



सत्यमेव जयते  
Ministry of Textiles  
Government of India

PERFORMANCE CUM ACHIEVEMENT REPORT

# MARKET ASSESSMENT AND PRODUCT STUDY TOUR

For Kullu Cluster Artisans Under AHVY Scheme



at  
Jaipur (Rajasthan)

From : 06/03/2022 TO 12/03/2022

SANCTION NO : C-12011/13/2021-22-CC(NR)-AC-8 DATED : 09/12/2021



Sponsored By :



DEVELOPMENT COMMISSIONER  
(HANDICRAFTS)  
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Organised By :



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## O/o DEVELOPMENT COMMISSIONER (H)

The Handicrafts Sector is able to provide substantial direct employment to the artisans and others engaged in the trade and employment to many input industries in recognition of the above facts, the Government of India set-up an autonomous All India Handicrafts Board in 1952.

The promotion of handicrafts industries is the primary responsibilities of State Governments. However, the Office of the Development Commissioner (Handicrafts) has been implementing various departmental schemes at the central level to supplement state's activities in the handicrafts sector besides the new thrust areas.

The Office of the Development Commissioner (Handicrafts) functions under Ministry of Textiles for promotion and exports of handicrafts. The office is headed by Development Commissioner (Handicrafts). It advises the Government of India on matters relating to the Development and Exports of Handicrafts and assists the State Government in Planning and Executing Development Schemes for handicrafts.

### **Different schemes of Office of the Development Commissioner (Handicrafts) are as follows:**

- Babasahib Ambedkar Hastshilp Vikas Yojna (AHVY).
- Design & Technology Up gradation.
- Human Resource Development Scheme.
- Marketing Support & Services.
- Research & Development.
- Export Promotion.
- Credit Guarantee Scheme.
- Bima Yojna for Handicraft artisans.
- Mega clusters (Moradabad & Narasapur).
- Work shed for Handicraft artisans.
- Artisan Credit Cards.



## **ALL INDIA PARIVARTAN SEWA SAMITI** ( All India Voluntary Organization)

### **INTRODUCTION**

All India Parivartan Sewa Samiti (AIPSS) is an All India Voluntary Organization, Non Government, Non-political, Non-profit making and Non-proprietary National Forum. It is well-organized dedicated group of social workers that have gained professional and practical skills and knowledge in social work, serving selflessly for the overall development of the all streams of society. So our aim and objective draw ethical, ideological and practical strength and experience from the tradition of cherishing and preserving democratic egalitarian culture and ethos.

### **VISION**

- The vision of AIPSS is to become a Vital Player Reducing Rural Poverty in India through Sustainable Livelihoods.
- An autonomous community with improved quality of life, capable of arresting its development barriers having minimum exploitation, poverty and discrimination.

The AIPSS plans to realize its vision in phased manner. It started with mass awareness programs followed by action plan. The samiti is going to implement and achieve the maximum result with our maximum and benevolent effort in mission area.

### **MISSION**

AIPSS aspires to the value of individual and collective efforts for integrated development. Center for Excellence Empowering Rural Poor to Improve Livelihood Sustainability.

*To bring  
Overall "SAMRIDHI" to our country  
by "PARIVARTAN" after getting "SAHYOG" from the society*



## INDIAN HANDICRAFTS : MAJOR CRAFT CONCENTRATION AREAS

### Art Metalware

Moradabad, Sambhal, Aligarh, Jodhpur, Jaipur, Barmer, Delhi, Rewari, Thanjavur, Chennai, Mandap, Bidar, Jagadhari & Jaisalmer.

### Wooden Artwares

Saharanpur, Nagina, Jaipur, Jodhpur, Barmer, Hoshiarpur, Srinagar, Amritsar, Jagdalpur, Bangalore, Mysore, Chennapatna, Chennai, Mandap, Behrampur (WB), Rajkot & Ahmedabad.

### Hand Printed Textiles

Jaipur, Barmer, Bagru, Sanganer, Jodhpur, Bhuj, Farrukhabad & Amroha

### Embroidered Goods

Barmer, Jaipur, Jaisalmer, Kutch (Gujarat), Ahmedabad, Lucknow, Jodhpur, Agra, Amritsar, Kullu, Dharmshala/Chamba & Srinagar

### Marble & Soft Stone Crafts

Agra, Chennai, Bastar & Jodhpur

### Papier Mache

Crafts Kashmir & Jaipur

### Terracotta/Ceramic, Zari & Zari Goods

Khurja, Delhi, Chennai, Bastar, Surat, Bareilly, Rampur, Palwal, Aurangabad, Varanasi, Amritsar, Agra, Jaipur, & Barmer

### Imitation/Fashion Jewellery

Delhi, Moradabad, Sambhal, Jaipur, Kohima (Tribal).

### Artistic Leather Goods

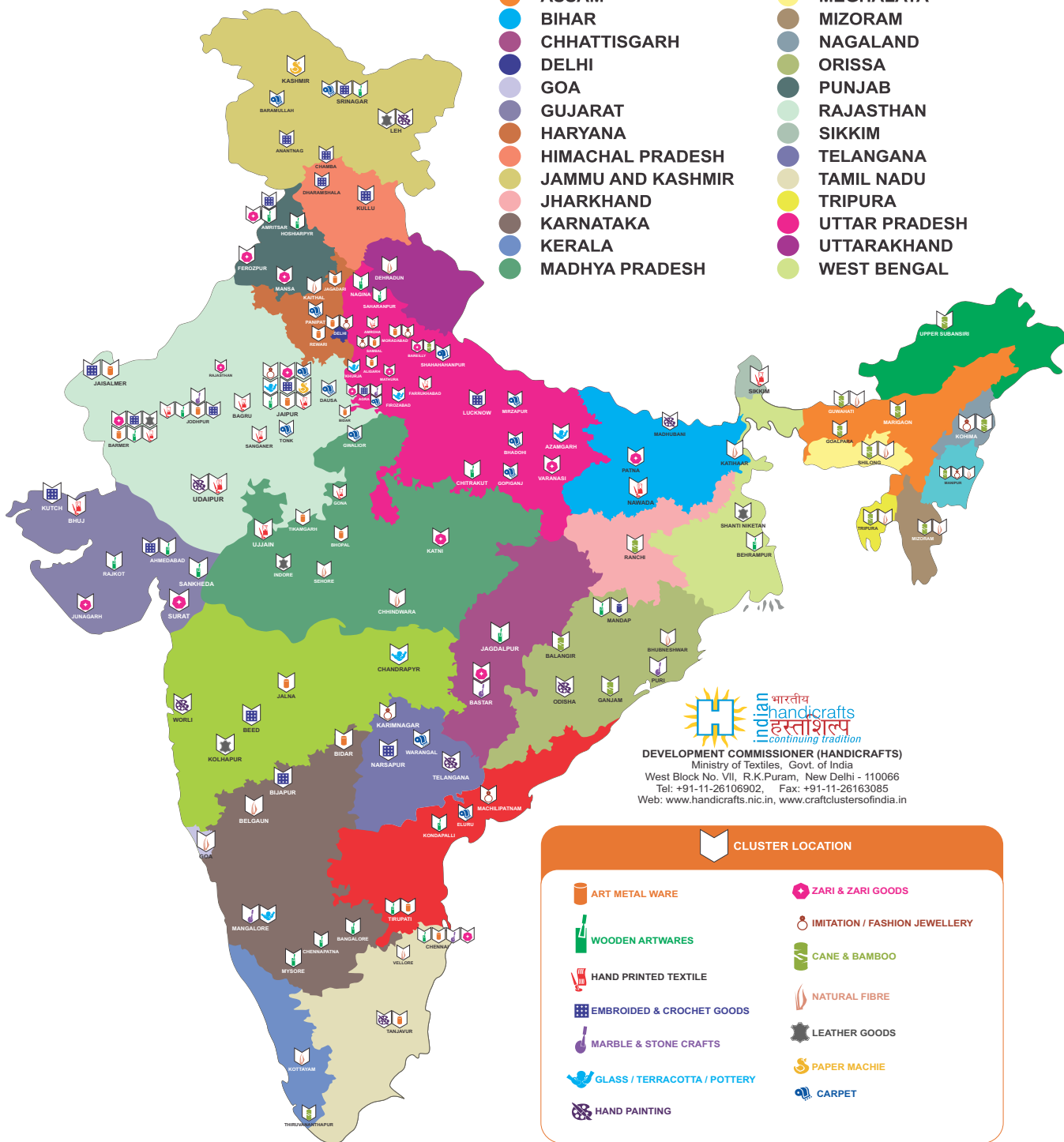
Kolhapur, Indore, Barmer & Shanti Niketan (WB).



# HANDICRAFTS CLUSTER MAP OF INDIA (HAVING MORE THAN 5000 ARTISANS)

## STATE

- ANDHRA PRADESH
- MAHARASHTRA
- ARUNACHAL PRADESH
- MANIPUR
- ASSAM
- MEGHALAYA
- BIHAR
- MIZORAM
- CHHATTISGARH
- NAGALAND
- DELHI
- ORISSA
- GOA
- PUNJAB
- GUJARAT
- RAJASTHAN
- HARYANA
- SIKKIM
- HIMACHAL PRADESH
- TELANGANA
- JAMMU AND KASHMIR
- TAMIL NADU
- JHARKHAND
- TRIPURA
- KARNATAKA
- UTTAR PRADESH
- KERALA
- UTTARAKHAND
- MADHYA PRADESH
- WEST BENGAL



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### CLUSTER LOCATION

- ART METAL WARE
- ZARI & ZARI GOODS
- WOODEN ARTWARES
- IMITATION / FASHION JEWELLERY
- HAND PRINTED TEXTILE
- CANE & BAMBOO
- EMBROIDED & CROCHET GOODS
- NATURAL FIBRE
- MARBLE & STONE CRAFTS
- LEATHER GOODS
- GLASS / TERRACOTTA / POTTERY
- PAPER MACHIE
- HAND PAINTING
- CARPET



Kullu is known as the 'Valley of Gods'. It is a cluster of beautiful valleys in Himachal Pradesh. Located between the majestic Himalayas and river Beas, Kullu is situated at an altitude of 1230 m. Kullu, along with Manali, are favorite hill stations with tourists especially honeymooners. Scenic views and snow-clad mountains, towering Deodar jungles, rivers and apple orchards have attracted several feature filmmakers too.

Kullu is a hot-spot for adventure sports. Trekking, river rafting, mountaineering, paragliding and hiking over the Himalayan glaciers are some of the activities that Kullu offers. Angling is another activity enjoyed a lot by locals as well as tourists. Mountaineering beginners can trek around the Beas Kund region, Hanuman Tibba and Deo Tibba.

Most of the trekking trails are situated beyond the Rohtang Pass in the valleys of Spiti, Lahaul, Zaskar and Ladakh and private companies organize expeditions for up to 12 days. The hot springs of Kheerganga, Manikaran, a pilgrimage and the Great Himalayan National Park are a few of the 'touristy' places worth visiting here.



## ABOUT JAIPUR

India's Historical City Jaipur is the headquarters of Rajasthan. It is situated in the eastern part of Rajasthan. It is one of the finest planned cities of India, located in the semi-desert lands of Rajasthan. The city which once had been the capital of the royalty now is the capital city of Rajasthan. The very structure of Jaipur resembles the taste of the Rajputs and the Royal families. At present, Jaipur is a major business centre with all requisites of a metropolitan city.

**Climate:** Jaipur has a hot semi-arid climate, receiving over 650 millimetres (26 in) of rainfall annually but most rains occur in the monsoon months between June and September. Temperatures remain relatively high throughout the year, with the summer months of April to early July having average daily temperatures of around 30 °C (86 °F). During the monsoon there are frequent, heavy rains and thunderstorms, but flooding is not common.

The winter months of November to February are mild and pleasant, with average temperatures ranging from 15-18 °C (59-64 °F) and with little or no humidity. There are however occasional cold waves that lead to temperatures near freezing.





**Water Resources :** The major rivers passing through the Jaipur district are Banas and Banganga. Ground water resources to the extent of about 28.65 million cubic meter are available in the district. Although serious drought is rare, poor water management and exploitation of groundwater with extensive tube-well systems threatens agriculture in some areas.

**Arts and Crafts:** The rulers of Jaipur patronized a number of arts and crafts. They invited skilled artisans, artists and craftsmen from India and abroad. The different communities settled in various parts of city and made Jaipur their home. As a result, Jaipur is a major hub for various kinds of arts and crafts. Some of the crafts include Bandhani; Block printing; Stone carving and Sculpture; Tarkashi; Zari, Gota, Kinari and Zardozi; Silver Jewellery; Gems, Kundan, Meenakari and Jewellery; Miniature paintings; Blue Pottery; Ivory carving; Shellac work; Leatherware, etc.

**Economy:** Tourism is a significant part of Jaipur's economy. Some of the world's best historical locations are here. Major facilities and infrastructure development are expected to increase the number of tourists visiting Jaipur. They tourism plays an important role.







# HANDICRAFTS OF JAIPUR

A question, Jaipur is coined as the biggest export market for ? The answer goes: handicrafts. The handicrafts material is Jaipur are titled as one of the unique and distinctive features of Jaipur culture identifies by many forms the handicrafts of Jaipur offers the wide variety of segments from small to large which typically describes the real and pure art of Jaipur. the craftsmen in Jaipur are stated to commit their whole life just into making handicrafts for the city and developing the city one step ahead in art and craft form.

Jaipur is not only titled as the best destination to experience the handicrafts products, but also serves as the ONLY destination to realize that how unique and innovative are the craftsmen of Jaipur. nothing is to be compared of the talent and innovations involved by the craftsmen of Jaipur. the art and craft form in Jaipur since the bygone era has played an important and crucial role in making the city a destination of pure craft without any artificial ingredients into the crafts form of the state Rajasthan.

## Famous handicrafts of Rajasthan

- Textile
- Handmade Jewellery
- Carpets & Durries
- Blue Pottery
- Wooden Furniture
- Rajasthan Quilts
- Mojaris/Jutis
- Marble Crafts
- Ivory
- Rajasthani Paintings
- Other handmade crafts





## AIM OF THE PROGRAMME

The aim of the market assessment and study tour programme is to learn from the experience of artisans of other cluster in the countries under baba ambedkar hastshilp vikas yojana (AHVY). Handicrafts constitute an important segment of the de-centralized/unorganized sector of our economy. It is mainly rural based, having reach in backward and in-accessible area. Originally, started as a part time activity in rural areas, it has now transformed into a flourishing economic activity due to significant market demand over the years. Handicrafts have big potential as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also for increasingly large number of new entrants in the crafts activity. Presently, handicraft sector is contributing substantially in employment generation and export but this sector has suffered due to very nature of being unorganized with additional constraints like lack of education, capital, poor exposure to new technologies, absence of market intelligence and poor institutional framework. In order to overcome these constraints, baba saheb ambedkar hastashilp vikas yojana (AHVY) was launched in 2001-02 wherein the main thrust is on a projectised, need based approach for integrated development of potential handicrafts clusters with participation of the craft persons at all stages of implementation of the scheme with the ultimate objective of their empowerment and hence sustainability. The scheme envisages a package of support to the cluster of handicraft artisans, which inter-alia includes basic inputs and infrastructure support in addition to capacity enhancement to cater to target markets. While it is an undisputed fact that the govt. Of india and the state governments have intervened in meaningful ways that have led to the revival and survival of crafts in the past few decades, in the light of new economic developments of one global unified market, handicrafts sector of india has to be strengthened further to be globally competitive. There is therefore, compelling urgency to fill in critical gaps, which have been taken care of in the scheme based on cluster approach. Market assessment, product assessment study and study cum exposure tours for artisans and other stake holders tour is one of the scheme under marketing interventions component .



## PERFORMANCE CUM ACHIEVEMENT REPORT

Market Assessment and Product Study Tour Programme Organised by All India Parivartan Sewa Samiti on 06/03/2022 to 12/03/2022 From Kullu to Jaipur(Rajasthan) supported by O/o the Development Commissioner Handicrafts, Ministry of Textiles, Govt. of India Vide Sanction No : C-12011/13/2021-22-CC(NR)-AC-8 DATED : 09/12/2021 Under AHVY Scheme.

The Programme was scheduled to understand market trend in terms of design, product, usage and utility, competitiveness, quality compliance, customer preference etc. so as to achieve sizeable market share and ensure progressive growth rate for handicrafts. The aims of this tour programme was to provide immense exposure among the artisans enabling them to add on to their product line and product range for long term sustainable business.

During the Market Assessment and Product Study Tour programme all Participants met Shri Shiv Kumar Kedre Assistant Director Handicraft , HSC, Jaipur. Ministry of Textiles, Govt. of India. and Shri Saurbah Jindal HPO, HSC Jaipur. Shri Shiv Kumar Kedre briefed in detail about handicrafts of Rajasthan i.e. Blue pottery , Marble crafts , Handmade jewellery, Miniature paintings, Gemstone paintings, Rugs etc. and motivated them.

They visited the production unit of Jaipur Rugs where Mis. Suman Arora Operation Head of Jaipur Rugs Showed the entire Production Process of Rugs and Deeply Explained about it.





## **Sourcing of Raw Material For Rugs.**

The essence of handcrafting is truly captured when its raw material is also handcrafted art.

### **Wool**

Chokla Wool, the best Indian wool for rugs is purchased at a biannual auction in Bikaner, due to the seasonal shearing of sheep in the spring and in the fall. It comes mixed in texture and qualities that are segregated by hand, as the traditional expertise of the local folk is irreplaceable.

### **Merino Wool**

It is imported from New Zealand and is used in the finest 14/14 quality carpets as well as in creating blends of wool. The finest wool is imported from 18 different countries to make blends of yarn that merge lustre, durability, fleecy texture, all into one.

### **Silk**

Silk of the choicest quality is imported from China and sourced from traders within India.

### **Carding & Spinning**

The handpicked wool, once sorted, segregated and washed, finds itself in the hands of one of India's rarest artists, the Katwari (spinner). She sifts through the wool, layering the strands together, a process called carding. Placing a dollop of wool on a bristled pad, she brushes it with another, removing clumped dirt, knots and giving the wool uniformity, gently caressing it to evolve into yarn. In the wake of that tedious task, she channels centuries of Indian heritage through her hands, spinning the yarn on a charka (spinning wheel), with a meditative flow that brought back Indian independence, and is a permanent symbol to the nation's values. The intertwined fibers of wool have a wave-like pattern of thick and thin, but sticks together to make the most durable form of yarn with the most remarkable texture.

### **Dyeing**

Rug dyeing is a traditional art that allows artisans to create decorative effects. Yarn is first segregated before the dyeing process. Lighter wool for lighter coloured dyes and darker wool for the darker dyes and texture by the feel. The texture is also important because it can determine the overall quality of the yarn. Blends of different wool help moderate how bristly or soft it turns out. Artisans wound the yarn on a wheel-like frame, and it is then dipped and kept into boiling hot vats of dye to embed its intended colour. The yarn is then hung to dry in the sun, and stored until use. Each batch of yarn has inherent colour variations, which brings character to the rug, along with wool ageing and raw material preparation. Rugs with this effect easily observed are known as Abrash or Antique.



## **Weaving Techniques**

The weaver was considered untouchable in the India of the past. A definition that was misinterpreted, truly fitting only to their skill. A range of weaving techniques are used to create different types of rugs and the technique can determine the quality, design, price and even their durability.

### **Hand-Knotted**

On a loom set up with warps, an artisan ties individual knots on each warp thread, going line by line. Once a line is complete, it is locked in place with a thread of weft, before the next line of knotting begins.

### **Hand-Tufted**

Using a tufting gun, an artisan tufts yarn into a fabric that is outlined with a design. The outline guides the artisan to know which colors go where, to create the rug's final design.

### **Hand-Loom**

This form of weaving is very similar to textile weaving on a handloom. The warp and weft is much thicker to create a thick fabric, the rug's yarn is passed through in between the interlocking.

### **Flat-Weave**

A flatweave is made entirely of interlocking warp and weft threads, the colors is based on the thread and the design is based on the different styles of interlocking.

The Cluster Artisans also Visited Nayab Hunar Haat at Urban Haat, Infront of Jal Mahal, Amer Road Jaipur they visited all the stalls in this haat and interacted with the artisans participated and Exchange their Knowledge about the Products, Design, Quality, Display, Packaging, Pricing etc.

They also went to the market where from Raw material procured and ready item are sold. The Phenomenon of market test and produced items are some different but mostly its are identical. We have also purchased Prototypes, some books and raw material to utilize in the production. It has been observed that the market assessment and product study tour has given a broad idea and refreshed the thinking of the cluster artisans and motivated them for making the huge production of good quality item in term of mercantile. The Market Assessment and Product Study Tour conducted very successful.

This Market Assessment and Product Study Tour visited by Shri Shiv Kumar Kedre Assistant Director (Handicrafts),HSC Jaipur O/o the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, All India Parivartan Sewa Samiti is thankful to the office of the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India.



## PHOTOGRAPHS OF THE MARKET ASSESSMENT AND PRODUCT STUDY TOUR





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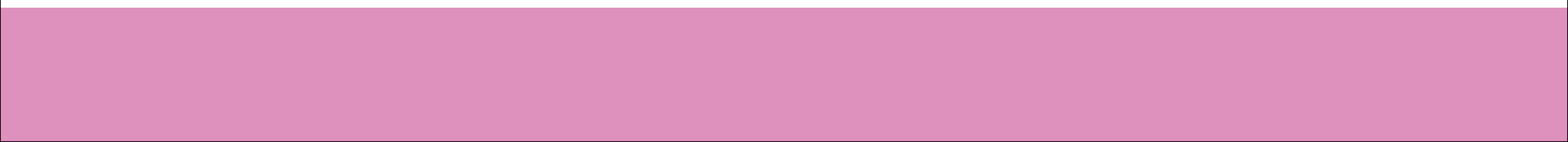




**LIST OF ARTISANS AND MENTOR PARTICIPATED IN THE  
MARKET ASSESSMENT AND PRODUCT STUDY TOUR PROGRAMME  
AT JAIPUR (RAJASTHAN)  
FROM DATED : 06-03-2022 TO 12-03-2022**

- |                        |         |
|------------------------|---------|
| 1. Mrs. Sarsa Devi     | Artisan |
| 2. Mrs. Krishana Devi  | Artisan |
| 3. Mrs. Shadi Devi     | Artisan |
| 4. Mrs. Palavi Rana    | Artisan |
| 5. Mrs. Meena Devi     | Artisan |
| 6. Mrs. Ganga Devi     | Artisan |
| 7. Mrs. Hera Devi      | Artisan |
| 8. Mrs. Niki Devi      | Artisan |
| 9. Mrs. Bhagi Devi     | Artisan |
| 10. Mrs. Ful Kumari    | Artisan |
| 11. Shri Dola Ram      | Mentor  |
| 12. Shri Dinesh Kumar  | Mentor  |
| 13. Shri Bhagwan Singh | Mentor  |





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