

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



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.



CARVING OUT A PROMISING FUTURE - JAVEID AHMAD

In his career of 20 years, Javeid, switched professions, places and time zones in search for a fulfilling future. He finally settled down to make seasonal indoor leather shoes and embroidered fabric bags in Kashmir but lacked the technical know-how to make a quality finished product.

CtoK with the help of NIFT, New Delhi organised a series of workshops for Javeid which were guided by Ms. Shinju Mahajan, Head of Leather Accessories Design at NIFT Delhi, Mr. Irfan Khan, master trainer at NIFT and Mr. Harpreet Padam, his design mentor. The intensive trainings resulted in the creation of new contemporary products with the fusion of fabric and leather, skill up-gradation leading to superior finished products and pavement of a better future for the aspiring artisan Javeid.



SHINJU MAHAJAN,
HEAD OF LEATHER ACCESSORIES
DEPARTMENT AT NIFT DELHI

EXPERT SPEAK

“ NIFT has joined hands with CtoK for skill training of craft workers from Kashmir. I am particularly taking care of Javeid, the leather artisan. We have been able to enhance his skill level in leather bag construction by teaching him various components with the help of which he will be able to add value to his product and demand a better price. Leading to more income ”



UP-SCALING AN ENTERPRISE - SAJAD DAR

Nothing interested Sajad as much as his family business of tailoring and Aari embroidery. However with the knowledge of only basic stitching skills, he was only making *Pheran* shaped apparels. Being a young and enthusiastic entrepreneur, Sajad was however keen to add a contemporary twist to his traditional product range.

CtoK organised two intensive workshops for Sajad with the Fashion Department, NIFT, New Delhi. The expert guidance provided at the workshops by Ms. Vandana Narang, Head of NIFT Delhi and Mr. KD Sharma, lead instructor, Sajad improved his garment construction skills. Sajad also learned to make patterns of various kinds of clothes suited to different body types.

After spending two weeks at NIFT Delhi, Sajad is now better prepared to adapt to the urban consumer trends and market preferences as well as accept new designs developed by Gunjan Jain, his design mentor.

KNOWLEDGE SHARING, KNOWLEDGE BUILDING , A COPPER WORKSHOP WITH STUDIO COPPRE, PUNE



CtoK and Studio Coppre, Pune collaborated for a week-long workshop in which CtoK's copper artisans, Aslam Bhat and Imtiyaz Kak met and worked with copper artisans from Pune at Baluchandra Kadu's workshop.

The workshop was a unique partnership where the artisans imbibed each other's strengths, techniques and aesthetics. The training facilitated by Studio Coppre will help them incorporate a new cultural approach to making copper products. In particular Aslam Bhat and Imtiyaz Kak learnt new techniques including buffing, spinning, different ways of cutting and finishing. Kadu Saab also guided the Kashmir coppersmiths on ways to improve production efficiency and reduce manufacturing time. As he says "TIME IS MONEY AFTER ALL!"



IMTIYAZ KAK,
COPPER ENGRAVER
FROM KASHMIR

ARTISAN EXPERIENCE

“ I didn't even know Pune had copper! I jumped at the opportunity to come to Pune and see their skill. It was amazing to work with the artisans there. I have brushed up on my knowledge on spinning, polishing and finishing. There were so many kinds of people there; I observed them as they walked into the workshop. Maybe one day, Inshallah, I will have such clients walking into my workshop as well. ”



UPCOMING EVENTS

EDP COSTING WORKSHOP, KASHMIR

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.

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