#### Design & Technology Development Workshop

at 16<sup>th</sup> July 2018 - 17<sup>th</sup> August 2018 SIKKI CRAFT(Raiyam Cluster Madhubani)



#### Development Commissioner (Handicrafts)

Ministry of Textiles, Govt. of India

#### SPONSOR BY Office of the Development Commissioner

(HANDICRAFTS) Ministry of textile,GOV.of India,New Delhi



ORGANISED BY Upendra Maharathi Shilp Anusandhan Sansthan. www.umsas.org.in Email-uminstitude@gmail.com

#### Development commissioner (Handicrafts)

The Development Commissioner (Handicrafts) is the nodal agency in the government of India for craft and artisan based activities. It assist in the development, marketing & export of handicrafts and the promotion of crafts forms and skills. The Handicraft sector plays a significant and important role in the country's economy. It provides employment to avast segment of crafts person in rural & semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage.Handicrafts have great 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 the increasingly large number of new entrants in the crafts activity. Presently, handicrafts contribute substantially to employment generation and exports.

#### Upendra Maharathi Shilp Anusandhan Sansthan.

Established in 1956, the Institute conducts product development, research and training activities and also attempts to safeguard the languishing crafts of the state. Upendra Maharathi Shilp Anusandhan Sansthan is aimed to preserve, research and promote the various forms of Bihari handicrafts. The institute is continuously working on growth and development of crafts sector and craftsmen in an integrated manner by generating requisite knowledge, training programme and workshops for upgradation of relevant skills. The Institute conducts product development, research and training activities and also attempts to safeguard the languishing crafts of the state.

Development commissioner (Handicrafts)	Upendra Maharathi Shilp Anusandhan Sansthan.
The once of Handicraft work for socio- economic upliftment of the artisans and supplement the efforts of the State government for promotion & development of handicrafts within the country and abroad. Development commissioner (handicrafts) has been implementing a cluster development scheme for sustainable development of cluster of handicrafts artisans through different implementing partners. The scheme is implemented in a projectised and need based mode for a period of 5 years with the aim to empower the artisans are given Financial assistance for a package of social, technological, marketing & Financial interventions depending on the need.	Working to bridge the gap between Bihar???s skilled artisans and discerning buyers, Upendra Maharathi Shilp Anusandhan Sansthan establishes a direct link with artisans, bring them recognition and respect and establish fair, transparent trade practices. For the first time in the state, the UMSAS has made available a listing on the arts & crafts sector. The information is accessible by craft name, by district, by generic craft, the gender of the artisan, awards won and by any combinations of these criteria, using the search facility. The listing includes details on master artisans and weavers and winners of National and State level awards.

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#### **ABOUT THE WORKSHOP**

This Design and Technology Development Workshop attempts to reflect the many possibilities in new design and developments of a whole range of products that can address the local needs of our rural community.

It is self-sustainable as it utilises locally available raw material which is extensively available. It utilises the talents of our highly gifted craftsperson. It can become an initiative which can aptly be called for the people, of the people and by the people. It encourages local entrepreneurship and selfemployment opportunities. It directs the potentials of locally available skills for meeting basic community needs There are many an initiatives and incentives ordered by the state towards meeting these requirements. But unfortunately not all of them

result in accountable transformations and benefits. There is an urgent need for exposure and appreciations of the possibilities this project orders.The logical next step is for the authorities and decision making agencies directly concerned with these areas of engagements to undertake steps towards implementation of the outcome of this project.

#### The Importance & Significance of the Project:

The project seeks to empower what we commonly perceive as the emporium hand-i crafts community to begin to engage itself in a larger circle of productivity that involves the development of functional utility products. The design approach is neither intrusive nor exclusive. It instead empathizes with the local indigenous skills, tools and technology avai-lable and does not require extra infrastructure or the import of new technology and ma-terials. It instead involves craftperson to think, question and contribute to the wholeness of the product, be it structurally or a touch of local aesthetic identity.Such an activity has tremendous employment opportunity since the larger population in rural India has little or no access to these basicnecessary products.

The development of products based on local materials also ensure that basic repair and maintenance is easily affordable and ensured, especially in such scenarios where little maintenance allowance has been extended by the government to schools and hospitals during the last two decades. ☑ is initiative is significant in the context of its timing considering the renewed impetus given by the government in the last few years to improving the infrastructure facilities in the fields of primary education and primary health services particularly in the rural sectors of Indian society.

#### **Product Development**

Product development is the means for companies to come up with new and better products that will sell, considering the needs and

requirements of the buyers or consumers.





1. Product Range

Products are better presented when done in a collection. Lifestyle designing is making an array of products, which are cohesive in style and look. The range of products being produced, are sometimes dictated by the selling history of a company. Some companies limit their product range to what their buyers are buying from them. So they tend to specialize on specific products that they can sell in quantities or as per their buyersre quests and needs.

# 2. Material Used, Material Development and Testing

Most companies, use materials that they are most familiar and have learned to use over and over on their products. It also depends on the abundance and availability of certain materials in their locality. But there is always this tendency to develop new products to increase the Companies, market share, and there comes a need to use and develop new materials. If not, dominant material is accented with other materials to give the product line a new look.As with every new thing or development, it is necessary to do experiments and testing before the new materials can be used or incorporate in the new product development. There is may sometimes require laboratory testing, or just a simple push and pull test, dyeing & coloring, stensile.



**3. Sample Development and Testing** strength tests or bending and resiliency tests.

#### 4. Product Costing

To come up with the selling price of an item, a company will have to compute the expenses made to produce an item or the manufacturing expenses. This is expressed as the "cost of goods manufactured." This includes all the costs incurred on materials used in the item, labor, packaging and the companys mark-up or spread (overhead expenses) to earn on that particular item. But there are other factors that some companies are considering, and these are: a. Perceived value of the item b. Price points of the buyers c Market price ceiling of a particular item d.Volume discounts mind. They take the market values of the product in the end-to-end export distribution levels, and then they adjust their costing working backwards.

**5. Design and Market Trends & Forecasts** There are already established forecasting groups and agencies that the export and retail industry are using.There are trends that are short- term, and there are long-term trends.

Basically, trends start from fashion. These trends are forecasted for upcoming seasons. This can be translated to colors, make or shapes, materials and accessories. This is then followed by interiors, furniture and house wares, which is then followed by products and gifts. Market preferences are monitored and projected as things to come as well. They can be specific to a consumer group location and lifestyle, behavior and income segment.

## **Work in Progress**

































# <image>













### Inspection



 Mr. Ashutosh Kumar (H.P.O) Madhubani, D.C. Handicrafts, was coming for Inspection details under design development workshop Raiyam, Madhubani.



#### **CLOSSING DAY PHOTOGRAPHS**





# Products photographs & Details

#### Proposed Design # Mirror Frame

#### **Developed Product**

#### Product

Mirror Frame

#### **Product Type**

Utility

#### Product code

06SK040201001UT

#### Color

Green, Red, Blue with Sikki natural color

#### Materials

Wire, Mirror and Sikki grass

#### **Dimension (L x B x W x H)** 22" x 22"

Weight

1150 gm.

Pricing

3,500/-





**Design Intervention**: Primary colour combination, Round Weaving

#### Description

#### Proposed Design # Tiffin Box

#### **Developed Product**

**Product** Tiffin Box **Product Type** Utility **Product code** 06SK040201002UT Color Red, Black with Sikki natural color **Materials** Wire and Sikki grass Dimension (L x B x W x H) 5"x .5" x 10.5" Weight 360 gm. Pricing 5,500/-





#### Design Intervention: Funky Tiffin box, Grass Weaving



#### Proposed Design # Bowl

#### **Developed Product**

#### Product

Bowl

#### **Product Type**

Utility

#### Product code

06SK040201004UT

#### Color

Red, Green, yellow ,Orenge,black with Sikki natural color

#### Materials

Wire, Sikki grass **Dimension (L x B x W x H)** 11" x 7.5" Weight

#### Weight

560 g

Pricing

4,500/-





#### Proposed Design #Candle Stand

#### **Developed Product**





#### Description

#### **Proposed Design # Hand Bag**

#### **Developed Product**

#### Product

Traditional Pawti **Product Type** Utility

Product code 06SK040201007UT

#### Color

Red, Green, pink, yellow, Natural sikki color

#### Materials

Wire, Sikki grass

#### Dimension (L x B x W

x H)

Weight

Pricing 6000



**Design Intervention**: Color Combination Effects & various type of Weaving.

#### Proposed Design # Hand Bag

#### **Developed Product**



#### **Proposed Design # Flower Pot**

#### **Developed Product**



#### Description

**Product** 

#### Proposed Design #Bowl

# <image>

#### **Developed Product**



**Design Intervention**: Functional, Multicolor, Uses various small Plates and stitch together to find the layered shape.

**Colorful Bowl Product Type** Utility **Product code** 06SK040201010UT Color Pink, Green, blue, yellow **Materials** Sikki grass Dimension (L x B x W x H) 9" x 8" Weight 210 g Pricing 2500/-

#### **Developed Product** Description **Proposed Design #Tray Product** Tray **Product Type** Utility **Product code** 06SK040201011UT Color Pink, Purple, green, Neelam Gauntam natural color Godurt Code - UMOLO **Materials** Product - Tray Cnaft - Sikki Wire, Sikki grass Dimension (L x B x W x H) 16" x 11" x 2" **Design Intervention**: The useful & decorative craft/product. Weight 270 g Pricing 2,700/-

#### **Proposed Design #Lamp Developed Product** Description **Shade(Functional)** Product Lamp Shade **Product Type** Utility cum Decorative Product code(UM013) 06SK040201012UT Color Maroon, Orange, EELAM GAUTAN Green, Gold GOVT. OF INDIA GOVT. OF INDIA **Materials** Electric Wire, Sikki grass, Iron Rod, Bulb Boduct Code - MMOIZ Dimension (L x B x W x Broduct - Table Lomp **H**) Graft - Sikki 15" x 13.5" Weight 980 g **Design Intervention**: Modern Lamp shade, Different weaving Pricing 5,000/technique, Color combination, Utility Cum decorative item attractive and easy to handle.

#### Description

#### Proposed Design #Vegetable Stand

#### **Developed Product**



#### **Developed Product**







Proposed Design # Table Mat **Developed Product** Description **/Door Mat** Product jhoomar light **Product Type** Utility **Product code** 06SK040201017UT Color Natural Sikki Color **Materials** Sikki grass Dimension (L x B x W xH) Weight 1810 g Pricing 4,000/-**Design Intervention**: inspiration of bee house with source of light.
## **Developed Product**

## Product

Jewelry

## **Product Type**

Utility & decore

**Product code** 

06SK040201018UT

Color

Red, Green, Yellow

## Materials

Sikki grass, wire

Dimension (L x B x W

x H)

Weight

125. g

Pricing

350/-





**Design Intervention:** inspired by Trible folk.

# **Market Testing**

Market Testing



## Market Testing

Display the products at **Buyer-Seller Meet** on **Handicraft of Bihar** at **Gyan Bhawan** Spring is a 4 day event being held from 26th September 2018 to the 30th September 2018 at the **North Gandhi Maidan**, **Patna-Bihar** 

> ORGANISED BY Upendra Maharathi Shilp Anusandhan Sansthan. www.umsas.org.in Email-uminstitude@gmail.com

Buyer-Seller meet is a distinctive business platform for importers, wholesalers, distributors, retailers, fashion designers, potential fornors, mail order companies and a few more to source an unparalleled variety of handicrafts, gifts items & lifestyle products, from a cross section of handmade manufacturers from Patna-Bihar India. The product was seen by buyers across the world, Buyers were really fascinated towards the new products development. Functional products with traditional esthetic touch were more in demand. Buyers showed their interest in the following segment-

- 1. Decorative Products
- 2, Small household things
- 3. Packaging items
- 4.New creative items etc..





# FEED BACKS OF THE PRODUCT

## Feed back Register Copy

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# DESIGNER PROFILE



#### Contact

+91 8887594510, +917786954842

#### **Creative Skills**

#### **Computer Skills**

### **Neelam Gautam**

A highly motivated and result oriented designer Skilled in numerous design fields, including: Prints & patterns, Home Furnishing & Accessory, Having the ability to handle complex project effectively and have the confidence to work as apart of the team or independently. I am presently looking for a suitable opportunity with a forward thinking company where I can excel, deliver & achieve my potentials

#### neelamgautam208@gmail.com

1/1204 Awadhpuri Colony,Gitapuri Park,Khargapur. Gomtinagar Vistar,Lucknow. 226010

- TREND FORECASTING
- DESIGN METHODOLOGY
- SKETCHING
- PRINTS AND PATTERNS
- SURFACE TECHNIQUES
- EMBROIDERY
- PHOTOGRAPHY
  - Internet Microsoft
- Office Adobe
- Photoshop Fashion Illustrator
- Coral Draw

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#### **Technical Skills**

## WEAVINGPRINTING

(Screen, Block, Flock, Foil & Digital) TEXTILE CHEMICAL PROCESSING DYEING KNOWLEDGE OF FABRICS

### EMPLOYMENT HISTORY

### Fashion Designer :

Arts &Craft Teacher :

**Graphic Designer** :.

Empanelled Designer :

- Wradiex Lifestyle [March 2014 to May 2017].
- Working as a Arts & craft Teacher at CMS (City Montessori School Kanpur Road Campus ) LUCKNOW (1st July2017 To 30th december2017).
- Working as a Graphic Designer at COMEUP CREATION Lucknow (Related Textiles and T-Shirts Prints)
- Office Of D.C. (Handicraft) Ministry Of Textiles Gov. of India Central Region Lucknow.
- Design & Technology Development Workshop SIKKI CRAFT at RAIYAM ,Madhubani (2 months 16 july2018 to 20 August2018) Upendra Maharathi Shilp Anusandhan Sansthan.

# MASTER CRAFTPERSON PROFILE



MUNNI DEVI (Master Craftsperson)

Add- Village RAIYAM, Madhubani Contact-+918406844086 Education Qualification-10<sup>th</sup> Standard,Gout.High Senior Secondary School (Madhubani)

Work Experience-Work as Artisan State Awardee (SIKKI CRAFT)

# DESIGNER REPORTS

# **DESIGNER REPORTS**



## **Designers Report**

The Design and Technical Development Workshop, process and practice has been a great learning experience that introduce the culture, lifestyle and skills of the artisans. This Workshop took me through the various phases of prototype development process and gave me real insight into the world of designing. The opportunity get feel me joy of working and thrill involved while tackling the various problem and challenges.

We have take each artisans ideas and knowledge as an inspiration and discuss the details, types and technique of Mithila Grass Weaving (SIKKI) which we implement during practices.The ideas of artisans is put on the paper under designer guidance which are inspired by their surroundings. The sketches are approved by my **Head Designer Mr. Saket Chaudhary** who support and guide me in every step of this Design Workshop. Under his guidance I can able to create the ambience at work place and generate interest among a sans. The every task in the Workshop can be achieved by his motivation and support to successfully completed this **SIKKI CRAFT workshop** at Raiyam Madhubani.

The last not the least , appreciation by my Artisans group and Upendra Maharathi Silp Anusandhan Sansthan,

**Dep. Of Industries, Govt, of Bihar-Patna.** for my efforts during the end this project feel me so good and proud to be a part of these activities.

## Performance Cum Achievement Report

The performance and achievement throughout during Design and Technology Development Workshop and Technical Project are:

The Understanding of weave, patterns, forms, colors, designs, aesthetics values, which can be useful to make a product as per the market demand.

They understand the market requirement as per the seasons and product categories can be explore.

They understand the simplicity of the design and better outcome which can be achieve in less expenditure and me.

The knowledge and learning ,during the process of prototype developments is new and helpful for their work environment and opportunity to start their small startup. The quality of weaving is far better than before and can be able to use different weave and pattern rather than previously used plane weave.

The aspirations of artisans during the journey of cluster is helpful to upgrade the skills and also deliver the knowledge, ideas. The target prototypes achieved: the designs are produced in a set of 2\*17 prototypes were made.

The overall design process and prototype developments is successfully completed at the end as per the instructions and guidelines.

