

**REPORT ON**  
**TWO DAYS SEMINAR / WORKSHOP**  
**ON**  
**DESIGN & PRODUCT INNOVATION OF DURRIE AND EMBROIDERY CRAFTS**  
**MARKET LINKAGES & ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP)**  
**AT**  
**KAITHAL (HARYANA)**  
**ON**  
**07<sup>TH</sup> & 08<sup>TH</sup> JULY, 2015**

National Centre for Design & Product Development (NCDPD) in association with Export Promotion Council for Handicraft (EPCH) and with the support of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India organized two days seminar / workshop at Kaithal (Haryana) on 07 & 08 July, 2015 on Design & Product Innovation on Durrie and Embroidery Craft and Market Linkages & Entrepreneurship Development Programme (EDP).

The seminar / workshop was organized with an aim to create an awareness about the innovative design & product development among the artisans as well as to provide know how of design innovation, quality product development and marketing linkages between artisans / manufactures / entrepreneurs and exporters. The ultimate objective of the seminar / workshop was to create a linkage between the Primary Producer group residing in the cluster and the exporters who have attend the programme from various parts of the country.

The seminar/ workshop was inaugurated by Shri P.C. Sharma, Assistant Director, O/o Development Commissioner (Handicrafts) in the august presence of Shri Babu Dayal Sharma, Handicrafts Promotion Officer O/o D. C. (Handicrafts). During the inaugural function a large number of artisan / craft persons from Kaithal cluster and nearby areas, exporters & buying agents from outside cluster viz. New Delhi, Noida, Ludhiana, Gurgaon, Panipat etc. were also present.

First of all in his opening remarks Shri P. C. Sharma, Assistant Director, O/o D. C.(H) apprised the gathering about the programme and its objectives. He appreciated the craftsmanship of the artisans and lauded that today there is an urgent need to provide the proper market to the products developed by the artisans. He also urged the exporters to help the artisans in providing them market linkages as they are best marketer and due to which today Indian Handicrafts product reached across the world. He also requested to the exporters for cluster adoption so as to promote the crafts of clusters and the products shall reach in the world market with the help of the exporters.

The event was attended by 136 artisans / manufactures/ entrepreneurs on both days from the cluster and other craft pockets of Haryana. Participants also displayed a wide range of handicraft products under one roof to facilitate direct business between the buyers and the sellers. 10-15 exporters from various parts of the country travelled to Kaithal (Haryana) for participating in this valuable program.

This Seminar / Workshop also boasts of a variety of products including the intricate rugs and durries, embroidery of various kinds, phulkari work, koroshiya designs etc.. Its another addition to the Government's resolve to strengthen the handicraft sector of the country which continues to be largely unorganized. Handicrafts Sector is also the second largest source of rural employment after agriculture making it all the more important to ensure that the artisans get their due.

Artisans/ manufactures/ entrepreneurs displayed various kinds of phulkari work such as the True Phulkari (where the patterns was disappeared at intervals over the ground, the Bagh or Garden Phulkari (where the entire ground surface was covered by embroidery looking like rich tapestry, The Chobe or Chope (where the wide borders and edges were ornamented while the central part of fabric remained in decorated, Shishdar or mirror work embroidery, mirror pieces within the embroidery (the base fabric was hand spun and hand woven coarse khaddar).

In Kaithal and other nearby villages women weave durries (a pile less cotton spread, which can be used on a bed or on the floor). Girls are taught the art of weaving durries at a young age. The durries come in different sizes, patterns-geometrical, animals, birds, leaves and flowers and colours. The striped durries are most popular one. Durries also known as flat woven rugs serve various purposes like, they cater the needs of small families, used to seat large congregations of people assembled for religious or political gathering etc. There are various types of durries.

- Gulchaman Durrie. - It is a handmade durrie. White silk thread is used in warp yarn as it is strong enough to give strength where as maroon soot. Thread is used in weft yarns. Geometrical patterns are mostly used in Gulchaman durri.
- Punja Durrie. - It is a machine made durri. In this traditional textiles and motifs such as pigeon, parrot, flower pots, animal, geometrical designs are used. The work thread used in this durri is always found in white colour where as rest of the threads used according to the contrast colour.
- Modern Designer Durrie.
- Yarn Durries.
- Floor Durries.

In Kaithal (Haryana), large number of durries artisans are engaged in making Durries in traditional style. There is lack of awareness about latest technology and proper training. As a result, they are getting low income and their products cannot be taken in semi urban and metro cities. If they are aware with innovative design, latest technology, work in groups, develop their capacity in design and product development, sales of their product and employment opportunities will increase which eventually improve their livelihood and boost up economic growth.

After inaugural function Technical Session was started and Mr. Madan Lal, Professor (Retired) from Indian Institute of Foreign Trade (IIFT), New Delhi took the session on Export Marketing, Procedures, Documentations and Entrepreneurship Development. He provides the insights of export marketing to the participants and also motivate them for enterprises development.

After the lunch session the exporters shared their view about the sourcing of their merchandise from the cluster. Most of the exporters / buying agents asked them about improvement in the quality of their products. Presently the artisans / manufacturers at clusters are producing the products as per the requirement of the domestic buyers / consumers and to promote their products in the world market there is a need to design innovation so as to develop the products as per the demand of overseas buyers / consumers.

Interactive session was also organized during the programme where the artisans got opportunity to directly interact with the exporters / buying agents and to learn from them about the improvement in their present product lines. Participants were happy with their participation and direct interaction with the participating exporters / buying agents who can provide better market linkages to their products in the world market. Participants enquired various queries from the exporters about the market of their products.

On the 2<sup>nd</sup> day of the programme an elaborative presentation was made by NCDPD designer on the innovative design & product development, design trends & colour forecast as per the requirement of today's market / consumers. Designer provided know how of the latest design trends & colour forecast to the participating artisans and they got lots of benefit from the workshop / interaction with the exporters.

Various participating exporters made enquiries about sourcing their merchandize from these producer groups and exporters like Shri Varun Grover, Craft Route Merchandize (P) Limited, Delhi and Shri Vikram Bansal, ANVB EXIM Private Limited, Ambala placed serious enquiries talked with the producer group for future order.

This Two days session received overwhelming response from artisans/ manufactures/ entrepreneurs as well as from exporters and buying agents. Artisans/ Manufactures provided an opportunity to directly interact with the national level buyers. The event got a success from dissemination of information on various techniques of designs, product development, market linkages and skill enhancement point of view both for handicrafts exporters, stake holders, craft persons and Government for bringing improvements in the handicraft sector with the view to

increase export share and adopt promoting technology in the handicraft sector at the production level.

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