



# THE CRAFTS OF KACHCHH

**Promoting Resilience and Preserving Sustainability  
Strategies for Empowering Young Artists in Kutch District,  
Gujarat's Craft Industries**

**Under the Guidance of Dr. Kajal Sitlani  
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MBA- Development Management**

# About Organisation

**AGROCEL INDUSTRIES PVT. LTD.**

**Bhuj, Gujrat.**



- **Overview:** Leading agrochemical and specialty chemical firm based in Bhuj, Gujarat.
- **Products:** Pesticides, herbicides, fungicides, fertilizers, and specialty chemicals for agriculture and industry.
- **CSR Initiatives:** Education, healthcare, environmental sustainability, livelihood enhancement, and infrastructure development.
- **Sustainability:** Promotes organic farming and conservation agriculture; offers training for farmers.
- **R&D Focus:** Innovation in agriculture through traditional knowledge and modern techniques.
- **Values:** Sustainability, innovation, quality, and ethical business practices.



# Purpose of the Study

**The purpose of this study is to identify the challenges faced by young artisans in the Kutch district of Gujarat and to propose strategies for revitalizing endangered traditional crafts. The study aims to integrate traditional techniques with modern practices to empower artisans, enhance their marketability, and ensure the sustainability of their crafts.**



# Research Question

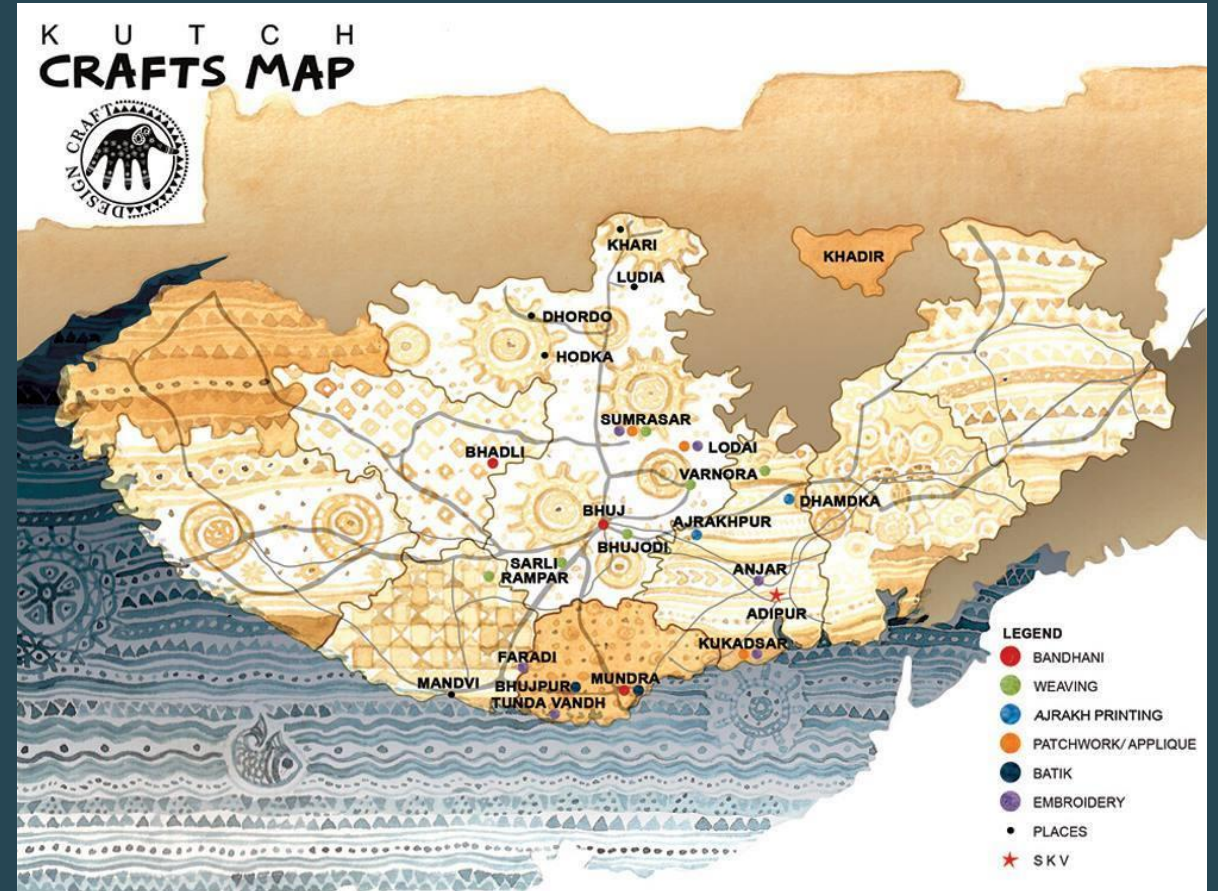
- **What strategies can be implemented to foster resilience and ensure a sustainable future for youth artisans in the craft sector of Kutch district, Gujarat?**

# Research Objectives

- **Assess the specific needs, aspirations, and skillsets of young artisans.**
  - **Explore the potential of traditional craft practices in fostering resilience and promoting sustainable livelihoods for youth artisans.**
  - **Develop a framework for resilience-focused interventions addressing the socio-economic, cultural, and environmental dimensions of empowering youth in Kutch's craft sector.**
  - **Generate actionable recommendations for policymakers, NGOs, CSRs, and stakeholders to support the long-term resilience and well-being of youth artisans.**
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- The bottom of the slide features a decorative graphic consisting of several horizontal, wavy lines in dark blue and red, creating a layered, abstract effect.

# 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) – a unique collaboration to work on authentic craft and its revival.
- ❖ Few crafts are extinct condition, thus need to work on to revive the same.



# Methodology

## Research Design

A mixed-methods approach will be employed, utilizing both quantitative and qualitative data collection methods.

## Duration of the study

1<sup>st</sup>, April 2024 to 30<sup>th</sup>, June 2024 (3 Months)

## Research Setting

The research will be conducted within the Kachchh district of Gujarat, focusing on communities with a strong presence of traditional crafts that are currently in an endangered condition.

## Sample Size and Technique

A purposive sampling technique will be used to identify a representative sample of artisans within the chosen communities.

## Study Tools

- Quantitative data collection may involve surveys or questionnaires to gather information on socio-economic demographics, challenges faced, and skills.
- Qualitative data collection may involve in-depth interviews with youth artisans, community leaders, and stakeholders to understand needs, aspirations, and the role of traditional crafts in fostering resilience.

## Data Collection

- Quantitative data will be analyzed using statistical software.
- Qualitative data will be analyzed thematically, identifying recurring patterns and insights.



# 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                | <ul style="list-style-type: none"><li>➤ Historical Significance</li><li>➤ Organizational Support</li><li>➤ Artisanal Challenges</li><li>➤ Community Impact</li></ul> | <ul style="list-style-type: none"><li>➤ Cultural Significance</li><li>➤ Historical Roots</li><li>➤ Artistic Technique</li></ul> | <ul style="list-style-type: none"><li>➤ Legacy of Bell Making</li><li>➤ Process of Bell Making</li><li>➤ Decrement in Orders:</li><li>➤ Market Trends</li></ul> | <ul style="list-style-type: none"><li>➤ Legacy of Lacquered Wood Artistry:</li><li>➤ Process of Lacquered Wood Product Making</li><li>➤ Decrement in Orders</li><li>➤ Market Trends</li></ul> | <ul style="list-style-type: none"><li>➤ Legacy of Pottery Craftsmanship</li><li>➤ Decrement in Orders:</li><li>➤ Market Trends</li></ul> |
| 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                                                                                                                                      |



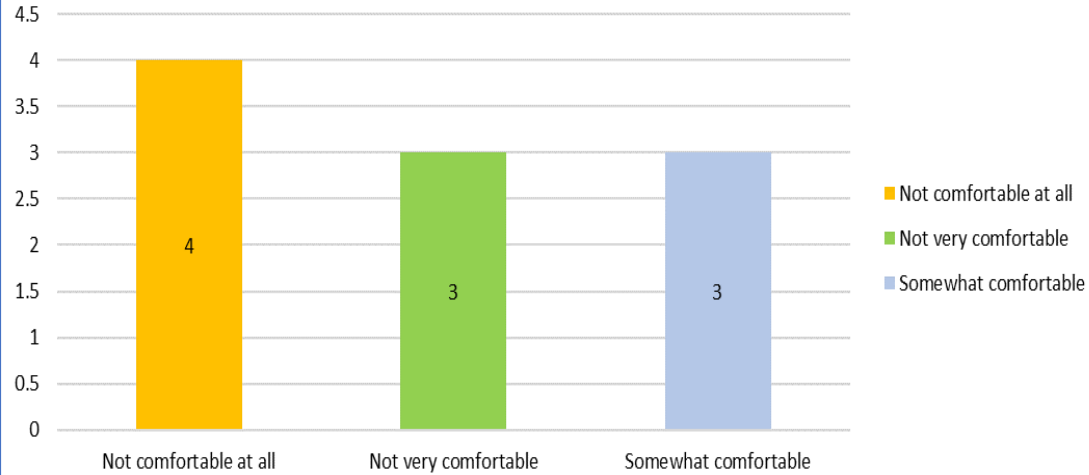
# Observations

| 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                | <ul style="list-style-type: none"><li>➤ Generational Tradition</li><li>➤ Cultural Heritage</li><li>➤ Demand for Innovative Designs</li><li>➤ Competition from cheaper market</li></ul> | <ul style="list-style-type: none"><li>➤ Artisanal Expertise</li><li>➤ Utilization of Natural Resources</li><li>➤ Versatile Product Range</li></ul> | <ul style="list-style-type: none"><li>➤ Craftsmanship and Tradition</li><li>➤ Process of Mushroo Weaving</li><li>➤ Market Demand</li></ul> | <ul style="list-style-type: none"><li>➤ Decline of Namda Art</li><li>➤ Shift in Livelihood</li><li>➤ Interest in Revival</li><li>➤ Impact on Family</li></ul> | <ul style="list-style-type: none"><li>➤ Skilled artisan</li><li>➤ Economic Impact</li><li>➤ Sustainable resourcing</li><li>➤ Cultural Heritage</li></ul> |
| 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                                                                                                                         |

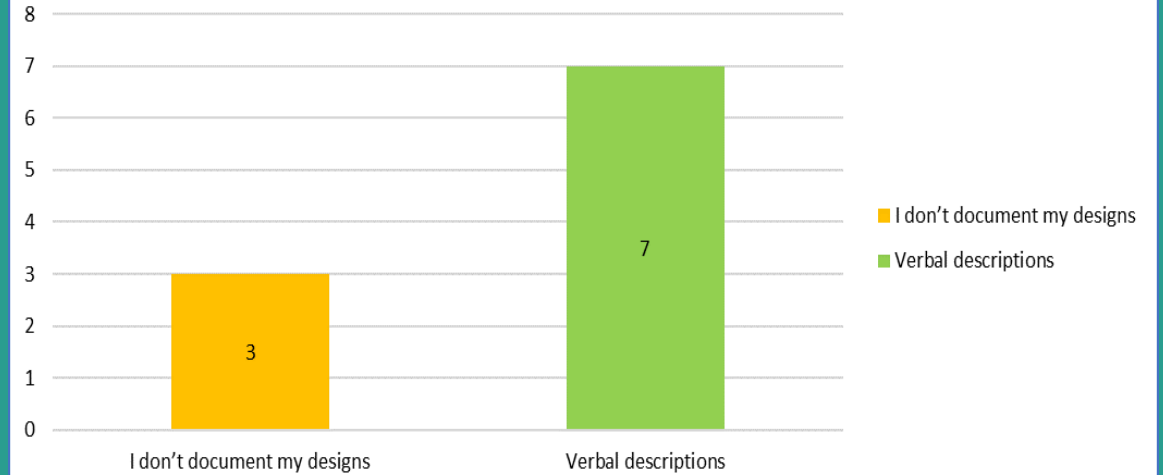


# Analysis

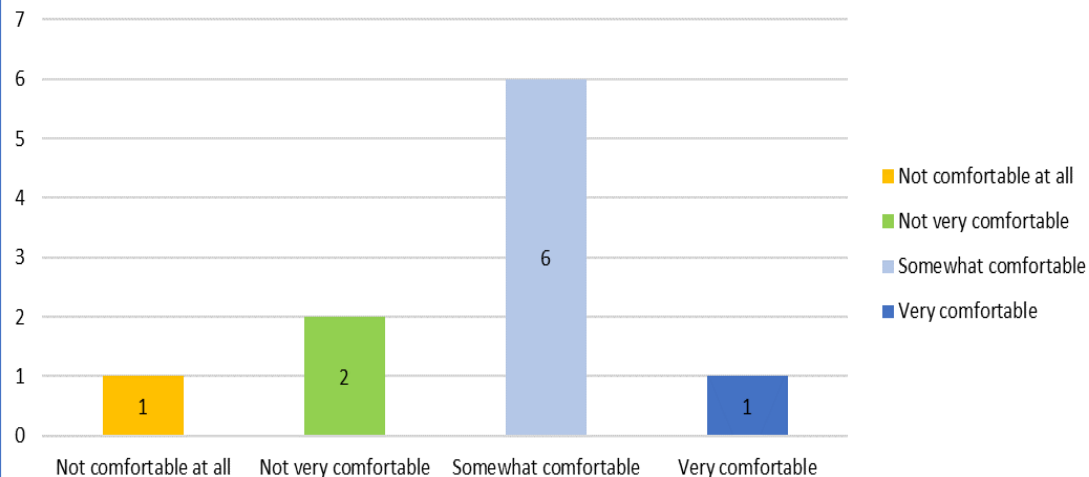
Comfortable with use of Computer



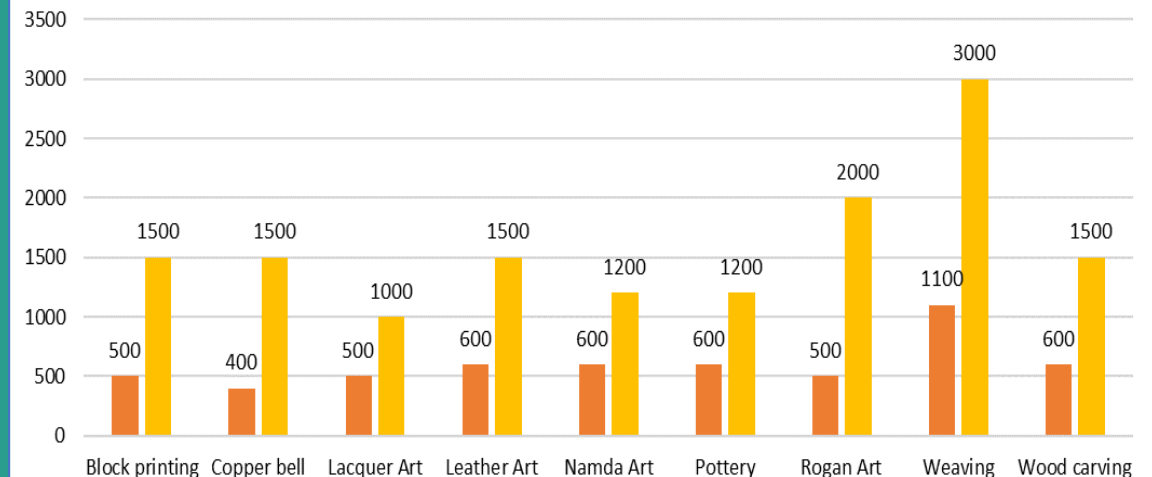
Typically document or record your design ideas



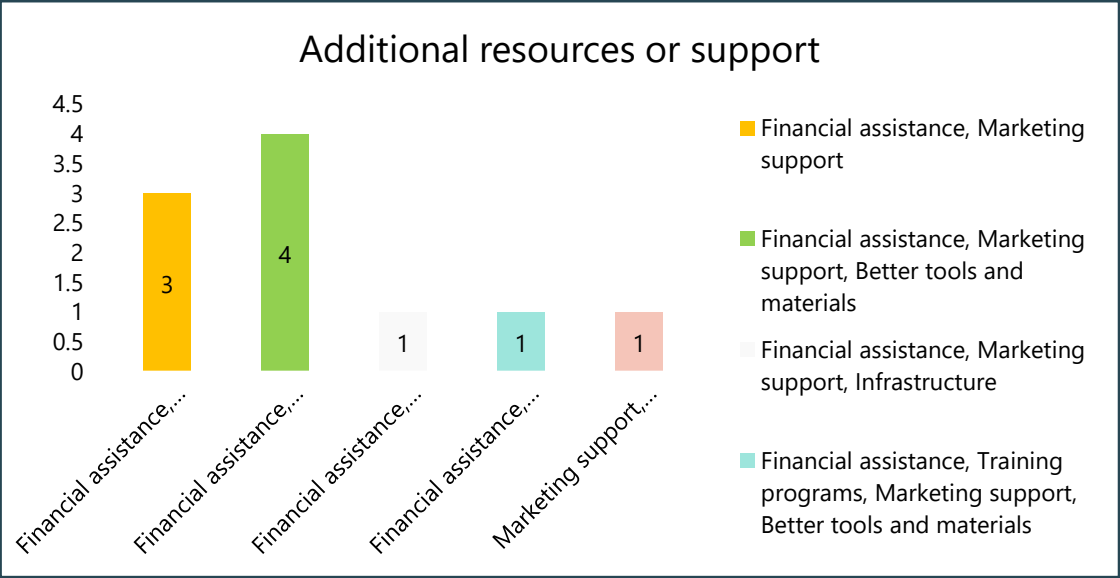
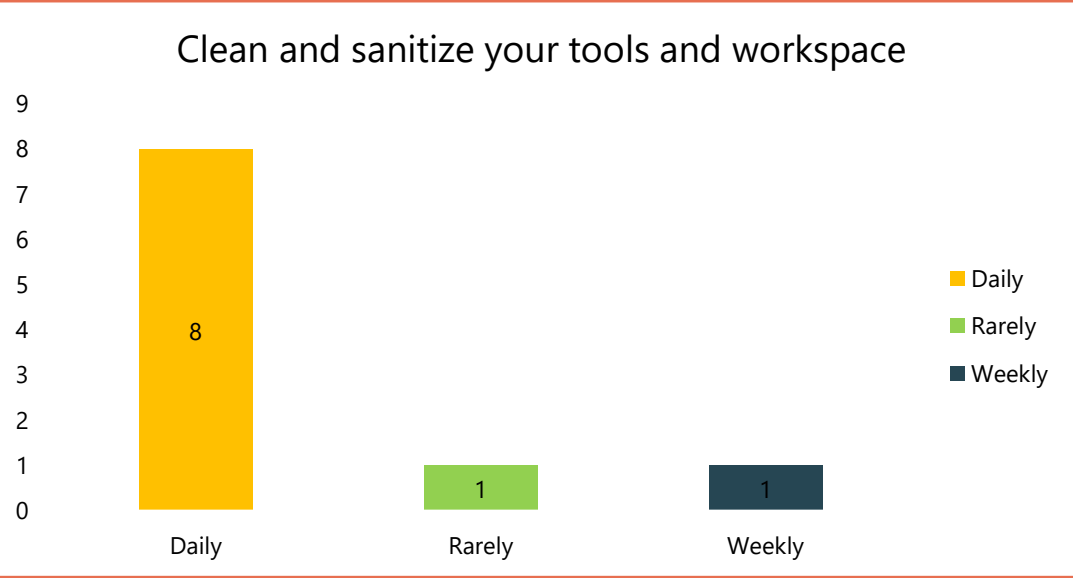
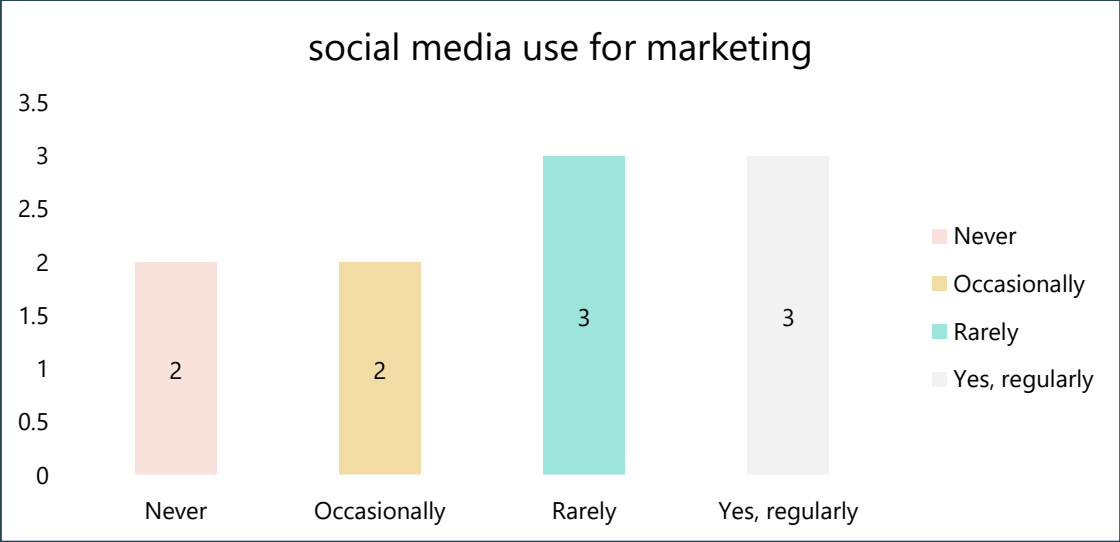
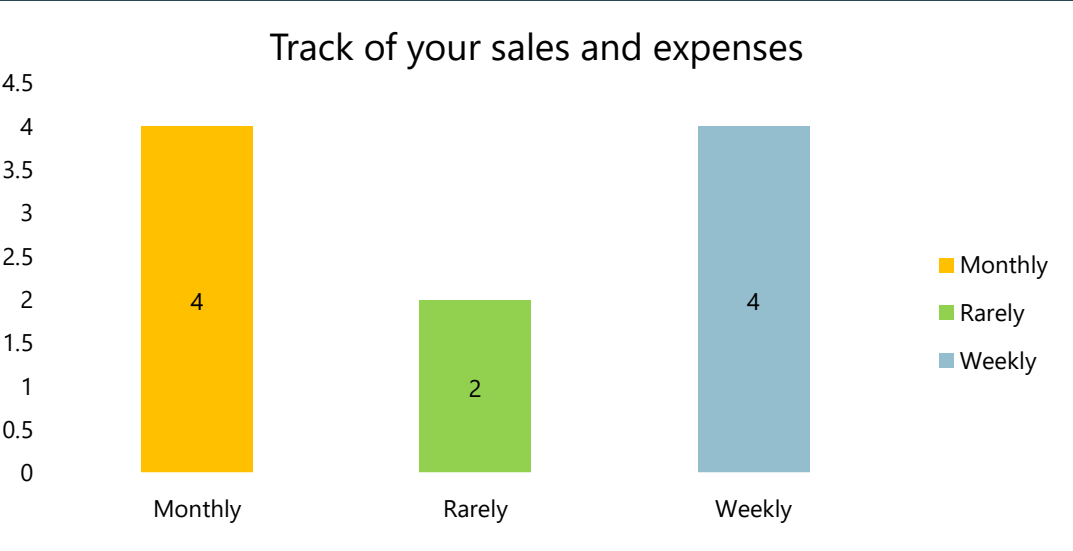
comfortable communicating with customers



Minimum And Mximum Daily Wage in Rs.



# Analysis



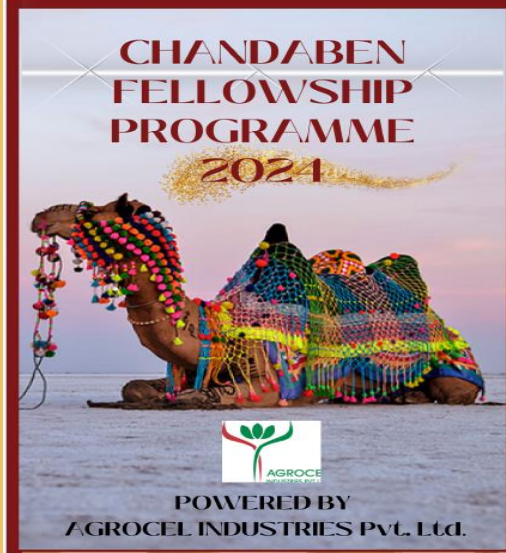
# Findings

- Lack of IT skills for digital marketing and online presence
- Limited access to broader markets beyond local and regional levels
- Insufficient designing skills to meet contemporary market demands
- Lack of accounting knowledge for financial management
- Challenges in customer dialogue and understanding market needs
- Issues with documentation and record-keeping for business sustainability
- No Specific training is imparted to the artisans.



# Recommendations

- The study reveals significant challenges faced by young artisans but also highlights the potential of traditional crafts in fostering resilience and sustainable livelihoods.
- It is recommended to implement the proposed fellowship program, which integrates traditional techniques with contemporary practices.
- This program can successfully empower young artisans and revitalize traditional crafts, ensuring their sustainability and economic viability.



**CHANDABEN FELLOWSHIP PROGRAMME 2024**

**POWERED BY AGROCEL INDUSTRIES Pvt. Ltd.**

**THE CHANDABEN FELLOWSHIP PROGRAMME FOR KACHCHH ARTISANS**

**Objective**

The objective of the Artisan Fellowship Program for Kutch Artisans in Gujarat, powered by Agrocel Industries Pvt. Ltd., is to cultivate a new generation of artisan leaders who not only preserve traditional crafts but also drive sustainable development and community empowerment initiatives in the Kutch region. Through mentorship, training, and resources, this program aims to empower Kutch artisans to become catalysts for holistic and enduring positive change in their communities.

**Purpose of the Fellowship**

- Providing mentorship, and access to resources exclusively to selected Kutch artisans to scale their initiatives and projects.
- Facilitating skill development workshops, training sessions, and networking opportunities tailored to the needs of Kutch artisans.
- Partnering with local organizations, NGOs, and government agencies in the Kutch region to amplify the impact of artisan-led initiatives.
- Showcasing the work of Kutch artisans through exhibitions, fairs, and online platforms to promote the rich cultural heritage of the region and support economic sustainability.

**Programme Offered**

- No Of Candidates Selected- 10-12
- Programme Duration- 7 Months
- Nature of Programme - Non Residential

**Programme Structured Modules**

1. Soft Skills/ Basic IT Skills
2. Marketing Management
3. Organizational Behavior
4. Sanitation and Health
5. Designing
6. Basic Accounts
7. Legal Awareness and Government Schemes for Artisans

**Applications Starts From**

**How To Apply?**

To apply, submit all materials via the online Application Portal. Review details and call us with questions before starting. Begin early to ensure a strong application.

**Required Uploads:**

- Resume or short biography
- Brief statement about your work
- Artistic samples (images, audio, video, prose, poetry; max 5 minutes each)
- PDF listing all uploaded materials (use the description box in the portal for details)

**AGROCEL HOUSE, SURVEY NO.135/P1/P1 AND 135/P2/P1, VILLAGE BHUJODI, TALUKA BHUJ, DISTRICT KUTCH**

**PROGRAMME FEE**

THE CANDIDATE MUST PAY INR 500 AS TUITION FEE FOR SHORTLISTED CANDIDATES AT THE TIME OF ADMISSION.



**ELIGIBILITY CRITERIA:**

- THE APPLICANT SHOULD BE A CITIZEN OF INDIA AND CANDIDATES MUST BE ARTISANS OR CRAFTSMEN RESIDING IN THE KACHCHH REGION.
- AGE LIMIT OF FELLOW SHOULD BE 15 TO 35 YEARS.
- THE APPLICANT SHOULD SUBMIT A PRODUCT OF PROPOSED TRAINING FOR AVAILING THE FELLOWSHIP.
- MINIMUM LITERACY LEVEL REQUIRED.
- COMMITMENT TO ATTEND SESSIONS FOR 60 DAYS PER MONTH.
- DEMONSTRATED INTEREST AND PASSION FOR PRESERVING AND PROMOTING TRADITIONAL KACHCHH ARTS AND CRAFTS.

**What Will You Receive from The Program?...**

- The participant or candidates selected for this fellowship have the exposure of fusion of new design with his traditional knowledge.
- Participants would have the opportunity to learn from master artisans and gain proficiency in these skills such as weaving, block printing, embroidery, pottery, and metalwork.
- We can also provide Business management modules which help you to understand the market trend.
- Fellowship program encourages innovative exploration of traditional Kachchhi art.
- Participants unleash creativity, producing original works celebrating cultural heritage.
- Providing Stipend up to Rs.5000 to Rs.8000 According to Their Regularity.

**Selection Process**

- Special priority will be Given to traditional arts that are becoming obsolete.
- For Each traditional art, a maximum of two candidates will be selected to participate in the Fellowship programme.
- Provide an overview of your traditional art form. (500 characters max.)
- Provide a description of how you learned your art including who taught you as well as other family, tribal, ethnic, occupation influences on your work (500 characters max.)
- How long have you been practicing your art form? (500 characters max.)
- Provide a description of the community where you practice your art. What is your role as an artist in this community? (500 characters max.)
- Include a description of local, state, or national recognition of your work. (500 characters max.)

# Conclusion

The study reveals significant challenges faced by young artisans but also highlights the potential of traditional crafts in fostering resilience and sustainable livelihoods. The proposed fellowship program, integrating traditional techniques with contemporary practices, successfully empowers young artisans and revitalizes traditional crafts.

## References

- <https://gurjari.gujarat.gov.in/crafts>
- <https://www.khamir.org/>
- <http://kala-raksha-vidhyalaya.org/>
- <https://kutchcraftcollective.com/brand/shrujan/>
- <https://shrujanlldc.org/>





# Thank You...

**Prepared By**

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