

**Supports a young generation of craft workers from Kashmir to become independent and sustainable**



**Aari entrepreneurs Sajad Dar and Inshada Bashir. Inshada models a kurta with a khatamband design, stitched and embroidered at Sajad’s workshop**

Commitment to Kashmir (CtoK) with the support of Titan Company Ltd. aims to aid the creation and development of 25 small businesses, owned and operated by artisans engaged in the production of traditional Kashmiri crafts, through a holistic hands-on approach comprising of design and product training, skill enhancement, mentoring in business practices, logistics and creation of marketing avenues.



**COMING TOGETHER TO CREATE - THE THIRD DESIGN AND DEVELOPMENT WORKSHOP**

CtoK travelled to Kashmir from 20th June to the 8th of July 2018 with its team of seven designers to participate in the Third Design and Development Workshop for 25 artisans. It marked the culmination of all the work that the design team and artisans have put in over a span of nine months.

CtoK facilitated end-to-end solutions from marketing techniques to product packaging, which allowed us to truly enable our associated artisans in many ways. Designers and artisans worked out product planning, subsequent costing of the products, raw material sourcing, storage and packaging and transportation. There was collaboration and ingenuity as well as constructive disagreements. The journey of an idea transforming into a product, in this workshop was marked by laughter, inventiveness and last, but not the least, a responsibility to the craft.

**THROUGH A NEW LENS: RENEWING THE ESTABLISHED ART OF WALNUT WOOD CARVING**

An artisan with a wonderful growth graph, Muzaffar Ahmad Mir, learnt the skill of carving on walnut wood from his father. His shift from a shy introvert to a capable entrepreneur has been a journey that CtoK has been proud to witness. He has moved from someone who had difficulty taking independent decisions to someone who is now keen to expand his business. A major turning point was when, via CtoK, he participated in the Hundred Hands Exhibition in Bangalore late last year.

Over the past nine months, designer Burhan-ud-din Khateeb has teamed up with Muzaffar which has added to his drive of being a new age entrepreneur and together, they are modernising the presentation of carved walnut wood work, changing its appeal from an elaborate creation to an aesthetic addition to daily life.



**BURHAN-UD-DIN KHATEEB**

**EXPERT SPEAK**

**“ With Muzaffar, his growth has been great. He has managed to evolve into a focused worker and understand the importance of collaboration, despite being very reserved. The exposure he received via CtoK has really encouraged him”**



**ARTISAN EXPERIENCE**

**“My association with CtoK has helped me immensely. I am grateful to them for their guidance. Without them, I would be just another walnut wood carver. Burhan is constantly pushing us to do new things-his designs and CtoK’s intervention have opened up a new world for me altogether.”**



**MUZAFFAR AHMAD MIR, WALNUT WOOD CARVER**



SAKHTA ARTISANS YOUNIS SHAH AND YOUSUF NAJAR MULL OVER NEW DESIGNS



NAQASHI ENTREPRENEUR UROOJ FATIMA AND DESIGNER DEVIKA KRISHNAN SHARE THEIR



WALNUT WOOD CARVER MANZOOR AHMAD SHAH AND LEAD DESIGN MENTOR JATIN BHATT DISCUSS LOGISTICS

**UPCOMING EVENTS**

- INTERIM DESIGN WORKSHOP
- COSTING WORKSHOP

COMMITMENT TO KASHMIR, (CtoK) is a Delhi based Charitable Trust, launched in 2011. It is inspired by the late LC Jain, activist, economist and Gandhian and supported by esteemed organisations such as Dastkar, Craft Development Institute, Srinagar, Crafts Council of India, Craft Revival Trust, National Institute of Fashion Technology, Delhi, Ambedkar University of Delhi and the Dara Shikoh Centre for Arts, Srinagar.

**OUR PARTNERS**

