



CtoK

COMMITMENT TO KASHMIR

Supports a new generation of artisan entrepreneurs from Kashmir to become independent and sustainable

COMMITMENT TO 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.



BUILDING TAILORING SKILLS – A SKILL TRAINING WORKSHOP AT NIFT

Ctok in collaboration with NIFT, Delhi helped two of its Aari artisans Sajad Dar and Anjuman Ara to enhance their fabric construction skills through an intensive 5 day training workshop from 13th - 17th November 2017 under the guidance of Professor Sudha Dhingra and Associate Professor Mr. KD Sharma.

On the CtoK project, both the artisans aspired to combine together the skill of Aari embroidery and Tailoring with an aim to produce a new range of stitched fabrics and home furnishings with embroidered patterns and designs on them. The CtoK-NIFT collaboration on capacity building proved to be an important milestone in realisation of ambitions of our Aari entrepreneurs.



EXPERT SPEAK

Sudha Dhingra, Professor and Chairperson of Textile Design at NIFT, Delhi praising the dedication of CtoKs' artisan entrepreneurs, says

“The workshop gave Sajad and Anjuman formal training in the basics of garment construction. With practice, this will lead to better stitching quality, better value for products leading to better incomes for these young leaders”.



A STARTUP BY BASHARAT ASHRAF WHICH SUPPORTS WOMEN EMPOWERMENT

Basharat Ashraf is an upcoming & ambitious young entrepreneur from Srinagar who with his unique leadership skills leads as many as 30 women embroiders. He joined CtoK with a hope to support his startup with design development and market acquisition.

Under the umbrella of CtoK, Basharat is being led by textile designer, Chandrashekhar Bheda and together they are working on a range of rugs, cushion-cover combinations with patterns from walnut wood carvings and a range of paisley and flower bags, pouches inspired from local flora and fauna. CtoK's intervention with Basharat's start up, reaches out to the hitherto hidden part of the Kashmir economy – women artisans who work to keep the traditional craft skill alive.

CREATING NEW MARKET LINKAGES : A HUNDRED HANDS EXHIBITION IN BANGALORE



CtoK with the help of a generous grant from Recaero Private Ltd. participated for the first time in A Hundred Hands Exhibition at the United Theological College grounds from the 29th of Nov – 3rd Dec 2017. Participating for the first time outside Kashmir, Sajad Dar and Muzaffar showcased their exquisitely embroidered textiles and walnut wood accessories at the handicraft collective.

It was a great learning experience for these two first timers as they learnt the nuances of communication, visual display, pricing of products, consumer behaviour and most importantly the role of design & product development in their respective crafts.

UPCOMING EVENTS

EXHIBITION

C TOK TO PARTICIPATE AT THE DASTKAR WINTER MELA, DASTKAR, NEW DELHI FROM 14TH – 25TH DECEMBER, 2017

C TOK TO PARTICIPATE AT THE INDIA STORY FESTIVAL, CALCUTTA FROM 20TH – 25TH DECEMBER, 2017

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

