



Ministry of Textiles  
Government of India

PERFORMANCE CUM ACHIEVEMENT REPORT

# CRAFT DEMONSTRATION PROGRAMME

FOR THE CLUSTER ARTISANS OF THE ADOPTED CLUSTER OF  
CARPET AND OTHER FLOOR COVERING CRAFTS  
UNDER AHVY SCHEME

Date:

23-02-2022 & 24-02-2022

Venue :

HALL OF HIGHWAY COTTAGE HOME STAY,  
VILLAGE - CHUNAI, ANNI, KULLU (H.P)

Sanction No. :

C-12011/13/2021-22-CC(NR)-AC-3 DATED : 09/12/2021



Sponsored By :



DEVELOPMENT COMMISSIONER  
(HANDICRAFTS)  
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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*

## BACKGROUND OF THE PROGRAMME

Handicrafts constitute an important segment of the de-centralized/unorganized sector of our economy. It is mainly a rural based sector which has its reach in backward and in accessible areas. Originally, handicraft started as a part time activity in the rural areas, however it has now transformed into a flourishing economic activity due to significant market demand over the years. Handicrafts have big potential as of hold the key for sustaining not only the existing set of millions of artisans, but also for increasingly large number of new entrants in the crafts activity. Presently, handicraft sector is contributing substantially towards employment generation and exports but this sector has suffered due to its unorganized nature along with additional constraints like lack of education, capital, and poor exposure to new technologies, absence of market intelligence and poor institutional framework.

Exquisite master-piece handicraft items with substantially high artistic content should command a higher price in the market. Such high-premium medium- volume handicraft products should be positioned in the niche market through strong promotional and advertisement efforts with development of "Handcrafted in India" mark. Which will create the willingness in customers to pay a much higher price The artisans in the segment will also be supported through direct assistance for tool-kits, education, social security etc.

Utility-based home décor and furnishing handicraft products will need introduction of substantial technology and mechanization of parts of the manufacturing process thereby enabling mass production quality-enhancement and cost-reduction to face the challenges of global competition.



## AIM AND OBJECTIVE OF THE PROGRAMME

This Craft Demonstration Programme (CDP) aims to provide to organize interaction programs to promote handicrafts with the general public. It is an initiative taken to support local level awareness that target general public, art loving people and spread awareness about the crafts where the reach of such wider audience can be ensured. The participants get an opportunity to have a better perspective and a more hands on understanding of our rich heritage art and culture

It is conceptualized that experts/master crafts persons in different crafts will be deployed in the programme with a view to introduce the beneficiary participants about the craft, share essential Course material related to the respective craft & train them with their active participation by making live demo in each of the crafts. Through the medium of live demonstration of their art, artisan shared with the visitors, the process of making of their handicraft products.

The main objective is to organize live demonstration / making of artifacts to promote handicrafts among general public. Demonstration program will help general public to understand complex skill, hardship and creativity involved in making artifacts. This will induce buying urge for handicrafts items among public and simultaneously artisans can build up their business relations.



## NEED OF THE PROGRAMME

Craft Demonstration Programme is very important to spread awareness by initiating a live interaction among participants and master crafts persons or experts which introduce their crafts and culture among new generation because Handicraft is a useful skill that adds beauty in our life. It helps to our new generation to learn these skills and apply in their life. During Craft Demonstration Programme, new Artisans can learn a new skill. They can earn from it. They can develop their product and market them. Craft Demonstration Programme will help in income generation and economic empowerment.

In this programme, the focus is on live practical sessions which help participants to understand the process of art or craft; this gives a clear image of process of making of the crafts by experts. In this programme, artisans prepare their products in a continuous manner, so that people can see the making of the products and understand the minute details regarding the same. In our country, Handicrafts is an important part of our rich cultural heritage, which serve to satisfy the aesthetic needs of man and provide a vehicle for his urge for self-expression.



## MONITORING AND SUPERVISION OF THE PROGRAMME

Craft Demonstration Programmes have been organized under the supervision of All India Parivartan Sewa Samiti and Regional & Marketing office of Development Commissioner (Handicrafts) to ensure the proper delivery of the Craft Demonstration programme. Programme was inspected by the officers of Handicrafts Service Center, Kullu O/O Development Commissioner (Handicrafts) to ensure its quality.

The program was inspected by Shri Abhimanu HPO HSC Kullu. He congratulated the participants for their active involvement in the programme and conveyed best wishes for their future. In the conclusion remarks, he said that this type of Craft Demonstration Programme cum exhibitions boost the confidence of the artisans and encourage them to work further in their respective handicrafts work. Such events provide platforms to showcase their products.





# PERFORMANCE CUM ACHIEVEMENT REPORT

Two Days Craft Demonstration Programme on dated 23-02-2022 & 24-02-2022 At - Hall of Highway Cottage Home Stay, Chunni, Anni, Kullu (H.P). Organized by All India Parivartan Sewa Samiti Delhi. Sponsored by O/o the Development Commissioner (Handicraft) Ministry of Textiles, Govt. of India. vide their Sanction No : C-12011/13/2021-22-CC-(NR)-AC-3 Dated : 09/12/2021. for the Cluster Artisans of the Adopted Cluster of Carpet & Other Floor Covering Crafts Under AHVY Scheme.

The Craft Demonstration Programme was inaugurated on by Shri Abhimanu HPO HSC Kullu in Presence with Smt. Ramana Devi, Jai Prakash Jha, Shri Naresh Kumar, Shri Murli Dhar Jha Shri Lalit Babu and Beneficiary Artisans.

Shri Abhimanu HPO HSC Kullu Briefed The District Profile And Its Name And Fame To Develop Craft Sector. He Thanks All India Parivartan Sewa Samiti To Organise Craft Demonstrate Programme To Recreate The Interest In The Traditional Crafts. He Also Highlighted The Key Features Of Handicrafts Including The Contribution Of Kullu, In This Sector. He Further Spoke About Awareness Of Handicrafts Office, Bankers And Asked Participants To Make Utilize Of Facilities Available To Artisans Community For Betterment Of Their Life.



Shri Abbimanu further informed that aim of the Office of the Development Commissioner Handicrafts under the Ministry of Textiles is undertaking various developmental activities under the umbrella scheme titled "National Handicrafts Development Programme" [NHDP] such as enrolment of artisans, formation of artisans into SHGS/Federations /Societies imparting training to them, conducting workshops to develop new designs, helping them in domestic marketing, promoting exports, R&D activities, creating common Infrastructur, providing credit facilities and taking welfare measures for artisans etc to promote Handicrafts and address the problems and challenges being faced by the sector.

The Officer of Handicrafts Department and Resource Persons delivered the speeches on Welfare Schemes for Artisans, Information regarding Handicraft Artisan Card was also given to all the participants during the programme. The registered artisans were given information regarding benefits they can take because of their artisan card. All the participants who were interested in applying for the artisan cards were given full information related to it, during the programme.

Shri Abhimanu HPO HSC, Kullu shared his experiences and said that how this sector changed his whole life. He said that Carpet Craft is one of the many famous Indian art forms under Kullu HSC. The Himachal pradesh state of India has been a center of art and culture since ancient times. It had been a home to various kinds of crafts.



The art is very popular in Himachal Pradesh, especially in the Kullu district among the women. The skill is being passed across the generations as it is a very old craft. The young girls learn it from their grandmothers or mothers. It is mainly a women's craft.

All the dignitaries, guest resource persons visited the stalls. During this programme all the master craft person and artisans interacted with the guest resource persons. They were also raised their queries, and questions about the craft and got a relevant response from resource persons. They were informed regarding handicraft Scheme, bank loans, Design improvement of product, market research etc.

On this occasion master craft person and artisans were appreciated for their live demonstration and products displayed by them. The whole programme was very fruitful & meaningful for all the artisans and stakeholders.



## LIVE DEMONSTRATION/INTERACTIVE/ PRACTICAL SESSIONS

During the programme, all the Master Artisans shared their experiences about the Handicraft Work. Then all participants present in the Programme interacted with a group of Master Artisans at venue during the workshop exchanging the knowledge and design practices. The interaction resulted into various crafts narratives. These narratives were translated into illustrations using Work techniques in collaboration with Master Artisans.

These interpretative narratives were applied to typical Indian day to day products creating a new range of contemporary products, there was an inter-generation knowledge sharing that took place through this Programme. During the programme, the Master Artisan gave training, instructions and guidance to participants to make Carpet and other floor covering crafts etc.

In the two Days live demonstration programme organized at - Hall of Highway Cottage Home Stay, Chunni, Anni, Kullu (H.P). Dated 23-02-2022 & 24-02-2022 artisans prepared new items every day to show their talent, efforts and labour which is invested while making the product. around 1446 people visited the stalls and appreciated the efforts of the artisans and their art forms. Total 20 artisans participated in this Craft Demonstration Programme and total sale made rupees 2,40,140/- out of the total stock value rupees 3,59,250/-.



The Officer of Handicraft Department and Resource persons delivered their Speeches to spread Awareness about indian Handicraft and the Heritage, Culture and tradition associated with it and awareness about Schemes/Benefits available to the artisans. History and importance of Carpet, Craft tools and technics of Carpet, Design Development, Marketing, Communication Skill etc all the master craft person and artisans present interacted with the guest/resource person. All their queries were resolved.

**Resource Persons, guest and Officer of DC (Handicraft) Present during the Programme.**

1. Shri Abhimanu HPO HSC Kullu.
2. Shri Jai Prakash Jha Consultant
3. Shri Naresh Kumar Expert.
4. Shri Dinesh Kumar Pal Expert.
5. Shri Lalit Babu Expert.
6. Shri Murli Dhar Expert.

The work and efforts of artisans were appreciated. On this occasion artisans were appreciated for their live demonstration and products displayed by them. The whole Programme was very fruitful and meaningful for all the stakeholders. A positive feedback from Guests, Master Artisans, Participants and visitors about the programme was received.



# PHOTOGRAPHS OF THE CRAFT DEMONSTRATION PROGRAMME



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**LIST OF BENEFICIARY**  
**CARPET & OTHER FLOOR COVERING CRAFT**  
**DATE : 23-02-2022 & 24-02-2022**

**VENUE : HALL OF HIGHWAY COTTAGE HOME STAY, CHUNAI, ANNI, KULLU (H.P)**

S.NO	Beneficiary Name	Category	Aadhar No	Craft	Pehchan No.
1	Vidya Devi	Gen	504672924121	Carpet & Other floor covering	NRKUC435897
2	Geeta	Gen	878173048869	Carpet & Other floor covering	NRKUC435761
3	Puja Devi	Gen	900350635121	Carpet & Other floor covering	NRKUC435768
4	Ramna Devi	Gen	585128825229	Carpet & Other floor covering	NRKUC435883
5	Bimla Devi	Gen	325915890290	Carpet & Other floor covering	NRKUC435872
6	Shilpa Devi	Gen	647547745343	Carpet & Other floor covering	NRKUC436331
7	Sumitra Devi	Gen	206417988020	Carpet & Other floor covering	NRKUC435863
8	Ranjeeta Kumari	Gen	576759880300	Carpet & Other floor covering	NRKUC435889
9	Rameshwari	Gen	657499969026	Carpet & Other floor covering	NRKUC435543
10	Anita	Gen	859089126990	Carpet & Other floor covering	NRKUC435894
11	Ranjana Devi	Gen	652209422861	Carpet & Other floor covering	NRKUC435855
12	Ishara Devi	Gen	876166857084	Carpet & Other floor covering	NRKUC435716
13	Rama Kumari	Gen	883424667842	Carpet & Other floor covering	NRKUC435757
14	Neera Devi	Gen	410240296207	Carpet & Other floor covering	NRKUC435930
15	Chand Kumari	Gen	910861702506	Carpet & Other floor covering	NRKUC435837
16	Ravina Rana	Gen	806826090758	Carpet & Other floor covering	NRKUC435771
17	Bimla Devi	Gen	229289192885	Carpet & Other floor covering	NRKUC436364
18	Roshna	Gen	618974774281	Carpet & Other floor covering	NRKUC435869
19	Shashi	Gen	308367944573	Carpet & Other floor covering	NRKUC435858
20	Ram Pyari	Gen	393537800084	Carpet & Other floor covering	NRKUC436334



**Supported By**



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