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

Crafts Business Incubator Programme 2023



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INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

A REPORT ON

Crafts Business Incubator Programme 2023

by
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(Asst. Prof.)



KALHATH FOUNDATION | भारतीय शिल्प संस्थान INDIAN INSTITUTE OF CRAFTS & DESIGN | 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

Call for Application

01

The program advertisement, inviting applications, has been launched on the IICD's website and its social media handles.

21st Nov 2022

Application Deadline

02

05th Jan 2023

The original deadline was set for December 22nd, but due to requests from different sources, it was pushed to January 5th, 2023.

Results

03

Following a thorough review of all the applications by the respected panel of judges, the outcomes were disclosed on January 16th, 2023, on the program's website. Additionally, chosen applicants were individually notified through email.

16th Jan 2023

Module I

04

19th - 24th Feb 2023

The first module of the incubator program commenced at IICD Jaipur with an inauguration event graced by notable figures from the craft sector. The chosen participants also showcased their products during the event. The program was followed by a networking dinner.

Module II

05

The second module of the incubator program took place at IIM Udaipur. The dynamic campus atmosphere and strong entrepreneurial energy greatly influenced the cohort during this module, leaving a significant impression.

24th - 29th Apr 2023

Module III

06

12th - 17th Jun 2023

The concluding module, the third one, occurred at Artisans in Mumbai. This strategic location, situated amidst the hub of renowned designers, infused a substantial creative impact into this module. The culmination of the module included a product display along with a networking dinner.



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

SUNDAY
19TH FEB

INAUGURATION OF THE CRAFTS BUSINESS INCUBATOR PROGRAMME 2023

Dr. Toolika Gupta
(IICD)
&
Mr. Maximiliano Modesti
(Kalhath Foundation)

MONDAY
20TH FEB

EXPERT SESSION ON CRAFT BUSINESS

Mr. Maxmilano Modesti
(Kalhath Foundation)

EXPERT SESSION ON BRANDING

Mr. Ayush Kasliwal
(at AKFD studio)

TUESDAY
21ST FEB

MARKETING COMMUNICATION

Prof. (Dr.) Srinivas R Pingali
(Mahindra University)

DIGITAL MARKETING

Prof. (Dr.) Srinivas R Pingali
(Mahindra University)

WEDNESDAY
22ND FEB

SUSTAINABILITY IN CRAFTS & SDG'S

Mr. Radhesh Agrahari
(Golden Feathers Pvt. Ltd.)

EXPERT SESSION ON CRAFT BUSINESS

Mr. Nilesh Priyadarshi
(Kaarigar Clinic)

THURSDAY
23RD FEB

PRODUCT PHOTOGRAPHY

Mr. Sandeep Mohit Bansal
(Sam Photography)

PACKAGING FOR CRAFTS

Ms. Krati Yadav

FRIDAY
24TH FEB

PRODUCT PHOTOGRAPHY

Mr. Sandeep Mohit Bansal
(Sam Photography)

FIELD VISITS

NILA HOUSE
LADU STORE

MODULE II





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

MONDAY
24TH APR

ARRIVAL

FIELD VISIT

CITY PALACE
(Udaipur)

TUESDAY
25TH APR

BUILDING A SUSTAINABLE FINANCIAL MODEL FOR BUSINESS

CA Atul Mathur
(Atul Mathur & Associates)

WEDNESDAY
26TH APR

LEGAL ESSENTIALS FOR YOUR BUSINESS

Mr. Karthik S A
(Quasar Legal)

THURSDAY
27TH APR

BUSINESS OF CRAFTS & DESIGN

GO TO MARKET STRATEGY

Ms. Shilpa Sharma
(ex Jaypore.com)

Mr. Nitin Pamnani
(iTokri)

FRIDAY
28TH APR

BUILDING A PITCH DECK

Mr. Nikhil Parmar
(impactfulpitch.com)

SATURDAY
29TH APR

EVALUATION & FEEDBACK

Mr. Maximiliano Modesti
(Kalhath Foundation)

MODULE III


भारतीय प्रबंध संस्थान उदयपुर
IIMU


BINDU VINODHAN
KOSH
NIDHI TOMAR



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

MONDAY
12TH JUN

ARRIVAL

CRAFT BUSINESS: RETAIL MARKETING

Ms. Shibani Dasgupta Jain
(Baaya Design)

TUESDAY
13TH JUN

NEGOTIATION SKILLSS FOR CRAFT BUSINESS

Ms. Shruti Singh
(Fashion Revolution)

WEDNESDAY
14TH JUN

SCALING BUSINESSES IN CRAFT SECTOR

Ms. Anindita Sardar
(Taneira)

FUND RAISING FOR CRAFT BUSINESS

Mr. Gaurav Dixit
(GoHemp AgroVentures)

THURSDAY
15TH JUN

SOCIAL IMPACT OF CRAFT BUSINESS

Ms. Meera Goradia
(Creative Dignity)

FIELD VISIT

AEQUO GALLERY

FRIDAY
16TH JUN

IMPORTANCE OF DESIGN IN CRAFT BUSINESSS

Ms. Vishpala Hundekari
(Ekibeki)

FUND SOURCES FOR CRAFT BUSINESS

Mr. Praveen Chauhan
(Matr)

FIELD VISIT

2 M ATELLIERS AND DESIGN PVT. LTD

SATURDAY
17TH JUN

EVALUATION & FEEDBACK

Mr. Maximiliano Modesti
(Kalhath Foundation)

EXHIBITION & VALEDICTORY

Ms. Mdhu Neotia
(Ambuja Educational Institute)

NEXT 2024


Crafts Business
Programme
2023


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iSTART
INCUBATION Centre

MOTIVATION (SOCIAL IMPACT)

BINDU — SYNERGY < THEM * YOU

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

SAURABH — EARN A LIVING < BUSINESS - FAIR & VISIONARY; REMOVE GENDER [illegible] in EMB.

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

NOOPUR — HELPING MYSELF & HELPING SOCIETY < ENVIRONMENT, WOMEN

SURBHI — ART-AWARENESS OF SOC. PROB. (ISSUES) — NOT SURE ABOUT IMPACT

~~ANUPUR~~ — PATRIOTIC — LANGUISHING CRAFTS - AWARENESS AMONG YOUTH

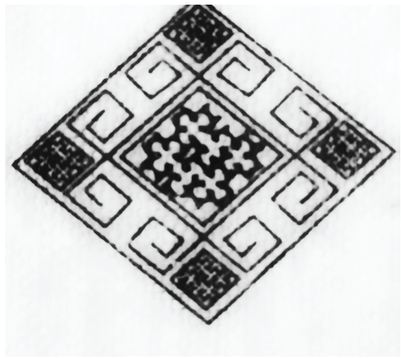
Nidhi
WOODS MIRACLE
RICHA & DEEPAK — SERVICE TO SOCIETY — TO KEEP SKILLS < SCHOOL, EXPORT (URBAN ARTISANS)

MANOGNA — SUSTAINABILITY (ENVIRONMENT) — GIFTING < IMPACTING WOMEN & ARTISANS

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

AAYUSHI — HAND PAINTING < WHAT IS THE SOCIAL IMPACT ON THE ART + ARTISTS

figmenterie





KOSH
NIDHI TOMAR

LOOM LIGHT

act
ACTION CENTER FOR TRANSFORMATION

bespokebysaurabh
A Boy With Hand Embroidery

TANTA GATHA
THE STORY OF WEAVES

asama

WOODS MIRACLE

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.

adityashrimali8@gmail.com



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.

aayushiart95@gmail.com



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.

bindu.vinodhan@maunadhwani.org



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.

deepak.sh80@gmail.com



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.

business.haldikumkum@gmail.com



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.

actgreenindia@gmail.com



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.

info@koshindia.com



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.

noopur.keshan@gmail.com



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.

woodsmiracle.co@gmail.com



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.

bespokebysaurabh@gmail.com



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.

navneetsiju67@gmail.com



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.

surabhi.sahgal@network.rca.ac.uk



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

Prof. (Dr.) Toolika Gupta
Director

Mr. Giriraj Singh Kushwaha IAS (Retd.)
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





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.

Crafts Business Incubator Programme 2023

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INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

CRAFTS BUSINESS INCUBATOR PROGRAMME

2023

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