

CONCEPT NOTE

FOR

**HANDICRAFTS SECTOR ORIENTED
SKILL DEVELOPMENT / TRAINING
PROGRAMMES**

FOR

**HANDICRAFT ARTISANS /
CRAFTPERSONS / SKILLED
WORKERS WORKING IN THE
PREMISES OF EXPORTERS /
MANUFACTURERS / HANDICRAFT
EXPORTERS**

AT

IMPORTANT CRAFT CLUSTERS



NATIONAL CENTRE FOR DESIGN & PRODUCT DEVELOPMENT (NCDPD)

(Set up By Ministry of Textiles, Govt. of India)

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Capacity /Skill Development Pogramme for Handicrafts Sector...NCDPD...1

BACKGROUND AND NEED

The Indian Handicrafts sector is not only playing significant role in the country's economy but also providing employment to vast segment of people in rural and semi urban areas. Besides preserving cultural heritage it is also generating valuable foreign exchange as the manufacturing is mainly with the indigenous raw material.

The Handicrafts of India through the ages fascinated the world by its creativity, aesthetics and exquisite craftsmanship. It is highly decentralized activity, handicrafts of India present rich cultural heritage and shining example of using local resources, skills and initiatives. India's handicrafts are almost inexhaustible with infinite variety which has been refined during course of changing history. The cross currents inspire the creative impulse of our craftsmen. Further crafts are results of years of unconscious experiment and evolution; skills inherited and passed over generations from forefathers to sons and grandsons.

The exports of Indian Handicrafts which crossed more than Rs. 17000 Crore in FY 06-07 with an average growth of more than 15 % in last many years started witnessing negative growth in FY 07-08 & FY 08-09. Beside global recession the tough competition from the neighboring countries especially in the areas of Capacity Development/ Skill Development & Design / Product Development is one of the major reasons envisaged for the continuous down fall of the exports of Indian handicrafts.

National Centre for Design & Product Development (NCDPD) in association with Export Promotion Council for Handicrafts (EPCH) is envisaged an plan to undertake comprehensive industry oriented Capacity / Skill Development Programmes at all the imp. Clusters of handicrafts under the aegis of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India due to the following reasons :

- At present there is no formal or informal customized or tailor made skill development or training programmes being conducted for the artisans / manufacturers/ exporters cluster wise and product wise.
- The need is being felt since long to institutionalize the training / skill development in the handicraft sector an on going process with an objective to equip the existing manpower with latest know how in all the areas which have become a statutory requirement for the overseas customers as well as the niche Indian Retail sector.
- Till date no specialized HRD courses being run by any of the institutions which have direct linkage with the industry in the handicraft sector.
- None of the institutions in the country have specialized courses which are related to the handicraft sector are either purely practical or theoretical or run by ITI type of the institutions in any of the craft pockets such as carpentry school, woodworking Institute or Metal working Institute or Tool Making Centre etc.

- Due to the non existence/ absence of any industry linked customized courses through institution the handicraft sector could not able to grow and compete with other South East Asian countries which have sector specific specialized training courses and have linkages with the industry so once they are trained the industry can absorb them.

- Due to the continuous advancement of the technologies, of the manufacturing process , finishes, raw material the handicraft sector in India could not able to take a further step as compared to other South east Countries.

- There is also no specialized institution in India to work as an umbrella organization for imparting specialized and industry oriented trainings both short term and long term.

- The proposed skill development and customized training programmes is a step in this direction

OBJECTIVES

The basic objective for implementation of this project titled “Human Resource Development of Artisans and Craftsman” is to upgrade the existing skill as well as to add the additional skills to Handicrafts artisans through specialized industry oriented Training Program etc.

Handicrafts artisans / manufacturers/ exporters shall get the benefits of exposure/interaction with the experts in the vivid areas in the related fields.

Further the handicraft sector due to concentration in the clusters always have disadvantage of the latest advancements and the proposed effort would able to provide a fill up .

The courses shall inter- alia shall be conducted through industry experts and more a practical driven then a Management type of the courses.

The other objective is to bring change in the mind set to overcome the resistance to change because of lack of knowledge.

Capacity Development and Up-gradation of skills of Artisans / Craftsperson was one of the major recommendations of the Stakeholders meet organized by the O/o Development Commissioner for the feedback from the artisans/ craftsperson/ SHGs for the integrated development of the Handicrafts sector.

NCDPD was entrusted with the responsibilities of providing training to the artisans / craftspeople by up-gradating the existing skills and adding the additional inputs in design and products development as per the market needs, trends and Forecasts.

Capacity development has been envisaged to provide training to the potential entrepreneurs and manufacturers by organizing training programmes to educate and create an environment conducive to the technology development programmes, design workshops.

The basic objectives are also briefly narrated as follows:

- Building-up workforce of new budding entrepreneurs/ artisans
- Awareness about the new design and adaptation methods with the services of experienced designers
- Creation of skilled and trained workforce
- Focused training programs targeted to the development of skills at par with the best available in the world.
- Industry oriented and industry linked programmes instead of class room training

In view of the foregoing paragraphs the, NCDPD has taken up the challenge to organize the customized industry focus, cluster and product oriented Human resource development programmes to built up a strong workforce and to create an awareness among the entrepreneurs about the new concepts of the designing, product development, etc. so as to enhance the capacity of the Craftspeople, Master craftspeople, new entrepreneurs etc.

The following clusters have been identified for the training and skill development of artisans / craftsmen and exporters.

DETAILS OF IDENTIFIED CLUSTERS

S.NO	NAME OF CRAFT CLUSTER	MAJOR CRAFTS	NO OF ARTISANS / CRAFTSPERSON/ PRODUCER 2009-10	NO. OF TRAINING PROGRAMME	NO. OF TRAINING DAYS
1	Agra	Leather Accessories. Stone Carving Handicrafts	500	25	125
2	Firozabad	Glass handicrafts	500	25	125
3	Saharanpur	Wood handicrafts	1000	50	250
4&5	Delhi / Khurja	Christmas Decoration Home Textiles, Home Furnishings	800	40	200
6	Jodhpur	Wood handicrafts	600	30	150
7	Jaipur	Ceramic, Hand printing Textile handicrafts	600	30	150
		TOTAL	4000	200	1000

DRAFT COURSE CURRICULUM

MARKETING/EDP - 1 DAY

10am-11.30am	11.30am-11.45am	11.45am-1.15pm	1.15pm-2pm	2pm-3.30pm	3.30pm-3.45pm	3.45pm-5.15pm
How to become a successful Entrepreneur	<i>Tea break</i>	Setting up an Exports Business	<i>Lunch</i>	Selection of buyers/markets/products Export Marketing	<i>Tea Break</i>	Entering a contract/Payments/Inco terms/Realizations/Remittances

TRADE SHOW PARTICIPATION AND PACKAGING - 1 DAY

10am-11.30am	11.30am-11.45am	11.45am-1.15pm	1.15pm-2pm	2pm-3.30pm	3.30pm-3.45pm	3.45pm-5.15pm
Benefits/Incentives to Exporters/Credit Financing	<i>Tea break</i>	Product Pricing and Merchandising	<i>Lunch</i>	Trade Shows and participation Export marketing	<i>Tea Break</i>	Packaging materials, Standardizations and requirements

IMPROVED MANUFACTURING TECHNOLOGY / IMPROVED TOOLS AND EQUIPMENT - 1 DAY

10am-11.30am	11.30am-11.45am	11.45am-1.15pm	1.15pm-2pm	2pm-3.30pm	3.30pm-3.45pm	3.45pm-5.15pm
Need for Up gradation in Manufacturing technologies and innovations	<i>Tea break</i>	Usage of Improved Tools for quality production and timely delivery	<i>Lunch</i>	Practical Demonstration for New Finishes, Quality Raw Materials	<i>Tea Break</i>	Samples & prototype Development & Supply Chain Management

PRODUCT DEVELOPMENT AND DESIGN - 1 DAY

10am-11.30am	11.30am-11.45am	11.45am-1.15pm	1.15pm-2pm	2pm-3.30pm	3.30pm-3.45pm	3.45pm-5.15pm
International Product Categories	<i>Tea break</i>	Product Development Methodology	<i>Lunch</i>	Color, Product, Market, and Consumer Trends	<i>Tea Break</i>	Product Development Methodology International Product Standards

TESTING, QUALITY AND STANDARDIZATION - 1 DAY

10am-11.30am	11.30am-11.45am	11.45am-1.15pm	1.15pm-2pm	2pm-3.30pm	3.30pm-3.45pm	3.45pm-5.15pm
Testing /Quality control	<i>Tea break</i>	Factory Compliance and standards	<i>Lunch</i>	Work conditions and health hazards	<i>Tea Break</i>	ISO, Standardizations

PROPOSED FACULTY

The training sessions will be conducted by renowned experts and consultants in the industry. The faculty will be headed by a panel of experts who will lead and direct the sessions in the 7 locations. National and internationally renowned consultants and experts will form the faculty for the training programmes.

Highly qualified and experienced faculty from reputed institutions will form the panel of experts:

- Indian Institute of Foreign Trade (IIFT)
- National Institute of Fashion Technology (NIFT)
- Pearl Academy of Fashion
- Ministry of MSME
- National Bank for Agriculture and Rural Development (NABARD)
- Retailers Association of India (RAI)
- Small Industries Development Bank of India (SIDBI)
- UP Export Promotion Bureau (UPEPB)
- UP Trade Promotion Authority (UPTPA)
- Fair Trade Forum – India
- Trade and Industry

Following consultants and experts of the trade and industry are being contacted to be part and partners in the programme :

- Reputed Buying Agencies for overseas Buyers requirement
- TUV Rheinland, Germany for testing and compliances
- HBR consultants, Bangalore for technical advancements
- Leitz, Germany for improved tools and equipment
- EPC's and other trade promotion organizations for Marketing
- National Small Industries Corporation (NSIC), Delhi
- Apparel Training and Design Centre (ATDC), Delhi
- Other synergy organizations.
