



As the winter sets in the valley the artisans spend more time in their warm workshops. A busy day at the Paiper Mache Naqash workshop.

Commitment to KASHMIR

Supports a new generation of craft persons from Kashmir to become independent & sustainable craft entrepreneurs.

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.

Deeping Bonds With The Kashmir Artisans -Interim Workshop FOR NON-TEXTILE CRAFTS, KASHMIR

Ctok with the support of Titan Industries and local partner CDI conducted a week long interim workshop for non-textile craft entrepreneurs in Kashmir from 21st -25th December. The workshop was led by Ctok design mentors, Harpreet Padam and Tauseef Rehan.

During the week long workshop the designers interacted with their assigned artisans of papier-mâché sakhta & naqashi, copper moulders & engravers, wood turners & carvers and leather fabricators, introducing them to new designs and product types, encouraging them towards using different techniques and methods for product development.



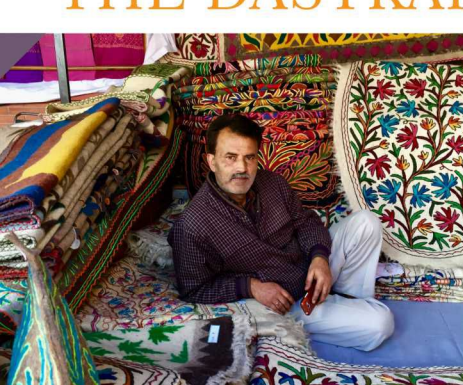
New Discoveries With SAKHTA COMMUNITY



MohdYounis shah is a master Sakhta craftsman, who has been involved with the craft since his childhood. The young enterprising artisan is a keen learner who is open to new ideas and eager to inculcate new designs in his craft work. He joined CtoK to seek design and market assistance and grow his craft and provide better income to his artisans.

With the help of Ctok assigned design mentor Burhan Khateeb the duo discovered a new road for the Sakhta craft. Modifications in the surface finishes and product form will in the months to come not only boost his enterprise but have an overall positive effect on the Sakhta community as a whole.

Creating New Market Linkages In Delhi - THE DASTKAR WINTER MELA



Ctok with the support from Racaero India Pvt. Limited represented two of its artisans; Tariq Ahmed Mir and Farooq at Dastkar, at the Dastkar Winter Mela from 14th - 25th December.

The two craft entrepreneurs housed exquisite Sozni embroidered textiles and felted Namdas with traditional Kashmiri embroidery at the CtoK stall.

The two week long bazaar enabled the artisans to interact directly with the buyers from across the world which facilitated their learning the importance of developing a market focused collection as well as significance of presentation, colour schemes and fusion of traditional with contemporary designs.

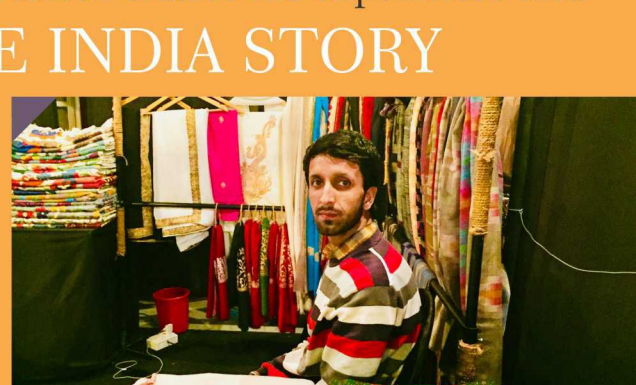
The India Story, CALCUTTA



The four day event at Swabhumi, Kolkatta from 21st Dec - 24th Dec powered by Racaero India Pvt Limited was filled with excitement. The CtoK artisan entrepreneurs showcased a collection ranging from richly embroidered Tilla textiles to hand woven Pashmina dyed with the Ikat technique. The hand embroidered rugs, bags and curtains with Crewel embroidery added a unique blend of traditional and modern.

Jasir Ahmad, a Ctok Tilla entrepreneur shares his experience and LEARNINGS OF THE INDIA STORY

“ I am grateful to CtoK and Racaero India Pvt. Ltd for giving me this opportunity to participate at The India story. I have been able to spread awareness about Tilla to the buyers in Calcutta as they were only familiar with Sozni and Aari. I have learned that it's very important to have a balance in the price range and variation in terms of colours, designs and motifs. I hope to participate in the same event next year but with new designs developed with the help of my CtoK designer Gunjan Jain!



”

UPCOMING EVENTS

CtoK to conduct an advanced garment construction workshop at NIFT, Delhi.

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

