



HANDICRAFTS AND CARPET SECTOR



PSS CENTRAL INSTITUTE OF VOCATION EDUCATION

(A constituent Unit of National Council of Educational Research and Training, under Ministry of Education, Government of India), Shyamla Hills, Bhopal – 462002 (M.P.)

www.psscive.ac.in

FLIPBOOK

HANDICRAFTS AND CARPET SECTOR

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FOREWORD

The PSS Central Institute of Vocational Education (PSSCIVE), a constituent unit of National Council of Educational Research and Training (NCERT), which is under Ministry of Education, Government of India has a mandate to promote Research, Development, Training and Extension for effective implementation of vocationalisation of education in schools.

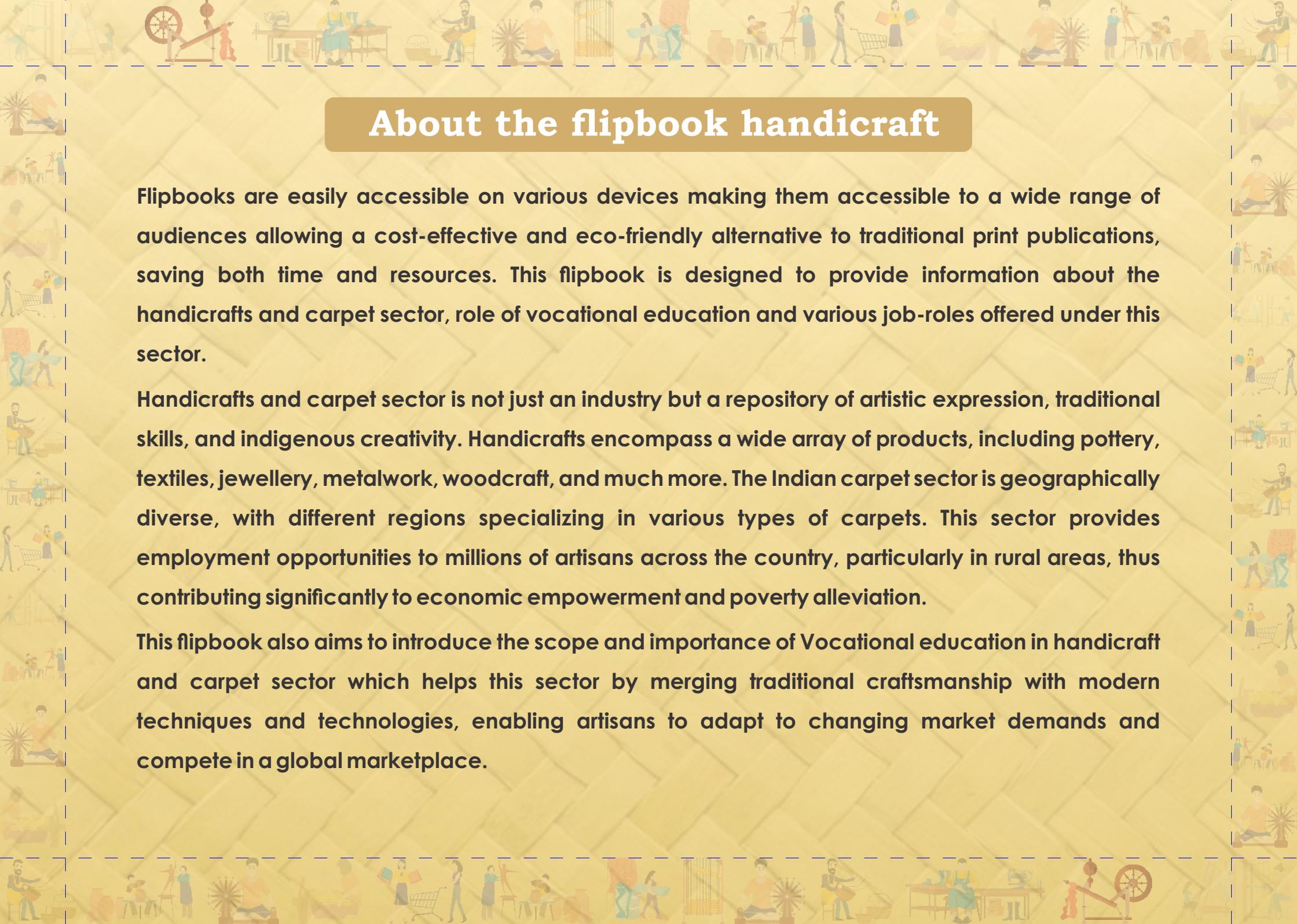
The National Educational Policy (NEP) 2020 has given special emphasis on vocational education through integration and mainstreaming of vocational education with general education which will help students in acquiring various skills to meet the needs of the industries and to improve the quality of education. In the light of NEP 2020, the PSSCIVE, Bhopal is working to strengthen vocational education and training system for meeting the skill needs of the current and future workforce development of the country.

It is my immense pleasure that the institute has developed a Flipbook (Digital) in the area of Handicrafts and Carpets which is an important area of vocational Education. This Flipbook aims to popularize the Handicraft and Carpet area & creates awareness for the scope, growth avenues & job opportunities under this area. This would also be helpful to orient vocational teachers about the latest technological advancements.

I acknowledge the contribution of the development team, which have supported in the development of this Flipbook. I place on record my appreciation of the untiring efforts put in by Dr. Pinki Khanna, Programme Coordinator, Faculty & Staff of PSSICVE for their efforts in bringing out this documents in this form. The utility of this document could be judged by its users only. The comments and feedback by users will be greatly valued by us and will go a long way in bringing out a revised version at an appropriate time in future.



Dr. Deepak Paliwal
Joint Director,
PSSCIVE, Bhopal

The page features a decorative border with various illustrations of handicraft and carpet-making activities. At the top, there are icons of a spinning wheel, a sewing machine, a person weaving, a person playing a stringed instrument, a person working with a loom, a person with a shopping cart, and a person with a basket. The sides of the page are decorated with vertical strips of similar illustrations, including people working at tables, spinning wheels, and playing instruments. The background has a subtle geometric pattern.

About the flipbook handicraft

Flipbooks are easily accessible on various devices making them accessible to a wide range of audiences allowing a cost-effective and eco-friendly alternative to traditional print publications, saving both time and resources. This flipbook is designed to provide information about the handicrafts and carpet sector, role of vocational education and various job-roles offered under this sector.

Handicrafts and carpet sector is not just an industry but a repository of artistic expression, traditional skills, and indigenous creativity. Handicrafts encompass a wide array of products, including pottery, textiles, jewellery, metalwork, woodcraft, and much more. The Indian carpet sector is geographically diverse, with different regions specializing in various types of carpets. This sector provides employment opportunities to millions of artisans across the country, particularly in rural areas, thus contributing significantly to economic empowerment and poverty alleviation.

This flipbook also aims to introduce the scope and importance of Vocational education in handicraft and carpet sector which helps this sector by merging traditional craftsmanship with modern techniques and technologies, enabling artisans to adapt to changing market demands and compete in a global marketplace.



Handicrafts and Carpet Sector



An Overview

Handicraft and Carpet sector forms the base of the traditional craftsman's industry. Handicrafts are the products developed by manual skills that possesses the creativity of the artisan, and represents cultural beliefs, social symbols and practices. These items provide aesthetic as well as functional utility, and are developed on traditional and contemporary themes. Handicrafts sector represents the rich culture and heritage of our country, and runs along the generations of skilled artisans. Carpet weaving was introduced in India in the 16th century, and Indian carpets are in great demand in international markets. The eco-friendliness, subtle elegance, superb designs, high quality, and vibrant color craftsmanship of India's handmade carpets have earned them an important share of global exports. Indian handmade carpet industry is versatile in nature, equipping variety of procedures and job roles in it.

The country has various handicraft clusters which gives employment to many artisans and offering over 35,000 products. Most of the manufacturing units are in rural and small towns.

The handicraft and carpet industries of India are playing a major role in the economic development of the country and are making a significant contribution to socio-economic development. Hence, Vocational Education in the Handicrafts and Carpet Sector will play a very important role in new ways of skill development for the future workforce.

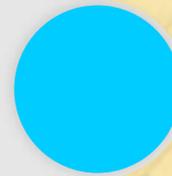
Lets understand Vocational Education

1



What is vocational Education

Modes of Imparting Vocational Education



2

3



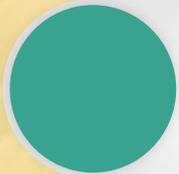
Primary Bodies Involved

Why do we need vocational Education



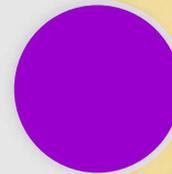
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5



Why do we need vocational education in Handicrafts and Carpet Sector

How are various schemes implemented under Vocational Education



6

7

What are the latest development NEP 2020



The handicrafts and carpet industries prove to be economically important from the business point of view. The important aspects that make it quintessential are:

Low Capital Investment

High Ratio of Value Addition

High potential for export and foreign exchange Earnings

Employment Generation Capacity

What is vocational education?

Vocational education, refers to the subjects or courses, which shall generate inclusion of those practical skills among the students with some basic knowledge, skills and disposition that prepare them to think of becoming skilled workers or entrepreneurs.

Modes of imparting vocational education?

Vocational Education and Training (VET) in India is organized through the formal, informal and non-formal sector. VET delivery occurs in different forms, according to different target groups and the skill needs of the learners.

Primary bodies involved in imparting vocational education?

Amongst the various Ministries, the Ministry of Skill Development and Entrepreneurship (MOSDE) and the Ministry of Education (MOE), Government of India are responsible for the majority of the skill development schemes and programmes. VET provisions made through the schools, colleges and universities come under the purview of the Department of School Education and Literacy and Department of Higher Education of the MoE. The vocational education and training provided through Polytechnics, Industrial Training Institutes, Jan Shikshan Sansthan, National Institute for Entrepreneurship and Small Business Development comes under MOSDE.

Why do we need Vocational Education?

Vocational Education and Training (VET) system is recognised to prepare and develop skilled manpower to meet the growing demands of labour market. VET focuses on specific job roles and imparts practical knowledge and skills, which allow individuals to engage in specific occupational activities. It is not only vital for providing employment opportunities to individuals but also helps in enhancing productivity in industry.

How are various schemes implemented under vocational education?

The vocational subjects were introduced under the revised scheme of vocationalisation of secondary and higher secondary education in 2012, with one job roles across Grades 9 to 12 (4-year pattern). The scheme was subsumed in Samagra Shiksha in 2018, along with Sara Shiksha Abhiyan (SSA) and Rashtriya Madhyamik Shiksha Abhiyan (RMSA).

Latest Developments

There has been increased emphasis on Vocational Education in the National Education Policy 2020 (NEP-2020). The NEP-2020 envisages re-imagining of Vocational Education to provide a due social status and for developing a system for integration of Vocational Education with General Education.

Why do we need Vocational Education in Handicraft Sector

Role of Vocational Education in Handicraft and Carpets



Need of Vocational education in Handicraft and Carpet Sector

Handicraft and carpet Industry has been one of the major parts of India's economic development strategy since independence. Today, this sector occupies a position of strategic importance in the economic structure due to its significant contribution in terms of generating employment, revenue and exports. Vocational education in this sector can be very helpful in the generation of employment, production and economic growth, and can provide very large amounts of sales and exports to our country, as well as the state's economy. Providing new techniques to artisans, arrangement of new schools of design, and creating a large number of training centres in rural as well as urban areas can give a boost to our economy in the future.



History of Indian handicrafts

The word handicrafts are made by two words hand + craft. Hand mean by made of hand or using simple tools in making of any item, and craft mean a unique expression that represent a culture, tradition and the heritage of a country. That mean handicraft is a unique expression by using art on any item.

The history of handicrafts is almost 5000 years old.

Indus valley civilization is the first references to handicraft which had a rich craft tradition as well as a high degree of technical excellence in the field of pottery making store, metal and terracotta, Jewellery, weaving etc. The craftsmen not only created all the local needs items but surplus items also.



History of Indian Carpets

The art of carpet weaving is traditional knowledge and skill, representing the continuity of the age-old Indian heritage and the socio-cultural tradition of weaving communities and thus has given Indian carpets a renowned position in the world.

The magnificence of Indian carpet weaving and the intricate patterns that have emerged from it have substantially increased India's carpet exports and placed it prominently on the international carpet map and thus has made it the largest exporter of handmade carpets in the world.

It was the rulers of the Mughal dynasty who initiated carpet making in India. While the influences and style of Persian art were evident in the first Indian carpets, over time a true Indian tradition developed that led to the creation of refined and visually striking carpets.

Currently, India is ranked first in handmade carpet and other floor coverings production and exports in terms of value and volume. The country produces a wide range of handmade carpets and other floor coverings in low, medium, and high quality. Categories of Indian handwoven carpets include Indo Persian, silk, wool and silk, hand-tufted, Zeigler, and Kilim.



The Indian Proposition

Indian Handicraft industry serves an important role in the development of economy of the rural masses and earns substantial foreign exchange. It provides employment to a vast segment of the craftspeople in rural & semi-urban areas and generates substantial foreign exchange for the country while preserving its cultural heritage. Handicrafts Exporters from India have an edge against its competitors like China, Philippines, etc. who generally produce machine-made products whereas Indian handmade products are more popular all over the world, courtesy, their exclusive designs and talented workmanship.



Commonly exported Indian Handicrafts

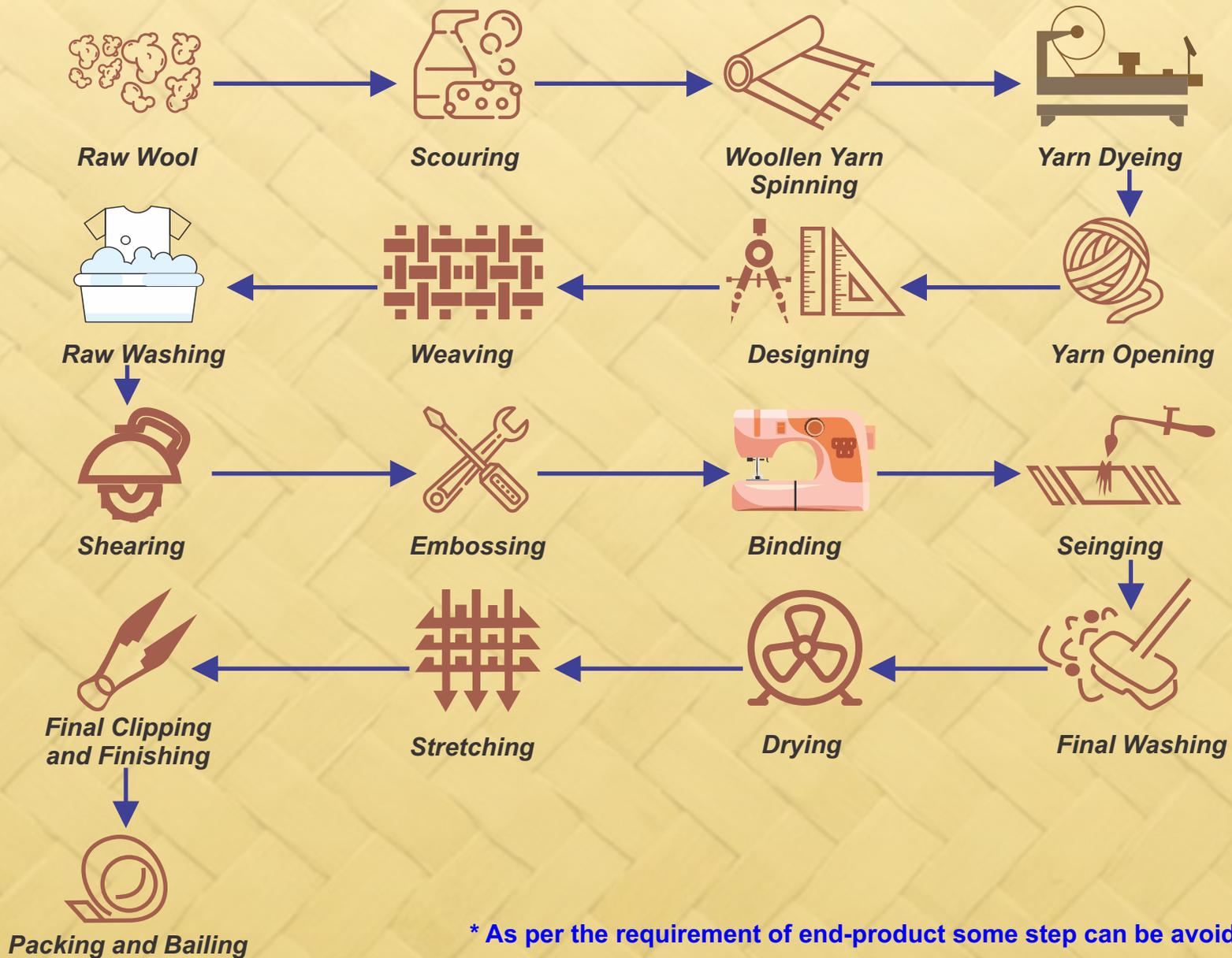


Basic process of construction of Metal Handicrafts



* As per the requirement of end-product some step can be avoided or added.

Basic process of construction of carpets



* As per the requirement of end-product some step can be avoided or added.

STAGES OF MANUFACTURING OF HANDICRAFTS

1

DESIGNING

Designing involves planning of product as per the market or buyer requirements. The raw material requirement for the product is estimated according to the design at this stage.



2

SOURCING

There are variety of handicrafts manufactured, where different products and processes needs different range of raw materials. For instance the wood ware craft would need wood, and bamboo craft would need bamboo as raw material. At this stage of production the estimated raw materials are sourced as per the design. This stage is also considered for collecting reusable waste in case of up cycle products.



3

RAW MATERIAL ASSORTING, CLEANING AND INSPECTION

The sourced raw materials are cleaned and distributed in different departments as per the product design and the role of the artisan.

The collected raw materials are inspected and sorted for their best use. Such as in the jute craft, the long and stronger jute yarns are used for making bags. And shorter yarns are used for making smaller products such as coaster or other items.



4

CONSTRUCTION

After receiving the raw materials, artisans arrange the material as per the design of the products and start the construction.

Various handicraft products equip different pre-processes such as embossing, cleaning, seasoning, outlining, and many other processes to develop the product.



5

STITCHING / ASSEMBLING

The different parts of the product achieved from the previous stage are assembled by stitching or other processes, finally completing the product.



6

FINISHING

At this stage the assembled products are finished, where excess threads and adhesive is removed. Also, cleaning or washing is done along with quality inspection is carried out before packing.



7

PACKING AND SHIPPING

The finished products are packed and shipped at this stage. Final or post-production inspection is carried out before shipping the packed goods.



STAGES OF MANUFACTURING OF CARPET

RAW MATERIAL ACQUISITION



Wool is the major raw material of carpets. As any other fiber, wool is also available in various qualities and types; the required wool fiber is checked for good luster and a high resilient value. In the carpet weaving industry of India, pure organic wools are used, whose quality depends on factors such as animal's breed and diet, local climate, and sheering season. It is either imported or bought from local markets and sorted to remove unwanted particles. Then it is washed and sun-dried for two-three days

SCOURING



The raw wool fiber also contains lot of dust, dirt and sticky oily material called Suint. It is a wax-like material which removed by washing the fiber with caustic. Scouring completely cleans the fibers and making the fibers appropriate for further yarn processing.

WOOLLEN YARNS SPINNING



The fibers accumulated and cleaned in previous stages, are now arranged to form woollen yarns. This stage consists two steps- Carding and Spinning. Carding aligns the fibers in one direction. It is performed by hand by the help of a carding brush or rollers. Then finally the carded wool is spun into yarn using a spinning wheel or charkha

YARN DYEING



Dyeing helps in incorporating colours into the yarns. Mechanical dyeing is performed in closed chambers through standardized methods, using dyes from international manufacturers. Though the initial traditional pot dyeing method has been recently replaced, few artisans still follow this technique. Colourful yarns with high degree of fastness is achieved after it is dried for one to three days the yarns are sun-dried, depending on weather

YARN OPENING OR REELING



While spinning the yarns are continuously collected in a usually larger quantity in form of hanks. These hanks are opened and yarns are separated on different reels in smaller, usable skeins.

DESIGNING



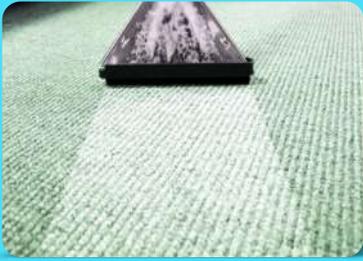
The patterns created on the carpet are crucially curate and developed on the graphs. The graphs help in understanding the placement and the number of knots to be tied, to achieve the design on the carpet. Design is the element which is admired by the viewers and makes the carpet unique. These can vary from small motif specifically placed in any part of the carpet, to an overall design. The design consists in itself, the pattern, its size and choice of the colors. These also help in understanding the origin of the carpet. Initially it was by hand on papers, but today it is done on software. Still, much time is emphasized on the design development stage and refining old traditional patterns

CARPET WEAVING



Once the design is ready, it is provided to weaver for development of the final product. The weaver develops the carpet as per the design on the loom. Since ages, the carpet weaving looms have remained unchanged. It is a horizontal loom with two vertical beams of either wood or metal and two similarly made vertical beams which determine the width of the product woven. Usually cotton yarns are used for warps which are strung between the horizontal beams at a consistent distance and tension. This defines the fineness of the weave.

RAW WASHING



Weaving a carpet takes several days, although time period varies with the intricacies of design. In the mean time, the product tends to accumulate dirt. Hence, raw washing is the first wash to clean the carpet developed. It removes the dirt and any unintentional stains.

SHEARING AND EMBOSSEING



Once the carpet is cleaned and dried, the piles of the fabric are cut to level the overall height by the process of shearing. This followed by the process of embossing, in which the piles of the border of the motif are cut lower than the body of the motif. It is followed to give a good look to the carpet, as the motif seems to be protruding out of the background.

SIDE BINDING



The carpet boundaries are finished by bounding them with a separate thicker thread and often doubled. This provides additional strength to the carpet.

SINGEING



Singeing is the process of burning protruding fibers. And this done on the back side of the carpet to give it a sharp and neat finish.

FINAL WASHING



One final time, the carpet is washed again to achieve the required luster. In traditional set-up it is then dried under sun, while many manufacturers are also equipped with dryers.

STRETCHING AND CLIPPING



After the process of washing, the carpet needs to be stretched to straighten its side and bring it in shape. Then clipping takes the final stage to complete the minute detailing on the carpet.

PACKING AND BAILING



The final product is packed cautiously with required tags consisting care labels and manufacturers details. And further bailed for exports.

Department of Handicrafts and Carpet Sector

Handicrafts and Carpet Sector consist various stages of production which can be divided into different working departments of this sector. These departments further defines the employment opportunities.

Planning and Designing



Merchandising



Sourcing and Sorting



Spinning and Reeling



Weaving



Production



Quality Check



Finishing & Packing



Marketing



Accounts



Administration



JOB ROLES OF HANDICRAFTS AND CARPET SECTOR

The handicrafts and carpet industry is large and crucial to the economy of the nation, as it not only promotes the heritage of the nation, but also uplifts the skills of the nation. It supports the majority of the crafts people in rural and semi-urban areas, while earning significant foreign exchange for the nation. Moreover, handicrafts reflect enormous potential as millions of artisans are engaged in it, across the country. Their skills provide the means for supporting the growing number of new participants in the industry.

The National Skill Council has identified the sector as an employment generating sector for which the vocational training was introduced with the objective to provide skilled and well-trained industry ready experts. NSQF has identified one hundred six job roles in this sector.

In the Handicrafts and Carpet Sector, there are various job roles which one can opt as their profession and enhance their skills. This sector focuses on providing many job opportunities to the budding candidates.



It includes all the jobs which are



Related to Handicrafts like block prints, crochet lace tailor, etc.



Self owned small business like Kohlapuri Chappel maker, Aggarbatti maker, etc.

Carpets

CAD designer for carpets
Carpet final inspector
Capet Weaver
Clipper and Embosser
Designer and Shade Writer
Dyer (Rangsaaz)
Finisher & Latexing Man
Loom Supervisor - Knotted Carpet
Namda Craft Maker
Quality Supervisor (Carpets)
Shade Supervisor
Tufted Weaving Supervisor
Tufting Gun Master
Washer (Carpets)

Ceramics

Assistant Ceramics and Terracota Toy Maker
Ceramics and Terracota Toy Maker
Sketching and Painting Artisan (Ceramics)
Ceramics Preparation Artisan
Floor Supervisor (Ceramics)
Lab Assistant (Ceramics)
Material Preparation Worker
Modeller (Ceramics)
Quality Check Technician (Ceramics)

Paper Mache

Fitter and Rubbing Operator
Lacquerer (Paper Mache)
Paint Line Operator (Paper Mache)
Paper Mache Art Designer
Paper Mache Art Promoter
Paper Mache Craft Specialist
Paper Mache Art Products Artisan
Sakhta Saaz Kharadi

Hand Crocheted Textiles

Crocheted Lace- Supervisor
Crocheted Lace Tailor
Hand Crocheted Lace Maker

Handcrafted Textile

Applique Artisan
Block Print Supervisor
Hand Block Printer
Jute Handloom Weaver
Jute Products Artisan
Jute Products Stitching Operator
Jute Screen Printer
Jute Yarn Hank Dyer
Master Hand Embroiderer
Traditional Hand Embroiderer

Stone Craft

Carving Artisan
Design Marker - Stonecraft
Inlay Artisan
Quality Checker - Stonecraft
Stone Preparation Artisan

Woodware

Seasoning and Chemical Treatment Assistant Woodware
Assembly Machine Operator (Woodware)
Designer (Woodware Products)
Engraving/ Carving/ Etching Assistant
Finisher (Woodware)
Lacquerer (Woodware)
Assistant Wooden Toy Maker
Wooden Toy Maker Artisan

Handcrafted Bamboo

Bamboo Work Artisan

Handicrafts (Agarbatti)

Agarbatti Maker
Automatic Stick Making M/C Operator

Fashion Jewellery

Product Maker (Fashion Jewellery)
Stringing/Beading Assembler (Fashion Jewellery)
Quality Checker (Fashion Jewellery)

Glassware

Abrasion & Grinding Machine Operator
Decorative Cutter
Decorative Painter (Glassware)
Glass Blowing Operator
Silver Coating Technician
Glass Toy Maker - Artisan

Handicraft Products

Natural Fiber Maker
Puppet Maker - Artisan
Traditional Painting Maker - Artisan
Up-Cycling Scraps and E-Waste Artisan
Kohlapur Chappal Maker
Merchandiser

Metalware

Engraving and Stamping Artisan
Acid Cleaner
Casting Operator (Metal Handicrafts)
Cutting and Threading Operator
Embossing Artisan (Metalware)
Etching Artisan (Metalware)
Inlay Artisan (Metalware)
Painter (Metal Handicrafts)
Planishing Artisan (Metalware)
Polisher (Metalware)

Leatherware

Lather Toy Maker - Artisan

Job Roles Related to Carpet Industry

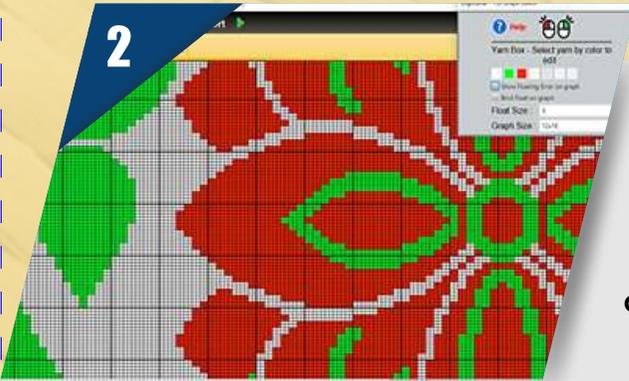
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Dyer (Rangsaaz)

The Dyer is responsible for dyeing yarn of various chemical origins such as cotton, viscose, wool, silk and other synthetic materials either with traditional or modern methods. Dyeing is carried out with minute automation with specially developed hank dyeing machines. The dyed materials are expected to match with standard shades for hue, tone and also conform to requirements for desired level of fastness.

2



CAD Designer for Carpets

The CAD designer has the responsibility to create or produce design with the aid of Auto CAD as per repeat and carpet size, and quality. This task initiates with design research on relevant trends, analysis of customer motifs and operation of CAD to create new and similar designs based on inputs and motifs.

3



Designer and Shade Writer

The designer and shade writer is a job role in weaving department. The responsibility of shade writer is to provide technical and comprehensive information on to the design map which is crucial for developing the design. The information includes color, count, material and other relevant information about the threads to be used for knotting and tufting of carpet body as well as border. It also communicates about the tuft density and knots/inch² and other factors that defines the required quality of the product. Further, communicating the information to the weaver to develop product as per the design, repeat and carpet size and quality is the role of the designer.

4



Shade Supervisor

The responsibility of the Shade Supervisor is to ensure knotted and tufted carpets are made as per specified design with correct selection of shade for knotting and tufting while weaving the design.

5



Carpet Weaver

Carpet weaving can be carried out using different methods/procedures like tufted weaving using a tufting gun, knotted weaving using the loom, and weaving with handloom to provide the required weaved product with desired quality. Here, a carpet weaver plays a role and interacts with the supervisor while coordinating with colleagues within and outside the department and include inputs on PWD& Gender Sensitization report and a c c o m p l i s h e s the product.

6



Tufted Weaving Supervisor

The Tufted Weaving Supervisor is a job role to ensure production of tufted carpets as per specified quality and productivity level while maintaining cohesive team of Tufting gun operators performing with commitment. Order, safety and security of workplace and working in compliance with organization policies and practices are also the responsibilities of Tufted Weaving Supervisor.

7

Tufting Gun Master

The Tufting Gun Master is commonly called as Mistree who attends to the breakdown maintenance of the equipment as well as operates tufting gun as skilled operator. Also, the maintenance of tufting guns and correcting the faults to improvise functionality and flexibility of the equipment, are the responsibilities of the Tufting Gun Master.

8

Loom Supervisor – Knotted Carpet

The loom supervisor is a job role in the weaving department and the responsibility of the Loom supervisor is to ensure production of knotted carpets as per specified quality and productivity level in prescribed time frames while maintaining cohesive team of weavers performing with commitment. The supervisor also needs to ensure keeping in order the safety and security of workplace and working in compliance with organization policies and practices.

9

Washer (Carpets)

As the final step, carpet is washed to remove excess dirt and color, and to make the carpet softer. The Washer is responsible for washing the carpet by applying chemicals and cleansing agents with scraper.

10



Clipper and Embosser

The job role of a clipper and embosser carries out responsible for clipping and cutting the loops in order to create an engraved appearance of the design on the carpet.

11



Carpet Final Inspector

In this job role, the Carpet Final Inspector performs physical checks to ensure compliance to buyers' requirements. This is to ensure that carpet is free from any technical defects and fulfills the buyers' quality requirements.

12



Finisher (Carpets)

The responsibility of the finisher is to remove the dust particles, chemicals and unnecessary yarn particles which would have accumulated subsequent to tufting, drying, embossing and latexing. Further application of third backing cloth and tape to strengthen and decorate the edges ensuring 100% compliance and adherence to quality standards and coordination with other team members are the duties of the finisher.

13



Latexing Man (Carpets)

Latex is an emulsion of mixture based on various synthetic and natural composition of inorganic compounds. The Latexing man spreads latex uniformly on the reverse of the carpet, to fix the third backing firmly and smoothly on to the carpet adding strength, removes protection against damages and enhances the look.

14



Namda Craft Maker

Namda carpet making incorporates felting, the pattern created have to be felted into Namda fiber itself. It consist of two processes, first a pattern is made on the grass or jute mat, and then surfaced with evenly spread wool with the help of a broom, locally called manzyem. It is followed by sprinkling soap water and rolling the mat. On untying, the colorful namda pattern is revealed. This process is carried out by the Namda Carpet Maker.

15



Quality Supervisor (Carpets)

The role of the Quality supervisor is to ensure quality control throughout the production process. Right from the raw material to finished carpet, inspection is done to secure production according to the defined plan and quality requirements. In a carpet manufacturing unit starting from raw material procurement, inspection and testing, in-process inspection and testing to final inspection is assured.

Job Roles Related to Ceramics

ASSISTANT CERAMICS AND TERRACOTTA TOY MAKER

01

This job role of the Assistant Ceramics and Terracotta Toy Maker is to assist senior in various processes of mixing raw material, molding, shaping, baking, coloring the toy as per standard procedures, as per standard procedures.



CERAMICS AND TERRACOTTA TOY MAKER

02

This job role is associated with the production of toy which involves processes of mixing various raw materials as per the required quality, mold making shaping, baking and coloring toys to make a final ceramic toy products as per standard procedures and check toy quality and productivity standards.



CERAMICS PREPARATION ARTISAN

03

The job role of Ceramics Preparation Artisan is to prepare ceramic mixture in various steps and various methods to make final prepared ceramic products for further processes.



FLOOR SUPERVISOR (CERAMICS)

04

The responsibility of the Floor Supervisor is to manage and monitor the overall production process of all the departments of the production floor and continuously inspecting the products for quality in the production cycle. The supervisor should have the understanding of the production schedule and ensure compliant processes while managing human resources and assuring quality and production standards.



LAB ASSISTANT (CERAMICS)

05

The Lab Assistant understands the incoming materials, tests it for defects and determines acceptance parameters. As per the parameters the raw materials is accepted, test results are recorded, and sampling plan is recorded and reported.



MATERIAL PREPARATION WORKER

06

The Material Preparation Worker is responsible for filtering out the unwanted particles from the grounded raw material using the iron sieve for further processing.



MODELLER (CERAMICS)

07

Based on market cues, the Modeller creates a master model with a desired design that will be further used for creating product lines.



QUALITY CHECK TECHNICIAN (CERAMICS)

08

The Quality Check Technician at the job receives and checks the product against the predefined quality parameters. Random samples are selected and inspected from various product lines and checked for conformity to the predefined quality parameters.



SKETCHING AND PAINTING ARTISAN (CERAMICS)

09

Sketching and Painting is the final step of production for ceramics. Based on the model/design provided, the operator sketches the outline and colors the same to have colourful and attractive designs on the ceramic products while ensuring quality and production standards.



Job Roles Related to Paper Mache

PAPER MACHE ART PROMOTER

1



Paper mache Art Promoter plays major role right from the process beginning with strategic planning for order booking to final shipment. The span of tasks for Paper mache Art Promoter involves getting the right merchandise, in the right place, at the right time, in the right quantities at the right price. A Paper mache Art Promoter performs in a fast pace environment full of challenges and unpredictability. He is thus expected to adapt to changes quickly and respond rationally. He is expected to think critically and work well under pressure. He/she needs to have excellent communication skills, be a good team player and have interest and predilection analyzing data.

2

SAKHTA SAAZ KHARADI

The sakhta maker is responsible for making sakhta out of paper pulp passing through various stages of preparation beginning from paper cutting, paper soaking, to putting the pulp on suitable material shape former etc. The Sakhta maker should be hard working with flair for creating innovative designs as per buyer's sample and/or self intuition. He should be keen, patient and having some knowledge of materials. The Sakhta maker should be hard working with flair for creating innovative designs as per buyer's sample and/or self intuition. He should be keen, patient and having some knowledge of materials.



PAPER MACHE PRODUCTS ARTISAN

3

The Paper Mache Products Artisan is responsible for making sakhta out of paper pulp passing through various stages of preparation beginning from paper cutting, paper soaking etc. The Sakhta maker should be hard smart working with a flair for creating innovative designs as per buyer's samples and/or self intuition. He should be keen, patient, having some knowledge of the material, and having steady hands.



4

PAPER MACHE CRAFT SPECIALIST

The span of job for a paper mache craft specialist involves market study, perceiving trends underline, predict and forecast trends setting in for the product, identify theme and based on theme and forecast, develop designs for broad range of paper mache products in relation to the theme. He/she should have flair for art and drawings, have basic knowledge of various geometrical figures, should possess communication skills. He should have good understanding of colours in relation to national and international buyer communities. He should be highly imaginative, creative, analytic and man of voracious readings and keen listener too.



5

PAPER MACHE ART DESIGNER

The Paper Mache Art designer is a job role belonging to designing section. The responsibility of designer is to create or produce design on suitable paper as per motif and then transforming design onto wooden base by cutting, joining and finishing. He/she should have flair for art and drawings. He/she should be patient for strenuous long hours of working. He should be highly imaginative, creative, analytic and man of voracious readings and keen listener too. He/she should have good colour sense and versed with recent trends and diverse tastes and preferences across national and global customer base.



6

FITTER AND RUBBING OPERATOR



The Fitter and rubbing operator is responsible for creating wooden frame through various stages of wood cutting, polishing, joining and assembling which is subsequently embellished with artistic handiworks of paper mache. The fitter is thus expected to be skilled carpenter well aware of configuration and size of the frame so as to be suitable for subsequent work of paper mache over them. He is responsible for making suitable solutions out of various ingredients in defined proportion and applying the same to sakhta prepared by sakhtasaz and subsequent process of polishing to impart a smoother looks to the surface.

7

LACQUERER (PAPER MACHE)

The Lacquerer (Paper Mache) is responsible for improvising the surface of painted paper mache objects with application of lacquer to add shine and enhance look. He should be capable of preparation suitable concentration of lacquer out of lacquer available in the market. The lacquerer should have creativity with flair for sketch and design. He should be keen, vigilant, good eyesight, patient, investigative and good knowledge of Materials. He should have keen interest on learnings.



8

PAINT LINE OPERATOR (PAPER MACHE)



The Paint Line Operator is responsible for painting papermache objects with different shades of colour as per requirement. He should be capable of making appropriate colour combinations with the shades available in the market. The Brushing is responsible for applying paints as per design requirement of final pieces required by buyer

Job Role Related to Hand Crocheted Textiles

CROCHET LACE-TAILOR

The Crochet Lace Tailor is responsible for developing crochet lace products as per the given specifications by the buyer. A crochet lace tailor should be able to perform basic cutting and stitching operations for developing crochet products of different designs as per quality standards. This job requires the individual to have knowledge of measurements, sewing and finishing for making quality crochet lace products.



CROCHET LACE- SUPERVISOR

The job role of the Crochet Lace - Supervisor is responsible for making the samples of crochet lace products according to the requirements and specifications given by the client/ designer. The supervisor should be able to crochet the sample, detail out instructions for production and make the master pattern of the sample for production with different designs and yarns. This job requires the individual to have knowledge of crochet lace making, raw materials and the techniques used for making crochet lace products.



HAND CROCHET LACE MAKER

The Hand Crochet Lace Maker is responsible for crocheting lace components, in which different kind of crochets are made using different yarns as per the given specifications. This job requires the individual to have knowledge of crochet lace making raw materials used for making apparel, accessories and furnishing products and the techniques used for the same.



Job Roles Related to Handcrafted Textile

Traditional Hand Embroiderer

The Traditional Hand Embroiderer embroiders various types of designs on fabric by hand, using different types of needle, thread, and stitch types. The Traditional Hand Embroiderer should have the skill to embroider stitches typical to the traditional repertoire on different types of fabrics as per specifications/ design details provided.



Master Hand Embroiderer

The Master Hand Embroiderer embroiders the samples for production as per the specifications and is responsible for assessing and considering client brief / specifications for production and supervise the production by coordinating with the Hand Embroiderers for timely delivery of order.





Hand Block Printer

A Hand Block Printer prints on the fabric and other materials by stamping carved blocks, by hand, to print in different colours and layouts as per given specifications. The job role requires the Hand Block Printer to have the skill to prepare the printing table and blocks along with the skill to place and apply the blocks with a stable hand.

Block Print Supervisor

A Block Print Supervisor supervises the entire process of block printing, both for sampling as well as production, according to the requirements. The duties include the ability of matching color of the printing paste, preparation of fabric and blocks, block printing and post printing processes. The job requires the Block Print Supervisor to have an understanding of printing designs/ layouts to produce suitable outcomes.



JUTE PRODUCTS ARTISAN

01

Production of diversified jute products of definite shapes and sizes as per sale advice or market demand is the responsibility of the Jute Products Artisan. Knowledge of quality jute crafted product as per customer's given standards is essential.

JUTE YARN HANK DYER

02

The Jute Yarn Hank Dyer dyes yarns in different grades of jute fibers in colours and lusters, either with traditional methods or automatic hank dyeing operations in accordance to standard shades for hue and tone and conform to requirements for desired level of fastness.

JUTE HANDLOOM WEAVER

03

A Jute Handloom weaver has the responsibility to produce good quality of jute cloth efficiently with the knowledge of weavers knot, wastage reduction and basic care and maintenance of weaving machines.

JUTE PRODUCTS STITCHING OPERATOR

04

The job role of Jute Product Stitching Operator is to develop products of definite shape and size by sewing two open ends of cut fabric pieces according to the sale requirements and product specifications. The operator should also know how to stitch diversified fancy jute products like bags, home furnishings, etc.

JUTE SCREEN PRINTER

05

The Jute Screen Printer job role is preparation of screens, printing paste and applying that printing paste through screens of specific designs. He is also responsible for printing Jute fabric as per specific design without damaging either fabric or screen. He/She should know how to print without any print defect or design distortion.

APPLIQUE ARTISAN

06

An Applique Artisan creates different patterns and designs by tracing, cutting and attaching/ applying fabric pieces of different shapes on a base fabric, using hand needle and thread, stitching techniques to make forms & shapes. Artisan should possess skills to use different stitches and make the applique design as per requirement.

Job Roles Related to Stonecraft



DESIGN MARKER – STONECRAFT

The individual at work is responsible for allocating work to subordinates workers training them instructing about the job to be performed every day checking quality of their output and then drawing the product design on the stone for further processing. The job requires the individual to have: the ability to manage a process driven team, lots of patience, good near vision, eye-hand coordination, manual dexterity, finger dexterity, good observational ability, attention to details and quality conscious approach.



STONE PREPARATION ARTISAN

The individual at work is responsible for preparing stone by cutting, drilling, grinding, and chiseling stone to make the stone of appropriate size and shape as per the requirement. The job requires the individual to have: Arm-Hand Steadiness, good near vision, the ability to quickly move two hands to grasp, manipulate or assemble objects, finger dexterity, repetitive squatting, bending, heavy weight lifting and ability to work for long hours in sitting and standing position. The individual must be able to work under different environmental conditions in the open area.



CARVING ARTISAN

The individual at work envisions the stoneware product, sketches it on the stone, cut, shape, size the stone to create the desired stoneware product and finish it with paint or polish before selling it to customer. The job requires the individual to have: Arm-Hand Steadiness, good near vision, manual dexterity, finger dexterity, repetitive squatting, bending, lifting heavy weight and ability to work for long hours in sitting and standing position. The individual must be able to work under different environmental conditions in the open area.



INLAY ARTISAN – STONECRAFT

The individual at work is responsible for cutting many different coloured semiprecious and precious gem stones into various sizes as per the predecided pattern, engrave the base marble as per the sizes of these gem stones followed by laying the gem stones into the groves of that base marble with adhesive very precisely. The job requires the individual to have: eye-hand coordination, manual dexterity, finger dexterity, good near vision, the ability to quickly move two hands to grasp, no colour blindness, manipulate or assemble objects and the ability to work for long hours in sitting and bending position.

QUALITY CHECKER – STONECRAFT

The individual at work is responsible for examining the stoneware visually for cut, shape, design, colour, polish and stability along with its weight to separate the defective pieces from the good ones. End product should be checked keeping in mind the end product usage and buyer / market quality standards. The job requires the individual to have: good eye sight, colour differentiation, attention to details and ability to communicate effectively.



Job Roles Related to Woodware

01

SEASONING AND CHEMICAL TREATMENT ASSISTANT (WOODWARE)

The individual is responsible for chemical treatment and seasoning of wood preparing it for further processing and works under supervision. The individual loads and unloads the chemical and heat treatment chambers, ensures correct maintenance of pressure and temperature, operates these chambers and is responsible for ensuring safe working. The person possesses knowledge of various wood species and relevant wood treatment. The job requires the operator to be fit to lift logs and move or transport them. The person needs to be prepared for manual work and have an attentive and alert mind.



02

DESIGNER (WOODWARE PRODUCTS)

The individual is responsible for the finalization of the design with respect to dimensions, colour, texture etc. A complete and first hand knowledge of all the designer softwares and materials required in the production process is required to come up with a perfect product. The job requires the individual to have good aesthetic sense and an artistic bent of mind. The individual should have good communication and IT skills including English Language skills. Good interpersonal skills are also required for working with customers and internal teams.



03

ASSEMBLY MACHINE OPERATOR (WOODWARE)

The individual is responsible for all the assembly operations by putting all discrete wood pieces together as per fit to replicate the sample. The job requires the individual to be fit, confident with machines, have an eye for detail and be willing to work in a physically demanding environment.



04

WOODEN TOY MASTER-ARTISAN

The wooden toy maker - artisan selects wood, carves log into a toy using various tools, and applies color to the toy to make the final toy product. The individual must have attention to detail, logical thinking, hand-eye coordination, good analytical skills, problem solving skills, reliability, good decision-making skills, basic mathematical skills and should not have colour blindness. The individual should be good at decoding design language, understanding measurements and sizing. The person should be able to communicate in professional language.



05

ASSISTANT WOODEN TOY MAKER

The assistant wooden toy maker assists senior to select wood, carving log into a toy using various tools, and helping in applying color to the toy to make the final toy product. The individual must have attention to detail, logical thinking, hand-eye coordination, good analytical skills, problem-solving skills, reliability, good decision-making skills, basic mathematical skills, and should not have colour blindness. The individual should be good at following instructions. interact with supervisor or superior work as a team by coordinating with colleagues within and outside the department and include inputs on PwD& Gender Sensitisation report and Document.



06

ENGRAVING/ CARVING/ ETCHING ASSISTANT

The individual is responsible for the drawing on the board and performing the operations of carving or engraving or etching on it according to the design and under supervision. It involves removal of material from either base or relief to achieve design specifications for artistic purpose. The assistant constantly verifies the quality of work with the supervisor. The job requires the individual to be a good artist with a good aesthetic sense, good eye for detail and a steady hand. The person needs to have patience and willingness to work with dedication and detail.



07

LACQUERER (WOODWARE)

The worker has to carry out lacquer mixing and finishing operations by preparing and applying lacquer to wood products. The incumbent has to work with chemicals, follow health and safety guidelines and work with precision. The worker has to be able to work with precision and require eye for detail, patience and a steady hand. The worker has to be able to work in a team and follow instructions.



08

FINISHER (WOODWARE)

The individual will carry out finishing techniques on various types of wood material using a range of hand tools. The job involves attaining the required finish on wooden pieces. The incumbent will need to carry out cost effective application of material in an optimal way, to minimize wastage and achieve product specifications. Finisher should have high precision in the skill, irrespective of the literacy level. This requires steady hand and good eyesight. He should also possess good interpersonal and personnel management skills to guide others and get quality of work from them.



Job Roles Related to Handicrafts: (Agarbatti & Bamboo)

BAMBOO WORK ARTISAN

Bamboo Work Artisan prepares bamboo by performing various steps and using various methods to make a final prepared bamboo product interact with supervisor or superior work as a team by coordinating with colleagues within and outside the department and include inputs on PwD& Gender Sensitisation report and Document.



AUTOMATIC STICK MAKING M/C OPERATOR



Automatic stick making machine operator is the one who produces bamboo stick using different machines such as cross cutting machine, Radial splitting machine and stick making machine followed by polishing, bundling & Packaging.

AGARBATTI MAKER



Agarbatti Maker is the one who produces agarbatti (perfumed or un-perfumed depending on ingredients) by rolling agarbatti masala dough over bamboo stick manually using hand. The major ingredient for hand rolled agarbatti are bamboo stick and agarbatti masala preparing bamboo stick for rolling preparing agarbatti masala dough

Job Roles Related to Leatherware

LEATHER TOY MAKER – ARTISAN

The Leather Toy Maker-Artisan selects galvanized wires or iron and mild steel and makes grass and wood strands while using threads along with different synthetic water colors to make the final toy. Toy maker assembles required raw materials, process them, keeping in mind the quality and productivity standards.



Job Roles Related to Fashion Jewellery

PRODUCT MAKER (FASHION JEWELLERY)

The Fashion Jewellery Product Maker assembles the raw materials and works on the final completion of the jewellery. The person has to ensure that the final finished jewel is flawless meets specified requirements and customer satisfaction level.



QUALITY CHECKER (FASHION JEWELLERY)

The quality checking procedure is followed to ensure that the jewellery is perfect, as per the job sheet and meets special volumes and packing requirements. The Quality Checker is responsible to ensure that the jewel meets the customer satisfaction level and specified requirements.



STRINGING/BEADING ASSEMBLER (FASHION JEWELLERY)

Preparation of the raw materials, string the beads together, prepare the clasp and finish the jewel as per the design and requirements; are some of the responsibilities of the Stringing/Beading Assembler.



Job Roles Related to Glassware

ABRASION & GRINDING MACHINE OPERATOR

1

The responsibility of Abrasion & Grinding Machine Operator is to make the surface of the raw product smooth for further processing. The individual works with the different kinds of abrasion and grinding machines used in glass manufacturing and operates them to create required textures on the product.



DECORATIVE CUTTER -GLASSWARE

2

The Decorative Cutter works with precision in delivering outcomes with the help of appropriate cutting techniques as per the instructions related to the work. The cutter makes required decorative shapes on glass articles as he understands and operates the different kinds of etching machines used in glass manufacturing



DECORATIVE PAINTER – GLASSWARE

3

The Decorative Painter decorates the glassware as he/she prepares the glass article with paint and apply the color on the surface of the glassware with precision in delivering outcomes. To perform the work competently the person is required to work with the help of appropriate painting techniques.



Job Roles Related to Glassware

4

GLASS BLOWING OPERATOR

Different shapes can be produced through blowing, blow molding and quality of gob is used to produce different kinds of products. The Glass Blowing Operator is responsible for blowing the glass gob through a hollow pipe to give shape to the product, and maintenance of the equipments.



5

SILVER COATING TECHNICIAN

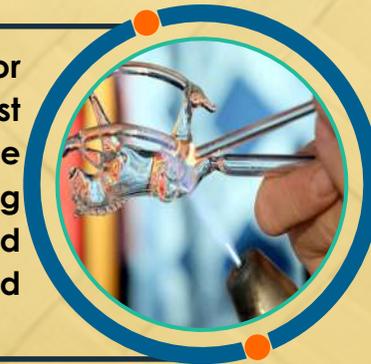
Various chemicals including tin fluoride, acids, and glucose are mixed in appropriate amounts as per prescribed procedure for coating of glass. The job role of the Silver Coating Technician is to understand and operate the different kinds of mixers used in glass manufacturing and apply it for the glass production as per the prescribed formulations.



6

GLASS TOY MAKER – ARTISAN

The toys are made out of fabrication work from either colored or transparent glass tubes or rods determined on the basis of the highest degree of flexibility for shaping into the required variety of products. The Glass Toy Maker arranges the tools and equipments required for blowing process to develop products varying in design, forms, color and appearance according to the raw materials quality assessment and productivity standards.



1

NATURAL FIBER MAKER



A Natural Fiber Maker is responsible for making different products such as grass coasters, mirror frames, bangles, toys, containers, bowls, bags, baskets, mats and other utility items, by using different grasses like palm leaves, sheetalpatti, reed, sikki grass, kasi grass, cona, jute kenaf, flax, hemp, sisal and palmyra etc. This job requires the individual to have understanding and knowledge of raw materials to be used for making specific products and techniques used for the same.

Job Role Related to Handicraft Products

PUPPET MAKER-ARTISAN

2

Artisan makes puppet toy using various raw materials to make a final end product. This job requires the Puppet Maker to make the wooden log into a final product after preparation of raw material. The maker needs to follow safety measures for puppet making operation as per the standard procedures check string puppet quality and productivity standards.



TRADITIONAL PAINTING MAKER – ARTISAN

3

Traditional Painting Maker - Artisan creates various types of paintings on different types of canvas by hand, using different types of raw material, colours, tools, and different drying methods.



4

UPCYCLING SCRAPS AND E-WASTE ARTISAN

Up-cycling Scraps and E-waste Artisan prepares scraps and e-waste and perform assembling, molding, of prepared scraps and e-waste to make an end product. collect required raw materials and tools for making final product follow safety measures while handling waste perform the process of upcycling scraps and e-waste check quality and productivity standards of upcycled scraps and e-waste



5

KOLHAPURI CHAPPAL MAKER

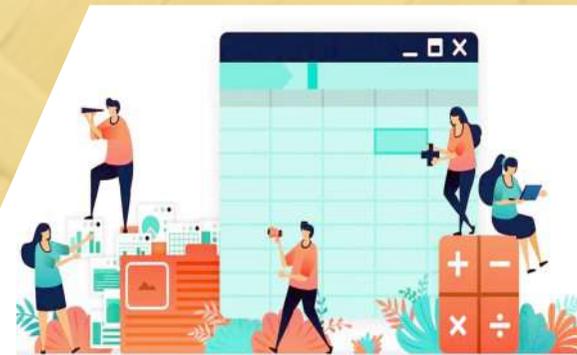
Kolhapuri chappal maker makes kolhapuri chappal by performing basic operations of slicing, cutting and sewing of the leather, polishing to make the end product. prepare required raw materials for kolhapuri chappal making perform chappal making process as per the standard procedures check quality of prepared kolhapuri chappal.



6

MERCHANDISER

The merchandiser liaisons with stakeholders to identify end customers product requirements as well as glean the market trends which will be reflected in the organizations product lines. His/her job is to plan production, focusing on three important factors quality, time, and price of the product.



Job Roles Related to Metalware

1

ENGRAVING AND STAMPING ARTISAN

The individual at work is responsible for performing engraving and stamping on metal using tools, equipment and raw material as per the product requirement, to create/design the metal product. Interact with supervisor or superior work as a team by coordinating with colleagues within and outside the department and include inputs on PwD& Gender Sensitisation report and Document



2

ACID CLEANER

The individual at work is responsible for cleaning the metal by dipping it in specified acid, rinsing the metal with water and ensure good quality cleaning as per the specifications. The job requires the individual to have: Arm-Hand Steadiness, good near vision, the ability to quickly move two hands to grasp, manipulate or rinse objects, finger dexterity, bending; lifting heavy weight and ability to work for long hours in sitting and standing position.



3

CASTING OPERATOR (METAL HANDICRAFTS)

The individual at work is responsible for preparing the mold, melting metal, pouring the liquid metal into a mold, solidify and cool to attain the desired shape as per the requirement. The person often uses this method for complex shapes choosing from the different methods of casting. The job requires the individual to have: attention to detail, good eyesight, steady hands and ability to sit in the same position for long hours, patience and creativity.



4

CUTTING AND THREADING OPERATOR

The job holder typically works in a team and carries out job duties based on job instructions received. The key job responsibility is to accurately measure and cut metal sheets into desired shape and dimensions within agreed timelines. The worker works under supervision. The individual at work is responsible to drill and create screw threads in the metal craft as per specification. The job requires the individual to have: attention to details, good eyesight, steady hands, good hand eye coordination, ability to sit / stand in same position for longer hours, patience and creativity.



5

EMBOSSING ARTISAN (METALWARE)

The individual at work is responsible to create designs on the metal surface by raising one side of the metal using embossing tools, creating a raised design on the surface. The job requires the individual to have: attention to details, good eyesight, steady hands, ability to sit in same position for longer hours and patience



6

ETCHING ARTISAN (METALWARE)

An etching artisan uses appropriate tools and techniques to manually etch traditional designs on brass ware/metal ware from a given range of existing traditional designs or based on clients specifications. To meet given production target the individual must comply with service level agreement. Needs to be precise and possess an eye for details. Must be alert and possess a physically active body. Should also have good eye-sight. Should have commendable dexterity and a strong hand-arm coordination. The candidate is also expected to be capable of working for long hours in sitting position. Must be creative, team player and open to learning.



7**INLAY ARTISAN
(METALWARE)**

The individual at work is responsible to inlay the silver / gold wire into the metal grooves by hammering and chiselling. He / she is also responsible for creating a design through the inlay process. The job requires the individual to have: attention to details, good eyesight, steady hands, ability to sit in same position for longer hours, patience and creativity. understand work requirement assemble the required raw materials prepare the metal surface for inlaying inlay the metal strips / wire into the craft achieve quality and design standards.

8**PAINTER
(METAL HANDICRAFTS)**

The individual at work is responsible to prepare the paint, apply the color paint and then lacquer on the surface of the metal. He/She decorates and protects the metal surface with a fixed color stamping on it. This hardens the metal and extends its working life by preventing rusting and wear out of the metal. The job requires the individual to have: attention to details, good eyesight, steady hands, ability to sit in same position for longer hours, patience and creativity.

9**PLANISHING ARTISAN
(METALWARE)**

The individual at work is responsible to hammer holes and designs on the surface of the metal as per the design and requirement. The individual at work is responsible to remove excess metal from the product. The person reshapes, resizes and smoothens the metal product as per the design and requirement. The job requires the individual to have: attention to details, good eyesight, steady hands, ability to sit in same position for longer hours and patience.

10**POLISHER
(METALWARE)**

The individual at work is responsible to polish and provide finishing to the metal surface as per requirements with appropriate abrasives. The polisher is also responsible to clean the workplace subsequently. The job requires the individual to have: attention to details, good eyesight, steady hands, ability to sit in same position for longer hours and patience.

Current Developments

After initial struggle Indian handicraft items are finding their rightful place in the world market. The products that have appealed more to the western countries are costume jewellery, hand-printed textiles and scarves, embroidered and crocheted garments, bags and purses, zari supplies, footwear, shawls, belts, chappals, and stoles etc.



Market size of Handicrafts and carpet sector

Handicrafts and Carpet is an export-oriented sector where approximately 60-65% of the products manufactured by handicrafts sector and 90% by the carpet sector are exported. In the year 2019-20 and 2020-2021 India exported Handicrafts of about 25270.14 Crores and 25679.98 Crores respectively. Similarly exports of handmade carpets and other floor coverings in year 2019-20 and 2020-2021 were 11,799.46 crores and 13810.41 Crores respectively. Handicrafts sector employs around 7.3 million people mostly from rural and semi urban areas where as Carpet sector employs over 2 million weavers.

(Source- handicrafts and carpet sector skill council)



Export of Handicrafts

Handicraft is a labour-intensive sector with a high potential for employment for the poorer section of society, especially in rural areas.

Moreover, it is economically significant because of low capital investment, high-value addition, negligible import content, and a high potential for export earnings. Approx. 60 to 65% of the total produce of Handicrafts products is exported.

(Source- handicrafts and carpet sector skill council)



Government Initiative

In an attempt to empower the rural sector Government of India has been quite supportive of the handicraft industry. Handicrafts craftsmen get many opportunities to showcase their products at well publicized trade shows and trade fairs.

A. NATIONAL HANDICRAFTS DEVELOPMENT PROGRAMME (NHDP)

- ❖ The NHDP project anticipates a package of support for handicraft clusters and artisans that includes basic inputs and infrastructural support, as well as capacity enhancement to cater to the target market.
- ❖ In essence, the NHDP project will take the following three approaches to push the sector forward while also safeguarding current cultural heritage:-
- ❖ Premium handmade products for the niche market are being promoted.
- ❖ Expansion of the manufacturing base for utility-based, lifestyle, and mass-produced handicrafts.
- ❖ Empowerment and sustainability of craftsmen; and preservation and protection of heritage/vanishing crafts.



Government Initiative

B. COMPREHENSIVE HANDICRAFTS CLUSTER DEVELOPMENT SCHEME (CHCDS)



- ❖ CHCDS aims to create world-class infrastructure that caters to the business needs of the local artisans & SMEs to boost production and export. In brief, the main objective of setting up these clusters is to assist the artisans & entrepreneurs to set up world-class units with modern infrastructure, latest technology, adequate training and human resource development inputs, coupled with market linkages and production diversification.
- ❖ Under CHCDS, soft interventions like Baseline Survey, Activity Mapping, Skill Training, Improved Tool Kits, Marketing events, Seminars, Design workshops, Capacity Building, etc will be provided.
- ❖ The focus will be on integration of scattered artisans, building their grass root level enterprises and linking them to SMEs in the handicrafts sector to ensure economies of scale. The mega handicraft clusters having more than 10,000 artisans will be selected for overall development under this scheme.

Other Government Initiatives

Artisans face challenges such as inaccessibility of funds, low penetration of technology, absence of market intelligence and poor institutional framework for growth. In addition, the sector is plagued by implicit contradiction of handmade products, which are typically at odds with scale of production.

Several other Initiatives launched are as follows:

Ambedkar Hastshilp Vikas Yojana

1

The Ambedkar Hastshilp Vikas Yojana collaborates with Dastkar Shashktikaran Yoajan to support artisans with their infrastructure, technology and human resource development needs. This scheme was launched with the objective of mobilising artisans into self-help groups and societies with the agenda of facilitating bulk production and economies in procurement of raw materials.

**Ambedkar Hastshilp
Vikas Yojana-AHVV**

Contributing to self-sustainability
of artisans



Mega Cluster Scheme

2

The objective of this scheme includes employment generation and improvement in the standard of living of artisans. This programme follows a cluster-based approach in scaling infrastructure and production chains at handicraft centres, specifically in remote regions, where the sector is largely unorganised and has not evolved to adopt modern developments. Under this scheme, clusters are identified by the Handicrafts Mega Cluster Mission (HMCM) via central and state agencies for upskilling and development.

Mega
Cluster
Scheme



Marketing Support and Services Scheme

3

This scheme provides interventions for domestic marketing events to artisans in the form of financial assistance that aids them in organising and participating in trade fairs and exhibitions across the country and abroad. Financial assistance is also provided for social and welfare needs of artisans. Craft awareness, demonstration programmes and buyer-seller meets are another key aspect of this programme to ensure integrated, inclusive development of the sector. Another component of this scheme is increasing publicity and promoting brands in print and electronic media to improve visibility.



Research and Development Scheme

4

This initiative was introduced to generate feedback on economic, social, aesthetic and promotional aspects of crafts and artisans in the sector, with the objective of supporting implementation of aforementioned schemes. An in-house research and development team conducts surveys and studies on crafts and their production challenges, which could range from availability of raw materials and access to technology, product design flaws, quality control procedures, financial assistance, legal assistance, international certifications and other operational issues.



Organizations Related to Handicrafts and Carpet Sector

Export Promotion Council for Handicrafts (EPCH)



The EPCH was established under the Companies Act in 1986-87. The main objective of the council is to promote, support, protect, maintain and increase the export of handicrafts. The other activities of the council are knowledge dissemination, providing professional advice and support to members, organizing delegation visits and fairs, providing liaison between exporters and the government and carrying out awareness workshops.

Carpet Export Promotion Council India (CEPC)



CEPC was formed in 1982 by the Ministry of Textiles. The objective of the council is to promote handmade carpets, rugs and other floor coverings. Some of the activities taken up by the CEPC are fairs and exhibitions as a part of Market Access Initiative (MAI), liaising with the Government, protecting the interest of the exporters in the global markets, conducting trade meets and surveys, conducting training and information dissemination.

OFFICE OF THE DEVELOPMENT COMMISSIONER (HANDICRAFTS)

The office of Development Commissioner (Handicrafts) is the nodal agency in the Government of India for handicrafts sector. The Office of the Development Commissioner (Handicrafts) implements various schemes for promotion and development of handicrafts sector under "National Handicraft Development Programme (NHDP)" and Comprehensive Handicrafts Cluster Development Scheme (CHCDS).

It has various subordinate offices which are:



1

REGIONAL OFFICES

- Functioning as administrative office of field offices under their area of Jurisdiction.
- Keeping liaison with the State Government for execution and implementation of various handicrafts related development scheme.
- Reporting to the HQRS with the gathered feedback for formulation of various scheme at highest level related to Handicrafts Artisans.



2

HANDICRAFTS SERVICE CENTRE

- Functioning under the direct administrative control of concerned Regional Office.
- Keeping close liaison with the handicraft's artisans.



3

NATIONAL CRAFTS MUSEUM & HASTKALA ACADEMY

- National Crafts Museum & Hastkala Academy, celebrates the rich, diverse, and practising craft traditions of India. Situated in a large campus at the corner of Pragati Maidan, opposite the majestic Purana Qila, the museum was designed by the renowned architect Charles Correa.
- At present the Museum collection consists of over 33,000 specimens in various crafts, acquired over a period of 60 years collected from various states of India.



4

DEENDAYAL HASTKALA SANKUL (TRADE CENTRE & MUSEUM)

- Hon'ble Prime Minister of India laid foundation stone of Deendayal Hastkala Sankul (Trade Centre & Museum) on 7th November 2014 at Badalalpur, Varanasi. Deendayal Hastkala Sankul (Trade Centre & Museum) is a modern and integrated facility developed by Ministry of Textiles, Govt. of India to support Handloom and Handicraft sector of Varanasi and nearby areas, by providing platform for trade enhancement, facilitation to both domestic and international buyers and carry forward the rich traditions of Handloom and Handicrafts of Varanasi region.
- The complex has been developed over a contiguous land of approx. 7.93 acres, at Bada Lalpur, Varanasi. The project encompasses a constructed area of approx. 43,450 square meter, with subcomponents including Shops, Food Kiosks, Restaurants, Marts / Offices, Bank and ATM, Foreign Currency Exchange Office, Guest Rooms, Dormitories, Stalls / Kiosks, parking facility for more than 500 cars, space for cultural and social functions, Handloom and Handicraft exhibitions, Craft Museum along with Amphitheatre and Souvenir Shop.



5

METAL HANDICRAFTS SERVICE CENTRE (MHSC)

- METAL HANDICRAFTS SERVICE CENTRE (MHSC) was established at Moradabad, Uttar Pradesh by the Govt. of India with the support of UNDP & Government of Uttar Pradesh in the year 1983 – 84. MHSC is providing services to the Exporters/ Manufactures/Artisans of Metal Handicrafts.



6

BAMBOO AND CANE DEVELOPMENT INSTITUTE (BCDI), AGARTALA

- The Bamboo and Cane Development Institute was set up in 1974 to cater to the changing design and technology needs of buyers and to provide support to artisans and craftsmen in these two aspects.
- BCDI is involved in the creation of a sustainable supply chain management for the artisans who are involved in basketry and other bamboo product development, as well as the facilitation of the production of green craft.
- NECTAR (An Autonomous body under Department of Science and Technology, Govt. of India) has entered an MOU to set up of bamboo based joint Technology Development Centre called as "NECTAR-BCDI Incubation cum Innovation & Technology Demonstration Centre (IITDC)" at Agartala, to support use of bamboo for poverty eradication and Sectoral development in NER.

The infographic features a central pink hexagon with the text 'Indian handicraft sector to an upsurge in future'. Five colored arrow-shaped boxes point from this hexagon to the right, each containing a factor and a brief explanation. The background is a light yellow with a repeating pattern of small icons depicting various handicraft activities like spinning, weaving, and pottery.

Indian handicraft sector to an upsurge in future

Technological advancements

E-commerce has paved the way for easy access to consumer goods, enabling inclusive growth by allowing producers from all over the world to promote their offerings on these online marketplaces.

Changed behaviour of craftsmen

As a result of the arrival of technology and the convenience it offers to their table, there has been a substantial shift in the behaviours of handcraft vendors and customers.

Effective government schemes

The federal government is working hard to grow the industry so that it can reach its full potential. Several plans and efforts have been implemented to assist our craftspeople in overcoming the obstacles they confront.

Exports vs imports

Indian handicrafts are exported to over a hundred nations, with the United States accounting for almost a third of all Indian handicraft exports.

The advent of specialised platforms

Many channels are increasingly emerging that will provide the much-needed assistance to Indian craftsmen in gaining visibility in both domestic as well as international markets. These channels connect Indian manufacturers and distributors with overseas buyers.

ABOUT THE PSSCIVE

PSS Central Institute of Vocational Education, Bhopal

The Pandit Sundarlal Sharma Central Institute of Vocational Education (PSSCIVE) is an apex research and development organization in the field of vocational education. It is a constituent unit of the National Council of Educational Research and Training (NCERT), established in 1993 by the Ministry of Education [Formerly Ministry of Human Resource Development (MHRD)], Government of India. It is also a UNEVOC (International Project on Technical and Vocational Education) Network Centre in India. The Institute has a picturesque 35- acre campus with Departments created for different disciplines, viz. Agriculture & Animal Husbandry, Business & Commerce, Engineering & Technology, Health & Paramedical Sciences, Home Science & Hospitality Management and Humanities, Science, Education & Research

The Institute offers quality-training programmes in vocational pedagogy and a wide array of disciplines for the key functionaries in vocational education and vocational teachers. The highly qualified team of the Institute possesses excellent professional skills and experience required to impart training for classroom teaching and training.

The Institute has traversed the path of rapid development in vocational education, responding positively to the changing needs of the industry and at time initiating significant changes in the field of vocational education. The evolution of the Institute in the last twenty-five years has witnessed various challenges, but these have served as opportunities to explore new horizons and work on possibilities of reorienting strategies for meeting the skill needs of the people at the local and global canvas.



PSS CENTRAL INSTITUTE OF VOCATION EDUCATION

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