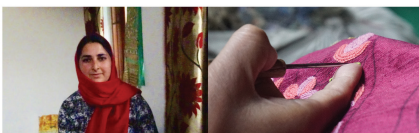


Supports a young generation of craft workers from Kashmir to become independent and sustainable



Aslam Bhatt, moulding copper sheets at his workshop in K.K Mohalla, Kashmir

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.



CTOK HELPING ARTISANS TO MEET THEIR ASPIRATIONS- ANJUMAN ARA, RESURRECTING HER LIFE AFTER THE FLOODS

A 32 year old women entrepreneur; Anjuman Ara was in the Aari embroidery business for over 10 years. She spearheaded a team of 30 women artisans. Before she could reach new heights, her flourishing business was badly hit by a disastrous flood in 2014 which not only washed her livelihood but also hopes for a better future.

Encouragements and motivations from the family paved way for a new tailoring business and interactions with CtoK helped in capacity building trainings, design development assistance and making of a new age entrepreneur.

Anjuman currently works with 5 women artisans and aspires to produce a range of stitched fabrics with Aari embroidery! CtoK assigned designer Devika Krishnan supports Anjuman's vision and is mentoring her to turn her aspirations into reality!



DEVIKA KRISHNAN

EXPERT SPEAK

“ There is a great amount of hope I have in Anjuman as she is a sharp, quick and enthusiastic learner. The pattern making and construction course that she attended at NIFT has given her the much needed boost to her confidence. She is keen to resurrect her Aari enterprise she lost to the floods.



STANDING UP FOR CRAFTS REVIVAL – FAROOQ AHMAD'S NAMDA STORY

Among the very few Numda artisans, Farooq Ahmad is a master at the craft. He started working in this back breaking craft at the age of 17 years to preserve a familial skill that spans over 20 generations!

The dying craft of Numda combines the skill of two types of craft workers; one the Numda maker and second the Aari embroiderer, together employing a large workforce.

CtoK through its intervention in the Valley aims to uplift the shrinking Numda craft skill by transforming the existing product range and making them more marketable. CtoK has appointed designer Gunjan Jain to work with Farooq while respecting his overall vision for the craft. Gunjan Jain is helping him to modernise designs and is introducing the artisans to new techniques like Nuno Felting and Needle Felting which will open up more income earning opportunities for the women of Kashmir as well as open new market opportunities. There by resuscitating the dwindling craft skill of Kashmir.

BRIDGING TECHNICAL GAPS FOR THE COPPER ARTISANS OF THE VALLEY



CtoK is working with Aslam Bhatt, a copper moulding entrepreneur who can form complex shapes with his limited set of tools. He specialises in traditional objects like; Samonovar (tea kettle), tasti (a decorative plate), and other utensils.

Aslam has a unique ability to understand technical layouts but finds it's difficult to add a quality finish to his product range. Aslam's interactions with designer Tauseef Rehan Abidi have exposed him to new finishing processes, tools and chemicals. With the new knowhow and up skilling trainings by CtoK, Aslam can reach out to diverse markets and sell his products at competing prices.

By working with Aslam, CtoK will continue to pivot on strengthening its primary beneficiary: the craft entrepreneur, while making him the second level agent having a multiplier effect to further disburse the overall inputs to the wider section of the copper industry

UPCOMING EVENTS

CTOK TO CONDUCT AN ADVANCED GARMENT CONSTRUCTION WORKSHOP AT NIFT, DELHI. SECOND DESIGN DEVELOPMENT WORKSHOP, KASHMIR.

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

