blossoms Of The Heaven
Wani Charkha Arts & Crafts
Incredible Kashmir
Kashmir ON
Tabaruk Cottage

Mangers and Coordinators for handicraft Enterprises:

Rangsutra Sasha

M2K

Help Foundation

C2K (Dastikar)



Mahatma Gandhi

CDI aims to become a benchmark for formal and recognized education in handicrafts. Through its holistic approach to development, the Institute is focused on maximizing the potiential of skill based activities, in all degrees and forms, in as many ways as possible. By envisioning employment opportunities for young people and opening their minds to attractive careees options within the crfat sector, CDI endeavours to renew the promise of handmade crafts, give it multiple direction and drive it towards inspired change. The fall of a leaf is a whisper to the living.





www.cdisgr.org



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