



## **PURABI WOMEN CENTRE FOR CRAFT DESIGN**

Santiniketan, Bolpur  
West Bengal  
India

## BACKGROUND

Historically, crafts were produced and managed by craftsmen themselves. But, in a global economy, design innovation is essential for sustainable business. Craft has a major market in Santiniketan. Only design intelligence can sustain this market. Design plays an important role in empowering the craft and the craft person. A design intervention centre is necessary to support existing craft in and around Santiniketan with innovative design acceptable to the customers from urban and global market. The centre shall play a major role in empowering craft and craft persons as an enabler and value adders.



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## VISION

The vision of this Centre is to create through training and design dissemination, a Design Bank to help craftsmen with new and innovative design formats so that the products created by them is acceptable to domestic and international market. While executing this vision, the Centre shall collaborate with established and recognized design institutions in India and abroad so that latest knowledge in craft improvement can be transferred at the local level.



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## OBJECTIVE

The key objective of the Centre is to impart to the craft person formal contemporary design entrepreneurship, and product development orientation by organizing workshops. The workshops will be held at multiple level and would cover strategic skill – technology – skill management.

Specifically, the focus areas are :

- Raise design and quality standard of craft products
- Utilize design research to improve knowledge & skill
- To collaborate with Government and similar design organizations
- To hand over design prototypes to women craftsmen
- To promote events and activities to market newly designed products



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## APPROCH

- Designing of Training Programme relating to local skill, heritage and product portfolio
- Networking with Design Institutes like National Institute of Design for design awareness and intervention
- Creating market linkage and promotion of crafts through off & online market networking
- Holding design clinics for specific Handicraft Clusters



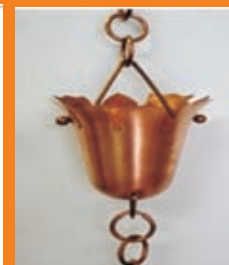
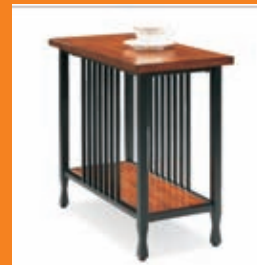
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## PROPOSED PROGRAMME 2016-17

Proposed programme for 2016-17 has been visualized and they are –

- Design awareness for craftsmen working in the area of Ceramic Products, Leather Products, Iron & Wooden Tables, Iron & Metal Lamp Shades, Metal Wall Clocks & Metal Showpieces
- Design Clinic workshops on Ceramic Product & Leather Crafts

We are already in touch with National Institute of Design for holding the above programme. Once the Centre is formally structured, we hope to receive support from the Design Institution in arranging quality faculty and demonstration of design by the Experts.



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