भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

CRAFTS BUSINESS ACCELERATOR PROGRAM 2024



Program Report

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INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

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IN COLLABORATION WITH

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

Report prepared by:
Rajesh Kumar
(Asst. Professor)

director´s statement

The craft sector today stands at the crossroads of tradition and innovation.

The Indian Institute of Crafts and Design (IICD), Jaipur, takes immense pride in presenting the Crafts Business Accelerator Program 2024. Building on the success of its earlier programs, the program continues to nurture early-stage craft entrepreneurs, equipping them with the tools and knowledge to thrive in a dynamic and competitive global market.

The craft sector today stands at the crossroads of tradition and innovation. With the rise of conscious consumerism and the global demand for sustainable, handmade products, crafts are gaining unprecedented recognition. However, to fully capitalize on these opportunities, craft entrepreneurs must navigate challenges such as market volatility, technological advancements, and evolving consumer preferences. The Crafts Business Accelerator Program is designed to address these needs by fostering innovation, sustainability, and entrepreneurial excellence.

This year's program brought together an inspiring cohort of participants representing diverse crafts, ranging from handwoven textiles to eco-friendly decor. The program's carefully curated modules emphasized practical learning, covering essential topics like branding, digital marketing, financial planning, and sustainability. Participants also explored emerging trends such as AI applications in craft businesses and innovative packaging solutions to align their ventures with contemporary market demands.

The 2024 edition stood out for its focus on creating a global perspective while remaining deeply rooted in local traditions. By collaborating with prestigious institutions like IIM Udaipur, EDII Ahmedabad, and iStart (Government of Rajasthan), and receiving generous support from the Kalhath Foundation, the program enriched the entrepreneurial journey of its participants. Renowned mentors and industry leaders shared their expertise through immersive workshops, field visits, and one-on-one mentoring sessions.

Highlights of the program included field visits to prominent craft hubs such as the Crafts Museum in New Delhi and Nila House in Jaipur, which provided hands-on exposure to innovative practices. The inclusion of modern tools like AI and digital marketing further ensured participants were equipped to embrace technological advancements.

As the Crafts Business Accelerator Program 2024 concludes, IICD reaffirms its commitment to empowering the crafts community. By bridging traditional wisdom with modern business practices, we aim to foster sustainable growth, preserve cultural heritage, and build resilient craft businesses that contribute to global markets. We look forward to continuing this journey, ensuring that the crafts sector flourishes with innovation and inclusivity.

By bridging traditional wisdom with modern business practices, we aim to foster sustainable growth and build resilient craft businesses.



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



Rooted in Tradition, Rising with Innovation

Empowering Craft Entrepreneurs to Shape a Sustainable Future

Introduction

The Crafts Business Accelerator Program 2024, organized by the Indian Institute of Crafts and Design (IICD), Jaipur, marked a significant milestone in empowering early-stage craft entrepreneurs across India. Spanning five months and conducted across Jaipur, Udaipur, and New Delhi, the program offered a unique blend of in-class sessions, field visits, and hands-on workshops. Designed to meet the evolving needs of the craft sector, it addressed key areas such as branding, digital marketing, financial modeling, legal essentials, and sustainability—while also introducing innovative topics like AI in crafts and sustainable packaging.

Participants benefited from practical learning, expert mentorship, and immersive experiences, enabling them to navigate the complex intersection of traditional craftsmanship and contemporary business practices. Strategic partnerships with institutions like IIM Udaipur, EDII Ahmedabad, and iStart (Government of Rajasthan), along with support from the Kalhath Foundation, further enriched the program. Field visits to renowned spaces like Nila House and the Crafts Museum fostered inspiration, collaboration, and community-building..

mission

The mission of the Crafts Business Accelerator Program is to empower early-stage craft entrepreneurs by equipping them with essential business skills, market insights, and strategic support. The program aims to bridge the gap between traditional craftsmanship and contemporary business practices, fostering innovation, sustainability, and long-term growth within the craft sector.

vision

The program envisions a dynamic and resilient craft ecosystem where entrepreneurs can thrive in both domestic and global markets. By nurturing creativity, promoting responsible practices, and preserving India’s rich craft heritage, the program aspires to position Indian crafts as both culturally significant and economically viable in the modern world.

IMPORTANT TIMELINES

06th May
2024
Application Open

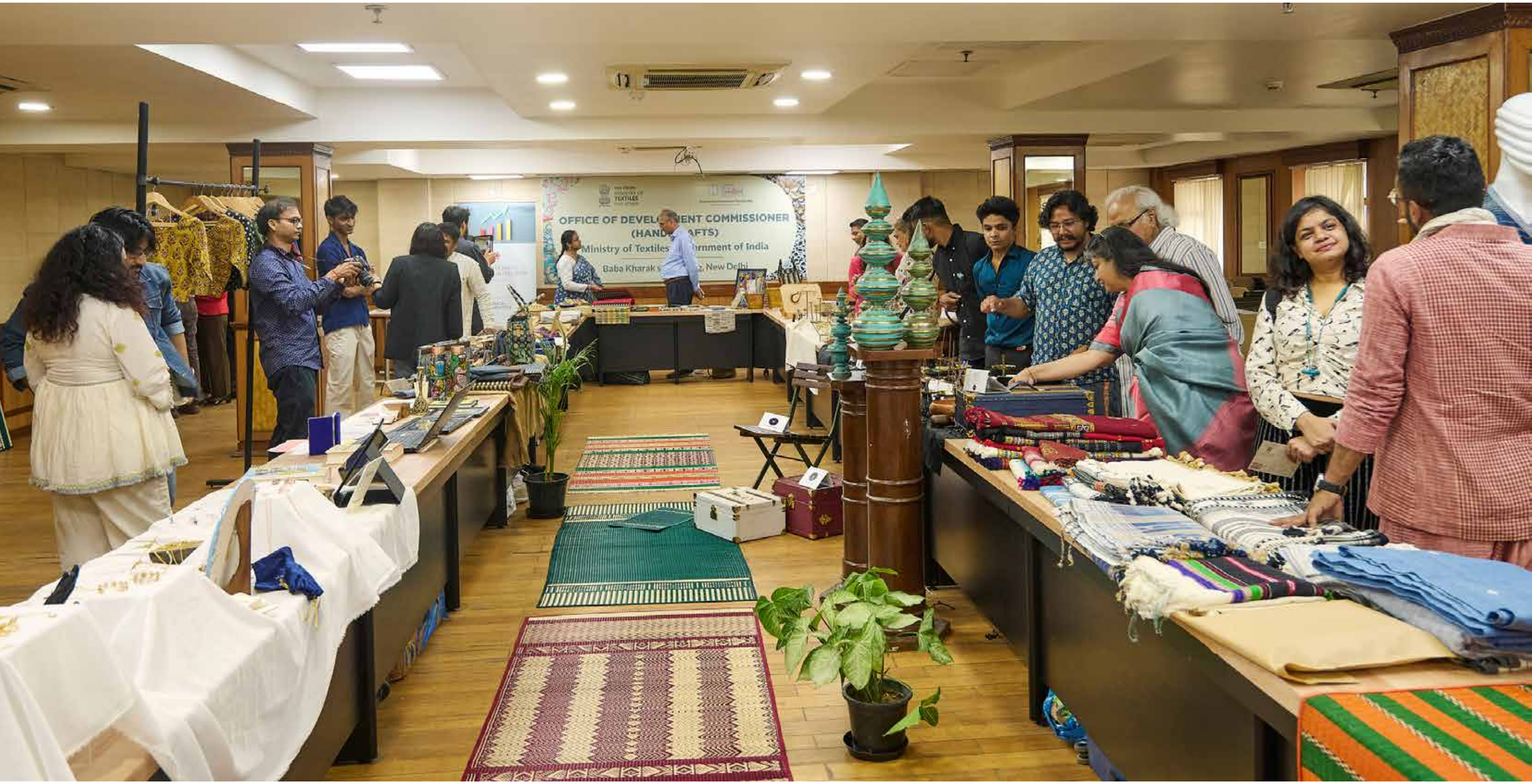
15th Jul
2024
Interviews of the shortlisted candidate

21st Jul
2024
Result Announcement

10th - 15th Nov
2024
Module III
@
Rajiv Gandhi Handicraft Bhawan, New Delhi

16th - 21st Sep
2024
Module II
@
IIM Udaipur

05th - 10th Aug
2024
Module I
@
IICD Jaipur


OFFICE OF DEVELOPMENT COMMISSIONER
(HANDICRAFTS)
Ministry of Textiles
Government of India


MINISTRY OF
TEXTILES
Govt. of India
BACK TO
BHARAT
NAGARAJA
PRAKASAM














KALHATH
FOUNDATION

resource person

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

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

Mr. Scott Frankum
(www.scottfrankum.com)

Mr. Radhesh Agrahari
(Golden Feathers, Jaipur)

Mr. Jagdish Kumar
(Seet Kamal, Jaipur)

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

Ms. Nikita Rustagi
(The Skills Lab, New Delhi)

Prof. (Dr) Deepali Bhatnagar
(Amity Business School, Jaipur)

Ms. Priya Krishnamoorthy
(200 Millon Artisans, Mumbai)

CA Atul Mathur
(Atul Mathur & Associates)

Mr. Karthik S A
(Quasar Legal, Bengaluru)

Ms. Ramya Mohan
(Dakshinam Sarees, Chennai)

Mr. Nitin Pamnani
(iTokri, Gwalior)

Ms. Aditi Babel
(Aditi Babel Design Studio, Udaipur)

Prof. (Dr) Amit Jain
(Amity Business School, Jaipur)

Ms. Alka Sharma
(Aavaran, Udaipur)

Ms. Shruti Singh
(Fashion Revolution, Bengaluru)

Dr. Ramesh Mittal
(ANC Agri Network Consultancy)

Ms. Sheela Lunkad
(directcreate.com)

Mr. Vijaya Krishnappa
(kosha.ai)

SPECIAL INVITEE

Ms. Amrit Raj
DC Handicraft

Mr. Nagaraja Prakasam
Angel Investor

FIELD VISITS

Tapri - The Tea House
Jaipur

LADU India
Jaipur

Nila House
Jaipur

City Palace Museum
Udaipur

National Craft Museum
New Delhi

Aatmanirbhar Bharat Centre for Design
New Delhi

meet the team

IICD INCUBATION CELL

INDIAN INSTITUTE OF CRAFTS & DESIGN

Prof. (Dr.) Toolika Gupta
Director

Mr. Giriraj Singh Kushwaha IAS (Retd.)
Secretary

Ms. Rashmi Pareek
Chief Manager (Project & Incubation)

Mr. Rajesh Kumar
Asst. Professor

KALHATH FOUNDATION

KALHATH FOUNDATION

Mr. Maximiliano Modesti
Founder

Mr. Siddharth Salian
Director

IIM Udaipur INCUBATION Centre

IIM UDAIPUR INCUBATION CELL

N. Viswanathan
CEO

Ms. Meenal Jain
Investment Associate

meet the cohort

Anas Mev
Hast India

Avinash Kumar
Mingle Toys

Bharathy Paramasivan
Ghaas

Nehal Agarwal
House of Finery

Nikita Kaushik
The Woven Lab

Om Prakash Chandan
Tribalika Lifestyle

Shalini Peddada
Scrapsay

Siju Chetan
HDC Bhujodi







Anas Mev

anas@hastindia.com

India has over 12 million handmade consumers, yet traditional platforms like Amazon and Flipkart fail them, handmade products get lost in a sea of mass-produced goods, stripping them of their exclusivity and value. HastIndia is solving this by creating India's first dedicated omnichannel platform for handmade luxury.
We cater to a growing consumer base willing to pay a premium for superior craftsmanship and unique, story-driven products. Our model ensures high margins, brand loyalty, and scalability through curated e-commerce, experiential retail, and global distribution.
Handmade is a $100B+ industry globally, and India is its heart. HastIndia is building the single destination where premium handmade thrives.



Avinash Kumar

avinashdesigns@gmail.com

Mingle toys is based in JhaJha, Bihar, which specializes in crafting high-quality wooden toy cars that blend timeless design with sustainability and durability. Our toy cars are handmade from responsibly sourced, eco-friendly wood and finished with non-toxic, child-safe paints, ensuring they are safe for little hands and kind to the planet.
Each toy car is designed to inspire creativity and spark imaginative play while enhancing fine motor skills and hand-eye coordination. From sleek race cars to rugged trucks and charming vintage models, our collection offers something for every young vehicle enthusiast.
At Mingle toys sustainability is a core value. We minimize waste in our production process and plant a tree for every toy car sold, helping to nurture the environment for future generations. Trusted by parents and adored by children, Mingle Toys is dedicated to delivering toys that bring joy, foster learning, and stand the test of time.





Bharathy Paramasivan

anas@hastindia.com

GHASS celebrates the artistry of handwoven grass and natural fibre products, blending traditional craftsmanship with modern aesthetics. Registered under “Pathamadai Grass Mats and Crafts Exports Pvt Ltd” in Bangalore, it stands for Conscious Consumerism, Quality, and Cultural Heritage.

Our vision is to enhance the economy and generate employment by connecting nature and culture. We empower artisans by preserving traditional mat-weaving techniques and promoting sustainable practices.

GHASS offers aesthetically designed, eco-friendly products that create a positive impact on communities and the environment. It also supports design development and export facilitation for mats like Pathamadai Pai, Pullpaya, Shitol Pati, Sabai Grass, Madur Kati, and other natural fibre crafts.





Nehal Agarwal

houseoffineryjewelry@gmail.com

House of Finery appreciates the glints and sparkles of different precious and semi precious stones, and manages to create a niche by intricately designing and handcrafting them into beautiful, elegant and one of its kind jewelry for everyone in brass and silver intricately plated .

We have been working from past 6 years with a very special GI Stone called Shazar, (Indian Dendrite).

The metal casings for the jewelry is consciously designed to enhance and glorify the beauty and nature of the stones, mutating it into alluring piece of art that makes you feel empowered, confident and turns out to be a beautiful extension of one‘s personality.

We work closely with skilled artisans at every stage of production, that embodies fine craftsmanship to create sophisticated and intriguing designs fit for your everyday look and even for occasional wear.





Nikita Kaushik

designer@studiocasa9.com

Nikita Kaushik is the Founder and Designer of The Woven Lab (TWL), a women's apparel brand rooted in handcrafted, sustainable fashion. TWL emphasizes the revival of lesser-known Indian textile crafts by supporting rural artisans and promoting mindful, zero-waste production practices. Each piece is handwoven with care, reflecting the beauty of tradition and conscious living.

Women empowerment is central to TWL's mission, with a focus on skill development and basic education for rural girls. Inspired by India's cultural diversity, the brand blends artisanal techniques with contemporary aesthetics to create timeless, meaningful garments.

Ms. Kaushik values transparency, craftsmanship, and collaboration, and looks forward to partnering with like-minded organizations to make a lasting impact.





Om Prakash Chandan

info.tribalika@gmail.com

Tribalika Lifestyle is a brand dedicated to creating beautiful, handcrafted home decor products that celebrate India's rich artisan heritage. Founded by Mr. Om Prakash Chandan, Tribalika collaborates with craft clusters across India to produce unique, eco-friendly products, including candles and containers made from terracotta, bamboo, moonj, and copper. With a mission to uplift the status of artisans and promote their craftsmanship globally, Tribalika works with skilled craftspersons in regions like Uttarakhand, Uttar Pradesh, Himachal Pradesh, Jharkhand, and Bihar. By providing fair trade opportunities and preserving traditional techniques, the brand ensures artisans receive recognition and sustainable livelihoods. Tribalika's products are a fusion of age-old crafts and contemporary design, bringing a touch of India's artistic diversity into modern homes. To discover more, follow us on Instagram: @tribalika.lifestyle.







Shalini Peddada

shalinipeddada3112@gmail.com

Scrapsay is a women-led, purpose-driven brand offering end-of-life solutions for dry domestic waste. Through handmade and machine-made processes, it empowers rural women to craft lifestyle products from discarded fabric, paper, and plastic, while engaging skilled youth to develop innovations like EcoBoards and Acoustic Panels.

Rooted in circular economy principles, Scrapsay bridges craft and technology to build a more inclusive, sustainable future. The acoustic panel prototype was developed during IICD's 2024 Crafts Business Accelerator, blending research, craft intelligence, and environmental innovation.

Every product diverts waste from landfills and transforms it into something useful, beautiful, and meaningful. Handmade or machine-made, Scrapsay is rewriting the story of waste—one product at a time. After all, Scrapsay means made from scrap.



Siju Chetan

siju.chetan1994@gmail.com

Chetan Vankar hails from Bhujodi, Kutch, Gujarat—a region celebrated for its rich handloom weaving heritage. His family has been practicing the Bhujodi weaving tradition for 11 generations, and Chetan himself has been deeply involved in the craft for the past 10 years. He specializes in creating distinctive garments using organic kala cotton, hand-spun yarn, and natural indigo dyeing. Each piece is meticulously hand-stitched, reflecting a strong commitment to sustainable practices and showcasing the intricate craftsmanship passed down through generations.




Development Commissioner





Way Forward

The Crafts Business Accelerator Program 2024 has been a transformative journey for participants, equipping them with the tools, knowledge, and networks to thrive in the dynamic crafts sector. As the program concludes, it is essential to build upon its success and chart a path forward to amplify its impact on the crafts ecosystem.

One of the key priorities is to expand the program's reach by targeting a broader demographic of craft entrepreneurs, including those from underserved and remote regions. To achieve this, IICD plans to strengthen its outreach through digital campaigns and collaborations with grassroots organizations. Structured interviews will also be introduced during the selection process to ensure alignment between participants' goals and the program's objectives.

The program will continue to emphasize innovation, sustainability, and digital transformation, integrating emerging technologies like artificial intelligence and blockchain to address challenges in the craft value chain. Additionally, efforts will be made to foster a strong alumni network, facilitating ongoing mentorship, collaboration, and knowledge-sharing among past and current participants.

To ensure long-term impact, a tracking mechanism will be implemented to monitor participants' progress over 4-6 years, enabling data-driven improvements to the program. Partnerships with industry leaders and funding agencies will also be deepened to provide participants with access to resources and market opportunities.

By focusing on inclusivity, innovation, and continuous support, IICD aims to strengthen the crafts sector's resilience and sustainability. The program reaffirms its commitment to empowering craft entrepreneurs, preserving cultural heritage, and positioning Indian crafts on the global stage. Together, we can create a vibrant, sustainable ecosystem that uplifts artisans and celebrates the timeless artistry of crafts.

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