भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

Crafts Business Incubator Program 2022

PROJECT REPORT

भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

Crafts Business Incubator Program

Feb 22 - May 22

Report by:
Binil Mohan
Rajesh Kumar

Introduction

IICD in collaboration with IIM Udaipur & NICE, supported by SBI Cap securities, conducted a 3 months Crafts Business Incubator Programme. The programme had 15 days of immersive modules, spread over 3 months with curated mentoring sessions between each modules. The programme targeted early stage businesses operating in the area of 'Crafts'. It focussed on building business capabilities of early stage craft entrepreneurs through guidance from faculties, experts, industry leaders and mentors. The programme was offered completely free of cost to participants, thanks to the support of SBICAP Securities.

The objective of the programme is to build deep understanding of business knowledge relevant to the crafts sector along with sharpening domain capabilities. The programme was delivered through hybrid mode with 15 days of in-classroom/ hybrid sessions spread across 3 modules. The programme broadened the perspectives and promoted business capabilities of crafts-based design startups. In understanding the nuances of this unique sector and business insights that make this industry unique, participants gained competitive advantage in transforming their startups into successful, sustainable businesses in the crafts sector.

Crafts Business Incubator Program 2022

The programme utilized a mix of methods, including (i) presentations and discussions led by faculty and industry experts, (ii)hands-on workshops, (iii) field visits, (iv) mentoring, (v) peer learning and (vi) networking events with crafts sector stakeholders. In each module, participants were exposed to lectures and case studies by faculties and industry experts.

A hand-on experience of visiting leading crafts organizations and facilities sharpened the creative thought process possibilities of the participants. The programme involved developing business plans so as to create funding pitches for investors and resulted in startups getting investment offers from investors.



Program Partners

The program leveraged its alliances with the partner organizations to deliver a valuable, meaningful experience to the participants. The program was supported financially by SBICAP Securities through their CSR funding. Knowledge partnerships with two reputed organizations – IIM Udaipur Incubation Centre and NICE effectively harnessed synergies to curate the sessions and identify faculty and experts best suited for the program.

IIM Udaipur

The IIMU Incubation Centre presents a dynamic opportunity to serve as a platform to launch and develop startups into scalable, viable and profitable businesses. It provides a platform for participates and incubatees to access the diverse resource of faculty and the entrepreneurial community.

Nice.org

NICE acts as a catalyst for building Brand India by empowering India's cultural enterprises and entrepreneurs. It nurtures cultural and creative entrepreneurs through workshops, training, mentoring and networking. It also curates a network of NICE Investors, who believe in the vision and mission of the organization.

SBI CAP Securities

sbi securities is a wholly-owned subsidiary of SBI Capital Markets Ltd and a part of India's largest and most trusted banking conglomerate, the State Bank Group. Backed by the proud SBI lineage, today, sbi securities stand synonymous with trust and reliability when offering investment solutions to investors across categories.

Crafts Business Incubator Program 2022

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

nice
Network of Indian Cultural Enterprises

Resource Persons

Business incubators nurture the development of entrepreneurial companies, helping them survive and grow during the start-up period, when they are most vulnerable.
The program had a carefully curated pool of resource persons from the domain of crafts, design, business and entrepreneurship with deep understanding and rich experiences across diverse aspects of crafts based businesses. The pool had an ideal blend of people from academia and industry bringing their unique domain capabilities and perspectives.

Crafts Business Incubator Program 2022



Dr. Piyush Sinha

Ex-Prof. IIM Ahmedabad. 40 years of Advisory, Research and Training as well as Managerial experience in marketing, sales, retailing, service and business strategy for product as well as service companies.



Dr. Srinivas R Pingali

Srinivas is currently a Professor of Practice at the School of Management, Mahindra University. Migrated to academia after three decades in consulting, consumer products and outsourcing organizations across the globe. Specialize in Digital Agility, Innovation and Entrepreneurship.



Prof. Suresh Bhagavatula

Suresh Bhagavatula is a Professor of Entrepreneurship at the Indian Institute of Management Bangalore (IIMB). He has a PhD from Vrije Universiteit, Amsterdam and an MS from Flensburg University, Germany and a BE from Shivaji University.



Dr. Toolika Gupta

Dr. Toolika Gupta is the Director of Indian Institute of Crafts and Design, Jaipur. She has amassed experience as a designer, consultant and academician.
She is the Dean of Product Design and Crafts Design at the Rajasthan ILD Skills University and also a member of CII Design Committee. She is also a member of FICCI entrepreneurship committee.



Mr. Sudhir Kasliwal

CFO & Partner of The Gem Palace, Sudhir Kasliwal is an accomplished jeweler, photographer and collector. Born in Jaipur, he belongs to the sixth generation of royal jewelers.



Dr. Darlyu O' Koshy

Ex-NID Ahmedabad Director Dr. Koshy is a visionary educationist, persuasive administrator, international speaker and noted author with an experience spanning 44 years out of which 33 years have been with NIFT, NID, IAM and ATDC (of AEPC). He is well known for transforming Institutions.



Mr. Kunal Sachdev

Kunal Sachdev is a Founder & Managing Director at Caravan Craft. Prior to Caravan, Kunal served as the CEO of Hidesign.



Ms. Kirti Poonia

Kirti Poonia, the former CEO of Okhai (she sits on its board now) is credited for turning the organisation around. She has been recognised by the government's NITI Aayog arm as well as the UN as being among 75 women transforming India.



Prof. Rajesh R Nanarpuzha

Prof. Rajesh Nanarpuzha is a faculty in marketing at IIM Udaipur. He has worked as a brand manager at Dabur India and as a business consultant in the retail and consumer goods domains across companies in India, Europe, and North America.

Crafts Business Incubator Program 2022



Mr. Yogesh Jhamtani

Yogesh is an economist, entrepreneur and founder of 'Dakshinam Sarees' and co-founder of "Buffalo Extraction Systems" (a turnkey automation equipment company).



CA Atul Mathur

Atul is a Chartered Accountant with 39 years of Post Qualification Experience. He currently undertakes consultancy projects and is an investor and mentor to small startups.



Ms. Shilpa Sharma

Shilpa has spent over two decades in the textile, craft and lifestyle retail space. Co-founder of Jaypore, she is currently mentoring Flourish, a global platform that envisions making 'conscious consumption' an accessible lifestyle choice for consumers around the globe.



Ms. Smriti Kedia

CEO of Sadhna, an organization devoted solely to the skill development of women in society, especially women artisans. She believes that social service is the best form of worship.



CA Ketoki Basu

Ms. Ketoki Basu, is a Registered Valuer, IBBI, Fellow of The Institute of Chartered Accountants of India with a specialization in Financial Strategy from the Open University Business School, U.K.



Mr. Sujay Suresh

Founder of Zwende, a curated online marketplace for handcrafted products. Zwende's technology pairs the customisation and accessibility needs of modern shoppers with the creativity and craft of skilled designers and makers.



Mr. Karthik S A

Founder and Managing Partner of Quasar Legal. Karthik has extensive expertise in the areas of venture capital, private equity, technology contracts, general commercial law and compliance.



Mr. Praveen Chauhan

Founded social enterprise, 'The Happy Hands Project'. Chauhan's vision is premised on building a sustainable future through environmentally responsible initiatives.



Ms. Alka Sharma

Founder of Aavaran - Echoes of rural India with aim to promote and evolve traditional crafts while economically empowering low income crafts people and other stakeholders in the value chain.



Mr. Mubashir Andrabi

Managing Director at ANDRAAB. Andraab's mission is to revive the heritage of the Kashmiri shawl. Andraab aspires to breathe life back into a once world-renowned industry.



Mr. Dilnawaz Khan

Dilnawaz is the Founder of Codesign Labs and Power Deck. He is also a Subject Matter Expert on Pitch Decks, Startup Fundraising and Lean Startups. .



Ms. Uma Prajapati

Uma prajapati is a visionary, and founder of a conscious fashion brand Upasana. She is currently on the Ocean Mission under the UN with her iconic project "Tsunamika ocean my home".



Ms. Disha Singh

Founder & CEO of vegan accessories brand Zouk. An IIM Ahmedabad alumna, Disha has positioned Zouk as a vegan, cruelty-free, PETA-approved brand that marries functionality with Indian motifs, prints and fabrics.



Mr. Raj Bhat

Raj manages the entire knowledge management initiative at Empower, involved in mentoring promoters in building up the organization and strategy for growth. He is an Engineer and has done his MBA from We' school.



Mr. Neelam Shridhar

Lead, Preincubation at PIEDS : Pilani Innovation & Entrepreneurship Development Society, BITS Pilani. Founder Director at Santhusta Foundation.

Crafts Business Incubator Program 2022



Crafts Business Incubator Program 2022

Timeline

17 JAN
Call for Application

04 FEB
Deadline for Application

08 FEB
Declration of Results

10 FEB
Confirmation of Participation

21-25 FEB
Module I at IICD, Jaipur

26-30 APR
Module II at IIM Udaipur

23-27 MAY
Module III at IICD, Jaipur

27 MAY
Valedictory Ceremony

Crafts Business Incubator Program 2022



Crafts Business Incubator Program 2022

Photo Gallery

Meet



Outing



Visit



Visit



Class



Crafts Business Incubator Program 2022

Meet



IIM U



Product Display



Meet



Class



Time-table

MODULE 1 : 21 - 25 FEB 2022

MODULE 2 : 26 - 30 APR 2022

MODULE 3 : 23 - 27 MAY 2022

Crafts Business Incubator Program 2022

MODULE 1

DAY 1	Indian Crafts Sector : Business Opportunities & Challenges **Dr. Toolika Gupta** **IICD, Jaipur**	Understanding Craft Businesses: Entrepreneurial Journeys **NICE Aarohana**	Expert Session on Craft Business **Dr. Darly O' Koshy** **Ex-Director NID**
DAY 2	Consumer Behaviour & Craft Consumer **Mr. Raj Bhat**	Branding & Positioning **Mr. Raj Bhat**	Retailing **Dr. Piyush Sinha** **(Ex-IIM Ahmedabad)**
DAY 3	Marketing Communication **Mr. Srinivas R Pingali** **IIM Udaipur**	Digital Marketing **Mr. Srinivas R Pingali** **IIM Udaipur**	
DAY 4	Online Marketplaces & Digital Platforms for Crafts **Ms. Kirti Poonia** **(Ex-OKHAI)**	Product Photography for Digital Platforms **Jaipur Rugs**	
DAY 5	Nila House & Frozen Music **Field Visit**		

MODULE 2

DAY 1	Building a business plan for your growth **Prof. Rajesh Nanarpuzha (IIM Udaipur)**	Expert session on Craft Business **Mr. Yogesh Jhamtani (Dakshinam Sarees)**	Mentoring Session **Dr. Toolika Gupta (Director, IICD)**
DAY 2	"Building a sustainable financial model for your business" **CA Atul Mathur**	Expert session on Craft Business **Ms. Shilpa Sharma (Jaypore.com)**	Mentoring Session **Dr. Toolika Gupta (Director, IICD)**
DAY 3	Legal Essentials for Your Business **Mr. Karthik S A (Quasar Legal)**	Expert session on Craft Business **Mr. Praveen Chauhan (Matr)**	Mentoring Session **Dr. Toolika Gupta (Director, IICD)**
DAY 4	Expert session on Craft Business **Ms. Uma Prajapati (Upasana, Auroville)**	Sadhna, Udaipur **Field Visit**	
DAY 5	Aavaran, Udaipur **Field Visit**		

Crafts Business Incubator Program 2022

MODULE 3

DAY 1	Funding Sources & Fundraising Strategies **Ms. Ketoki Basu (Ketoki Basu & Associates)**	Funding Pitch Presentation Strategy **Mr. Dilnawaz Khan (Power Deck)**	
DAY 2	Government Schemes for Enterprises **Commissioner Industries, (Govt. of Rajasthan)**	Bank Loans for Startups **Yes Bank**	Expert session on Craft Business **Mr. Sudhir Kasliwal (Gem Palace)**
DAY 3	Getting Investment Ready - Pitch Practice **Mr. Dilnawaz Khan (Power Deck)**	Expert session on Craft Business **Mr. Mubashir Andrabi (Andraab)**	Networking Dinner **Royal Orchid, Jaipur**
DAY 4	Getting Investment Ready - Pitch Practice **Dilnawaz Khan (Power Deck)**		
DAY 5	Product Exhibition **Cohort**	Investment Pitch Presentation **PIEDS (BITS Pilani)**	Valedictory & High Tea **IICD**

Cohort Details

The program cohort was an interesting mix of crafts based startups with their domain across a variety of industries, namely textiles, furniture, lighting, apparel, decor & pottery. This cohort comprised majorly of young women entrepreneurs of India. The cohort consists of early stage businesses (1-5 years) operating in the domain of crafts, looking for business capability building to sustain and scale their ventures. All the participants showed a lot of zeal and their business ideas held a lot of promise to be converted into the next big thing. The details of the cohort are included in the following pages.

Crafts Business Incubator Program 2022



Ms. Parul Agrawal
Founder - Kabbish

Kabbish- a brand that brings forth the craft of black pottery as a jewellery to adorn oneself.As known locally, 'Kabbish' is a clay slip prepared by the craftsmen to add lustre to the black pottery. Kabbish is a small initiative to revive the traditional forms of terracotta while acknowledging the unflinching efforts of the Indian potters to keep this tradition alive. Each pot holds the impression (Sparsh /Sanskara) of the hands of the family who brings it to life. From process to packaging kabbish carries a glimpse of the Indian craft culture.Kabbish is magnificence handcrafted for you!

Email : kabbish.design@gmail.com
Website : www.kabbish.com



Ms. Twinkle Varshney
Relationship Manager, Mianzi

"By coming up with practical and radical solutions, we aim to "sustainabl-ize" industrialization."
Mianzi (www.mianzi.in), is a brand that focuses on developing distinctive, functional, and research-based home-furnishing products with sustainability and aesthetics at their nucleus.
Established by alumni of SPA Delhi and IDC, IIT Bombay, Mianzi offers futuristic Lighting, Furniture, and Home Décor Accessories hand-engineered by heritage artisans with the use of technology.

Email : twinkle.mianzi@gmail.com
Website : www.mianzi.in



Ms. Arti Gehlot
Founder & Creative Director - Kirgiti Designs

Kirgiti links craft based rural producers to modern urban market, thereby creating a base for skilled, sustainable rural employment and preserving India's traditional handicrafts in the process.
It sell artisanal sustainable vegan leather bags and accessories in contemporary designs to environment conscious and craft lovers.

Email : kirgitidesigns@gmail.com
Website : www.kirgiti.com



Ms. Muskaan Chauhan
Founder - Filemot

Founded in 2018, Filemot was bord out of need to develop garment that are for everyone. This is our core principle at Filemot, that drove us to customize our sizing to make it more natural.
Filemot is dedicated to be a part of the movement in bringiing traditional crafts and printing to the general public. For this, we closely work with artisans to develop designs in collaboration with them.

Email : muskaan@filemot.in
Website : www.filemot.in



Ms. Amisha Bajpai
Partner & Associate Designer - KAP

At KAP our mission is to bring Indian design to the world and to raise the standards of well-finished handcrafted Indian products. In collaboration with our artisan partners, we provide textile-based design solutions to craft enthusiasts looking for handcrafted products that fit into the modern everyday lifestyle.
We design contemporary handcrafted textiles into fashionable and wearable clothing. Keeping holistic sustainability at the forefront from reviving crafts to zero waste patterning that reduces textile waste.

Email : amisha.bajpai.21@gmail.com
Website : www.kapeveryday.com



Ms. Aastha Choudhary
Founder - Craftspire

Craftspire, a brand based out of Jaipur, giving a new definition to traditional embroidery crafts and keeping the craft alive by working with women artisans from various clusters.
Rooted in traditional craft, Craftspire uses crafts in a contemporary way for the present modern world. It aim to create trendy yet contemporary designs that work as amedium to bring Indian crafts into contemporary conversations with crafts and craftspeople at the heart of every process.

Email : craftspirebyaastha@gmail.com



Ms. Manya Pandit
Founder - Studio Trataka

Studio Trataka is a lifestyle brand owned and managed by Shiv Sharma and Manya Pandit. The founders of Trataka share a strong designing background with a highly curated outlook when it comes to designing lifestyle products.
India is a land of culture and traditions. It has a colourful and rich lineage when it comes to design. Studio Trataka provides a unique blend of traditional and contemporary India in its product.

Email : manya@studiotrataka.com
Website : www.studiotrataka.com

Crafts Business Incubator Program 2022



Ms. Aakanksha Tuli
Founder - Bahaaro

Bahaaro means Spring, and so is the motive of Bahaaro to spread bahaar in every women's life out there.
Objective is to maintain the ancient form of wonderfully crafted handmade jewellery in order to honour the beauty of every woman. Bahaaro is aware of the needs of today's woman in terms of fashion. What woman wears, Bahaaro believe, is how she portrays herself to the world. A lot of effort is put to see an idea through to completion.

Email : bahaarocelebratingwomenhood@gmail.com



Mr. Kunal Agarwal
Founder - Kumhaar

"Kunal Pottery Studio" is a craft product design studio based in the pink city that offers Hand Pottery Workshops for all Age groups. Kumhaar's specialization is beautiful "Handmade Clay products".

Email : kunalagarwalpottery@gmail.com



Ms. Akshita Gangwal
Founder - Aakaar

Aakaar is a craft based brand which believes in shaping up the craft, communities and cultures. We are based in Ujjain, M.P.. We work in Natural Dyed home furnishing, small crafted products and provide services like workshops and training for NGOs and clubs.
We strongly believe in the potential of sustainable craft and how it impact us and our environment. Our mission is to bring back the traditional handcrafted products according to the modern usage.

Email : aakaarbyakshita@gmail.com



Ms. Sukansha Agarwal
Founder - Saumy Design Studio

Saumy_designstudio is an initiative to revive the age old hand craft of knitting. Saumy trying to work really hard to not just revive this but to make it an interesting one for thecoming generations to fall in love with this and ultimately take it up and help us take this to another heights.
Saumy also have a vision of changing the image of this craft as a respect-able one. That this is not just another task that housewives do staying in houses instead take a lot of time and effort to build the same.

Email : agarwalsukansha.17@gmail.com
Website : saumydesignstudio.com



Ms. Meghavi S.
Founder - Aamvi

Aamvi is a contemporary clothing wear brand based out of Ahmedabad, Gujarat.
Our values are to make ethical clothing from traditional Indian textiles. The idea is to support as many craft clusters as possible. So far we're working with 1 cluster in Gujarat, 3 in Rajasthan, 1 in Bihar and 1 in Telangana. We work with a zero-waste approach, so every textile is used to the last thread to make something useful. We are size inclusive as well.

Email : meghavi.shah98@gmail.com
Website : www.aamviclothing.com

Crafts Business Incubator Program 2022



Crafts Business Incubator Program 2022

Our Team



Dr. Toolika Gupta
Directior

IIMU Incubation Center
भारतीय प्रबंधन संस्थान जयपुर
Indian Institute of Management Jaipur



Ms. Suresh Dhaka
Chief Executive Officer



Ms. Aastha Bhatnagar
Manager Operations

भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR



Mr. G. S. Kushwaha (IAS Retd.)
Secretary



Ms. Rashmi Pareek
Dy. Registrar



Ms. Kannan Soundararajan
Ex - Chief Executive Officer



Mr. Binil Mohan
Head - Incubation Centre



Mr. Rajesh Kumar
Incharge - Incubation Centre

nice
Network of Indian Cultural Enterprises



Mr. Vidhya Shankar
Chief Executive Officer



Ms. Arunima Gupta
Principal

Crafts Business Incubator Program 2022

Way Forward

The program validated the need for comprehensive business training for designers & artisans to effectively run and sustain their businesses. Key aspects which required intervention were financial management, compliances, mapping of the crafts sector & positioning. The program also confirmed the realization that a training like this is appropriate for businesses who have completed two years of operation. The need for a face-to-face interview whether online or offline, in the selection process evolved as a key requirement for better understanding of the candidates. It was also realized that a modest program fee should be charged from the participants to weed out non serious candidates.



Going forward, the program will clearly define early stage businesses as businesses from 2-5 years of existence. A focus on understanding the supply chain and retail/distribution will be incorporated in the program. The program will have an industry partner along with the academic partner (IIM Udaipur) and the same has been finalized with 2m Atelier/ Kalhath Foundation. Kalath Foundation will give a grant of 20 lakhs for the next program, due in February 2023. A program fee of Rs.15,000/- will be charged from participants for the next edition of the program. A plan to progressively build an alumni group of the programme with annual alumni meet is also planned. The participants will be measured over a period of time (3-5 years) to see the impact of the program in their businesses.

भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

Crafts Business
Incubator Program
2022