



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

Prologue

To incubate is to nurture, and with the idea of nurturing young craft businesses, the Indian Institute of Crafts and Design (IICD), Jaipur, started its very first incubation program this year. IICD is an institute that has a vision to excel in the field of crafts and to provide a healthy eco-system around it with a high social impact. The curriculum and training programs focus on skill building, design development and technology upgradation. There are of course inputs related to management and marketing, yet a complete focus on starting one's own craft business was missing.

Many young craftspeople, young graduates of different design schools feel the urge to start their own venture owing to the fact that they have great ideas and good products. Unfortunately a lot of these start-ups or small businesses lose out due to lack of business acumen, financial support and mentorship. Keeping this in mind, we planned a three month long incubator for young craft businesses, which had three weeks of contact sessions with experts from the field of crafts and business, academia and industry, interspersed with mentoring. With the networking support and experts from IICD, IIM Udaipur, NICE – Bangalore and part funding from SBI Cap Securities, IICD set out to launch its incubator, free of cost to the participants.

From more than a 100 applications received, a team selected 15 applicants based on the parameters of domain depth, strength and viability of the business, social impact as well as the impact on craft ecosystem, while also looking at the founder and team profiles. The focus was on craft businesses especially headed by women and / or craftspeople. The program was from February 2022 to May 2022. The details are in the report that follows. Our learnings have been noted and we are now ready for the Crafts incubator for 2023, better armed after our first endeavour.

Dr. Toolika Gupta

Contents

| | |
|----------------------------|----|
| I. Introduction | 6 |
| II. Program Partners | 8 |
| III. Resource Person | 10 |
| IV. Timeline | 16 |
| V. Module 1 | 18 |
| VI. Module 2 | 22 |
| VII. Module 3 | 26 |
| VIII. Photo Gallery | 32 |
| IX. Time table | 36 |
| X. Cohort Details | 40 |
| XI. Our Team | 46 |
| XII. Way Forward | 48 |

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.

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 participants and incubatees to access the diverse resource of faculty and the entrepreneurial community.



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.



Nice.org

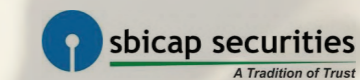
NICE acts as a catalyst for building Brand India by empowering India's cultural enterprises and entrepreneurs. It nurtures cultural and creative entrepreneurs through workshops, training, mentoring and networking. It also curates a network of NICE Investors, who believe in the vision and mission of the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



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



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.



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.



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.



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.



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.



Timeline



Module 1

The first module of the program was intended to make the participants understand the unique characteristics and nuances of the crafts sector of the country. After introductions and briefing of the program objectives, the participants took a deep dive into the crafts ecosystem of the country. Dr. Toolika Gupta (Director, IICD) kicked off the sessions by giving the participants a comprehensive understanding of the crafts landscape, its historical evolution and contemporary opportunities & challenges for craft startups.



The session was followed by a keynote address by Prof. Suresh Bhagavatulla (IIM Bengaluru) on 'Understanding Crafts Businesses' from a strategic perspective. An interesting session on entrepreneurial journeys in the crafts sector by three founders/CEOs inspired the participants, giving valuable practitioner insights.

Disha Singh (Zouk), Kunal Sachdev (Hidesign) and Sujaay Suresh (Zwende) shared their journeys in this exciting session. A freewheeling fireside chat by Dr. Darlie O'Koshy (Ex- Director, NID & AEPC) with the participants was thoroughly enjoyed by the participants, imbibing words of wisdom from him in a relaxed, informal manner.



Raj Bhat from IIM Udaipur delivered academic sessions on Consumer Behavior and Branding, with emphasis on strategies to integrate them into their respective crafts businesses. Retailing, which is an integral part of crafts businesses was given key importance in the session by Dr. Piyush Sinha, ex-chairperson of Center for Retailing at IIM Ahmedabad. The session covered various retailing strategies specific for crafts sector across the spectrum. Prof. Srinivas Pingali from IIM Udaipur took participants through various aspects of Marketing Communication tools and did a specific session on Digital Marketing strategies for crafts sector. Kirti Poonia (ex-CEO Okhai) delivered an excellent session on building

an online first digital brand in the crafts sector and how to translate the material value of craft products into digital marketplace for consumers. Building upon to the digital marketing sessions, Jaipur Rugs did a valuable session on product photography for craft products, emphasizing the importance of photography in digital marketing. The module concluded with field visits to Nila House, a center of excellence in crafts and to Frozen Music, a luxury stone crafts based studio.

The module exposed students to deep nuances in the crafts sector and how to place and position their businesses in the vast landscape that the crafts sector offers.



Module 2

Second stage of the IICD Crafts Business Incubator Program was held at IIM Udaipur from 26th April, 2022 to 30th April, 2022.

The primary objective of this 5 day module was to train the incubatees in setting up the compliances with law which is essential for setting up a business. It also focussed on the inculcating industrial ownership and developing entrepreneurial qualities through various expert lectures and interactions. This is an essential requirement lacking in small and medium skill enterprises working with rural and backward sections of the society.



The second module focused on building the business plan viability and compliances for the startups. Prof. Rajesh Nanarpuzha from IIM Udaipur delivered a comprehensive session on building a growth oriented business plan. Mr. Atul Mathur, a practicing chartered accountant trained the participants on building a viable financial model along with the business plan. The legal compliances of incorporating and running an enterprise was explained in a detailed session by Mr. Karthik SA from Quasar Legal.

The academic sessions were complimented by practitioner sessions by different industry experts - Yogesh Jamtani of Dakshinam Sarees, Uma Prajapati of Upasana, Shilpa Sharma (Ex-Jaypore) and Praveen Chauhan of Matr. The participants were taken on filed visits to Sadhna NGO and Aavaran, a social enterprise.

Dr. Toolika Gupta (Director, IICD) mentored the participants throughout the module.





Module 3

The focus of the third and final module, was building financial understanding and fundraising capabilities of the participants. The module started with an immersive session by Ms. Ketoki Basu, a finance veteran (ex-CFO IIM Bangalore) on various financial aspects of running a business enterprise. The session also introduced participants to various funding sources and fundraising strategies.



The participants were then trained in preparing fundraising pitches and creating a pitch deck by Mr. Dilnawaz Khan (PowerDeck). They were trained throughout the module by Dilnawaz on crafting and refining the pitches. A very valuable session on Government Schemes for Crafts Sector was delivered by Commissioner Industries, Govt of Rajasthan, taking the participants through the entire gamut of government schemes and how

to access the same. Similarly a session on accessing bank loans for startups was conducted by SME Division of Yes Bank, Jaipur for the participants. Sudhir Kasliwal from Gem Palace, Jaipur enthralled the participants with the legacy of his family run enterprise - Gem Palace, an epitome of crafts based luxury in jewelry with rich heritage and craftsmanship.



Mudasir Andrabi of Andraab showed the exquisite design & craftsmanship of his pashmina based brand and the importance of having a strong product in running a crafts based brand. A networking dinner was organized at Royal Orchid, Jaipur introducing the participants to various stakeholders of the sector. The final demo day of the module included product exhibition of the cohort along with investor panel assessing the funding pitched and making investment offers.

The investment panel invite was sent to BITS Pilani Startup India Fund, Startup Oasis, AIC Banasthali and World Trade Center, Jaipur. All the participants of the cohort pitched their funding pitches to the investor panel. A cumulative investment offer to the tune of 60 lakhs was offered as part of the investment pitches. The module concluded with a valedictory function and distribution of certificates to successful participants, along with high tea.





Photo Gallery

Meet



Outing



Visit



Visit



Class



Meet



IIM U



Meet



Product Display



Class



Time-table

MODULE 1 : 21 - 25 FEB 2022

MODULE 2 : 26 - 30 APR 2022

MODULE 3 : 23 - 27 MAY 2022

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

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

MODULE 2

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

MODULE 3

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.



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 : kirgitudesigns@gmail.com
Website : www.kirgiti.com

Contacts : +91 85100 01343



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

Contacts : +91 70237 93025



Ms. Twinkle Varshney
Relationship Manager, Mianzi

"By coming up with practical and radical solutions, we aim to "sustainable-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

Contacts : +91 99586 44708



Ms. Muskaan Chauhan
Founder - Filemot

Founded in 2018, Filemot was born 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 bringing 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

Contacts : +91 88506 11922



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

Contacts : +91 99248 77764



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 aims to create trendy yet contemporary designs that work as a medium to bring Indian crafts into contemporary conversations with crafts and craftspeople at the heart of every process.

Email : craftspirebyaastha@gmail.com

Contacts : +91 95879 20453



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

Contacts : +91 9530 456740



Ms. Aakanksha Tuli
Founder - Bahaaro

Bahaaro means Spring, and so is the motive of Bahaaro to spread bahaar in every woman'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 believes, is how she portrays herself to the world. A lot of effort is put to see an idea through to completion.

Email : bahaarocelibratingwomenhood@gmail.com
Contacts : +91 76900 58269



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

Contacts : +91 80059 17416



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 impacts us and our environment. Our mission is to bring back the traditional handcrafted products according to the modern usage.

Email : aakaarbyakshita@gmail.com

Contacts : +91 80056 30619



Ms. Sukansha Agarwal
Founder - Saamy Design Studio

Saamy_designstudio is an initiative to revive the age old hand craft of knitting. Saamy 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.

Saamy also have a vision of changing the image of this craft as a respectable 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 : saamydesignstudio.com

Contacts : +91 86963 46814



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

Contacts : +91 84888 56675



Our Team



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



Mr. Binil Mohan
Head - Incubation Centre



Dr. Toolika Gupta
Director



Ms. Rashmi Pareek
Dy. Registrar



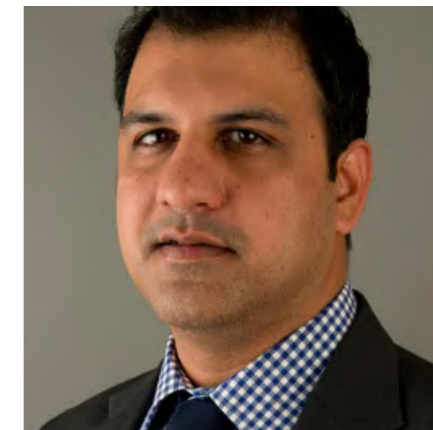
Mr. Rajesh Kumar
Incharge - Incubation Centre



Ms. Suresh Dhaka
Chief Executive Officer



Ms. Kannan Soundararajan
Ex - Chief Executive Officer



Mr. Vidhya Shankar
Chief Executive Officer



Ms. Aastha Bhatnagar
Manager Operations



Ms. Arunima Gupta
Principal

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.



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INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

Crafts Business

Incubator Program

2022
