भारतीय शिल्प संस्थान

INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

REPORT

2025

CRAFTS BUSINESS

ACCELERATOR PROGRAM

भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

CRAFTS BUSINESS ACCELERATOR PROGRAM 2025

IN COLLABORATION WITH

Entrepreneurship Development Institute of India Ahmedabad

iSTART

IIM Udaipur INCUBATION Centre

Pilani Innovation and Entrepreneurship Development Society

nice Network of Indian Cultural Enterprises

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director's statement



We at the Indian Institute of Crafts and Design (IICD), Jaipur, feel more confident of our business acumen after our fourth Accelerator Program in 2025. IICD's Crafts Business Accelerator Program 2025, was a continuation of our sustained commitment to nurturing resilient, inclusive, and future-ready craft enterprises. Building on the strong foundations laid by our incubation and accelerator initiatives since 2022, this program reflects IICD's evolving vision of strengthening the craft ecosystem through entrepreneurship, innovation, and responsible growth.

The craft sector today stands at a critical juncture where centuries-old traditions intersect with rapidly changing global markets, conscious consumerism, and technological transformation. While handmade and sustainable products are gaining unprecedented recognition worldwide, early-stage craft entrepreneurs continue to face challenges related to market access, business acumen, financial planning, and scalability. The Crafts Business Accelerator Program is IICD's response to these realities, designed to equip craft entrepreneurs with the strategic tools, mentorship, and confidence required to thrive in a competitive and dynamic environment.

Rooted in IICD's ethos of social impact and knowledge dissemination, the program brings together a diverse cohort of early-stage enterprises representing a wide spectrum of crafts, from handwoven textiles to sustainable lifestyle products. The curriculum integrates practical, case-based learning across branding, digital marketing, financial management, sustainability, and market positioning, while also introducing cohorts to emerging areas such as AI applications, contemporary packaging solutions, and global market trends. This holistic approach ensures that cohorts remain deeply connected to their craft traditions while being fully prepared for modern business realities.

When we started this program in 2022, we were funded by SBI cap Security and henceforth my good friend and a craft enthusiast Max has been kind enough to fund this vision of ours for the betterment of the Indian Craft Sector for the future of crafts.

The program's strength lies in its collaborative ecosystem. Partnerships with leading institutions such as IIM Udaipur, EDII Ahmedabad, BITS Pilani, NICEorg and iStart (Government of Rajasthan), along with the generous support of the Kalhath Foundation, have enriched the learning experience through expert-led sessions, mentoring, and exposure visits. Interactions with industry leaders, academicians, and master practitioners provide cohorts with invaluable perspectives and networks that extend beyond the duration of the program. This Program could not have been possible without the financial support from Kalhtah Foundation.

As we move into the 2026 edition, IICD reaffirms its commitment to empowering craft-led enterprises, particularly those led by women and craftspeople by bridging traditional wisdom with contemporary business practices. Through this accelerator, we aspire to foster sustainable livelihoods, preserve cultural heritage, and enable craft businesses to confidently engage with national and global markets. We look forward to continuing this journey and contributing meaningfully to a vibrant, innovative, and inclusive crafts sector.

PROF. (DR.) TOOLIKA GUPTA
DIRECTOR, IICD JAIPUR

introduction

The Crafts Business Accelerator Program 2025, organized by the Indian Institute of Crafts and Design (IICD), Jaipur, represents a focused initiative to empower early-stage craft entrepreneurs by strengthening their business, design, and market capabilities. Emerging from IICD's long-standing commitment to nurturing the craft ecosystem, the program is designed to address the evolving challenges faced by craft practitioners in an increasingly competitive and dynamic marketplace. Craft entrepreneurs today require not only traditional skills but also an understanding of innovation, sustainability, digital readiness, and strategic business development—gaps this program aims to bridge.

The primary purpose of this report is to document the structure, implementation, and outcomes of the 2025 cohort, capturing the learnings, processes, and impact created over multiple modules and mentorship interactions. Through this report, we aim to present a comprehensive overview of how the program supported 12 diverse cohorts from different crafts in enhancing their entrepreneurial potential and strengthening their value chains.

The scope of the report includes an overview of the program objectives, module-wise activities, expert sessions, field engagements, design and business interventions, as well as cohort progress throughout the 18-day multi-module residential journey. It also reflects upon the collaborative approach adopted by faculty, industry experts, and mentors who contributed to shaping the cohorts' entrepreneurial pathways.



Methodologically, this report draws on session records, cohort feedback, field visit documentation, mentor notes, and outcome assessments conducted during and after the program. These varied data sources help provide a holistic view of the program's impact.
The report is organized into several sections: Program Overview, Modules at a Glance, Mentorship Framework, Cohort Profiles, Program Outcomes, and Recommendations for Future Cohorts. Together, these sections offer insights into the program's design, delivery, and future potential.

This clearly establishes how the Crafts Business Accelerator Program 2025 furthers IICD's mission to strengthen, support, and prepare India's craft entrepreneurship ecosystem for resilient.

timeline

01 APPLICATION OPEN

DECEMBER 12TH 2024

02 INTERVIEWS OF
- the shortlisted candidate

MARCH 10TH - 15TH 2025

03 RESULT ANNOUNCED

MARCH 18TH 2025

04 MODULE I
- at IICD Jaipur

APRIL 21ST–26TH, 2025

05 MODULE II
- at IIM Udaipur

MAY 25TH –31ST, 2025

06 MODULE III
- Rajiv Gandhi Handicrafts Bhawan, New Delhi

JUNE 30TH –JULY 5TH, 2025

07 VALEDICTORY CEREMONY- 2025

JULY 5TH 2025

08 ONLINE MENTORSHIP
- one on one mentorship

MAY 2025 - AUGUST 2025

01 module

21ST - 26TH APRIL, 2025

IICD JAIPUR



Design Thinking



Product Photography & Storytelling



Digital Marketing



Sustainability

DAY 1

Importance of Design in Business & Workshop on Design Thinking

PROF. (DR.) TOOLIKA GUPTA

Director, IICD JAIPUR

Visit to Narain Niwas Crafts Business Retail Area

KANOTA COURTYARD

DAY 2

Sustainability and Innovation

MR. RADHESH AGRAHARI

Founder,
Golden Feathers

Field Visits

NILA HOUSE AND TAPRI LADU STORE

DAY 3

Financing Craft-led Enterprises

MS. KANCHANA K V

NICEorg, Hyderabad

Digital Marketing

PROF. (DR.) DEEPALI BHATNAGAR

Amity University Jaipur

DAY 4

Product Photography

MR. SANDEEP MOHIT BANSAL

Sam Photography,
New Delhi

Financing Craft-led Enterprises

MR. CHINTAN BAKSHI

IIMA Ventures,
Ahmedabad

DAY 5

Product Photography & Story telling

MR. SANDEEP MOHIT BANSAL

Sam Photography,
New Delhi

Costing and Positioning of Crafts

MR. MAXIMILIANO MODESTI

Kalhath Foundation,
Lucknow

DAY 6

Field Visit

AVDHESH PANDEY BLOCK PRINTING UNIT SANGANER

Networking
Dinner

02 module

25TH - 31ST MAY, 2025

IIM UDAIPUR

Market Strategy

Legal

Product Storytelling

Finance

DAY 1

Field Visit

CITY PALACE MUSEUM

DAY 2

Legal Essentials for Your Business

MR. KARTHIK S A
Founder, QL Partners

Craft Retail - Stores and exhibitions

PROF. (DR.) TOOLIKA GUPTA
Director, IICD, Jaipur

DAY 3

Building a Sustainable Financial Model for Your Business

CA ATUL MATHUR
Finance & Accounting Professional

DAY 4

Go to Market Strategy - Distribution, Challenges & Opportunities

MR. NITIN PAMNANI
Co-Founder, iTokri.com

Powering a million markets of 'one' - The Creative Supply Chain

MR. SUJAY S
Zwende Technologies Pvt Ltd.

DAY 5

Powering a million markets of 'one' - The Customer Story

MS. INNU NEVATIA
Co-Founder, Zwende

DAY 6

Building Craft Businesses Through Co-Creation

DHARMENDRA BANA
Assistant Professor, IICD Jaipur

Business Storytelling

MR. ABHYUDAYA GOYAL
Chief Executive Officer, IIMU Incubation Center

DAY 7

Field Visit

AAVARAN, UDAIPUR

Field Visit

MANGLAM ARTS, UDAIPUR

IIM Udaipur

03 module

JUNE 30TH –JULY 5TH, 2025

RAJIV GANDHI HANDICRAFTS BHAWAN, NEW DELHI



Co-creation



Feedback



Branding



Packaging

DAY 1

Strengthening Your Enterprise: Feedback & Open Discussion

MR. VIVEK SAHNI

Founder and Chairman, Kama Ayurveda

DAY 2

Negotiation Skills for the Craft Business

MS. SHRUTI SINGH

Fashion Revolution

DAY 3

AI in the Craft Sector

MR. VIJAYA KRISHNAPPA

www.kosha.ai

Field Visits

CRAFTS MUSEUM AND AATMANIRBHAR BHARAT CENTRE FOR DESIGN

New Delhi

DAY 4

Sustainable Packaging for Craft Businesses

MS. ISHANI VASHISHTHA

Founder Eknama

Building and Presenting a Pitch Deck

MR. CHINTAN BAKSHI

IIMA Ventures, Ahmedabad

DAY 5

Building and Presenting a Pitch Deck

MR. CHINTAN BAKSHI

IIMA Ventures, Ahmedabad

Craft Business Branding

MS. SNEHA ULLAL GOEL

Brand & Marketing Communications Specialist

DAY 6

Product Display and Valedictory Ceremony

HIGH TEA

Product Display &
Valedictory Ceremony

resource persons

PROF. (DR.) TOOLIKA GUPTA

DIRECTOR, IICD JAIPUR



Prof. (Dr.) Toolika Gupta, Director IICD, is a noted researcher and educator in crafts and design. With a Ph.D. from Glasgow University and training from Oxford and Copenhagen, she began her career as a designer in 1996 and later taught at NIFT. She founded TCRC in 2016 to promote indigenous research. Prof. Gupta also serves as Dean at Vishwakarma Skills University and is a Chevalier of France's National Order of Merit.

MR. MAXIMILIANO MODESTI

2M ATELIERS, KALHATH FOUNDATION



Maximiliano Modesti, a Mumbai- and Paris-based fashion and craft entrepreneur since 1994, is an expert in Indian textiles and embroidery. Founder of Les Ateliers 2M and the Kalhath Institute, he advances luxury craft and artisan training. His collaborations with French luxury brands have earned global acclaim, complemented by his arts-focused gallery work.

MR. VIVEK SAHNI

FOUNDER AND CHAIRMAN, KAMA AYURVEDA



Vivek Sahni, Founder and Chairman of Kama Ayurveda, is a Delhi University Economics graduate with a Parsons design degree. After starting his design firm in 1993, he launched Kama Ayurveda in 2002, growing it to 125+ retail points and 150 products. The brand expanded globally in 2023 with a UK launch and Harrods presence.

MS. KANCHANA K V

NICEORG, HYDERABAD



KV Kanchana, CEO of NICEorg, brings 18+ years of experience in entrepreneurship, innovation, and operations. She leads efforts to grow India's cultural enterprises across F&B, fashion, home décor, tourism, and wellness through partnerships, funding, and policy advocacy. Previously, she held leadership roles at GAME and Ernst & Young LLP.

MR. ABHYUDAYA GOYAL

CHIEF EXECUTIVE OFFICER, IIMU INCUBATION CENTER



Abhyudaya, with 12+ years of experience in entrepreneurship development, innovation programs, and startup acceleration, is a former founder of two startups. His multicultural expertise helps him engage diverse stakeholders and translate ideas effectively. He currently leads the IIM Udaipur Incubation Centre, driving strategy, innovation, and entrepreneurial growth.

DHARMENDRA BANA

ASSISTANT PROFESSOR, IICD JAIPUR



Dharmendra, Assistant Professor at IICD Jaipur, has 13+ years of experience in the development sector with expertise in research, documentation, and enterprise development. A TISS Mumbai alumnus, he works on climate change, sustainability, and social entrepreneurship, teaches social design and craft research, and presents widely on artisan empowerment and sustainable development.

MR. CHINTAN BAKSHI

IIMA VENTURES, AHMEDABAD



Chintan Bakshi, Partner–Incubation at IIMA Ventures, leads regional startup ecosystem development in India's tier 2–3 cities. An IIT Delhi and IIM Bangalore alumnus, he has corporate experience with Maruti Suzuki and Taj Group. A serial entrepreneur, he co-founded multiple ventures and champions experiential learning and Indic knowledge systems.

MR. SANDEEP MOHIT BANSAL

WWW.SAMPHOTOGRAPHY.IN / INSTAEDIT PRODUCTIONS LLP



Sandeep Mohit Bansal, a New Delhi–born photographer with 18 years of experience, transformed a creative hobby into a career in portraits, advertising, and retail campaigns. He sees photography as a tool to connect and inspire. Now living near Delhi, he values family, friendships, and meeting new people through his craft.

MR.ATUL MATHUR

FINANCE & ACCOUNTING PROFESSIONAL



Atul Mathur, a Chartered Accountant and SRCC graduate, brings 42 years of experience in finance, consulting, project management, compliance, and global operations. Having worked with companies like American Express and HCL across multiple continents, he now mentors and invests in early-stage startups, supporting emerging entrepreneurs.

MR. KARTHIK S A

FOUNDER, QL PARTNERS



S.A. Karthik, Founder and Managing Partner of QL Partners, specializes in venture capital, private equity, tech contracts, and compliance. Beginning as a litigator, he later worked with Sasken and Indus Law. A mentor at NSRCEL, IIM-B, he is valued for aligning legal strategy with business goals and enjoys Carnatic music and quizzing.

MR. NITIN PAMNANI

CO-FOUNDER, ITOKRI.COM



Nitin, a Delhi University Hindi literature graduate inspired by poet-activist Vidrohi, directed an award-winning documentary on his mentor. He co-founded iTokri in 2010, promoting Indian handicrafts and empowering women artisans. Dedicated to preserving traditional crafts amid fast fashion, he supports fair recognition for artisans and finds joy in nature, cycling, trekking, and spirituality.

MR. SUJAY S

ZWENDE TECHNOLOGIES PVT LTD.



Sujay, Co-Founder of Zwende, uses cloud technology to preserve 85+ Indian art forms and support 7,000+ artisans through personalized handcrafted products. With 15+ years in entrepreneurship, tech, and strategy, and an MBA from ISB and IESE, he champions technology-driven sustainability, creativity, and livelihoods in India's artisanal sector.

MS. INNU NEVATIA

ZWENDE TECHNOLOGIES PVT LTD.



Innu Nevatia, RVCE engineer and ISB–Wharton MBA, is Co-Founder of Zwende, which preserves 85+ Indian art forms and supports 7,000+ artisans. A VTU rank holder and former InMobi leader managing $200M global operations, she applies cloud tech to enable 1 trillion SKUs. Zwende has earned recognition from Amazon's CTO and Meta.

MR. RADHESH AGRAHARI

GOLDEN FEATHERS, JAIPUR



Radhesh Agrahari, an NIIFT Mohali and IICD Jaipur graduate, pioneers sustainable craft innovation by converting hazardous chicken waste into natural fibers and cellulose-free paper. He has developed 72+ eco-products, impacted 350+ tribal families and ragpickers, and gained global recognition, including Forbes India and the German Design Award

MR. VIJAYA KRISHNAPPA

WWW.KOSHA.AI



Vijaya, co-founder of KOSHA.ai, works to address trust gaps and advance sustainability in the craft sector. An engineer with an XLRI management degree, he has 16+ years of experience in fashion and consulting, offering policy advice and impact assessments. A barefoot marathoner and minimalist, he champions simplicity and conscious living.

MS. SHRUTI SINGH

FASHION REVOLUTION



Shruti Singh is a Negotiation Consultant specializing in negotiation skills training for diverse audiences. Trained in value-focused negotiation and Harvard's Program on Negotiation, she has 10+ years of experience across education, sustainability, and public policy. Founder of Designing Futures, she also teaches Negotiation and Leadership at Delhi Technological University. Shruti has authored case studies, facilitated global programs, served in government and PwC, and holds advanced degrees from NUS, NIFT, and London College of Fashion.

MS. SNEHA ULLAL GOEL

BRAND & MARKETING COMMUNICATIONS SPECIALIST



Sneha is a media professional turned educator and brand storytelling and marketing communications specialist with 20 years of experience, collaborating with design, craft, home decor, real estate, lifestyle, luxury, fintech and social impact brands in India and around the world. Thanks to her former experience as a prolific design journalist, she continues to actively champion Indian-born and bred talent, hoping to, in some solemn way, put the country on the world map of design. Since 2020, she's lead brand strategy projects for and mentored over 50 impact-led businesses including 200 Million Artisans, Nestasia, Wriver, Ikai Asai, Godrej Enterprises Group and Global Schools Forum. In 2022, she was recognised as one of the top women content marketers by HerRising Awards.

MS. ISHANI VASHISHTHA

FOUNDER EKNAMA



Ishani Vashishtha, a Jaipur native, discovered her creative passion early, selling handmade crafts at festivals. After honing skills in weaving, surface design, and leatherwork at IICD (2014–18), she founded the sustainable brand Eknama. Now a visiting faculty member, she also leads national craft revival programs, blending creativity, mentorship, and purpose.

meet the cohort

ALPHABETICALLY



ADITI HOLANI

Email: aditi.holani@gmail.com

SHOULDER LAB

Aditi is the founder of SHOULDER LAB, a contemporary womenswear label known for innovative surface textures, distinctive cuts, and a design approach that blends individuality with contrast. A NIFT and Central Saint Martins alumna, she has trained under Alexander McQueen and Sophia Kokosalaki, shaping her refined aesthetic. Her work often integrates handloom collaborations, merging traditional craft with modern techniques. As Regional Head of Fashion Revolution India, she also leads initiatives advocating for ethical, sustainable fashion and industry-wide awareness.



AMANKSHI RAWAT

Email: info@thecreativeplatter.com

THE CREATIVE PLATTER

A graduate in Biotechnology, Post Graduate in Advertising & Marketing & Ex. Post Graduate in International Marketing. For more than a decade, she worked mainly in retail industry at corporates like V Mart Retail Ltd., DLF Services Ltd., etc along pursuing as an avid artist in painting, ceramics, & theatre, before she founded The Creative Platter. When she was younger, she used to worry why she hasn't found her 'calling' yet. But after all these years, she has learned that her purpose is multi-faceted, and she loves it that way!



AYUSH AGNIHOTRI

Email: ayush@pallu.co.in

PALLU

Ayush is a gold medalist in Environmental Science and Technology from Banaras Hindu University, showcasing his strong academic foundation. With a passion for environmental protection, he has worked towards creating eco-friendly solutions for a sustainable future.
Ayush has led teams at PHOOL.CO, transforming temple flowers into meaningful products like incense sticks and cones. Now at PALLU, he is dedicated to empowering weavers and artisans, enabling them to live a life of dignity and self- reliance.



DEVICA SUD

Email: devica@pillikothi.com

PILLIKOTHI

Devica Sud is the founder of PilliKothi, a homegrown label built on her passion for craftsmanship, heritage, and storytelling. Launched in December 2024, the brand celebrates India's artisanal legacy by bringing traditional skills into contemporary homes. With experience in business development, retail strategy, and brand building, Devica has supported both startups and established brands through thoughtful partnerships and merchandising. Through PilliKothi, she aims to connect artisans with appreciative audiences, creating sustainable opportunities while preserving India's craft traditions.



KHUSBOO SHROFF

Email: Khushboo28shroff@gmail.com

PATTERNKRAFT DESIGNS PVT. LTD.

An experienced and passionate designer with over 12 years of expertise in the fashion and textile industry. A gold medallist from NIFT New Delhi ,with a strong work background across different fields and running a successful design firm delivering to both national and international markets, with a special focus on Indian textiles, handlooms, and traditional embroidery techniques.



MEGHA AGARWAL

Email: meghs2004@gmail.com

STUDIO maeve | STUDIO MAEVE

Megha Agarwal, founder of Studio Maeve, is a textile designer who established her label in 2017 to create fashion rooted in tradition and meaningful craftsmanship. After beginning her career in New York's corporate home textiles industry, she returned to India to work closely with artisan clusters, developing garments from handwoven natural fibres and regional craft techniques. Studio Maeve creates small, intentional batches that honour craft, community, and integrity—reflecting Megha's commitment to meaningful fashion that preserves heritage and supports skilled makers.



MRUNMAYEE NAMJOSHI

Email: mrunmayee.n@gmail.com

STUDIO VAM

Mrunmayee Namjoshi, a Textile Design graduate from NID Ahmedabad and originally from Indore, founded Vam—a women-led jewellery and accessory studio inspired by her deep engagement with Indian crafts. Vam collaborates with artisans and underprivileged women, blending traditional techniques with ethical, contemporary design. Mrunmayee's passion for handmade processes and innovative material-craft combinations shapes the studio's India-modern aesthetic, positioning Vam as a unique and responsible voice in sustainable luxury.



RAJAN BHIMJI VANKAR

Email: vankarrajan478@gmail.com

RAJAN BHIMJI VANKAR

Rajan Bhimji Vankar is a fourth-generation weaver from Sarli, deeply rooted in the traditions passed down through his father and grandfather. Recognized as a young master of the craft, he creates scarves, shawls, stoles, and blankets infused with the colours and stories of his land. Working with Desi and Merino wool, Tussar and Eri silks, and Kala cotton, Rajan weaves with passion and precision. His work preserves ancestral knowledge while bringing the richness of his weaving heritage to contemporary audiences.



SADHNA VYAS

Email: sadhana.buddha1@gmail.com

sanghmitra | SANGHMITRA (INDIAN HERITAGE WOVEN IN FABRIC)

Sadhana, a Master of Fine Arts from Barkatullah University and a Textile Design graduate from Delhi Polytechnic, has over three decades of experience in handloom revival. Dedicated to preserving traditional Indian textiles, she collaborates closely with Maheshwari weavers and Bagh, Nandana, and Ummedpura printers in Madhya Pradesh. Her label Sanghmitra, founded in 1986, draws inspiration from local crafts and temple architecture, presenting rich handwoven and block-printed sarees, dupattas, and fabrics that blend heritage with thoughtful innovation.



SHIKHA SAIN

Email: shikha.sain06@gmail.com

AJOANANTAYA ART | AJOANANTAYA ART PVT LTD

Shikha Sain, hailing from a sixth-generation artistic lineage in Jaipur, is a passionate art entrepreneur dedicated to promoting the intricate beauty of Rajasthani miniature painting. Rooted in tradition and driven by innovation, she collaborates with skilled artists to blend age-old techniques with contemporary ideas. With deep devotion to her cultural heritage, Shikha ensures the timeless elegance of miniature art continues to captivate global audiences, keeping the legacy of Rajasthan's rich artistic tradition alive and thriving.



SUMAN JOHN

Email: suman@diyainnovations.com

DIYA INNOVATIONS

Suman John, MD and Founder of Diya Innovations, has worked in disability inclusion since 2001. After serving as Trustee at Diya Foundation, she launched Diya Innovations to create livelihoods for people with intellectual challenges. With an MBA and specialized training in social entrepreneurship and special education, she brings strong experience from both corporate research and the social sector. Passionate about reading, travel, and trekking, Suman has completed an 800-km trail in Spain and continues to explore new paths.



SUNITA JAKHAR

Email: jakharsunita1982@gmail.com

FATFATIYA

Sunita Jakhar, a Jaipur-based entrepreneur, is the founder of Fatfatiya, a fashion brand that reimagines Rajasthan's vibrant heritage through contemporary design. A Textile Design graduate from Government Women's Polytechnic, she worked for five years with leading export houses before establishing Fatfatiya. Her brand offers handcrafted bags, accessories, and art inspired by Shekhawati's colourful culture. Deeply committed to empowering local artisans—especially women—Sunita blends tradition with modern aesthetics, creating products that celebrate craftsmanship while supporting sustainable community livelihoods.

MEET THE TEAM

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INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

INDIAN INSTITUTE OF CRAFTS & DESIGN

Prof. (Dr.) Toolika Gupta, Director
Mr. Giriraj Singh Kushwaha, Secretary IICD
Ms. Rashmi Pareek, Chief Manager (P&I)
Mr. Dharmendra Bana, Assistant Professor
Mr. Rajesh Kumar, Assistant Professor
Dr. Abhishek Choudhary, Assistant Professor
Mr. Vikram Charan Singh, Assistant Professor

SUPPORTED BY

KALHATH FOUNDATION

KALHATH FOUNDATION

Mr. Maximiliano Modesti,Founder
Mr. Siddharth Salian,Director

ECOSYSTEM PARTNERS

NICE ORG

Ms. Kanchana K V, CEO

IIM UDAIPUR INCUBATION CENTRE

Mr. Abhyudaya Goel, CEO IIMU Incubation Centre

participant's testimonials



AMANKSHI RAWAT THE CREATIVE PLATTER

Coming from a corporate background with no formal design education, my journey into craft entrepreneurship with The Creative Platter was largely self-driven. The IICD Crafts Business Accelerator Program helped me closely examine my work through a design lens—bringing clarity to craft processes, aesthetics, and intent—while strengthening my understanding of business, sustainability, and scalability. The program provided a structured, thoughtful framework that enabled me to evolve as a contemporary, craft-led entrepreneur without compromising on authenticity



RAJAN VANKAR ARTISAN ENTREPRENEUR

Participating in Crafts Business Accelerator Program was a deeply enriching experience for me as a craftsperson and entrepreneur. It offered valuable insights into strengthening craft-based businesses while staying rooted in tradition. Being part of the 2025 cohort allowed me to connect with fellow craftspeople, designers, and successful brand owners, and learn directly from their journeys and experiences. Moreover, it offered exceptional exposure, including opportunities to showcase my Kutch weaving textiles at networking dinner and other events, as well as participation in The India Story 2025, These experiences expanded my professional network and opened meaningful avenues for collaboration and growth.



way forward

Building on the achievements, insights, and cohort feedback from the Crafts Business Accelerator Program 2025, several strategic directions can strengthen the program's future impact and reach. We aim to deepen collaboration, enhance partnerships, and continuously update the program in alignment with emerging market requirements for craft-based businesses. For social entrepreneurs, incubation is not a luxury—it is a strategic leap. The world doesn't just need their ideas; it needs those ideas to succeed, scale, and sustain. Through the accelerator program, we strive to bring measurable change not only to individual craft enterprises but also to the broader craft sector. Over the past four years, we have trained 44 enterprises, and this number continues to grow each year. With the support of past cohorts, we can build more collaborative spaces and create greater opportunities for future cohorts. Accelerating diverse craft communities and promoting regional representation will further deepen the program's social impact and contribute to a more inclusive craft entrepreneurship landscape.

With these forward-looking actions, the Crafts Business Accelerator Program will continue to empower artisans and innovators, nurturing a more sustainable, competitive, and future-ready craft ecosystem in India.

photo gallery



















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CRAFTS BUSINESS ACCELERATOR PROGRAM

2025

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