

Thematic Display - Jodhpur Mega Cluster

Jodhpur Artisan Crafts put up in collective display at IHGF Delhi Fair

The thematic display of Jodhpur Mega Cluster at IHGF Delhi Fair-Autumn 2017 stood pretty with a thoughtful spread-out from 10 artisans, mostly experiencing their maiden participation at the fair. In conversation with Team EPB, they expressed their hope to get connected with the international market as well as gather learnings from interacting with trade visitors at the fair. This display featured woodcraft, tie & dye textile products, rugs & durries, block printing, horn & bone craft, zari items, etc.

Nitesh Goyal and Rohit Jethwani specialise in **home decor & multiple utility products made of mango wood,**



like dresser accessories, boxes, table top knick-knacks, etc. This is a father & son business (from the Jethwani family) that is 8 years old. Their display included distressed finished and hand painted lines. The fundamental attribute is shaping the wood and

carving it as per requirement. For a distressed finish, the piece is rubbed with a sand paper to give it the desired effect. Finally hand painting is done with enamel paint. Rohit is just over 20 years old and is running an art gallery in Jodhpur along with Nitesh, his cousin. A graduate in computer applications, this young entrepreneur likes to stay connected with his roots through handicrafts. EPCH seminars and skill development programs, especially on product innovation and export documentation, have been of immense help for new comers into the trade like him, he shared. As of now, Rohit caters to a local exporter who has an established international

buyer base. Feedback from this exporter has been useful as Rohit accordingly imbibes new designs from the internet to add a contemporary twist to traditional crafts.

Hand carving on camel bone to bring out home décor and gifting products is another craft Rajasthan's Jodhpur



region is famous for. Here it was represented in form of intricately carved decoratives, utility boxes, etc. embellished with fine detailing and typical Rajasthani animal and bird motifs, by Mohammad Rafi from the city. With 11 years of experience behind him, today he has successfully shaped his family legacy. All his products are hand-made.

"It takes one artisan over two days to make one item", he said and informed that most of their products are exported. The domestic market contributes to only 20-30% of his total sales, while the rest is sourced by overseas buyers for retail sales in their markets. A large number of their buyers are from Australia. Among his most selling products are the elephant pairs and rows, chess sets, serving and decorative platters.

Art metalware is another of Jodhpur's speciality that was represented here by Jugal Kishore, an artisan attached to the Jila Udyog Kendra-an artisan welfare concern. His stall was bedecked with **rustic decor for homes, gardens and commercial spaces.** The most eye-catching was his automobile line that can add



an edge to wall decor. With an ITI diploma in carpentry, Jugal is running this 15 year old family business now with structured channelisation of his 15 something team. Explaining the process of making metal crafts, he explained that the most tedious part is the melting of the iron and shaping it into the desired design. It takes around 2 days to complete a single item. He has a range in wooden home decor as well. "To produce an antique reproduction in animal figurines, it takes 10-15," he emphasised. His sales are mostly at the local level and among craft connoisseurs. He aims to expand his market reach. He thanks EPCH training workshops that also impart soft-skills besides offering guidance on risk handling techniques, export related knowledge, licensing, etc.

Animal and bird figurines as well as decorative boxes made of metal and wood sat vibrantly at Chattar Singh's stall, another first time participant at this collective display area. He has been in the business of



wooden furniture and metal crafts since 1992 and is full of appreciation for EPCH's efforts towards encouraging artisans of his stature through guidance & grooming. "EPCH's Common Facility Centre at Jodhpur helps people like us who want to learn new production techniques and wish to use imported machines for manufacturing processes," he shared. He started this work with a mission to deliver quality products and authentic handcrafted work that would not only gain accolade but also give him a stable market for his products. He informed that most of their work needs passion and efforts, right from collecting suitable raw material to moulding them into desired products. But since the demand is getting high now, he has started using machinery for parts of the production process like cutting, shaping, etc. Though he has a reasonable local market he is keen to explore the international side now with his new products like wall-trees and woodcraft home decor products.

Typical Rajasthani **textile crafts with hand crafted embellishments** adorned the stall of Firoze Khan. He had a selection in home decor, bags and floor accessories like rugs &

durries. Another textile specialist was Mohd. Sharif with his colourful



range in tie & dye textile accessories. For Keshi Devi and her associate, this was a maiden exposure to an international market and a fair of such magnitude. They specialise in **applique work on cushion covers, bed sheets, bags and selections in women's apparel**. Mirror work and typical Rajasthani folk motifs are common in this 98% hand labored worked with the sewing machine restricted to stitching and fortifying corners / borders of the products. This craft is not taught in institutions but women in Rajasthan's Barmer district just know it just like a "must-learn" recipe in their households. Traditionally, they practiced this craft to bring out products of everyday use or to give away as wedding gifts to daughters. Gradually, this was used to earn livelihood as women set out make these



products for sale in local markets and places of tourist interest. "We are here due to Gramin Vikas evam Chetna Sansthan (GVCS) and its association with the EPCH, they say, expressing



gratitude for the grooming and fine-tuning of their skills that are in turn making their products suitable for various international markets and as a result, empowering women in the region. "It also breaks the monotony of our lives and gives us a lot to look forward to," they said. The benefits these artisans get through this fair go a long way in giving them the

fundamental international market exposure, besides instilling a long lasting confidence in them. ■

Thematic Display

Himalayan Fibers, Handlooms and Sustainable Crafts from NER

Ethical & Sustainable lifestyle statements from Assam, Manipur, Arunachal Pradesh, Sikkim, Tripura, Mizoram, Meghalaya and Nagaland

A special showcase of crafts from India's North Eastern Region was set up at a Theme Pavilion at IHGF Delhi Fair-Autumn 2017. The aura spelt sustainability with handcrafted, hand woven, handspun and hand embellished, all across the display area featuring 20 participants from Assam, Manipur, Arunachal Pradesh, Sikkim, Tripura, Mizoram, Meghalaya and Nagaland as well as the region's welfare organisations like North Eastern Handloom and Handicrafts Development Corporation; Bodoland Regional Apex Weavers & Artisans Co-operation Federation Ltd.(BRAWFED); North Eastern Handicrafts and Handloom Development Corporation (NEHDC); Utluo Weavers Co-operative Society, Ltd.; Regional Design and Technical Development Centre (RD & TDC), O/o DC (Handicrafts), NER.

Sonam Tyashi Gyalsten and his firm - LA from Sikkim got along elegant lamp shades, created using the **nomadic weaving technique of 'Yakult'**. As part of this line, they also



make bottle jackets, lamp shades, desk top utilities and

tea infusers, in similar minimalist styles. They deal in handicrafts made of wood and bamboo. Their lamp shades are very popular in Norway and Netherlands, said Sonam and informed, they got orders of around 40 lakhs last year for these products. The NER Theme Pavilion is a great initiative and the fair has progressed a lot in many aspects, shared Sonam. He has been participating since the last two years. Brand LA, primarily focuses on making mountain made products. Their major export markets are Spain, France and Portugal as they look for eco-friendly goods.

First time participant, A Khila Paat which means a sheet of paper, was represented by Maitry Dika. She brought to this fair, **handmade paper made**

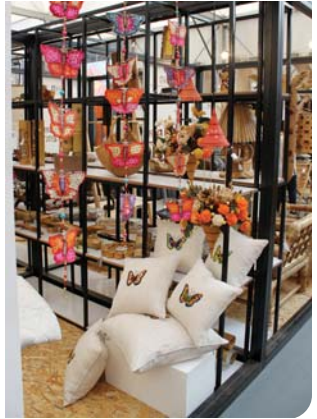


from banana leaves, jute and cotton. The assortments comprised stackable and multi-utility boxes, stationery and table top lines in vibrant compositions, some covered with fabric sporting traditional Assamese motifs and patterns. "The fair is really good and we are getting a lot of customer response," said Maitry and added that they are already working with buyers from USA, Japan and Australia.

Another participant marking a maiden entry was Lobsang Wangdi Babu from Arunachal Pradesh, specialising in **decorative masks**. He elaborated, "it feels great to showcase our handicrafts to the world. It's my first time in this fair and I am very enthusiastic to explore the international market and find a place for my products here. We have a family business of making masks from soft and smooth wood, since 30 years. Our masks are getting very popular and people want to know the stories behind them."

Priyom Hazarika of Nature Trade has been associated with the IHGF Delhi Fair since 2005 and has benefited from the many market





linkages she has established here. A plethora of natural fibers from the hills were at their glory at her stall in the form of bags, baskets, yoga mats and even hats. **Bags made primarily from water hyacinth in many**

sizes and to serve many purposes, runners, baskets, mats, purses, wallets, carry bags and much more offered a varied range at the stall of Nature Trade. Among attractions were her laundry baskets with interesting embellishments. Khronyilo Lohe from -Khrolo Creative Craft, Nagaland, felt really privileged to be a part of this fair. This was a maiden participation and he felt "really good to introduce traditional bamboo wood products to buyers from all over the world". Initiated in 2003, his work includes **home decoratives and houseware products with an artistic edge.**



Nirman Fabrics by Sarah Fashion from Guwahati, Assam, was represented by Twarita Das, a regular at EPCH fairs since

over five years. **Handlooms are their forte with products like cushion covers and curtains.** This time their theme was natural off-white with subtle handloom motifs, including some in pleasing shades of ochre, green, blue, etc. Their stall looked awash with soothing off white and egg shell white, lending a very cool and summery feel. They also got selections in exquisite Muga and Eri silk as well a range in artisanal loungewear. They use Eri silk and intermingle it with the culture of Assam, embellishing with organic colours. They have their export markets in Thailand, Australia and France and domestic markets in Delhi, Mumbai and Guwahati.



A regular participant at IHGF since 2008, Haider Ali, from Sivasagar, Assam started working with Muga and Eri silk in 2004, initially catering to boutiques in the local market and moving on to export markets like France, Germany and Russia. Though he deals in **silk jackets, shawls, cushion covers, quilts and runners,** his main focus is on silk stoles and king size shawls that include use of natural dyes in the fiber stage



and traditional hand spinning techniques thereafter. "Most find the products value for money and those who use it once come back for more", he quips and informs of Eri silk's therapeutic property as a neck warmers during colder months.



Heirloom Naga, manufacturers and exporters of **native artistic textiles and crafts** are based in Dimapur, Nagaland. With a seasoned woman manufacturer exporter of the region, Ms. Jesmina Zeliang at the helm of affairs, they also deal in bamboo & cane home utility and home decor products. Their premium range in

made-ups and other handlooms are 100% cotton, hand woven using heirloom traditions and dyed with eco-friendly colours. Catering primarily to the high-end market, they had a tastefully done stall with unique pieces attracting attention. The product lines carried many signature designs of the mother-son owner duo that also have domestic retail units in the North East. This time, their display had handloom home furnishing and made-ups presenting a contrast of sorts in the classical black & white, rich mustard & raven, reds & browns, etc.

Textile designer T. Doulianmang and his firm, Anai were at IHGF with home furnishing, wall art and table décor. "I am basically promoting north eastern traditional products in the international market by giving them a modern and trendy look. I have a wide range of products like **embroidered cushions bags, stoles and scarves with traditional Assamese gamcha borders and woven detailing.** Our shawls are very popular in countries like France, Germany, France, Brazil," he shared.



Namchi Designer Candles, Sikkim, was represented by Smita Rai who has been specialising in this craft form since 5 years. She has a team of women artisans back home to bring

out her **collections of colourful candles.** Enquiries through this fair have been good and buyers have suggested some changes. Heritage Mizoram from Aizwal was represented by Charlee Mathlena who said they have been associated with this fair since the last 7 years. "We mainly have clothing items and home furnishing, all handmade using cotton and natural colours," he said and added that their European buyers have been very satisfied with their work.



A first time participant, Ramesh Sanayaima representing Utlou Weavers Co-operative Society Ltd. from Bishnupur,



Assam, presented the magic of weaving techniques from his State. He offered bath robes, artisanal clothes made of **pure silk, loom made towels, charkha (traditional spinning wheel) made towels, baskets**



including those used for fishing traditionally, wind chimes and teak wood panels that can be used as decoratives. There were some big products as well, like foldable beds and tables.

Among artisan welfare organisations, The North Eastern Handloom and Handicrafts Development Corporation, Assam, with a display of **purely handmade bags and products of daily utility,** hand embellished apparel as well as cane & bamboo furniture, was represented by Dimpy who shared that they work with over 1000 artisans and their products are exported to Singapore, Malaysia and Sri Lanka. ■