

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



Papier-mâché artisans training in new motifs which will form the basis of new designs on Papier-mâché objects.

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.



STRENGTHENING BONDS WITH THE ARTISAN FAMILY – A DESIGN & PRODUCT DEVELOPMENT WORKSHOP

Commitment to Kashmir travelled to Kashmir with its team of 7 designers to participate in the 2nd Design Development Workshop for the 25 artisans.

Post the initial ideation and exploration phase comprising of interactions with the artisans, visits to local historical sites and local markets, the second design workshop was organised with the key aim to start the development of a new Kashmiriyat product range, which is a theme-based and market-focused collection of textiles and non-textile crafts.

It was an absolutely enriching experience with the CtoK team visiting the craft workers' workshop and identifying, procuring and distributing new tools and machines to upgrade the traditional craft skills of Kashmir as well as their workshops. The 2nd design workshop was marked by the interactive exchanging of creative ideas on product development between the artisan-designer team. All bonding through the language of craft.



EXPERT SPEAK

“ I feel privileged to work with the people and their crafts in Kashmir. There is a huge potential in the crafts and the artisans of Kashmir to develop interesting products which will be suitable for the present market. I have been working with my artisans on similar directions ”

TAUSEEF REHAN ABIDI,
CO FOUNDER OF STUDIO SASWATA
DESIGN MENTOR AT CTOK



INTRODUCING THE BASICS OF BUSINESS DEVELOPMENT- COSTING WORKSHOP, KASHMIR

Committed to creating new and engaging learning experiences for Kashmiri artisans, CtoK conducted a four-day long Costing workshop at CDI, Srinagar from the 5th – 8th of March 2018 with a group of 25 artisan entrepreneurs practicing varied craft skills.

Designed and lead by Devika Krishnan and supported by Recacro India Pvt Ltd., the workshop aimed to instil in the budding entrepreneurs the basics of costing workshop – terms, calculations and techniques. The 4-day sessions comprised of presentations, individual worksheets, group exercises and lively discussions which successfully enabled the entrepreneurs to plan and operate a financially viable business with improved profit margins.

At the end of the workshop, the entrepreneurs were all able to accurately calculate their costs, over heads and arrive at break-even pricing. Despite the restrictions and curfew in Srinagar during the scheduled dates, the workshop experienced more than 70% participation from the entrepreneurs. The enthusiastic participants successfully completed the 4 day training program craving for more!

A CASE OF LEARNING AND UN LEARNING -COLOUR WORKSHOP, KASHMIR



Signalling the arrival of colour through the tulips, cherry, almond and peach blossoms, CtoK organised Guftuga-e-Rang, a daylong spring colour workshop on colour theory at CDI, Srinagar on the 17th March 2018.

It was supported by Recacro India Pvt Ltd under the guidance of Devika Krishnan, a ceramicist from NID. The key objective of this colour workshop was to help the entrepreneurs and their artisans understand colours, their combinations and start applying these colour theories while making their products. The artisans were exposed to primary, secondary, tertiary colours, warm and cool colours, harmony/ analogous and contrast/ complimentary colours, hues, tones, tints and shades and monochromatic colours and their interactions to arrive at suitable colour combinations.



ARTISAN EXPERIENCE

“ Sakta moulds are used as a base to paint on by Paiper- Mâché Naqash artisans. As a maker and a supplier of sakta for years this is the first time I have ventured into a new direction - reusing existing sakta moulds and turning them into new products including; lights and lamps, wall decor pieces and utility objects. This was made possible with CtoK and the design mentor assigned to me – Tauseef Rehan. I am very happy with the outcome and excited to see Sakta's new journey. ”

YUSUF NAZAR,
SAKTA ARTISAN ENTREPRENEUR



UPCOMING EVENTS

THIRD 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

