



THE CRAFTS OF KACHCHH

Study to understand the Craft of Kachchh and make a strategy to revive one/two crafts.

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Stream: Development Management

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Introduction About Organization

- **Agrocel is a leading Indian Minerals, Specialty Chemicals and Plant Nutrition Company. They operate with a unique, integrated business model.**
- **Leaders in India's bromine-based marine chemical industry and fourth largest bromine manufacturer in the world.**
- **Agrocel's resources of bromine and potash are amongst the world's most sustainable, renewable, and self-replenishing.**
- **They are the only company globally that manufactures Bromine in two locations with two different processes, lending us a competitive edge.**

Mission: Our mission is to evolve our business by further exploring the potential of sea bittern and to become a reliable supplier complying with the best manufacturing standards.

Vision: Since the very beginning of Their journey, Their vision has been to produce healthy returns, satisfy Their customers, deliver sustained excellence and most pivotal of all, do Their part for society.





Corporate Social Responsibility (CSR):

Agrocel Industries Pvt. Ltd. has a robust CSR program focused on sustainable development and community welfare. The company's CSR initiatives are designed to improve the quality of life of the local communities and foster long-term socio-economic development.

1. Education (Sanskar):

Scholarships and financial aid for underprivileged students.

Infrastructure support to local schools.

Vocational training programs for skill development.

2. Healthcare (Seva):

Medical camps and health awareness programs.

Support for local healthcare facilities.

Initiatives to improve maternal and child health.

3. Environmental Sustainability:

Afforestation and tree plantation drives.

Soil and water conservation projects.

Promotion of organic farming practices.

4. Livelihood Enhancement (Samruddhi):

Training programs for farmers on sustainable agricultural practices.

Women empowerment through self-help groups and micro-enterprises.

5. Infrastructure Development:

Development of rural infrastructure like roads, community centers, and sanitation facilities.

Research question and objective

Research Question: What are the socio-economic conditions of Khavda pottery artisan and craftsmen in the Kachchh district, Gujarat, and how do they contribute to the value chain of their products?

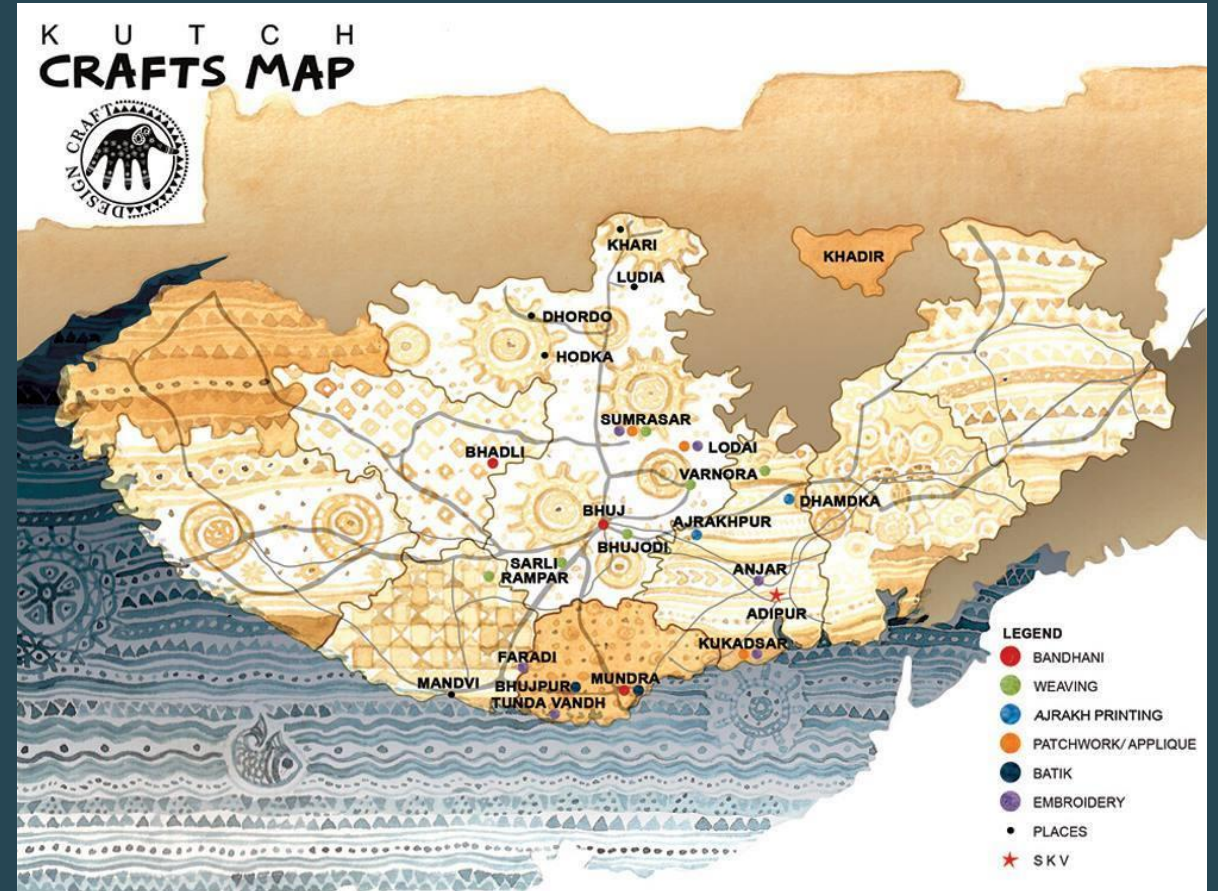
Objectives:

1. To map the value chain of multiple artisan products.
2. To examine the economic situation of artisans.
3. To identify the primary difficulties that craftsmen encounter along the value chain.
4. To assess how market dynamics affect the sustainability of Khavda ceramics.
5. To make business proposals plan for enhancing the value chain so that craftsmen can live better lives.



Review of Literature

- ❖ Art and crafts – is one of the major livelihoods for the people of Kachchh.
- ❖ Major Crafts of Kachchh: Bandhini, Weaving, Ajrakh, BATIK, Embroidery, Bela print, Rogan art, Copper Bell Art, Lacquered Art, Kharad Weaving, Pottery Art, Wood Carving, Leather Art, Mushroo weaving, Namda Art
- ❖ Major influenced by Sindh Crafts
- ❖ Kachchh Craft - nearly varies from 300 - 1000 years old craft
- ❖ The establishment of “Shrujan” played a great role in revival of craft sector. This gave a new direction to Kachchh Craft.
- ❖ Kachchh Craft Collective (KCC) – an unique collaboration to work on authentic craft and its revival.
- ❖ Few crafts are extinct condition, thus need to work on to revive the same.



Multiple Visits & Interaction

(To understand the craft of Kachchh)

Various Crafts

- Bela print
- Rogan art
- Copper Bell Art
- Lacquered Art
- Kharad Weaving
- Pottery Art
- Wood Carving
- Leather Art
- Mushroo weaving
- Namda Art

Organization / Places

- Khamir (Deepesh bhai, Mansukh bhai)
- Khavda (Abdul bhai, Karan bhai,)
- Nirona (Gafur bhai, Salim bhai, Rizwan bhai)
- VRTI (Ramesh Bhai)
- Mundra (Karim Bhai)
- Kukma (Tejsi bhai)
- Hodka (Veera bhai)
- Godara (Devji bhai)





Bela Art



Rogan Art



Pottery Art



Bell Art



Lacquered Art



Wood Carving

Observations

Art	Bela Print	Rogan	Copper Bell	Lacquered	Pottery
Artisan	Mansukh Bhai	Gafur Bhai	Salim bhai		Abdul Bhai
Places	Khamir	Nirona	Nirona	Nirona	Khavda
Observation	➤ Historical Significance ➤ Organizational Support ➤ Artisanal Challenges ➤ Community Impact	➤ Cultural Significance ➤ Historical Roots ➤ Artistic Technique	➤ Legacy of Bell Making ➤ Process of Bell Making ➤ Decrement in Orders: ➤ Market Trends	➤ Legacy of Lacquered Wood Artistry: ➤ Process of Lacquered Wood Product Making ➤ Decrement in Orders ➤ Market Trends	➤ Legacy of Pottery Craftsmanship ➤ Decrement in Orders: ➤ Market Trends
Families currently working	1	3	8-10	5-6	1
Current Annual Income	4-5 lakh	14-15 lakh	12-13 lakh	2-3 lakh	3-4 lakh
Collaboration	Khamir	Khamir, Shrujan, Kalaraksha, DCH	Khamir, Kalaraksha, DCH	Khamir, Kalaraksha, DCH	Nil



Observations

Art	Wood Carving	Leather Art	Mushroo Weaving	Namda Art	Kharad Weaving
Artisan	Karan bhai	Veera bhai	Devji bhai	Karim bhai	Tejsi Bhai
Places	Ghandhi Nu Gam	Hodka	Godara	Mundra	Kukma
Observation	➤ Generational Tradition ➤ Cultural Heritage ➤ Demand for Innovative Designs ➤ Competition from cheaper market	➤ Artisanal Expertise ➤ Utilization of Natural Resources ➤ Versatile Product Range	➤ Craftsmanship and Tradition ➤ Process of Mushroo Weaving ➤ Market Demand	➤ Decline of Namda Art ➤ Shift in Livelihood ➤ Interest in Revival ➤ Impact on Family	➤ Skilled artisan ➤ Economic Impact ➤ Sustainable resourcing ➤ Cultural Heritage
Families currently working	25-30	4-5	8-10	1-2	2-3
Current Annual Income	12-14 lakh	4-5 lakh	4-5 lakh	3-4 lakh	8-10 lakh
Collaboration	Development commission of handicraft (DCH)	Khamir	Khamir, Local shopkeepers	Shifted towards carpentry	Khamir, Shrujan, Kalaraksha, DCH



Summary

- **Based on our understanding of the visits and interactions, we are proposing to work on these three crafts to revive:**
 1. Bella Print
 2. Lacquered art
 3. Khavda Pottery
- **In Case one craft- Khavda pottery as**
 - Only one artisan doing the pottery in Khavda
 - No major Support till date
 - Entrepreneurial Mind-set of the Artist
 - Agrocel / Industry Presence
 - products are eco-friendly and align well with market demands.

Supporting Khavda pottery will not only sustain this traditional art form but also provide a sustainable livelihood for local artisans who might otherwise abandon it.



Khavda Pottery

- Khavda pottery is a type of traditional pottery that is made in the village of Khavda in the Kutch district of Gujarat, India.
- The pottery of Khavda is known for its vibrant colors and intricate designs and includes a wide range of items such as vases, bowls, pots, and other decorative and functional objects.
- The history of Khavda pottery can be traced back to the Indus Valley Civilization, which flourished in the region around 2500 BCE.
- Over the centuries, the pottery of Khavda has evolved and developed its own distinct style, influenced by a variety of cultural and artistic traditions.
- One of the unique characteristics of Khavda pottery is its use of natural materials and techniques. The potters of Khavda use local clay and other natural materials to create their pots, which are fired in traditional kilns using cow dung and wood.
- The pots are then decorated using a variety of techniques, including painting, glazing, and carving.
- The colors used in Khavda pottery are derived from natural materials such as plant dyes, minerals, and oxides.



These colors are applied using a variety of techniques, including brushwork, stenciling, and hand painting. The designs used in Khavda pottery are often inspired by nature and may include patterns, animals, and other motifs.





Scope and Problems

Scope for khacda pottery

- Pottery artists will operate out of studios or workshops.
- Expanded market reach via internet sales.
- Promoting social welfare initiatives by holding free pottery classes in rural and urban schools and institutions (thereby enhancing brand image);
- Expanding the reach of potters' abilities
- Providing earthenware and crockery to multiple eateries and hotels.

Problems for khavda pottery

1.Lack of infrastructure:

- Insufficient infrastructure for pottery manufacturing and storage.
- Limited access to contemporary tools and technologies for increasing pottery quality and efficiency.

2.Poor Transportation:

- Expensive shipping expenses and logistical obstacles impede timely delivery.

3.internet Marketing Issues: -

- Inadequate expertise and access to internet marketing platforms.
- Difficulty reaching a larger client base through digital channels.
- Difficulties in successfully establishing and managing internet sales channels.

Proposed Solution

1. Improving Infrastructure: -

Develop Pottery Hubs: Create modern facilities for production and storage. These hubs can enable shared access to tools, kilns, and workspace, thereby increasing efficiency and quality.

Access to Technology: Introduce and fund modern pottery tools and technology for craftspeople. Provide training programs to assist them in integrating this technology into their art.

2. Enhancing Transportation: -

Logistical Partnerships: Form alliances with logistics providers to provide dependable and timely transportation services. Develop a streamlined method for scheduling and managing delivery.

3. Boosting Online Marketing: -

Digital Literacy Training: Educate artists on online marketing essentials, such as store setup, social media management, and digital advertising.

Online markets: Work with established online markets to build specific areas for Khavda ceramics. Assist artists in listing their products and maintaining an online presence.

Marketing Support: Offer tools and assistance in creating high-quality product photographs, descriptions, and branding materials to increase the appeal of Khavda ceramics online.



Marketing Strategy

Consignment: Khavda Pottery may form consignment agreements with companies or stores to showcase and sell their pottery pieces.

1.Fair and art show: Participation in local fairs and art events allows Khavda Pottery to showcase their traditional pottery processes and goods to a larger audience, thus garnering new clients.

2.Social media: Khavda Pottery uses social media sites such as Instagram and Facebook to demonstrate their workmanship, acquire followers, and communicate directly with clients.

3.Open House: Hosting open house events at their workshop or studio allows clients to see the pottery-making process firsthand and buy directly from the craftspeople.

4.Custom Service: Providing exceptional customer service improves client happiness, which leads to repeat business and positive word-of-mouth referrals.

5.Pricing: Setting competitive yet fair prices for their pottery items ensures that Khavda Pottery stays profitable while also appealing to clients.

6.Distribution: Establishing excellent distribution methods, both online and offline, ensures that Khavda Pottery products reach customers throughout multiple locations efficiently.



Product offering:

Plates, Ponds, Glasses, Cups, Water Bottle, Gramophone, Diya, Lamp, Bread Container, Hanging Balls, Toys, Showpiece, and they have 200 different types of product quality, and they can make designs according to the customer needs.

Financial Plan:

- The business will sell both online and offline, therefore a shop or studio is required. However, a warehouse in Khavda will be needed to store merchandise, with an initial area of 800 sq. ft. So, we need funds to build this shop or studio, which will cost between 10 and 11 lakhs.
- Our target clients are elite individuals who value promoting their country's art and culture. We aim to provide them with more trendy arts options. This will cost us the specialists who know this skill by heart, as well as the training of amateurs who will study the craft alongside the experts. Most sales should have an adequate supply of merchandise.
- Initially, marketing and advertising will be the costliest expenses.
- Our primary goal is to survive, and once established, we plan to expand our business.
- The start-up will take place in Khavda. We chose this location since it is renowned for their handicrafts and—more importantly—for having labourers on hand in the area. Furthermore, renting fits into our budget.
- Other expenditures include logistics (depending on delivery location), communication, and promotions.



Basic Requirements:

Items		Cost
A		
Personnel		
1. Potters for 576 man-days		Rs.800/Day
2. Paint Designer 576 man-days		Rs.250/Day
B		
Raw Material		
1. Water		250/Month
2. Clay		3000/Month
3. Paint		1000/month
4. Brushes		150/month
5. Wood		3000/Month
6. Cow dung		1000/Month
7. Electricity		3500/Month
C		
Machine assets		
1. Pottery Wheel-2		35000/Per Wheel
D		
Administration assets		
1. Table		Rs.4000/2 Table
2. Chairs		Rs.4000/8 Chairs
3. Showcases		Rs.50000
4. Computers		Rs.42000 (Acer)
E		
Packing Material		
1. Thermocol		Rs.25000
2. Bubble wraps		Rs.25000

F		
Infrastructure		Rs.10,08000
G		
Online Website		Rs.40000

Production cost:

2023													2023							
	January	February	March	April	May	June	July	August	September	October	November	December	Product line	January-February	march-April	May-June	July-August	September-October	November-December	Total
Soil Transportation	6000		1500		1500		1500		6000		6000		Pot	350	88	88	88	350	350	1314
Wood	6000		1500		1500		1500		6000		6000		cups	400	100	100	100	400	400	1500
Cow dung	2000		500		500		500		2000		2000		Plates	500	125	125	125	500	500	1875
Electricity	3500	3500	2000	2000	2000	2000	2000		3500	3500	3500	3500	bowls	650	163	163	163	650	650	2439
Water	500		200		200		200		500		500		Lamp	50	13	13	13	50	50	189
Potter wages	57600	57600	19200	19200	19200	19200	19200	19200	57600	57600	57600	57600	Gramaphone	50	13	13	13	50	50	189
													Glasses	400	100	100	100	400	400	1500
Designer	18000	18000	9000	9000	9000	9000	9000	9000	18000	18000	18000	18000	Water bottle	200	50	50	50	200	200	750
Color costing	1000		1000		1000		1000		1000		1000		Showcase item	200	50	50	50	200	200	750
Brushes	300		300		300		300		300		300		Bells	50	13	13	13	50	50	189
Grand total	94900	79100	35200	30200	35200	30200	35200	30200	94900	79100	94900	79100	Grand Total	2850	715	715	715	2850	2850	10695

The wages calculated is 24 working Days in a month.



If we assumed that 10% products are damage during making or after completing process and also assumed that 25% products are in stock than the remaining product is 6952 in a whole year.

Selling Price of a product:

Distribution of Products	
Place	No. of Product selling
Agrocel	500
Ranotsav	1500
Exebutions	2000
Hyderabad	200
Delhi	200
Bangalore	200
Mumbai	200
Other Company	700
Online and offline Market	1000



Basic Requirements:

Product selling price			
Selling	Qua	Average	Total
price	entity/Year	price	
		/Product	
Pot	854	200	1,70,800
cups	975	50	48,750
Plates	1219	100	1,21,900
bowls	1585	250	3,96,250
Lamp	123	1500	1,84,500
Gramophone	123	1000	1,23,000
Glasses	975	100	97,500
Water bottle	488	350	1,70,800
Showcase	488	30	14,640
item			
Bells	124	100	12,400
Grand Total	6952		13,40,540

Financial Projection of Five Years						
Matrix	2025	2026	2027	2028	2029	Total
Production	13.4 Lakh	14.74 Lakh	16.21 Lakh	17.84 Lakh	19.62 Lakh	81.81 Lakh
Growth %		10%	21%	33%	46%	
Cost	7.18 Lakh	7.9 Lakh	8.7 Lakh	9.6 Lakh	10.6 Lakh	43.98 Lakh
Growth %		10%	21%	33%	46%	
Profit	6.22Lakh	6.84 Lakh	7.51 Lakh	8.24 Lakh	9.02 Lakh	37.83 Lakh
Growth %		10%	21%	33%	46%	

Expected Total Cost for Running the Business for One Year:

	Variables	Cost (Rs.)
	Variable Cost	
A	Personal	6,22,800
B	Raw Material	85,600
C	Packing Material	50,000
	Total	Rs. 7,58,400
	Fixed Cost	
D	Administration assets	1,00,000
E	Machine assets	70,000
F	Infrastructure	10,08,000
G	Online Website	40000
	Total	Rs.12,18,000
	Grand Total	Rs. 19,76,400

If Abdul bhai ready for contribution of up to Rs.3,00,000 Then the total loan amount is 19,76,400 – 3,00,000 = 16,76,400, Then the proper financial calculation on the basis of this condition is:

Total Loan Amount for Khavda Pottery	Rs.19,76,400.
Duration Of the Loan	5 Years
Interest Rate (As per Funding Agency)	@ 5%
Total Amount Payable in Five Year	Rs.22,82,490.
EMI per Year	Rs.4,56,498.
EMI Per Month	Rs.37,297.

If The interest rate will be reducing for Five years						
Year	2025	2026	2027	2028	2029	
Loan amount	16,76,400	13,73,013	10,54,458	7,19,975		
Principal	3,03,386	3,18,555	3,34,483	3,51,207	3,50,329	16,57,960
Interest rate 5%	83,820	68,651	52,722	35,998	18,438	2,59,629
EMI/Year	3,87,206	3,87,206	3,87,206	3,87,206	3,68,767	
Total						19,17,589

Expected Turnover of a Khavda Pottery, according to the table 3 = Rs. 13,40,540

So, as our discussion if Agrocel give a 388 units order for a gifting purpose (with Agrocel Logo) in a year of a cost Rs.1000/unit then, we recover our yearly EMI of Rs. 3,88,000 as a reimbursement.

Future Plan:

To Start a training centre for college students.

Conducting Workshop- host pottery Workshop and classes to engage the community and Promote hands on learning.





Thank You.....

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