Handicrafts & Handloom Enterprises: Conserving & Reviving Traditional Wisdom

9th & 10th November, 2020
4:00 PM to 6:00 PM
2 Hrs./day (Total 4 Hrs.)
THE CONTEXT

After agriculture, handicrafts & handlooms is the second largest source of income amongst rural communities, wherein, approximately 1/10th of the population was engaged in crafts production in 2013. With reference from various sources, approximately, 200 million craftspeople & artisans depend on this sector for livelihoods, approximately contributing INR 300 Billion+ sectoral size, half of which is alone from the exports of these products. While the demand is growing for the products in international and national markets, there is also an increase in consumer consciousness around organic materials, fair trade practices that create value for marginalized populations. However, the sector is plagued by multiple challenges which leave the potential untapped. The key problem identified is the unorganised nature of the sector, which further leads to challenges for local procurement of quality raw material, fragmentation of value chains, poor production facilities, limited marketing capabilities, and inadequate linkages to markets and consumers as a result of information asymmetries. Through this bootcamp, we propose to provide you an end to end understanding of tangible interventions that can augment the capacity for impact creation in this domain, to further enhance the lives and livelihoods of India’s handicraft & handloom artisans.

India Livelihoods Collective, in collaboration with CSRBOX, has curated a Virtual Boot Camp for you to learn the fundamentals of. Join us for the two-day virtual Boot Camp on ‘Handicrafts & Handloom Enterprises: Conserving & reviving traditional wisdom’ and understand how to make the traditional skills and crafts relevant for the current markets and enhance the overall business sustainability of the sector with specially designed training session by Industree Foundation, Tata Power CSR and some of best practices of strongest enablers from across the country.

THE BOOT CAMP

The Bootcamp-IV on ‘Handicrafts & Handloom Enterprises: Conserving & reviving traditional wisdom’ is planned in form of two sessions on the 9th and 10th November, 2020 and aims to develop an end-to-end understanding of the professional. The programme builds organisational knowledge and capacities in terms of SOPs, implementation, management, key challenges associated and learning.
FOR WHOM
Arts & craft enterprise promoters and enablers in the ecosystem (representing NGOs, CSR, Philanthropic Organisations, Start-ups, Consulting Firms and Academia.

SESSION PLAN

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<th>Topics Covered</th>
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| **Session-I: Designing and Implementing Enterprise Programmes for Handicrafts & Handlooms** | **6C Model, Industree Foundation**  
Mr. Jacob Mathew, CEO, Industree Foundation  
The 6C Framework adopted by Industree outlines the enabling ecosystem that producer-owned enterprises require to thrive. The 6C model ensures producer enterprises can tap into the resources that are vital for their survival growth and prosperity.  
- Mobilization, aggregation and professional management (Construct)  
- Building Capacity of producers on skills and productivity enhancement including entrepreneurial, leadership, business and life skills,  
- Providing support with access to Capital  
- Channel to buyers  
- Customer-oriented designs  
- Providing digital connect to the ecosystem at scale with mobile based technology and communication. |

**Dhaaga, Tata Power CSR**  
Mr. Mrityunjay Ray, Head - CSR, Maithon Power Ltd (MPL)  
Dhaaga is a woman based micro-enterprise initiative in the thematic area of livelihood & skill building of Tata Power, which augments household income. With an objective of empowering women, it was initiated in Maval (Maharashtra). The journey began in 2015 with 16 women members being trained as artisans in readymade garments manufacturing and traditional handicrafts to promote the local talent and conserve their traditional art which would augment their household income. Subsequently it was also replicated keeping in mind the local artwork in Delhi, Gujarat and Jharkhand.
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| **Session-I: Designing and Implementing Enterprise Programmes for Handicrafts & Handlooms** | • Overview of Dhaaga from the ground perspective by sharing the story of Maithon,  
• How the Dhaaga units were set-up the stakeholders  
• Training and up-skilling the  
• Local level value chain and how to network to expand the reach of products  

**Saheli World, Tata Power CSR**  
**Ms. Shreya Sahni, Executive Trainee - CSR, Tata Power Ltd.**  
Saheli World is a dedicated website which offers products made by Tata Power’s SHGs and farmers. The plethora of products offered in the platform also includes products in handicrafts & handlooms category from Dhaaga.  
• Journey of Saheli World to connect rural artisans and women with national & international markets  
• Linkages of traditional products with sustainability  
• Specific challenge areas  

| **Session-II**  
**SHG Best Practices: SOPs for Successful Enterprises** | **Craft Catapult**  
**Mr. Chintan Bakshi, CEO, Startup Oasis**  
The Craft Catapult is the Annual Accelerator Program by Start-up Oasis where select craft start-ups that are leveraging technology and innovation to build profitable and scalable business models, are offered technology support, patent support, business advisory, market connections, visibility and network as well as access to funding. The crafts-person/entrepreneur needs to use technology to strengthen the supply chain, traceability, Blockchain and other processes. Right platform for selling craft that is innovative and effective. Give proof of authenticity using technology. They must use their imagination and technology to create a strong story. |
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<td><strong>The Bamboo Resource Centre</strong></td>
<td>Mr. Pulaha Dasgupta, Design &amp; Technical Consultant, Industree Foundation</td>
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<td><strong>The Bamboo Resource Centre</strong></td>
<td>The Bamboo Resource Centre, which has been recently launched will house a Livelihoods &amp; Business Incubator which will develop new products, well suited for modern markets, while also acting as a prototype collection and display centre for these products. This initiative will improve the artisans’ ability to evolve their practice, while empowering them economically and socially through profitable market opportunities, by creating products that are design forward. Rich and diverse showcase of products, designed with Industree’s intervention, for national and global markets, and produced by the artisans. Through community intervention in the bamboo value chain, the resource centre looks to celebrate, promote and enable communities such as the Medhars, by showcasing their craft in the right light.</td>
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<td><strong>Heritage Conservation and Livelihoods in Urban Areas</strong></td>
<td>Ms. Jui Tawade, Co-convener INTACH Pune Chapter</td>
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<td><strong>Heritage Conservation and Livelihoods in Urban Areas</strong></td>
<td>The Indian way of life is replete with handcrafted products made with the help of simple, indigenous tools by craftspeople who belong to a strong fabric of tradition, aesthetic, and artistry. Objects that are crafted by hand embody a unique identity and also convey a special sense of purpose. Crafts not only define our cultural roots but are a testament of age-old traditional wisdom and social memory. Traditional crafts are a reflection of a way of life and culture, passed on from one generation to the other. Rapid urbanization put these crafts at a risk of changing lifestyles and competing with mass production, leading to the craftperson turning towards alternative means of livelihood. Intach’s approach towards craft conservation is community oriented and a stakeholder based approach. Conservation of craft to go hand in hand with community aspirations and livelihood success. A collaboration between</td>
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<td>designers and craftspeople to make the past relevant for the present and future.</td>
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| **SHG Best Practices: SOPs for Successful Enterprises** | **Handloom School & Synergy Programme, Women Weave**<sup>*</sup>  
WomenWeave impacts traditional weavers of Maheshwar and Chanderi in Madhya Pradesh and Kota in Rajasthan. With the informal launch of The Handloom School in Maheshwar in January 2013, WW built on its earlier training programs in “barefoot” business, computer skills, English, and design to begin a more holistic, progressive and formalized curriculum that supports, nurtures and incubates a young generation of weaver-entrepreneurs. WomenWeave’s Synergy Programme supports design and marketing assistance for traditional weavers and hand block printers. This ongoing programme encourages exciting new working relationships amongst weavers, block-printers, dyers, designers, and retailers from across India. This helps the artisans to meet consumers’ desires for innovative fabrics, especially in the higher-end fashion segments.  
(*TBD)
ABOUT THE SPEAKERS

Mr. Jacob Mathew, CEO, Industree Foundation

Jacob Mathew is the CEO of Industree Foundation. At Industree he works at the intersection of Design, Business, Sustainability, Capital and Impact, aligning with its philosophy and objectives. A product designer by training, he spent the first 25 years of his life transforming businesses through design. Jacob has co-founded consulting companies Tessaract Design, Idiom Design, Dovetail Furniture in manufacturing, The Design Store in retailing and Spring Health Water India in BOP services. Jacob is a design pioneer in the organized retail sector having worked with the first wave of franchise retailers like Levi’s, Weekender, Titan etc. and design retail businesses with Future Group, Godrej Aadhaar etc. Jacob also leads the Impact Edge Lab at Srishti

Mrityunjay Ray, Head - CSR, Maithon Power Ltd (MPL)

Mrityunjay Ray has been a part of the company for over 12 years now. An MBA in Rural Management by qualification, he has worked with the Ministry of Rural Development before joining Tata Power. He has been at MPL for 8 years now, where he oversees all the CSR work along with maintaining an egalitarian and harmonious relationship with all the stakeholders. Besides this, he has also pursued his passion for shooting and today, he stands among the top 200 national level shooters of India.

Ms. Shreya Sahni, Executive Trainee - CSR, Tata Power Ltd.

Shreya Sahni, Executive Trainee, Corporate Social Responsibility, Tata Power. A Masters in Social Work graduate from TISS, Shreya has been working with Tata Power as an Executive Trainee in the CSR Department. Her core areas of work at Tata Power include management of Saheli World, the one-stop e-commerce website for all women, artisan & farmer produce. As a part of this she works closely with the stakeholders on the ground, across locations in India, to explore avenues through which their work can be showcased to national and international markets, which can eventually lead to augmenting of household incomes for the most vulnerable.
Mr. Pulaha Dasgupta, Design & Technical Consultant, Industree Foundation

Pulaha Dasgupta is an Industrial Designer, with professional achievements spread over almost 34 years, with core competences in Industrial Design & Design Education, Technology & Skill Up-gradation, Craft Development, Livelihood Development, Value Chain Analysis & Market Linkage, and Application Development for Bamboo & Bamboo Composites. He plans and commission the common Facilities Centres for Bamboo artisans. He is involved in providing training artisans for production of bamboo furniture. He is actively engaged with bamboo artisan's self-help groups and Organizing and facilitating the formation of a cooperative association for artisans and farmers.

Ms. Jui Tawade, Co-convener INTACH Pune Chapter

Ar. Jui. J. Tawade is an Architect and Industrial Designer practicing for the last 20 years with a primary focus on working with Heritage, Crafts and Furniture design and restoration. She is Co Convener INTACH Pune Chapter. She has been Designing and Conducting Heritage Walks and Workshops for spreading Heritage awareness for the past 16 years at an individual capacity and through the Indian National Trust for Art and Cultural Heritage. She is a part of team Warsaa – an INTACH Pune Chapter initiative - to create awareness and promote Traditional Maharashtrian Crafts. Mentor students through INTACH on Architectural and Craft documentation. She is a Documenter, Writer, Ground Facilitator, for the Dastkari Haat Samiti’s Crafts documentation initiative for the Google Arts and Culture project. She is working with Dastkari Haat Samiti’s Craft events in Pune, collaborating with workshops, walks for students and designers and such. She has designed and introduced to the syllabus and conducting a course on Traditional Indian Crafts Application and have conducted the same for the Interior Design at the Brick School of Interior Design and for the Elective Course at M.K.S.S.S’s Dr. B. N. College of Architecture. She teaches at M.K.S.S.S’s Dr. B. N. College of Architecture Introduction to Photography course.

Mr. Chintan Bakshi, CEO, Startup Oasis

Chintan Bakshi brings a unique experience of managing new ventures and start-up companies that address rural markets and are built around a rural ecosystem. Chintan has over 9 years of experience leading ventures in the rural and the Bottom of the Pyramid (BoP) space. Chintan has been working in the rural markets since 2004, developing innovative business models to commercialize grassroots technologies, foster rural entrepreneurship, provide internet connectivity / services, enable rural ecommerce and implement mobile enabled last mile distribution for FMCGs. He has worked extensively in the rural markets of Gujarat, Orissa and Rajasthan. Chintan graduated from the Indian Institute of Technology, Delhi in 1992 and the Indian Institute of Management, Bangalore in 1997. Chintan has worked in the new project management domain prior to 2004. He has worked in reputed Indian and multinational companies like Feedback Ventures, Maruti Suzuki and the Indian Hotels Company Limited (Taj Group). Chintan had also co-found an internet procurement and project management platform in 2000, by the name of Procurez.com.
FEES (INCLUSIVE OF TAXES)

Early Bird Registrations - INR 950 (till 28th October, 2020)
Standard – INR 1250 (from 29th October onwards)
Registration Deadline: 8th November, 2020 (subject to availability of seats)
*The session is free for India Livelihoods Collective’s partner organisations. Please write to us at bhagyashree@csrbox.org for registering your representatives.

REGISTRATION PROCESS (LIMITED SEATS)

Online Payment
Please click here for registrations and online payment https://bit.ly/3o5hn2F
Once completed, please send us the same along with payment receipt to kusum@csrbox.org
For immediate escalations or to know more about India Livelihoods Collective, please feel free to write to bhagyashree@csrbox.org

TERMS & CONDITIONS

- Registration fee is non-refundable; however, nominee name can be changed
- Once you submit the registration form along with the payment (online), you will receive the confirmation email within 2 working days.
- You will receive the details to access the online session latest by 8th November, 2020
- The recordings of the session are subject of copyrights and will not be shared with the participants, however, a detailed summary report of deliberations would be released for ready reference.
- The language for discourse will be English.
EVENT CURATORS

India Livelihoods Collective

India Livelihoods Collective (ILC), a non-financial commitment-based platform, is envisaged to bring together the strength of various expert agencies, business groups, CSR foundations, institutions and non-profits. The platform is a collaboration-hub of like-minded organizations, facilitated by CSRBOX, to leverage existing knowledge and experiences of various organizations to ideate, design and implement projects through geographic or theme-based collaborations. This will help all of us to think fast, work faster and amplify impacts along with bringing down the cost of implementation of projects. The platform will also help in leveraging the collective power to reach out to policy-makers at centre and state levels to get policy or programmatic interventions, work closely with state and district administration to avoid duplication of efforts and leverage government ecosystem wherever it is possible.

CSRBOX

CSRBOX is India’s leading CSR knowledge and impact intelligence driven collaboration platform for the development community. It serves as an enabler, encouraging partnerships between CSR stakeholders. At CSRBOX, we are committed to the idea of advancing social impact and change. Whether you are a Donor agency looking to invest in transformative and sustainable projects or an implementation leader dedicated to accomplish your organization’s goals, CSRBOX can help you achieve your objectives. With years of experience in working on social development projects with non-profits, corporate and social enterprises, we excel in catalyzing the vibrant social transformation movement in India by driving collaborations and partnerships for good. With research, strategy and designing tailored programs in the CSR ecosystem, we help our clients solve their most challenging issues.

KNOWLEDGE PARTNERS

Industree Foundation

Industree Foundation’s comprehensive approach helps communities assess their traditional skill base, organise them into production units, develop products that appeal to modern markets, and create consistent demand to create sustainable businesses at the lowest possible costs. Our approach has tripled the incomes of artisans in non-farm occupations by leveraging their artisanal skills and integrating them into the creative industries sector.

TATA Power CSR

Tata Power believes in integrating its business values and operations to meet the expectations of its stakeholders. Communities, ranging from those villages around its plants to those employed by its contractors and suppliers, are key stakeholders. The Tata Power CSR Mission is to work with communities in the vicinity of its operations or as specially identified, to gain their acceptance of co-existence under 5 Thrust areas including (i) Education (ii) Health and sanitation (iii) Livelihood & Skill Building (iv) Water (v) Financial Inclusivity.