



Craft & Design Exchange Forum (CDEF)

Red Fort - Installation done by IICD students at Red Fort

Project Aatman is an initiative by the Aatmanirbhar Bharat Centre for Design (ABCD), which invited and hosted the students of Indian Institute of Crafts & Design (IICD) at the Red Fort, New Delhi from 2nd of April to 6th of April, 2024. The aim of the project was to create an installation using the crafts products that are being incubated by ABCD. A team of ten students accompanied by three faculty members were assigned...

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Movie Screening @ RIC for MSU X IICD Program

The Cultural Studies with Purpose Study Abroad program at Jaipur, India is a yearly program in ...

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ALUMNUS ACHIEVEMENT - Dr. Santosh Kumar Jha

Our alumnus Dr. Santosh Kumar Jha, was invited for an Open Public Lecture (Solo), on 17th May 2024...

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Students & faculty from IICD in the process of making the 'Tree of Life' installation

Craft & Design Exchange Forum (CDEF) Red Fort - Installation done by IICD students at Red Fort

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The theme of the installation was 'The Tree of life. A symbol of regeneration and continuity, the national tree of India, the banyan tree was chosen to represent the theme. This installation brings together various crafts of India in one tree of life, which represents

harmony, solidarity and collective growth. After the completion of the project the installation was opened for the public at the Craft & Design Exchange Forum (CDEF). The installation will be at permanent display at the Red Fort barracks.

On the second day of the forum, the panel discussion, "Role of Academia in Craft Revival," chaired by Dr. Toolika Gupta, Director of IICD, Jaipur, brought together leading voices from premier design institutes across India. Esteemed panelists, including Dr. Mohammad Shahid (IIT Hyderabad), Dr. Sonika Soni Khar (Pearl Academy, Delhi), and others, explored academia's critical role in preserving and revitalizing traditional crafts through education, research, and innovation. The dialogue emphasized collaborations with artisans, the integration of crafts in curriculum, and fostering entrepreneurial skills among

students. This vibrant exchange of ideas underscored academia's pivotal influence in ensuring the sustainability of India's rich craft heritage.



Panelists of LoDEStone Event

Impact Lecture Series

The Impact Lecture Series organized by the Indian Institute of Crafts & Design (IICD) under the Ministry of Education's Innovation Cell (MIC) aimed to foster innovation, intellectual property rights (IPR) awareness, and entrepreneurial spirit among its faculty and students.

The event featured expert speakers, including Dr. Dinesh Saini from Manipal University and Dr. Manish Soyal from the Intellectual Property Office, New Delhi. Dr. Saini's lecture focused on "Startup and Entrepreneurship," providing valuable insights into launching and sustaining startups. Dr. Soyal discussed "Intellectual Property Rights and Research," emphasizing the importance of protecting innovations through IPR. The lectures were well-received, enhancing the participants' understanding of innovation and entrepreneurship, and aligning with IICD's mission to lead in crafts and design innovation. The event concluded with a vote of thanks from Dr. Toolika Gupta, IICD's Director, who emphasized the importance of continued learning and exposure to expert-led sessions.



Impact Lecture Series 2024 - poster

Faculty Development Program with Mona Suri



Panelists & Attendees of the FDP

Under the faculty development program, IICD hosted Dr. Mona Suri for a three day Faculty Development Program (FDP) to refresh the curriculum. The FDP saw a panel of industry experts and eminent academicians like Mr. Yunus Khimani and Mrs. Asha Baxi who gave valuable guidance to the faculty of IICD to upgrade our program curriculum.

Ambassador of France Visits Bassi to Explore Kawad Craf



Mr. Thierry Mathou and the Director of IICD with Kawad artisans

At the keen interest expressed by H.E. Mr. Thierry Mathou, Ambassador of France to India, in the traditional craft of Kawad, Dr. Toolika Gupta, Director of IICD, facilitated a visit to Bassi village in Chittorgarh, Rajasthan. This village is renowned for its Kawad craftsmanship, and during the visit, the Ambassador, accompanied by his wife, Mme Cecil Mathou, interacted with master artisans Satyanarayan Suthar and Dwarkaprasad Suthar. Inspired by the intricacies of this storytelling craft, the idea emerged to create a special Kawad dedicated to celebrating Indo-French relations

ALUMNUS ACHIEVEMENT

A talk by Dr. Santosh Kumar Jha

Our alumnus Dr. Santosh Kumar Jha, was invited for an Open Public Lecture (Solo), on 17th May 2024 to speak on the topic “Dynamics of Product Designing in Flexible Brass Craft of Belaguntha, Odisha” at the Indira Gandhi Centre for the Arts-IGNCA, New Delhi (Ministry of Culture, Government of India) upon an official invitation received from the Director, IGNC headquarters at New Delhi.

His PhD research work was focused on a languishing craft, i.e. Flexible Brass Craft of Belaguntha, which was also the subject of his lecture at the IGNC. In his thesis, he has attempted to work justifiably on the complete ‘CRAFTS ECOSYSTEM CYCLE’. The flexible brass craft is a highly endangered craft, with 2–3 artisans left (even all of these are partially occupationally migrated now). His thesis was almost completely based on primary-data-sets, findings, and observations - received from the grassroots level.



Alumnus Dr. Santosh Kumar Jha at the IGNC

Panel Discussion: How Can crafts shape Environmental, Social and Cultural Landscapes in Fashion

A thought-provoking panel discussion “How Crafts Shape Social, Environmental, and Cultural Landscapes in Fashion” was hosted by Fashion Revolution India and British Council, New Delhi. The event was attended by eminent panelists which included IICD director Dr. Toolika Gupta.

The discussion focused on how the fashion industry stands at crossroads, facing mounting pressure to address its environmental and social impact while trying to meet growing global demand. As consumers increasingly demand the fashion industry to adopt sustainability, there’s a growing recognition of the pivotal role the craft sector can play in this transition. The panel reflected on how the craft sector can build scalable models in the fashion industry while upholding environmental, social and cultural stewardship.



Panel Discussion hosted by Fashion Revolution India and British Council - event poster

MSU X IICD CULTURAL STUDIES WITH PURPOSE

Documentary Filmmaking as Social Science Research



Team of Students, Mentors & Faculty involved in the MSU x IICD Exchange Program

The Cultural Studies with Purpose Study Abroad Program is a collaborative initiative between the Indian Institute of Crafts and Design (IICD), Jaipur, and Michigan State University (MSU). Held annually during summer, this experiential program merges documentary filmmaking with social science research to explore complex social issues in Indian design and craft traditions. In 2024, the program spanned from May 1 to July 4, incorporating pre-departure virtual sessions, a cultural excursion, fieldwork, and a grand film screening event.

Guided by an interdisciplinary instructional team—Dr. Eddie Boucher (MSU), Ms. Dhruvswamini Bais (IICD), Mr. Pronoy Kapoor (IICD), Ms. Amina Darabie (MSU), and Mr. Stefan Lindahl (MSU)—11 students (6 from MSU and 5 from India) collaborated on four documentary projects. These explored diverse craft-related themes in Jaipur, emphasizing qualitative research and visual storytelling.

The program commenced with pre-departure Zoom sessions to develop research designs. Upon arriving in India, participants engaged in a three-day excursion, visiting cultural landmarks in Delhi and Agra, before settling in Jaipur. The instructional phase included sessions on ethical research, documentary filmmaking, and craft appreciation, followed by immersive fieldwork in Jaipur's craft hubs.

Students produced four impactful documentaries, which premiered on July 3 at the Rajasthan International Centre, Jaipur. The event included Q&A sessions, peer feedback, and certificate distribution, with Mr. Satish Depal, Deputy Director General

of Doordarshan Rajasthan, as the chief guest. The program concluded with reflection activities, including block printing, symbolizing the collaborative spirit.

This transformative program not only fostered cross-cultural understanding but also highlighted the power of design and filmmaking as tools for social exploration and craft preservation. Note: All the movies are now available on IICD website and youtube channel.



Behind the scene of Filming

Phad Recital at IICD Campus



Phad Recital in progress

IICD hosted a magical night of Phad recital at its campus. The recital titled 'Dev Narayan Ji ki Phad' was presented by the performers Maddulal Bhopa and his wife Choti from Sawai Madhopur. The saga of Dev Narayan Ji was brought to life by the enchanting recital of the performers interspersed with character development stories and bhajans dedicated to the deity. The whole narrative was interpreted for the audience by Dr. Madan Meena. The event was a roaring success with all the invitees from MSU and other institutes enjoying the evening.

STUDENT ACHIEVEMENT Isha Garg



Isha Garg & Nandini Bisht at the fashion show 'The Mogul'

Isha Garg, a current student from IICD Jaipur, while studying debuted her Indian Ethnic Womenswear brand, Koshiki. The launch was marked by a fashion show titled, 'The Mogul', at the Rajasthan International Centre on April 28, 2024. With high spirits & intense effort, the show featured a collection of Mughal themed garments.

The event staff were a mixture of volunteers & professionals, with participation from multiple IICD students as well. Starting off, 'The Mogul' screened two short films depicting the rich cultural heritage of the Mughals. It was followed by the fashion walk showcasing the garments, with Nandini Singh Bisht performing a showstopping walk.

Director's address at LoDEStone-24

Dr. Toolika Gupta, Director of the Indian Institute of Crafts and Design (IICD), was invited to speak at LoDEStone-24-Nurturing Future Innovators, an event organized by IIIT-H in collaboration with the Pravaha Foundation. Addressing an audience of school students, Dr. Gupta delivered an insightful session on Fashion Designing and Sustainability. Her talk emphasized the integration of sustainable practices in the fashion industry and the importance of nurturing innovative thinking to address global environmental challenges. The event, supported by renowned educational and social development partners, provided a platform for young minds to engage with industry leaders and explore creative, sustainable solutions for the future.

IIM U - CSIP

The Craft Sustainability Incubation Program, powered by Buimerc India Foundation and led by IIM Udaipur's Incubation Centre, aims to support early-stage social and creative enterprises in the arts and handicrafts sector with a focus on sustainability. The program works with businesses that engage artisans from Rajasthan, Gujarat, and Madhya Pradesh, helping them build a global 'Made in India' brand while promoting environmental responsibility.



Isha Garg & Nandini Bisht at the fashion show 'The Mogul'

This four-month program consists of three key modules, each including five days of residential training. While the first and third modules are held at IIM Udaipur, the second module is hosted by IICD Jaipur, one of the strategic partners for the program, which also contributed to designing the curriculum. IICD Jaipur's expertise in craft development played a pivotal role in enriching the learning experience for participants.

The program combines residential sessions with experts from various fields to help participants develop sustainable and profitable business models, expand their customer base, and lay the foundation for long-term success. Additionally, participants benefit from five coaching and mentoring virtual sessions to refine their growth strategies.

The program culminates in a 'pitch day,' where participants present their ventures to an expert panel of investors. Graduates continue to receive ongoing support from the Incubation Centre for twelve months after the program, ensuring sustained growth.

Through the strategic collaboration between IIM Udaipur and IICD Jaipur, the Craft Sustainability Incubation Program empowers artisans, fosters innovation, and drives sustainable craft enterprises' growth.

Summer Workshops



IICD Summer Workshops - event poster

During the months of May, June and July Summer workshops were conducted by IICD. These workshops offered hands-on experiences, expert guidance, and a fun-filled environment where participants unleashed their talents and explored new skills. This year's workshops included basic European style oil painting, pottery on wheel, crocheting, calligraphy, Warli and Madhubani paintings and many more. Participants from all walks of life attended these workshops and enjoyed learning new skills.

FACULTY ACHIEVEMENT Dr. Kingshuk Mukherjee

Dr. Kingshuk Mukherjee participated in HEPHAESTUS (Heritage in Europe: New Technologies in Craft for Preserving and Innovating Futures), an Itinerant Symposium on the Economy and Organization of Craft in Sweden, 2-4 May. Dr. Mukherjee presented a paper on May 3rd. The title of the presentation was 'A surviving folk tradition of Bengal: Kalighat Paintings (From early 19th century to present) - Transformation from traditional Pattachitra to contemporary Kalighat paintings'.

Inspired by the Greek God of Fire & Craft, the Hephastus project focuses on researching, preserving & innovating in the craft sector – creating a network of cultural sectors, institutions heritage sites, authorities, enterprises & stakeholders. It is a project that takes into consideration sustainable solutions & adapting into the various craft ecosystems.

Launch of Creative Dignity - 2024

Creative Dignity is a movement that has brought together diverse creative producers, practitioners, and professionals to energize the ecosystem that Indian artisans need as post-COVID-19 impact.



Inauguration of Creative Dignity 2024

Editor's Note

Dear Readers,

Welcome to the second quarter edition of the IICD Newsletter for 2024, a celebration of our vibrant community's achievements from April to June.

This quarter, our students made a national impact with Project Aatman at the Red Fort, creating a magnificent installation symbolizing India's crafts heritage. The IICD Crafts Design Awards 2024 continue to honor pioneers shaping the craft and design landscape.

We proudly highlight the entrepreneurial debut of Isha Garg's brand, 'Koshiki,' and Dr. Kingshuk Mukherjee's international presentation on Kalighat paintings. Our summer workshops nurtured creativity across various crafts, while alumnus Dr. Santosh Kumar Jha's research on the endangered Flexible Brass Craft of Belaguntha gained notable recognition.

June brought thoughtful reflection through the Impact Lecture Series, a Faculty Development Program led by Dr. Mona Suri, and the launch of Creative Dignity 2024. We concluded with the Cultural Studies program in collaboration with Michigan State University, where student-made documentaries explored social issues in Indian design.

As we continue to grow and innovate, your engagement remains vital. Thank you for being part of our journey.

Warm regards,
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IICD Newsletter
June 30, 2024

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