



भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

CRAFTS BUSINESS INCUBATOR PROGRAMME 2023

PROJECT REPORT

SPECIALLY DESIGNED FOR EARLY AGE CRAFT ENTREPRENEURS

LEGAL AND REGULATORY GUIDANCE

FINANCIAL MANAGEMENT

MARKETING AND SALES

MENTORING AND COACHING

MONITORING AND EVALUATION

SHOWCASING AND EXHIBITIONS



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INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

A REPORT ON
**Crafts Business
Incubator Programme**
2023

by
RAJESH KUMAR
(Asst. Prof.)



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Prologue

The Indian Institute of Crafts and Design (IICD), Jaipur, initiated its inaugural Crafts Business Incubator Programme in 2022, with a vision to nurture and support young craft businesses. Encouraged by the resounding success of the first incubator programme, IICD, in collaboration with IIM Udaipur, BITS Pilani, EDII Ahmedabad, and iStart (Govt. of Rajasthan), with the generous support of Kalhath Foundation, began inviting applications for its second cohort, in the end of 2022, for the Incubator program of 2023.

IICD's core focus is to excel in the crafts field and establish a robust ecosystem around it with significant social impact. While the curriculum and training programs across design schools in India, emphasise skill development, design enhancement, and technological advancement, the comprehensive guidance on initiating one's own craft or design based businesses is not really catered to. Many young craftspeople and recent design school graduates, or housewives later in life, aspire to start their own ventures, driven by their exceptional ideas and quality products. Unfortunately, a significant number of these start-ups and small businesses struggle due to a lack of business acumen, financial support, and mentorship.

IICD's Incubation program is a response to this need. This comprehensive program spans five months and is specifically tailored to empower young craft businesses. It encompasses three intensive weeks of face-to-face sessions with distinguished professionals from the crafts, business, academia, and industry domains. Throughout the duration of the program, participants benefit from curated mentoring sessions provided by accomplished mentors.

Designed exclusively for early-stage craft businesses, the program focuses on nurturing the entrepreneurial skills of craft entrepreneurs by offering guidance from experienced faculty, experts, industry leaders, and mentors. Notably, this program is offered for a very small fee, to all selected applicants, ensuring equal access and opportunity.

From a pool of applicants spanning various regions of the country, a team of experts selected 15 candidates based on criteria such as domain expertise, business viability, social impact, and their contribution to the craft ecosystem. Particular attention was given to craft businesses led by women and/or craftspeople.

We hope to continue with this programme and support Craft businesses.

Toolika Gupta
Director IICD



KALHATH
FOUNDATION



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INDIAN INSTITUTE OF
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iSTART

Crafts Business Incubator Programme

Feb to May 2023

Launched by IICD Jaipur & supported by Kalhath Foundation
in collaboration with
iStart (DoIT&C, Govt. of Rajasthan),
IIM Udaipur Incubation Centre,
Entrepreneurship Development Institute of India (EDII) Ahmedabad &
Pilani Innovation and Entrepreneurship Development Society (BITS Pilani)

IIM Udaipur
INCUBATION
Centre

Entrepreneurship
Development
Institute of India
Ahmedabad

Pilani Innovation and
Entrepreneurship
Development Society

Introduction

After the success of its inaugural edition, IICD initiated the second iteration of its incubator program. This program was enriched by the invaluable contributions and expertise of esteemed partners such as IIM Udaipur, EDII Ahmedabad, BITS Pilani, iStart (Government of Rajasthan), and generous funding from the Kalhath Foundation, Lucknow. Over a span of five months, the program was meticulously crafted to empower and elevate young craft businesses. It incorporated three intensive weeks of face-to-face sessions during which participants interacted with professionals from diverse backgrounds, including crafts, business, academia, and industry experts, gaining valuable insights and knowledge.



The main goal is to enhance participants' understanding of business in the crafts sector while honing specific skills. Delivered through a hybrid model across three modules, the program combines in-classroom and hybrid sessions. By expanding perspectives and nurturing business sense, the program equips crafts-based startups with tools to thrive. Participants gain a competitive edge in growing their startups sustainably in the crafts sector, with a deeper grasp of the sector's dynamics.

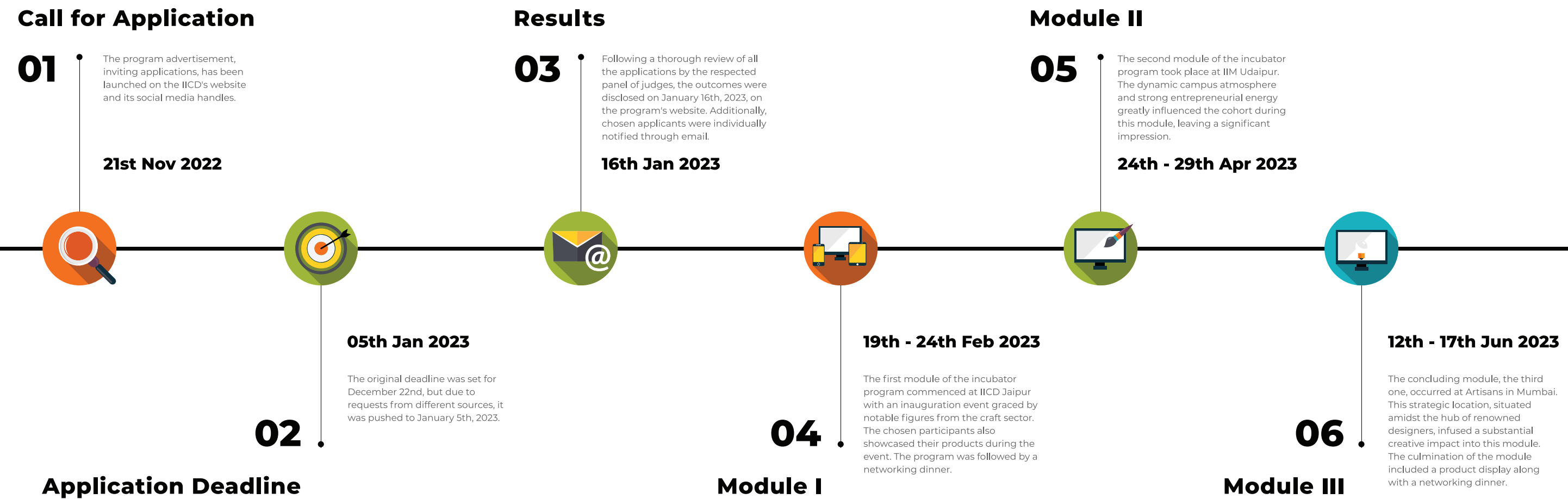


To achieve these goals, the program employs a variety of methods, including discussions led by experts, workshops, field visits, mentoring, peer learning, and networking events. Modules feature engaging lectures and case studies presented by experienced faculty and industry professionals. Participants gain hands-on experiences through visits to leading crafts organizations, fueling creativity.

Developing strong business plans is a key part, helping participants create compelling pitches for investors. The program's effectiveness is evident as startups that completed it have secured investment offers, boosting their growth.

In today's evolving landscape, programs that empower designers and artisans with strong business skills are crucial. This program is a response to this need, recognizing business proficiency's role in craft enterprises' sustainability and growth. The carefully curated curriculum equips participants with essential skills like financial management, compliance, industry insights, and strategic positioning. Tailored for businesses operating for at least two years, the program stands out, ensuring dedicated entrepreneurs ready to use newfound knowledge. This report explores participants' transformative journey, tangible outcomes, and the program's unique attributes that make it a significant milestone in craft entrepreneurship.

Timeline





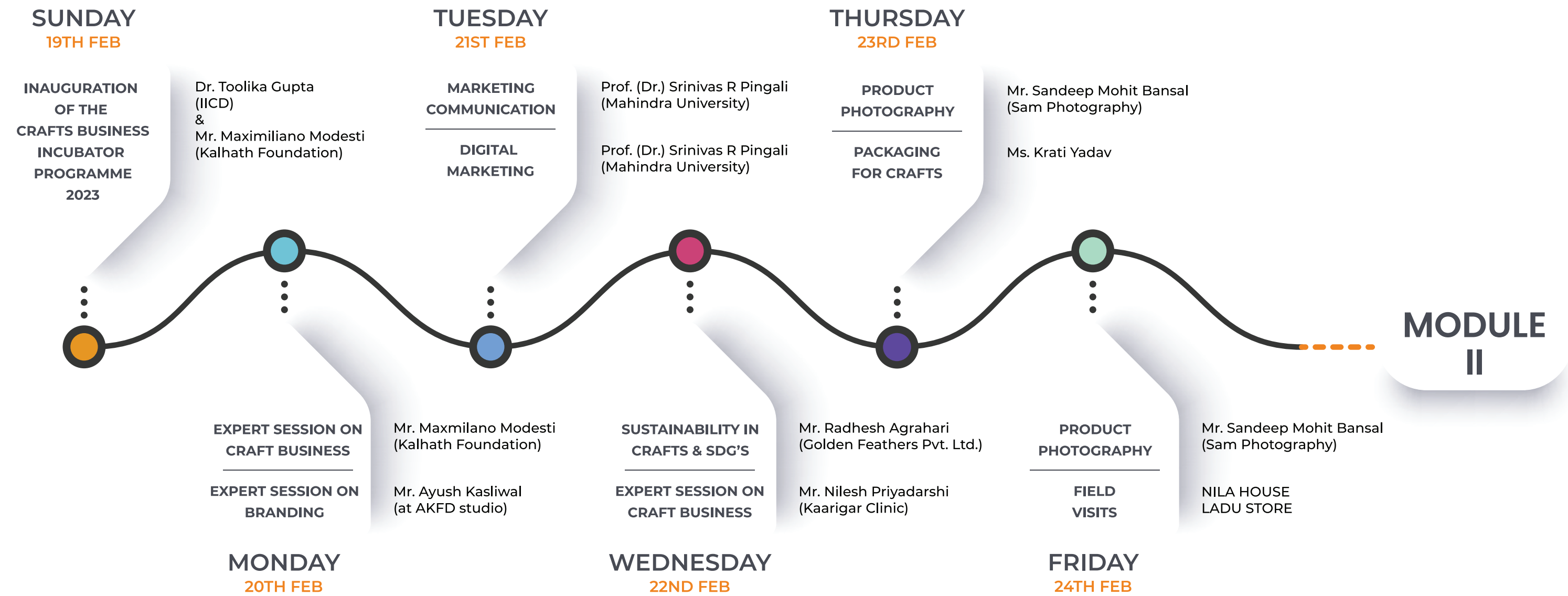
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INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

Module I

The commencement of the second edition of the Crafts Business Incubator Programme found its auspicious start within the vibrant and culturally enriched campus of the Indian Institute of Crafts & Design, Jaipur. As the orchestrating institute, this setting set the perfect stage for participants to embark on their journey.

Enveloped in the mesmerizing ambiance of the campus, participants not only absorbed the artistic essence that permeated every corner but also delved into the intricate world of crafts that lay at the program's heart. This immersive experience not only marked the beginning of the programme but also forged a connection between the participants, the institute, and the creative universe they were about to explore.

Timetable





During the program's commencement, Mr. Maxmilano Modesti embarked on an enlightening voyage, delving into the foundational aspects of the craft business. His presentation unfolded a holistic perspective on the domestic and international business realms, intricately weaving in India's rich heritage and the pivotal role played by its art and craft. By offering a nuanced grasp of the prevailing market scenarios, participants were equipped with a profound comprehension that transcended borders and encapsulated the essence of the craft industry.



Program was further enriched by a distinguished session led by Mr. Ayush Kasliwal, a luminary in the field of design. Mr. Kasliwal's expertise illuminated the pivotal role that branding plays in shaping the trajectory of a craft business. With an intricate understanding of both design aesthetics and business strategy, he underscored how effective branding can elevate crafts from mere products to resonant stories that captivate audiences. Through real-world examples and engaging discussions, participants delved into the intricacies of crafting a brand identity that communicates values, authenticity, and craftsmanship.

The session at AKFD Studio not only provided participants with an invaluable learning experience but also immersed them in an environment pulsating with creativity and design excellence.

Dr. Srinivas Pingali orchestrated enlightening sessions centered around "Marketing Communication" and "Digital Marketing." These modules accentuated the paramount significance of digital media in the ever-evolving craft business landscape. By spotlighting its potential to instigate pivotal transformations, participants gained a profound understanding of how digital marketing strategies can be harnessed to scale and elevate craft businesses in the modern era.



Distinguished for his groundbreaking achievements in utilizing chicken fiber, Mr. Radhesh Agrahari captivated the participants with an engaging dialogue on the vital interplay between innovation and sustainability in crafting excellence within the industry. Emphasizing that the sustainability and scalability of craft are intrinsically linked to addressing both human and environmental needs and concerns, his insights underscored the importance of forging a harmonious balance between creativity, environmental consciousness, and social responsibility.




Mr. Nilesh Priyadarshi, founder of Kaarigar Clinic, offered a compelling vision that encapsulated the essence of an inclusive craft industry. His vision revolved around the preservation of crafts and the artisans who breathe life into them. With a deep understanding of the craft landscape, Mr. Priyadarshi emphasized that crafts are not just commodities, but carriers of cultural heritage. He advocated for a collaborative ecosystem where artisans are empowered through skill development and fair compensation.

The indispensable role of branding was masterfully elucidated by Ms. Krati in a dedicated session. The participants gained profound insights into how effective branding and packaging are integral to elevating products and establishing impactful communication strategies.



Mr. Sandeep Mohit Bansal delved into the realm of photography, a pivotal facet of product presentation that significantly influences how products are perceived. Seamlessly blending theoretical principles with hands-on techniques, his session focused on harnessing the visual power to elevate crafted products, amplify their market appeal, and effectively communicate their value. By delving into the nuances of product imagery, participants gained insights into creating visuals that not only resonate with audiences but also contribute to scaling up businesses, particularly in the digital sphere where impactful imagery is paramount.

Module I reached its culmination with an enriching field excursion to two distinct destinations. Nila House, a boutique establishment celebrated for its emphasis on natural indigo products, provided participants with a unique lens into product curation and innovation. The journey also led to Tapri/Ladu Store, a haven of creativity that resonated profoundly with the craft enthusiasts among the participants.




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Pillari Innovation and Entrepreneurship Development Society (PIEDS) Pillari

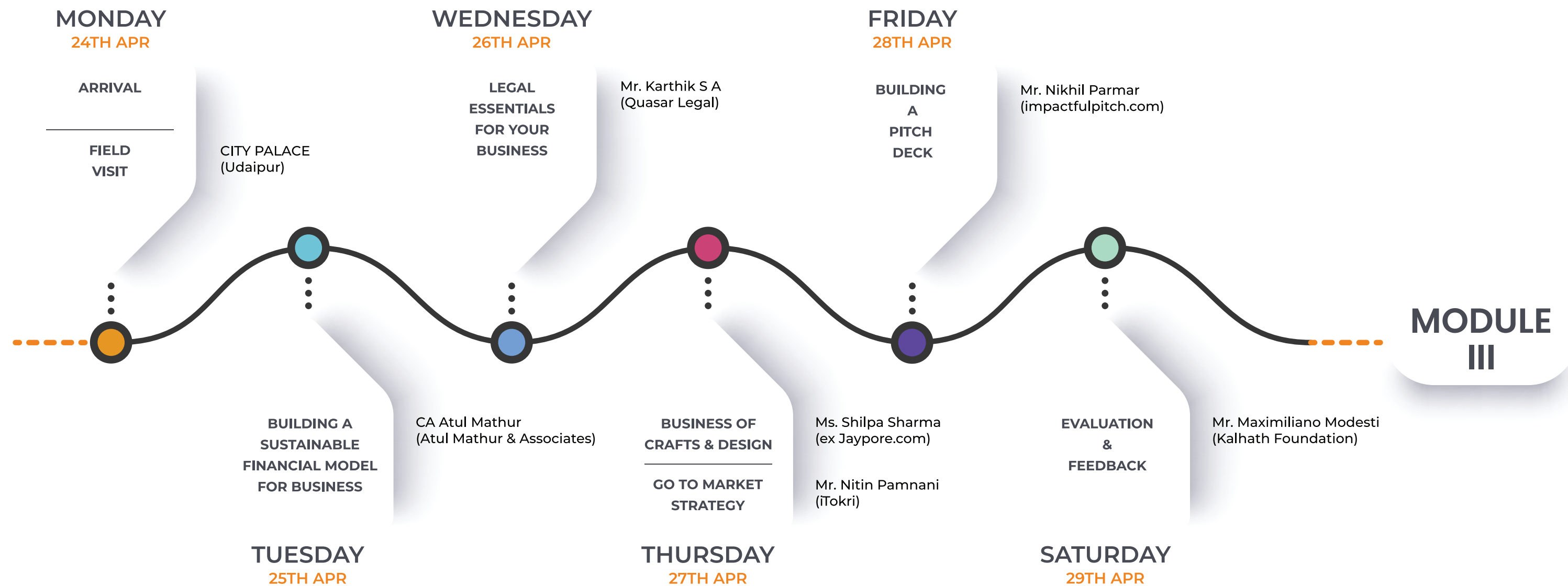
   

Module II

The journey continued with the second module of the Crafts Business Incubator Programme, held within the esteemed confines of IIM Udaipur. The orchestration of the program's logistics and arrangements was impeccably managed by the proficient incubation centre at IIM Udaipur, ensuring every detail was taken care of.

Renowned for its leadership in management and entrepreneurship education, the campus environment of IIM Udaipur provided an inspiring backdrop that went beyond the physical setting. It infused participants with a spirit of innovation and determination, propelling them forward in their entrepreneurial quests. The combination of expert guidance, dynamic surroundings, and collaborative spirit worked synergistically to nurture participants' growth and transformation throughout their entrepreneurial journey.

Timetable





Module II of the Crafts Business Incubator Program unfolded amidst the inspiring ambiance of IIM Udaipur, setting the stage for a dynamic and enriching learning journey. The module commenced with a captivating visit to the iconic City Palace, a cultural gem that provided participants with a deep immersion into the heritage and artistic legacy of the region. This experiential initiation was symbolic of the program's commitment to intertwining traditional aesthetics with modern business acumen.

At the core of this module were a series of expert-led sessions that provided participants with invaluable insights into the various facets of crafting a successful crafts business. A standout module, it proved to be a pivotal juncture in the participants' entrepreneurial voyage, infusing them with new perspectives and actionable knowledge.



Guiding participants through the intricate intricacies of financial sustainability was CA Atul Mathur, who spearheaded the "Building a Sustainable Financial Model for Business" module. This session delved deep into the art of constructing robust financial frameworks that not only support day-to-day operations but also pave the way for sustained growth and expansion. With real-world examples and hands-on exercises, participants gained the ability to navigate the financial complexities inherent in the crafts industry.

Mr. Karthik S A took the reins of the "Legal Essentials for Your Business" module, which proved to be a critical pillar of the program. In a world where legal considerations can significantly impact business viability, this session equipped participants with a comprehensive understanding of the legal frameworks necessary for safeguarding their ventures. Participants emerged empowered with the knowledge to navigate contracts, intellectual property, and other legal dimensions with confidence.

The “Business of Craft & Design” module, curated by Ms. Shilpa Sharma, seamlessly bridged the realms of artistic expression and business acumen. This session highlighted the delicate yet potent synergy between craftsmanship and commercial viability. Participants delved into the nuanced balance required to create crafts that resonate with contemporary markets while remaining true to their cultural heritage.



Mr. Nitin Pamnani led the “Go to Market Strategy” module, addressing challenges faced by budding craft entrepreneurs such as product development, pricing, sourcing, and logistics. Leveraging his industry expertise, Nitin provided participants with tools to succeed in competitive markets. Real-world case studies allowed participants to adapt strategies to various market dynamics, empowering them to make informed decisions aligned with their business goals. This module bridged theoretical knowledge with practical application, enabling participants to navigate market entry and expansion confidently.



In the realm of craft business, where securing funds poses unique challenges, Mr. Nikhil Parmar’s module on “Crafting an Effective Pitch Deck” emerged as a beacon of guidance. This module served as a masterclass in shaping persuasive narratives tailored to the intricacies of the craft industry.

Participants refined their skills in distilling the essence of their craft businesses into impactful presentations, a vital tool for attracting much-needed funding. In the context of the craft sector’s distinctive landscape, where conveying the value and potential of artisanal creations is essential to secure investments, this module played a pivotal role in equipping participants with the means to navigate this intricate terrain successfully.



As Module II at IIM Udaipur drew to a close, it was the insightful session led by Mr. Maximilano that cast a luminous path forward. His "Evaluation and Feedback" session not only offered participants a platform to assess their journey's progress but also facilitated a moment of profound introspection. As the participants reflected on their experiences, strengths, and areas for development, they collectively laid the foundation for their next phase of growth.

Mr. Maximilano's guidance and feedback served as more than just a conclusion to this module; it was a pivotal link that connected the learnings of Module II to the impending third and final phase of the program. The insights gleaned from this session provided participants with a crucial roadmap for refining their strategies, honing their skills, and maximizing their potential.

Armed with newfound insights, participants could transition seamlessly into the final phase, better equipped to face the challenges and capitalize on the opportunities that awaited them.

In sum, Module II at IIM Udaipur was a transformative experience that blended experiential learning, expert insights, and immersive cultural exposure. It equipped participants with a comprehensive toolkit, positioning them to navigate the intricate contours of the crafts business landscape with poise and purpose.



BINDU VINODHAN

UR KESHAN

ADITYAKUMAR SHRIMALI

NIDHI TOMAR

KOSH
INDIA





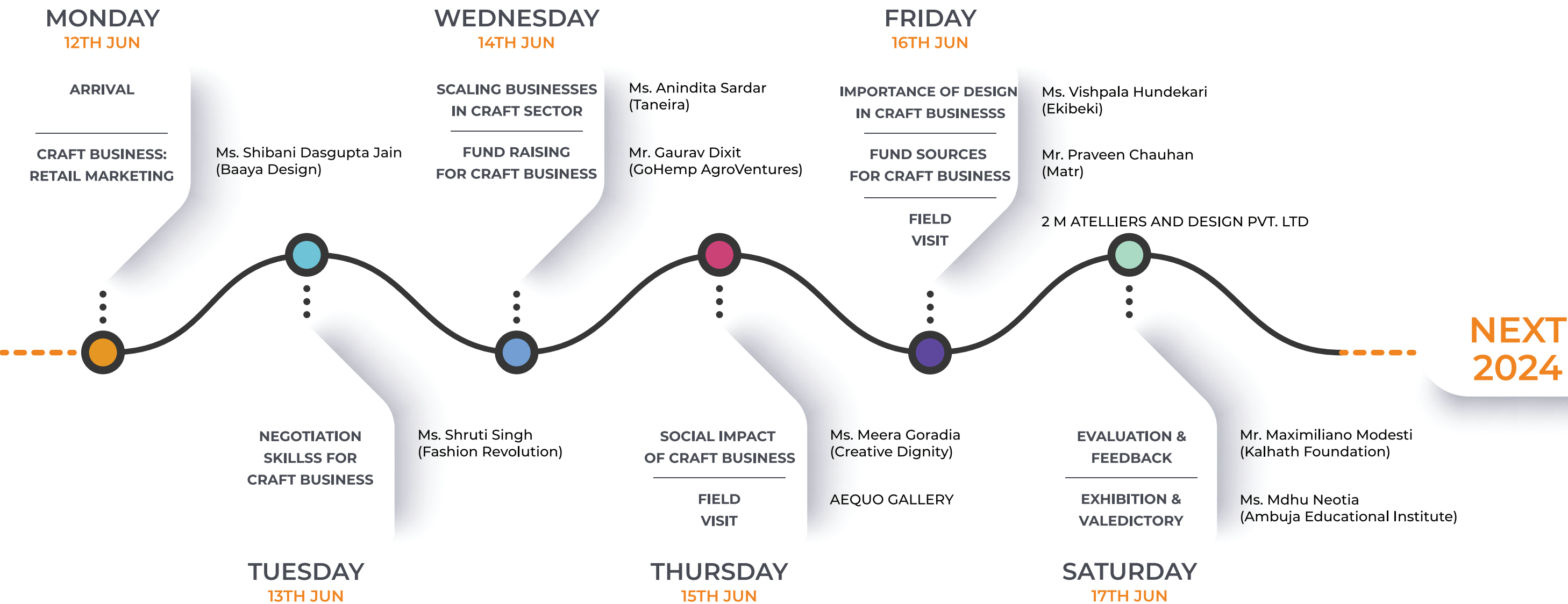
Module III

The culmination of the Crafts Business Incubator Programme found its crescendo at the illustrious ARTISANS' in Mumbai. More than just a center, gallery, or shop, ARTISANS' embodies a profound belief in the transformative power of craft, fostering creative livelihoods and shaping a future where authenticity and craftsmanship thrive. The decision to host the third and final module of the program at ARTISANS' was not just symbolic, but a testament to the shared values of the craft community.

This unique setting at ARTISANS' served as a beacon, igniting participants' aspirations and reaffirming their commitment to the crafts industry. Immersed in an environment that echoes their passion, participants were able to witness firsthand the tangible impact of merging artistic expression with commerce. Beyond the knowledge shared within the classroom, this experience allowed them to grasp the true essence of craftsmanship's potential and its capacity to create sustainable change.

By concluding the program at ARTISANS', participants were primed to embark on their entrepreneurial journeys equipped not just with theoretical insights, but also a profound appreciation for the profound impact their endeavors can have. This final module was a transformative touch-point that not only celebrated their growth throughout the program but also kindled a lasting flame of inspiration, one that would continue to guide them as they navigate the intricate and vibrant landscape of the craft business.

Timetable



The Craft Business Incubator Program encompassed a diverse range of modules, each meticulously designed to equip participants with invaluable insights and skills for excelling in the crafts industry. Guided by expert faculty members, the program traversed various facets of entrepreneurship, strategy, and social impact, with each module serving as a stepping stone towards holistic business growth and sustainable success.



The module on "Craft Business: Retail Marketing," conducted by Ms. Shibani Dasgupta Jain, held a unique setting at her own boutique store "Baaya Design." This immersive experience not only enriched participants with theoretical knowledge but also provided a firsthand understanding of retail strategies within the context of a real-world setting.

Negotiation skills, a cornerstone of any successful business, were adeptly imparted by Ms. Shruti Singh from Fashion Revolution in the module titled "Negotiation Skills for Craft Business." As participants delved into the art of effective negotiation, they gained insights into building partnerships and fostering collaborations.

Scaling businesses in the craft sector was explored in depth through Ms. Anindita Sardar's module, "Scaling Businesses in Craft Sector." Participants engaged with strategies and best practices for expanding their ventures while staying true to the core values of craftsmanship and quality.

Mr. Gaurav Dixit, from Go Hemp AgroVentures Pvt. Ltd., delved into the crucial aspect of funding in the module titled "Fund Raising for Craft Business." Participants were enlightened about various funding avenues and strategies to attract investment for sustained growth.



Under the leadership of Ms. Meera Goradia from Creative Dignity, the module on "Social Impact of Craft Business" transcended traditional business perspectives. Participants engaged in illuminating discussions that explored the crafts industry's potential to instigate positive change within communities and society at large. Ms. Goradia's insights echoed Creative Dignity's vision, emphasizing the transformative power of crafts to uplift lives, empower artisans, and contribute to societal progress. The module prompted participants to view their crafts businesses as avenues for holistic development and change, aligning with Creative Dignity's ethos.



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Crafts Business
Incubation Programme
2023

Field visits emerged as pivotal experiences that enriched participants' comprehension of the crafts landscape. The visit to Aequo Gallery, a dynamic platform for contemporary art uniquely illuminated the confluence of artistic expression and craftsmanship. This excursion provided craft entrepreneurs with tangible insights into innovative techniques, materials, and aesthetic trends, fostering a broader perspective on their creative endeavors. Witnessing the amalgamation of contemporary art and traditional craftsmanship at Aequo Gallery underscored the potential for innovation and cross-disciplinary inspiration within the crafts industry.





The essence of design in the crafts business was masterfully articulated by Ms. Vishpala Hundekari of Ekibeki in the module “Importance of Design in Craft Business.” Here, participants gained a profound understanding that design transcends aesthetics—it embodies functionality, cultural resonance, and market appeal. Ms. Hundekari’s sessions illuminated that thoughtful design has the transformative power to elevate crafts from objects to expressions of artistry, imbuing them with a unique competitive edge.

Participants learned that design choices, encompassing form, color, and material, narrate the story of the craft, making it resonate with contemporary sensibilities. This understanding not only deepened their appreciation for the intrinsic value of crafts but also positioned them to strategically align design with market demands. Ms. Hundekari’s module exemplified that design is the linchpin for crafting innovation, cultural continuity, and sustained success in a dynamic business landscape.

With a primary emphasis on detailing various government funding options and policies, Mr. Praveen Chauhan from Matr enlightened participants during the module on “Fund Sources for Craft Business.” His sessions shed light on a spectrum of funding avenues, equipping participants with a comprehensive understanding of the resources available to invigorate their entrepreneurial pursuits.



The immersive visit to 2M Ateliers & Design Pvt. Ltd., led by the program’s sponsor, Mr. Maximiliano, offered participants a window into the world of suppliers catering to top international buyers like Hermes and Zara. This hands-on experience not only enriched their understanding of global supply chains and industry standards but also shed light on the surging demand for Indian handicrafts and intricate embroidery techniques in the global market. Participants witnessed firsthand how these age-old crafts and hand embroidery techniques, seamlessly integrated into modern designs, elevate products to the realm of artistry, fueling their prominence in the international arena.



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iSTART IIM Udaipur INCUBATION Centre Entrepreneurship Development Institute of India Ahmedabad Pilani Innovation and Entrepreneurship Development Society





The culmination of the program was marked by the “Evaluation & Feedback” session led by Mr. Maximiliano Modesti. This session not only provided participants with a reflective platform to assess their journey’s progress but also imparted essential insights for continuous improvement.



The program reached its crescendo with the “Exhibition & Valedictory” event, where the cohort showcased their products. This showcase attracted prominent personalities from design, craft, and media, fostering interactions that translated into potential business deals. Ms. Madhu Neotia, Chairperson, IICD graced the event as the chief guest, adding prestige to the occasion by awarding certificates to the cohort as part of the valedictory. The event also witnessed participation from alumni of the previous year’s program, creating a vibrant network of crafts entrepreneurs.

In essence, the Craft Business Incubator Program was a comprehensive journey that empowered participants with a holistic understanding of the crafts industry, business strategies, and social impact. The amalgamation of expert-led modules, immersive experiences, and practical exposure created a transformative learning experience, setting participants on a trajectory towards successful crafts entrepreneurship.









MOTIVATION (SOCIAL IMPACT)

BINDU — SYNERGY < ^{THEM}₂ YOU

ADITYA — DISABILITY < SENSITIVE TO THIS. WEAVERS
INTEREST & IMPACT (DISABLED PEOPLE) Focus
BUSINESS

SAURABH — EARN A LIVING $\left\{ \begin{array}{l} \text{BUSINESS - FAIR \& VISIONARY} \\ \text{REMOVE GENDER FROM IN EMB.} \end{array} \right.$

SITU — 7/10 HELP FROM ALL SIDES } EMB + HAND STITCH. } END TO END.
CLOSE KNIT SOCIETY } EMPLOYMENT FOR ALL }

NOOPUR — HELPING MYSELF & HELPING SOCIETY — ENVIRONMENT
WOMEN

SURBH1 - ART-AWARENESS OF SOC. ^{ISSUES} PROB. - NOT SURE ABOUT IMPACT

— PATRIOTIC — LANGUISHING — AWARENESS
CRAFTS AMONG YOUTH

Nidhi
WOODS MIRACLE
RICHHA & DEEPAK

— SERVICE TO SOCIETY — TO KEEP SKILLS ^{SCHOOL} EXPORT
(URBAN ARTISANS)

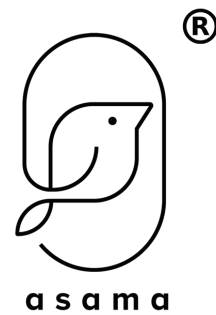
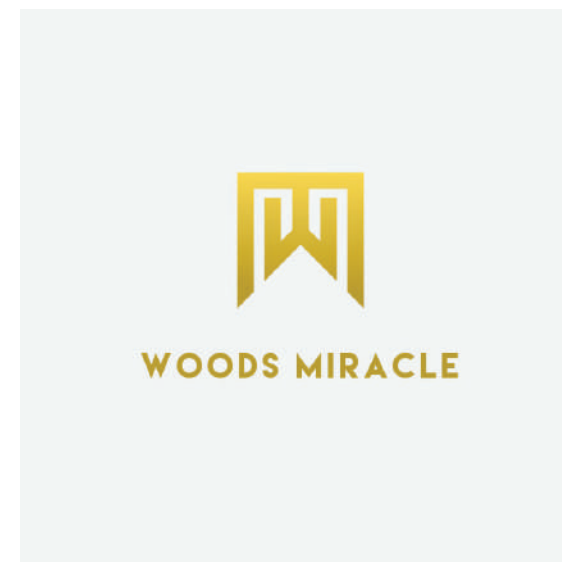
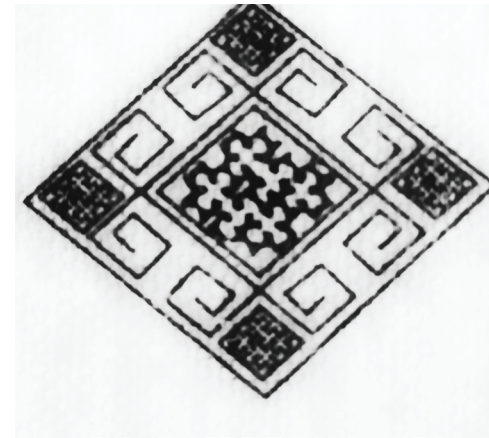
IMPACTING WOMEN

MANOGNA — SUSTAINABILITY — GIFTING — IMPACTING WOMEN
(ENVIRONMENT) " ARTISANS

NLLANJANA — CHANDRAVATI (A VILLAGE WOMAN) * SUSTAINABILITY → THEN BUSINESS.
[WOMEN PROF. ACT.
EMPOWERMENT]

WHAT IS THE SOCIAL IMPACT

AAYUSHI — HAND PAINTING — ART + ARTISTS



Cohort



Adityakumar Shrimali
Loomlight Designs

Loomlight is an initiative to inspire awareness and create accessibility of adaptive clothing and accessories for differently-abled individuals using traditional art and crafts practiced by marginalized communities. Currently, I'm using Braille and Tangaliya weaving to create textile expressions and communication among people with visual impairment and people with vision through braille, crafts, and haptic senses.

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Aayushi Agrawal
Guthali

"Art brings happiness into my life"
Guthali is a 'timeless seed' dedicated to the resurrection of age-old crafts. Guthali's notion has always been centered on revitalization and sustainability. One way we hope to accomplish this is by incorporating various Indian art forms into everyday things and putting them to useful use, which can range from home-ware to apparel to gifting or accessories.

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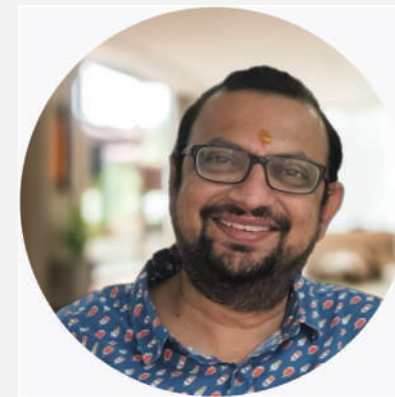


Bindu Vinodhan
Mauna Dhwani

Bindu Vinodhan is a social entrepreneur, business consultant and a leadership development facilitator specializing in the area of high impact transformation in both the business and social sector. She is founder of an NGO called the 'Mauna Dhwani' foundation where she works with the severely marginalized women of the tribal communities of north-eastern Odisha, to provide them with the resources to courageously find their rightful place and voice in the world.

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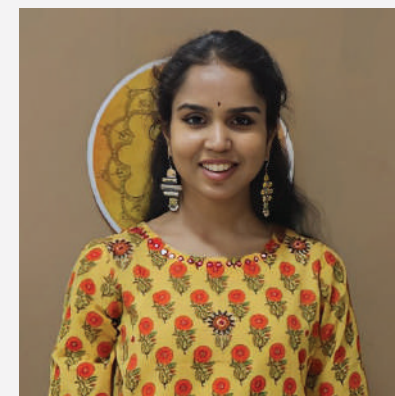


Deepak Sharma
Woods Miracle

A Jaipur based visionary enterprise specializing in crafting exquisite wooden products, spanning office-ware, kitchenware, artifacts, and educational toys. Leveraging rural clusters to harness traditional skills, we empower local artisans while preserving cultural heritage. Simultaneously, we cultivate urban clusters, nurturing skilled craftsmen for a brighter future. Our mission blends artistry with sustainability, fostering economic growth and social upliftment.

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Manogna Oruganty
Haldi Kumkum

A creative force behind the brand "Haldi Kumkum," Manogna specializes in crafting sustainable Rakhi designs. With a deep passion for preserving traditions and the environment, her innovative approach has led to the creation of eco-friendly and meaningful Rakhi offerings.

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Nilanjana Das
ACT - PAPER WINGS

Nilanjana Das, a social entrepreneur and a social practitioner who is passionate about sustainability and empowering the rural communities, particularly the women through creativity, art and innovation. Her organization "Action Center for Transformation" (ACT) has been continuously working on developing a chain of rural women upcyclers who upcycles waste paper in particular and generates a livelihood and develops a voice of their own.

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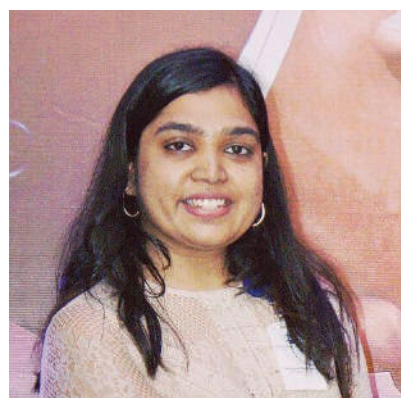


Nidhi Tomar
Kosh

KOSH is a homegrown brand meaning treasure in Sanskrit and its philosophy is to preserve the treasure of indigenous handcrafted fabrics originated from India. We constantly explore India's indigenous crafts using handwoven fabrics from West Bengal, Orissa, and Gujarat, employing techniques like tie and dye and hand embroidery to achieve a minimalist, functional, and subtly luxurious style.

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Noopur Keshan
Asama Enterprise LLP.

Asama is a social startup led and managed by women in a small village in Alimur in Assam. At Asama we work with our village weavers to make beautiful home decor and gifting solutions. All products are handmade by women artisans. They are made using weaving natural fiber and are therefore 100% eco-friendly.

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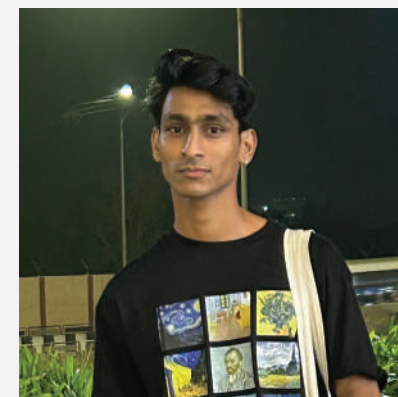


Richa Sharma
Woods Miracle

A Jaipur based visionary enterprise specializing in crafting exquisite wooden products, spanning office-ware, kitchenware, artifacts, and educational toys. Leveraging rural clusters to harness traditional skills, we empower local artisans while preserving cultural heritage. Simultaneously, we cultivate urban clusters, nurturing skilled craftsmen for a brighter future. Our mission blends artistry with sustainability, fostering economic growth and social upliftment.

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Saurabh Devadhe
Bespokebysaurabh

Saurabh, a first-gen embroider from an agricultural family, finds inspiration for his exquisite craft in Ahmednagar's landscape. Now in Pune, he adorns cotton, linen, denim, and more with his embroidery, creating jewelry, stationery, and decor, while his leaf designs from Banyan and Rubber plants make lovely keepsakes, all centered around his love for timeless floral embroidery.

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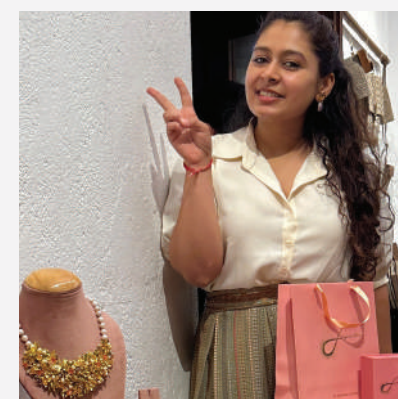


Siju Navneet Ramji
Jeevan Indigo

Siju, hailing from a tightly-knit family of weavers, brings expertise in hand-spinning, weaving, embroidering, and stitching garments. His label "Jeevan Indigo" is committed to creating sustainable, entirely handmade clothing while fostering inclusive employment opportunities for everyone.

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Surabhi Sahgal
Figmenterie

Figmenterie is a Chandigarh based artisanal jewellery brand that celebrates contemporary metalcraft and creates ornaments and artefacts echoing themes around nature, mythology and make believe. Founded by Surabhi Sahgal in 2021, the brand celebrates the creative landscape of the human imagination, making figments of the mind tangible as ornament.

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Resource Person

Prof. (Dr.) Toolika Gupta
(Director, IICD Jaipur)

Mr. Maximiliano Modesti
(2M Ateliers & Design Pvt. Ltd., Mumbai)

Mr. Ayush Kasliwal
(Ayush Kasliwal Design Pvt. Ltd., Jaipur)

Dr. Srinivas R Pingali
(Mahindra University, Hyderabad)

Mr. Radhesh Agrahari
(Golden Feathers, Jaipur)

Dr. Nilesh Priyadarshi
(Kaarigar Clinic, Ahmedabad)

Mr. Sandeep Mohit Bansal
(Sam Photography, New Delhi)

Ms. Krati Yaduvanshi
(Jaipur)

CA Atul Mathur
(Atul Mathur & Associates)

Mr. Karthik S A
(Quasar Legal, Bengaluru)

Ms. Shilpa Sharma
(Shilpa Sharma Consulting)

Mr. Nitin Pamnani
(iTokri, Gwalior)

Mr. Nikhil Parmar
(impactfulpitch.com, Vadodara)

Ms. Shibani Dasgupta Jain
(Baaya Design, Mumbai)

Ms. Shruti Singh
(Fashion Revolution, Bengaluru)

Ms. Anindita Sardar
(Taneira, Bengaluru)

Mr. Gaurav Dixit
(GoHemp AgroVentures Pvt. Ltd., Uttarakhand)

Ms. Meera Goradia
(Creative Dignity, Mumbai)

Ms. Vishpala Hundekari
(Ekibeki, Mumbai)

Mr. Praveen Chauhan
(Matri, Gaya)

FIELD VISITS

Tapri – The Tea House
Jaipur

LADU India
Jaipur

Nila House
Jaipur

City Palace
Udaipur

Aequo Contemporary Design Gallery
Mumbai

2 M Ateliers Design Pvt. Ltd.
Mumbai



Our Team

INDIAN INSTITUTE OF CRAFTS & DESIGN

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Secretary

Ms. Rashmi Pareek
Dy. Registrar

Mr. Rajesh Kumar
Asst. Professor

KALHATH FOUNDATION

Mr. Maximiliano Modesti
Founder

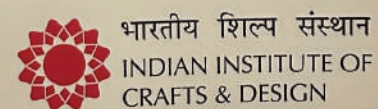
Mr. Siddharth Salian
Director

IIM UDAIPUR INCUBATION CELL

Ms. Suresh Dhaka
CEO

Ms. Meenal Jain
Investment Associate

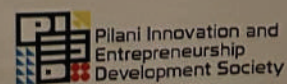
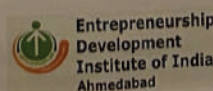
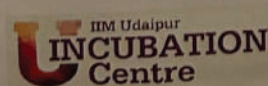
Crafts Business Incubator Programme Feb to May 2023



Funded by
Kalhath Foundation

**KALHATH
FOUNDATION**

by IICD Jaipur in collaboration with
iStart (DoIT&C, Govt. of Rajasthan),
IIM Udaipur Incubation Centre,
Entrepreneurship Development Institute of India (EDII) Ahmedabad &
Pilani Innovation and Entrepreneurship Development Society (BITS Pilani)





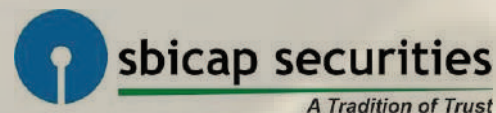


भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF
CRAFTS & DESIGN

IICD Crafts Business Incubator Programme

Feb to May 2022

Funded by
SBICAP securities



IICD in collaboration with
IIM Udaipur Incubation Center
Supported by NICE.org



भारतीय प्रबंधन संस्थान उदयपुर
Indian Institute of Management Udaipur

Incubation
Center



Alumni Voices



Aastha Choudhary
Craftspire



Participating in the program was an enriching experience. It offered valuable insights into succeeding as a craft entrepreneur – from building a strong business model to understanding market dynamics and customer needs. The blend of craft innovation from IICD and business management from IIM equipped me with a holistic skill set. I'm thankful to IICD, IIM Udaipur, Nice Organisation, and SBI Cap Securities for this opportunity, which connected me with a diverse cohort of like-minded individuals.

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Parul Agrawal
Kabbish



I'm deeply thankful to IICD and IIMU for their unwavering support in my entrepreneurial journey. From management lessons to networking, investor connections, co-working space, and round-the-clock guidance – their dedication has been exceptional. The incubation network created here holds immense collaborative potential. This program has enriched my knowledge, clarified my growth plans, and I extend my gratitude to everyone who guided me throughout this process.

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Twinkle Sugandha Varshney
Mianzi



Being a part of the Crafts Business Incubator Program 2022 has been an immensely impactful journey for me. The expert sessions and workshops, notably the business marketing and pitch deck sessions, have provided practical insights that have enhanced my perspective on market trends. My heartfelt gratitude goes to the organizing committee for orchestrating this enriching program. I eagerly anticipate the program's continued success and impact in the future.

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Way Forward

The program emphasized the vital importance of furnishing comprehensive business training to designers and artisans, enabling them to proficiently administer and perpetuate their enterprises. Paramount facets that warranted intervention encompassed prudent financial management, regulatory compliance, sector mapping, and astute strategic positioning. Furthermore, the program underscored the strategic relevance of targeting businesses that have achieved a minimum of two years of operation, indicating a certain level of operational maturity.

With the aim of amplifying its reach and resonance, the program's information will be judiciously disseminated across diverse communication channels. In pursuit of a more refined participant selection process, the introduction of structured interviews will be employed to evaluate candidates' aptitude and alignment with the program's objectives. In a bid to enhance transparency and readiness, a comprehensive set of rules and regulations will be instated to delineate candidates' obligations and the program's requisites.

The program's steadfast dedication to nurturing growth and excellence remains resolute. Deliberations are underway to establish a closely-knit alumni network, further enriching the program's vibrant community. Over a span of 3-5 years, a systematic tracking mechanism will be implemented to assess participants' trajectories, thereby gauging the program's sustained influence on their entrepreneurial ventures.

The forthcoming program in February 2024 enjoys unwavering support from the Kalhath Foundation, signifying their enduring commitment. Notably, in the upcoming edition, a nominal program fee will be introduced for participants, attesting to their dedication and proactive participation.



भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

CRAFTS BUSINESS INCUBATOR PROGRAMME 2023



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