



ARTISAN TO ARTISAN DESIGN PROGRAM

An Initiative to collaborate to increase capacity

ABSTRACT

The goal of the program is to generate sufficient interest and motivation to initiate a design program for the artisan community

KEYWORDS

Ladakh, Design training, Artisans, Carpet weaving

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Overall Project Goal

Artisan-to-Artisan outreach programs generate awareness and motivate artisans less exposed to contemporary markets, to quickly extend the impact of education for artisans. Through this project we aim to develop the project into a fully functioning co-operative for artisans and easing their role as entrepreneurs for the region of Ladakh as an end goal, to ensure sustainability of the program.



Catalyst in motivating the artisans of Changthang in retaining and practicing their age old tradition of carpet weaving



The project aims to start with 10 – 15 artisans of the nomadic tribes of Changthang in Ladakh

Implementing Organization:

Somaiya Kala Vidya

Somaiya Kala Vidya, an institution for traditional artisans of Kutch, India, was founded to build a program in design education into an institution. It combines fifty years' experience of Somaiya Vidyavihar with eight years of design education for artisans of Kutch.

K.J. Somaiya Trust's Somaiya Vidyavihar, Mumbai manages over 30 educational institutions, from elementary level to Ph. D, covering a range of subjects serving over 33,000 students. SKV Founder Director Judy Frater was awarded an Ashoka Fellowship for the concept of design education for artisans in 2003. In her tenure as Director of Kala Raksha Vidhyalaya, she was awarded the Sir Misha Black Medal for Distinguished Service to Design Education, the Crafts Council of India Sanman Award, and the George B. Walter'36 Service to Society Award.

The mission and vision of Somaiya Kala Vidya is to preserve and promote traditions of artisans of Gujarat and particular of Kutch District. Somaiya Kala Vidya intends to bring education that is generally understood as "Higher" or specialized, but which is directly relevant, to people skilled through traditional knowledge. Working through local language and existing traditions, by understanding and drawing from their salient features, the institute raises the value of traditional crafts in India, and the level of competence and of education among the chronically under educated and under privileged.

SKV offers practical, effective design and business education. Aiming for sustainability of craft traditions, its strengths are focus on artisans, sustained input and local orientation. SKV offers year-long courses for artisans based on honouring and incorporating existing traditions. The institution's curricula, schedule, and language of instruction accommodate artisan lifestyles. The education allows students to acquire knowledge and skills that enable them to strengthen traditional identity and successfully reach appropriate new markets.

SKV's core course is Design for Artisans. In 2014, the institute launched two new courses and an outreach program. Business and Management for Artisans, a "post graduate" course for artisan design graduates, is the first business course expressly for artisans. Practical, the course teaches artisans to produce collections as well as an exhibition in Mumbai. Craft Traditions for Non-Artisans aims to raise awareness and value for traditional arts and artisans.

SKV and Kala Raksha Vidyalaya together have empowered close to two hundred artisans and built confidence in them to launch as micro-entrepreneurs, generating livelihoods for the entire region.

Lugu Ladakh is a team of young enthusiastic change-makers working with the carpet weavers of Ladakh. The team has a combined experience of business development, textile design, marketing and branding and a lot of local perspective about Ladakh and the craft sector. They have been working on ground and understanding the requirements of the current project.

Executive Summary:

Lugu Ladakh is a team of young enthusiastic change-makers that works with the carpet weavers of Ladakh to build them into micro entrepreneurs and designers.

Our objective is to rediscover Ladakh's identity through its craft.

Our current carpets come from a settlement of the nomadic tribe 11 km from the Leh city called Kharnakling. The communities here have migrated from Changthang a few decades ago, due to lack of opportunities, climate change, loss of pasture lands. The communities we work with are still looking for ways to connect to their roots. Each artisan weaves their story into the carpet. That is why Lugu is story of Ladakh itself through the eyes of artisans.

Through this project, we want to combine our identification of problem with years of experience of Judy Frater – Founder Director of Somaiya KalaVidya. We aim at developing a different approach towards carpet weaving and the vision of the program is stated below through five points.

- 1) Traditional artisans of the project area have an opportunity to experience the importance of design education and experience the potential of urban markets for their products by working with Artisan Designers of Somaiya Kala Vidya.
- 2) Artisans become capable of developing new designs in carpets appropriate to the target market.
- 3) Artisan Designers have an opportunity to expand their experience by working as a designer/ mentor with the artisans of project area.
- 4) Both groups earn through the sale of the products developed in the project. An additional goal of this project is to learn to take risks and benefit from venturing outside their current situation.
- 5) The overarching objective of this project is to raise the value of the local crafts and artisans' creative design work.

Objectives:

- ***To Preserve generations-old tradition***
 1. Retell the story and the emotion attached to every product that adorns a beautiful household.
 2. Generate livelihoods and instill pride in the artisans
 3. Reduce our carbon footprint and relive the times when we were not against nature but one with them.

- ***To design the best curriculum:***
 1. Lugu Ladakh has collaborated with Somaiya Kalay Vidyalaya which brings forth years of experience in the field of artisan to artisan design training programs. Judy Frater (Founder - Director Somaiya Kala Vidyalaya) will be on the advisory board for the project and Somaiya Kala Vidya the implementing agency. Lugu Ladakh will manage the on-ground operations.

- ***To increase people's participation:*** The nomadic tribes of Changthang and in specific Muth village, with aid from Lugu Ladakh will design the whole project. To bring in community ownership mindset, the following interventions are planned:
 1. To set up a society for Rongo, muth and Anley villages - Nyoma Block - Changthang - Ladakh.
 2. Setting up a committee for this specific project. The committee will take part right from the beginning, i.e., from the initial planning phase till the stage where products are marketed to the World. Lugu Ladakh will assist in setting up the committee and also actively take part in building market linkages and ensuring sustainability of the project.
 3. To train a local manager from the village for monitoring and evaluation of the project. The manager will be the single point of contact between the village and Lugu Ladakh for life long support for the project. The manager will also act as a secretary for the society.

Artisan to Artisan – Phase wise distribution from SKV

***Will be tailored for Lugu Ladakh and its requirements after the first visit – This is a tentative schedule**

Phase 1

Phase 1 entails a minimum of five visits to the project site, and one visit of host artisans to the SKV campus in Kutch. It culminates with an exhibition in a high end venue of an urban metro.

- **The initial visit will include the SKV Founder Director, along with the permanent faculty and the Program Coordinator. The objectives of the initial visit are:**
 - 1) Meeting with the director of the host organization to discuss the project.
 - 2) Interacting with the artisans (potential participants), learning about their tradition and current work, and explaining the whole project and expected outcome. The team will select the participants, and bring some samples to Kutch.
- To begin the project, the selected **participants will visit Kutch. The objective of this visit is for the artisans to** get to know each other's' traditions and craft techniques, team formation, and experiencing the impact that design education has had on craft traditions and livelihoods in Kutch. The teams will brainstorm about product lines and design innovations, make a timeline, and plan for sampling.
- The 1st visit of the Artisan Designers to the project site will support the participants in making new samples based on their traditions. This visit will be for 7 days' maximum. By the close of the visit samples must be completed so that the Artisan Designers can bring the samples back to Kutch.
- The samples will then be reviewed by the Artisan Designers along with domain experts. The Artisan Designers will write down the feedback from the reviewers and will convey the feedback to their respective team members.
- The 2nd **visit of Artisan Designers** will follow the review of the first sampling. In this visit, they will convey the feedback and help the participants with revised sampling. The second round of samples will then be reviewed by an internal jury. If possible both reviews will be done at the participants' location, so that all participants will be able to get direct feedback from the jury members.

- The **3rd visit** of the team will follow the internal jury. During this visit the participants will make a production plan. This visit would be a maximum of 5 days.
- **The 4th visit** will be for production follow-up, helping in costing of the products, and preparation for the exhibition. This would be for a maximum of 3 days.
- To insure that there is low financial risk for both groups, the sampling for the 1st phase will be subsidized, and an interest-free loan will be given to the participants as well as the Artisan Designers. The participants will receive a modest stipend during the visits. The goal is for everyone to be able to recover their loans and in addition earn profits and gain motivation from the sales at the exhibition. After the exhibition there will be a short analysis workshop to understand the profit, loss and inventory status. The 1st phase of the project will end following the analysis workshop. During the workshop there will be an open discussion about next phase plan.

Phase 2

Phase 2 entails a minimum of four visits to the project site. It culminates with an exhibition in a high end venue of an urban metro. Two design courses will be held on site: These will be scheduled to enable and support procurement of raw materials and sampling. The schedule should take into account a minimum of 3 months for production.

- Following the sales analysis workshop and discussion, a venue will be booked for the second exhibition. The first design course, Colour, will be held on site. Following the first class, there will be a 2-day production management class. In that class the artisans will make a production plan for the upcoming exhibition, and raw materials will be ordered.
- When materials have been procured, the second course, Basic Design, will be held. In this course, layouts for sampling will be made and sampling begun.
- In between the Program Coordinator and the permanent faculty or any one of the Artisan Designers will visit the project site to check on production and will have a session on costing of the products for the outreach exhibition.
- Following the exhibition, there will be a sales analysis class and next phase planning session.

Phase 3

Phase 3 entails a minimum of four visits to the project site. It culminates with an exhibition in a high end venue of an urban metro. Two more design courses will be held on site: These will be scheduled to enable and support procurement of raw materials and sampling. The schedule should take into account a minimum of 3 months for production.

- In order to allow ample time for production a course in Market Orientation will be held. The course will include a two or three-day field trip to the nearest urban metro. During this course, colours for the next exhibition will be chosen and following it raw materials will be ordered.
- Soon after the materials are procured and sampling has begun, the final course in Presentation will be held. In this course, additional inputs in production management will be included.
- Following the exhibition, a sales analysis workshop will be held. This will include creating a long term vision and business plan.
- At this juncture, the project will be officially terminated. Offline support will be ongoing in the form of providing sales channel contacts, exhibition news, providing sales opportunities in Design Craft and communicating other important and relevant news.
- Participants will be invited to the annual SKV convocation and fashion show in Kutch after completing the course and SKV will give them a certificate. They will also be able to showcase their work in the fashion show.
- The participants of the project will be able to sell their products to Design Craft also after successfully completing the 1st year 's exhibition.

Outcomes:

1st Phase	2nd Phase	3rd Phase
<ul style="list-style-type: none">• The Participants will be confident and motivated to work in this new initiative.• They will be able to experience a high end market.• They will be able to interact directly with customers and get direct feedback on their work.• Will be confident enough to think bigger and take risks.• They will learn the basics about exhibition planning, production planning, costing and analysis of sales.• A sale in exhibition and in Design craft.• Value for their own creative work. • The annual income will be increased.	<ul style="list-style-type: none">• The participants will learn about color and basic• principles of design that they can incorporate into new collections.• They will have a fair idea about production plan, costing , exhibition planning, and sales analysis .• Direct feedback from customers in the exhibition and incorporate the feedback into new collections.• A good sale in the exhibition and design craft.• Learn about other sales channels.• The income will be increased.	<ul style="list-style-type: none">• They will have a clear idea about different types of market and peoples' choices.• They will learn about display and how to describe their works to the customers.• They will be able to make their own production and exhibition plan and they will be able to analyse their sales.• They will be able to make a brief business plan.• Will be able to take part in various exhibitions.• Their income level will be increased.

Project Deliverables and Impact:

- To ensure education is imparted for the first batch of artisan – designers from Ladakh region. We are targeting a group of 10-15 artisans from the villages of Muth, Rongo and Hanley from the Changthang region.
- To start a co-operative under the name of Lugu Ladakh including the team and the artisan designers from the Changthang region
- To organize exhibitions in Leh town and Delhi to increase product visibility and instill confidence and pride in artisan designers (Lugu Ladakh envisions to build entrepreneurs and focus on their independency and sustainability)
- To build a website for the artisans to act both as a promotion (Storytelling) and a marketing outlet.
- To assess the increase in income through the three phases of implementation and also document the changes in design and effective nature of the design education.
- Establishment of a craft center for promotion and marketing of the craft (First of its kind in Ladakh)

Work done so far – Lugu Ladakh

- We have collaborated with artisan groups in Changthang and Choglamsar in Ladakh
- We have set up a zero-inventory model for the sale of already existing carpets to validate our market
- We have sold eight carpets at a price of INR 15,000 each and have got customer feedback on design, quality and value of our product.
- Worked on the back strap looms with the artisans to understand the process and inculcate design accordingly.
- Worked on building B2B market linkages to help us sell the designed carpets in talks with Gaatha.com, Jaypore, Individual boutiques stores in Delhi and Punjab.
- Organized an exhibition in the hemis festival to raise awareness of the product

Project Budget – Pilot and Phase -1 implementation

Total Project Cost in INR	20,00,000
Grant Amount Request in INR	20,00,000

Applicant Name	Lugu Ladakh		
Project Title	Artisan to Artisan Design Program		
Project Expenses		Lugu Ladakh	Cost Share
	Total Cost	Amount Requested	Organization/EC
1. Marketing & Promotion			
Video/Photography and	30,000	30,000	-
Campaign Management	-	-	-
2. Project Cost			
Need Assessment	25,000	25,000	
Curriculum Development and execution	4,40,000	4,40,000	-
Workmanship of 3 months during sampling	75,000	75,000	-
Production Loan for artisans	4,50,000	4,50,000	-
Consultant Payments	1,80,000	1,80,000	-
Contingency	50,000	50,000	
Transportation and Logistics local	1,50,000	1,50,000	
Evaluation Class - External	50,000	50,000	-
Exhibiton Cost	1,50,000	1,50,000	-
3. Monitoring & Evaluation Cost			
for three years	2,00,000	2,00,000	-
4. Administration			
10% of the grant	2,00,000	2,00,000	-
			-
			-
		Total Cost Share	
Total Amount Requested		₹20,00,000	
Total Project Cost	₹20,00,000		

Core Team - Implementing

Name: Juhi Lakhwani

Education: B.Des, (Industrial Art and Design Practices) , Textile Design, PGP Entrepreneurial Leadership – Ladakh

Work Experience: Worked with tribal weavers' community in Koraput, Odisha, Uravu Bamboo Organization in Waynad. Interned with an export house in Bengaluru and a peer to peer market place called Worldartcommunity.com in Delhi.

Responsibility: Design and Operation

Name: Nishit Sangomla

Education: B.Tech, Chemical Engineering, NIT Trichy, PGP Entrepreneurial Leadership – Ladakh

Work Experience: He has a total work experience of three years. in the handicraft sector. He formerly was Program Manager for the social enterprise Hatheli Sansthan, a society under the NGO Barefoot College (SWRC Tiloniya). He is currently also the (Director in Training) at Somaiya Kala Vidya

Responsibility: Administration and Business Development

Name: Mirza Shoaib

Education: MBA, Kashmir University, PGP Entrepreneurial Leadership – Ladakh

Work Experience: His area of focus has been Marketing. He has worked in the field of marketing and market research. Having worked with Kashmiri handicrafts he has developed a good knowledge about the Handicrafts.

Responsibility: Marketing

Name: Jigmet Tsering

Education: B. Com, Punjab University, PGP Entrepreneurial Leadership – Ladakh

Work Experience: His area of focus has been community mobilization and development. Tsering belongs to the Chang-Pa tribe that the Lugu Ladakh team is currently working with and has in depth knowledge of the tradition and also the tribe.

Responsibility: Community Mobilization