



Final Report Somaiya Kala Vidya

Year 2

1 April, 2015- 31 March, 2016



*"Tradition was a livelihood to me. But I realized it is more important.
It is our heritage." Aslam*

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Chairman, K.J. Somaiya Gujarat Trust

Judy Frater
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KALA UMANG!

With this Annual Report, we welcome our newest Artisan Designers, the graduates of Somaiya Kala Vidya Design course 2015. The course practically introduces working traditional artisans to design process, and prepares them for the contemporary marketplace. This year's course implemented important innovations. We focused on sustainability and production friendliness in collection development, and tested the market in Mumbai.

On 9 January, 2016, Somaiya Kala Vidya celebrated the Artisan Designers' graduation at Kala Umang! -SKV's first convocation in Kutch, ***generously Sponsored by Good Earth***, and held in Bhujodi Village.

A theme of Kala Umang was value. There is a common belief that artisans have skills and designers have knowledge. And we see images of artisans as hands working--without a face. But craft has much knowledge. Somaiya Kala Vidya puts creativity and the human quality at the center of craft. As artisan designers create unique innovations, we must now focus on valuing the unique. In the coming years, we will make developing a luxury craft market a priority.

Artisans have a role in developing this market. When Suleman can say without apology, this is what my saris cost, when Puroshottam tells a designer that only after she observes hand weaving for three days will he talk about making her saris, and when Mustafa answers a customer's query about why his chadar is expensive by demonstrating how he made it, they gain value.

Design education has contributed to these artisan designers' excellent work, and to the courage and capability to speak up.

Judy Frater
Founder Director

BACKGROUND

Somaiya Kala Vidya, a division of K.J. Somaiya Gujarat Trust, is an institution of education for traditional artisans of Kutch. Its strengths are a deep understanding of culture

and arts, and focus on the artisan. Combining 55 years' experience of Somaiya Vidyavihar with 8 years of design education for artisans, Somaiya Kala Vidya offers sustained, coherent programs in design and business to provide effective, relevant and practical education.

The K.J. Somaiya Gujarat Trust

Founded by Padma Bhushan Shri Karamshi Jethabhai Somaiya, the K.J. Somaiya Trust and The Somaiya Trust support Somaiya Vidyavihar, The K. J Somaiya Medical Trust, The Girivanvasi Education Trust and Pragati Mandal, comprising over 34 educational institutions, extending from elementary level to Ph. D, rural to urban, vocational to professional, and covering diverse areas including medicine, engineering, the arts and sciences, religion, vocational studies, education, languages, and tribal development. Currently, over 35,000 students study in these institutions. Somaiya Kala Vidya, an initiative of The K.J. Somaiya Gujarat Trust, takes forward the dream of late Dr. Shantilal K. Somaiya, who wanted to start an education initiative in his native Kutch. Samir Somaiya currently leads The K. J. Somaiya Trusts and their activities.

The Founder Director

Founder Director Judy Frater has worked with artisans of the region since 1993. In 2003 she received an Ashoka Fellowship to found Kala Raksha Vidhyalaya (KRV), the first design school for artisans. In 2009, she received the Sir Misha Black Medal for Distinguished Service to Design Education for her work. The medal, likened to the Nobel Prize for Design Education, is awarded through an association of UK bodies, including the Royal College of Art. In 2011, Ms. Frater received the Crafts Council of India Sanman Award. After successfully operating KRV for eight years, she joined forces with K.J. Somaiya Trust to build the program to an institute.

Somaiya Kala Vidya

Somaiya Kala Vidya educates artisans while honoring and incorporating existing traditions. Its advisors are Master Artisans and artisan design graduates. Its faculty includes national and international educators.

The institution's curricula, schedule, and language of instruction are designed to accommodate the lifestyles of its artisans. The only prerequisite for admission is knowledge of traditional crafts.

SKV teaches artisans to use design, business, and traditional identity for new markets. The effectiveness of the institution is in the relevance of the education provided. Approaching education through a vital subject, the institute enables direct access to higher education, raises the capacity of artisans and generates value for traditional arts.

In 2015, Somaiya Kala Vidya conducted its core design education program. It expanded its outreach programs, focusing specifically on women artisans in Lucknow, and it held its first 22-day course in Kutch Textile Traditions.



EDUCATION FOR ARTISANS

Design for Traditional Artisans

Design for Traditional Artisans, the core course of Somaiya Kala Vidya, practically introduces working traditional artisans to design process, and prepares them for the contemporary marketplace. The course assumes that artisan students begin with certain levels of knowledge and skills, and provides protected time and space for them to freely explore their traditions. In this course, each student uses his or her traditional medium to create a design collection for a chosen target client, and creates a brand identity and a portfolio.

Course Structure

SKV's eleven-month design course is structured as six sequential 2-week class sessions, between which students return to the home/work place. Homework is given after each session to insure that the students utilize course learnings in their ongoing work, and to create material to initiate the next class. Between sessions, SKV Faculty visit students individually to guide the application of course learning.

Faculty and Resources

Courses are taught by Visiting Faculty- professional design educators, supported by SKV faculty- artisan designer graduates of the course. The course draws on resources including guest speakers, field trips, the SKV media lab and the SKV library, film archives and textile resource center. Resumes of 2015 Faculty are in ANNEXURE 2.

Course Content and Objectives

In the eleven-month course, artisan students learn to:

- * recognize and appreciate unique aspects of their traditional aesthetics, and to source visual concepts from heritage and nature
- * manipulate elements of design, using aesthetic principles
- * segment markets and vary their work for different markets
- * visually communicate through their work
- * work collaboratively and develop collections
- * visually and verbally present their work

The underlying objectives of the course are to develop

- * Critical judgment and the ability to assess one's work
- * Critical thinking skills
- * Communication skills
- * Interpersonal skills
- * Verbal and research literacy



The Class of 2015 in Brief

The Class of 2015, Somaiya Kala Vidya's second class, was a core design class. The eleven participants were all working traditional artisans of Kutch. They represented the men's textile crafts in Kutch: weaving, printing, bandhani, and dyeing. They were a well balanced, energetic, ambitious and good natured group- fitting for our institute.

The course was both enjoyable and demanding. It began with an orientation that prepared artisan students for SKV culture, and formed the individuals into a cohesive group. Beginning later than the optimum schedule, the students had to work intensely. It was clear that the current students have less knowledge and experience of their traditions than older artisans, necessitating additional work in studying traditions. In the future, the curriculum will be adjusted to accommodate units on traditional aesthetics and client relationships.

In addition, SKV was pleased to implement key learning from the 2014 BMA Course to make the design course more effective. This year's professional jury was held immediately after the course. Students had time to incorporate feedback and produce their collections for an exhibition sale in Mumbai, which enabled practical evaluation in the target market, and generated immediate income.

The course included daily classes in English, a subject which artisans realize helps to connect them to higher end markets. The English course steadily supported the core courses through the year. With relevance clear, the students were highly motivated and enthusiastic. As they worked toward their December exhibition, they became more confident in communicating in English. The 2015 graduates are listed in ANNEXURE 1.

SOMAIYA KALA VIDYA 2015 COURSE SCHEDULE

COURSE	DATES	FACULTY
1. Colour: Sourcing from Heritage and Nature	19-28 May, 2015	Bishakha Shome
2. Basic Design: Sourcing from Heritage and Nature	6-16 June, 2015	Usha Prajapati
3. Market Orientation	20 July- 1 August, 2015	Jaspal Kalra
4. Concept, Communication, Projects	10- 21 August, 2015	Anuja Gohel
5. Finishing, Collection Development	7-19 September, 2015	LOkesh Ghai
6. Merchandising, Presentation	12-23 October, 2015	Shwetha Shettar
JURY and SEMINAR	24-25 October, 2015	Ritu Kumar, Anuradha Kumra, Gita Ram, Reena Bhatia
EXHIBITION- Artisans' Mumbai	21-23 December, 2015	
CONVOCATION	9 January, 2016	Chief Guest Laila Tyabji, Fashion Show Guest Michael Evans

Course Summaries

Following are summaries of the courses conducted this year.



COURSE 1

Colour: Sourcing from Heritage and Nature

18-28 May, 2015

Faculty: Bishakha Shome

Course 1-**Colour**, was taught by veteran faculty Bishakha Shome. She gave our year the joyful energetic start we intended, using nature, heritage- taught skillfully by our Master Artisan advisors, classroom theory and practical exercises. The students learned to recognize and create a range of colour schemes to create different effects.

Poonambhai: *"I learned a lot from the Masters I learned that we already knew contrast in tradition."*

Aslam: *"Sourcing was hardest, dyeing was most fun. I made 8 colours from one!"*



COURSE 2

Basic Design: Sourcing from Heritage and Nature

6-16 June, 2015

Faculty: Usha Prajapati

Course 2-**Basic Design**, was taught by Usha Prajapati, who taught artisan design students after nine years. She had become disillusioned with urban design students. But, she said, our SKV students charged her with energy. Usha taught rhythm, movement, emphasis and more- using all five senses, theory, and practice with new and traditional media.

Khalil: *"I learned to correct myself!"*

Mustafa: *"A designer has no limits."*



COURSE 3

Market Orientation

20 July- 1 August, 2015

Faculty: Jaspal Kalra

Jaspal Kalra, currently doing a PhD from NIFT Delhi in teaching design to artisans in Lucknow, taught Course 3- **Market Orientation**. Focused on understanding market segments, the course begins with a field trip to Ahmedabad. For three days the group visited a range of shops and homes of craft consumers. On return, the students analyzed clients, value and pricing. For homework, they created products for shops and individuals they had experienced.

Mustafa: *We came here to get away from exploitation; we want to get a fair profit.*

Sohel: *"My favorite place was House of MG- it gracefully combined tradition and high end."*



COURSE 4

Concept, Communication, Projects

10-21 August, 2015

Faculty: Anuja Gohel

Concept, Communication, Projects was taught by Anuja Gohel, another veteran teacher. The students studied forecasts and fashion trends, chose themes and went on an inspiration trip- in the first week! As Anuja explained trend boards, colour, principles of design, and market segments began to fall into place. The students evoked themes using natural elements and collage.

Talha: *"Each iteration gets better; but sometimes we choose an earlier one."*



COURSE 5

Finishing, Collection Development

7-19 September, 2015

Faculty: Lokesh Ghai

Finishing, Collection Development was taught by LOkesh Ghai, SKV Governing Council member and veteran Visiting Faculty member. The course is complex, employing co-design for product development. This year, Maharaja Sayajirao University students Rajshree Borse, Zainab Challawala, Shakuntala Pal, and Sarika Chawhan teamed with the SKV students. They were given the specific brief to create collections that would be production friendly and sustainable. They developed several ingenious products that could be made by the artisans with minimal or no tailoring. It was a co-learning experience.

Sadik: "Making colour ways for my final layout was a great learning. Now, I know how my product will look even before making it in actual. "

Talha: "Working with the MSU students was good as I had never thought before this that a *bandhani* jacket could be made."

Rajshree: " As a designer I learned to work with the artisan. Working as a co-designer with artisan textile designers is a combination that makes magic."

Zainab: "Working under some limitations is difficult but the outcome is amazing. Investment of thoughts of two people for one product design gives a better result."



COURSE 6

Merchandising, Presentation

12-23 October, 2015

Faculty: Shwetha Shettar

Merchandising, Presentation was taught by Veteran faculty member Shwetha Shettar. The students learned display, created logos, portfolios and brand identities, and perfected verbal presentation. They spent a day learning to photograph their work. The final presentation was a

dress rehearsal for the final jury. Family members attended- including sisters and mothers. There were tears of pride and a sense that it mattered to families that their traditions would continue- with increased value.



Evaluation: Final Jury and Seminar- 24-25 October

This year, the jury was held in October, immediately following course 6. Jury members Ritu Kumar, Anuradha Kumra, Gita Ram and Reena Bhatia gave market-focused feedback, to prepare the students for their Mumbai show. The best vote of confidence was received when Ritu Kumar selected work by Aslam, Poonam and Pachan for her Rajasthan Heritage week fashion show.



As a special addition to the jury, to share their wisdom and experience, on 24 October SKV organized a seminar at Sharma Resorts for artisan designers. The lively and participatory discussion covered topics critical to artisans today.



Practical Implementation: The Mumbai Exhibition

Following the jury, the students revised their products, and attended a workshop on Production Management with Professor Hitesh Bhatt from IRMA. This preparation enabled them to efficiently produce excellent collections, which they showed at Artisans' gallery in Kala Ghoda, as **New Designers/ New Year**, 21-23 December 2015.

Visitors highly appreciated the artisan designed work. The course ended with a workshop in analysis of the sales, conducted by Nilanjan Mondal.

Talha- "We used to discharge after every colour; if you know colour theory it is not necessary."

Pachan- "I have woven all my life. What I have done with my weaving is what is important."

Sadik- "I convinced my father that shibori plus bandhani is new and can take it forward."

Poonam- "I learned to bring what is inside outside. I don't have to see what everyone is doing."

Khalil- "Risk is necessary to do something new. I learned the importance of thinking."

Mustafa- "If you don't break your limits you will remain a job worker for your life."

Razak- "I took a challenge. I know how it works and can try something new."

Pravin- "I have confidence that I can do something new."

Ravji- "I learned the value of my craft. It mattered to me to learn."

Sohel- "I realized the value of one good piece vs. production."

Aslam- "Tradition was a livelihood to me. But I realized it is more important. It is our heritage."



KALA UMANG!

The Convocation for the year, KALA UMANG! Was held in Bhujodi village on 9 January, 2016, attended by a record crowd of over 6,000 enthusiastic guests. It was generously supported by Good Earth, Somaiya Vidyavihar and K.J. Somaiya Trusts.



K. J. Somaiya Gujarat Trust Chairman Samir Somaiya spoke (in Kutchi to everyone's delight) about the value and relevance of traditional Knowledge. Chief Guest Padmashree Laila Tyabji gave an inspiring talk about the development of craft in Kutch over the years, and invited the graduates to participate in Dastkar's Design Fair following the convocation.

This year's award for Best Collection went to Aslam Abdul Karim Khatri. Aslam also received the award for Best student. The award for Best Presentation was shared by Pravin Devji Siju and Mustafa Khalid Khatri. Pachan Premji Siju received the award for Most Marketable Collection. Sohail Anwar Khatri was awarded Most Innovative Collection and Best Sales in the Mumbai Exhibition.



The evening culminated in a glamorous fashion show of the graduating students' work, inaugurated by Consular Section Chief of the U.S. Consulate General Mumbai, Michael Evans. Mr. Evans took the first walk down the ramp. Design graduates joined by BMA 2014 graduates showcased unique interpretations that will strengthen tradition and expand the market.

OUTREACH

A mandate of Somaiya Kala Vidya is to share the value and benefits of education for artisans, and expand the reach of our work. As local cultural orientation and sustained input are key elements of success of the education programs, the vision is not to create a larger multicultural institute but to create and support satellite programs tailored to local culture.



BHJODI TO BAGALKOT

The pioneer Bhujodi to Bagalkot project completed its second year. In May, Programme Coordinator Nilanjan Mondal visited Bagalkot to facilitate dyeing yarns for the next collection, and in June the Bagalkot weavers attended their second design course, Basic Design. Shwetha Shettar and Dayalal Kudecha taught ten eager weavers elements and principles of design, working from tradition and nature.



FARADI TO LUCKNOW

This year, Somaiya Kala Vidya launched the second Artisan-to-Artisan Design outreach project with chikan embroiderers of Lucknow.

From 1 to 5 May 2015, Laxmi, Tulsi and Tara, three suf embroidery BMAs from Somaiya Kala Vidya, explored chikan and Lucknow. The visit was coordinated by Jaspal Kalra, a PhD candidate from NIFT Delhi, who has worked with chikan embroidery for many years.

Sanatkada, a not-for-profit organization graciously opened their doors for a 3-day workshop for chikan artisan participants. While many artisans showed interest in the project, just two brave young women, Khushoo and Manisha, finally joined it. Together, we identified the distinguishing characteristics of chikan and suf traditions. Laxmi, Tulsi and Tara conducted a discussion of collections and costing. The embroiderers sketched, hesitant at first, and the group all went to the bazaar to see contemporary chikan and take inspiration of Lucknow architecture. By the end of the workshop, they had begun work for an exhibition in October.

In the first week of June, they presented samples for a jury at Dastkar in Delhi. Laila Tyabji, Gulshan Nanda and Jaspal Kalra gave feedback. The artisans listened intently to advice on design and production for their collections, but courageously held their own on the issue of hand drawn motifs for this first opportunity to do their own work. "I want to work from my imagination!" Khushboo declared.



From 29-31 October, Somaiya Kala Vidya held its second Outreach exhibition, **Sambhavna Express**, combining work from both projects, at Artisans' gallery in Mumbai. Visitors much appreciated the unique, superbly crafted designs.

LECTURES/ SEMINARS

A new institute, Somaiya Kala Vidya worked to attain visibility, and was honoured to have excellent opportunities to present and promote our work. Following are lectures presented and seminars attended:

3 February 2016- Judy Frater lecture for IIM-A Crafting Luxury Businesses "Valuing the Unique"

12 November 2015- Judy Frater keynote address to International Textile and Apparel Association "Valuing the Unique" Santa Fe, NM

24 October 2015- SKV Seminar "Handicrafts to Design Craft," with Ritu Kumar and jury, Sharma Resorts, Adipur

20 July 2015- Judy Frater on SKV to the Inland Empire Handweaving Guild, LA, CA

14 May 2015 Nilanjan Mondal and Dayabhai Kudecha present at AIACA conference Launching USTTAD- Policy Discussions at Varanasi



SUSTAINABILITY PROGRAM

Workshops to the World

Thinking ahead to financial and cultural sustainability, Somaiya Kala Vidya has instituted workshops in craft traditions including weaving, block printing, batik, bandhani, embroidery, appliqué and patchwork, taught by SKV graduates, for design and textile enthusiasts of the world. Close interaction with the young masters provides a richly rewarding experience in understanding traditions, and an unparalleled opportunity to broaden the comprehension of art, craft and design.

This year, SKV conducted 5 workshops, including two in the USA.

14-15 March 2016- Workshops to the World for Story of Travel

9 March 2016- Workshops to the World for Jessica Warner, USA

10-11 September 2015- Workshops to the World for Australian designer Jacinta Apelt

19 July 2015 -Workshops in bandhani, printing and weaving at the Arts Garage in Los Angeles

23-24 July 2015 Workshops in bandhani, printing and weaving at Manna Studio, New York



Craft Traditions Course

Last year, Somaiya Kala Vidya piloted an exclusive 15-day course in **Textile Traditions of Kutch** taught by master artisans who have graduated from a design program. The intention of the course is to offer a more in-depth learning experience for students, artists or designers. In the future, graduates of this course would be eligible to take the core Design for Artisans course, adding to diversification of the student body. The course presents a rare opportunity to learn the cultural as well as technical aspects of traditional crafts from traditional artisans themselves, within an academic structure and with academic rigor.

From the pilot, it was determined that more time was needed to fulfill the aims of the course, and that faculty training was needed. From December 24-25 SKV faculty Lokesh Ghai conducted a faculty training workshop, and from 28 December 2015- 17 January 2016, SKV held a 22-day course in Craft Traditions. The faculty training resulted in clearly improved organization and delivery of information. Armed with syllabi and exercises, selected Artisan Designers taught the course in linked segments, much the way SKV teaches design to artisans. Courses were held in weaving, and ajrakh printing with natural dyeing. In addition to basic and advanced skills, the course included a session on Culture and Aesthetics of Ajrakh and Weaving of Kutch. SKV advisor Shyamji Vishramji Siju and SKV Governing Council Member Irfan Anwar Khatri taught this session. The course ended with a formal presentation by participants. They proudly displayed ajrakh and weaving that their faculty and other artisan designers pronounced "as if made by artisans!" Equally gratifying, they shared that intense involvement with the craft traditions they had learned over three weeks had dramatically changed their appreciation of the traditional aesthetic!

RESEARCH

Research on craft traditions and program development are planned. Proposals for projects are welcome.

RESOURCES

Somaiya Kala Vidya is building its resources for students and faculty. This year, we continued to add samples to our raw materials data base. We began our library, which now holds 39 titles. And we have continued to build our mailing list for the e-news and other updates.

INSTITUTION BUILDING

Architect Hemen Sanghvi from Morvi developed a design for the first phase of the SKV campus, on an expanse of land between Adipur and Anjar, eastern Kutch. The campus will be built in traditional style, using eco-friendly materials and techniques, embodying the aim of the institute: to innovate appropriately within traditions.

Meanwhile, Somaiya Kala Vidya has continued to build a name as a forerunner in recognizing Artisan Designers and promoting co-design-- in Kutch, Mumbai, and beyond. The Somaiya Kala Vidya website was launched in October 2015, and already has a strong following. A Craft Map locating Design Craft Artisan Designer members was published in December 2015, along with our annual calendar.

Somaiya Kala Vidya seeks to link to other academic institutes. An exciting development toward this goal is a link to the esteemed Maharaja Sayajirao University of Baroda, soon to be formalized. In 2015-16 our MSU collaboration continued with two workshops in Fibers and Structures for the 2015 and 2016 design students by MSU Fellow Ankita Patadiya and Assistant Professor Dr. Falguni Patel. From 7-20 September 2015, MSU students participated as co-designers in the SKV Collection Development session of the 2015 Design course. An academic alliance with University of Wisconsin is under discussion, in addition to our link to Somaiya Vidyavihar, Mumbai.

Partners

Somaiya Kala Vidya has enjoyed support in a many forms from around the world as it builds the institution. Our partners include:

Academic Institutes

Institute of Rural Management Anand
 Kansas State University, USA
 The Maharaja Sayajirao University of Baroda
 Pearl Academy, Delhi
 Somaiya Vidyavihar, Mumbai
 Swinburne University, Australia
 Queensland University of Technology, Australia
 University of Wisconsin, Madison

Financial and Marketing Support

Clothroads
 Gaatha
 Good Earth
 Rajendra Salt Works
 Sohanlal Charitable Trust
 Story of Travel

Other Support

Artisans'

Ashoka Innovators for the Public

Catalytic Think Tank Forum

Chamundeshwari Handloom Cooperative Society

Craft Council of India

Mango Tree

Sir Misha Black Awards

The Sangam Project

Academic Exchanges

SKV staff and students have enjoyed interactions with University Faculty from across India, Australia and the USA. This year, in addition to the MS University workshops, SKV hosted the following interactions:

2 February 2016- BMA graduates interacted with students of Art and Design, UNSW, Sydney, AU

2 January 2016- Design Craft members interacted with students of the Architecture School, London

Internships

SKV hosted its third Institute of Rural Management intern, Priyanka Mishra. Priyanka's project was to create a business plan for financial sustainability of the institute.



CONNECTING TO ARTISAN COMMUNITIES

Alumni and Impact

Faculty member Dayalal Kudecha, and Design Craft members Abdulaziz Alimohmad Khatri and Khalid Amin Khatri all had pieces in the acclaimed **Fabric of India** exhibition at the V&A Museum. It is a great honour for these artisan designers to be exhibited alongside designers including Sabyasachi and Rajesh Pratap Singh.

Dayalal Kudecha, and Design Craft members Abdulaziz A. Khatri and Junaid Ismail Khatri attended the International Folk Art Market |Santa Fe 2015. All, and in addition Design Craft member Suleman Umar Faruk Khatri have been juried into the International Folk Art Market |Santa Fe 2016.

Artisan Designer Ramesh Virji Mangaria was invited to an Export Promotion Council for Handicraft exhibition in Birmingham UK in February 2016.



DESIGN CRAFT

As a direct outcome of last year's IRMA MTS project: "Forming a Marketing Company," Somaiya agencies has established the complementary business, Design Craft. Design Craft's vision is win, win, win. It is a platform for artisan graduates of design, offering artisan designers with a great opportunity to present their individual brands to the world. It intends to offer clients a juried selection of contemporary craft. Finally, the profits of the company will fund design and business education for additional traditional artisans.

On 8-9 April 2015, the first Design Craft selection committee was held, with a robust turnout of over 30 artisan designers. In preparation, a workshop for artisan designers on presentation had been held the previous March. The workshop included product selection, written and digital presentation, and visual merchandising, which will prepare artisans to submit their work for a variety of venues- including the International Folk Art Market | Santa Fe!

In preparation for its official opening, Design Craft has begun selecting inventory. To insure that the products are new and the process is effective, two alumni workshops in concept development were held, on 23 August 2015 and 10 March 2016. During the August workshop, Design Craft Association, comprising artisan designer suppliers, was also formed. Thus, Design Craft helps to enhance the education that artisans have received, by providing opportunities to implement the design process.

Design Craft's logo was created by **If the Art Café**. It began with the hand, the common link to all crafts. To insure an Indian identity, the hand was rotated, simplified... and it became an elephant! The detailing is derived from weaving, block print, bandhani, and embroidery, representing the textile artisan collective of Design Craft.

2015-16 ACHIEVEMENTS

4 March 2016- Business and Management for Artisans 2016 begun

16 January 2016- Design Course 2016 begun

9 January 2016- Convocation and Fashion show in Bhujodi

21-23 December 2015- first Design students exhibition in Mumbai

October 2015 Ritu Kumar showcased work from Aslam, Poonam and Pachan

October 2015 Somaiya Kala Vidya website launched

10-12 July 2015- Dayabhai Kudecha, Aziz Khatri and Junaid Khatri- participated in the Santa Fe International Folk Art Market

8-9 April 2015- launch of selection of products for Design Craft company

RECOGNITION

1 October 2015 Judy Frater panelist at Gujarat Institute of Development Research Consultative Workshop on Policy Challenges in the Handicrafts Sector in Gujarat.

9 July 2015, Dayabhai Kudecha, Junaid Khatri and Aziz Khatri were featured in **Hand/Eye** Magazine's issue on Santa Fe: "Going Solo," "In Father's Footsteps," and "Never Looking Back."

May 2015 "A Guiding Light," by Meher Castelino, in Fibre2Fashion Magazine

SKV IN PRINT

22 March 2016- Judy Frater, "Re-Thinking Scale: Craft Traditions in the Contemporary Market," in Garland.

April 22, 2015- Judy Frater, "Somaiya Kala Vidya: Taking Education for Artisans to the Next Phase," in Hand/Eye.

AWARDS

August 2015 -Honorable mention in the Alliance for Artisan Enterprise (AAE) Multimedia Competition

3 August 2015 to Judy Frater, Vishesh Mahila Sanman from the DSP, Gandhidham, Kutch

FEEDBACK

Feedback from Faculty

Anuja Gohel- It was wonderful teaching a young group of enthusiastic boys who were very keen on keeping their craft alive and flourishing. It was overwhelming to see the new generation of artisans taking charge.

Feedback from Students

Poonam- I dusted off my loom and worked. Artisans were surprised. They asked, do you know weaving? It improved my relationship with them, and I understood the importance of respecting my weavers. I realized that they have creative capacity. Now I will work with them differently. I used to go to Bhuj and spend the whole day- and lots of money- drinking tea with friends. Now I will spend time with my artisans.

Aslam- If I keep selling the same tradition, why would people buy it? We need to make something new. In the second class, we were asked to draw, and I thought what is the meaning of this? But then I figured it out, and by the next class I had faith that what the teacher told us to do will benefit me.

Ravji- I did not know enough about my craft. I learned to try new materials. I automatically switched from acrylic to cotton.



Feedback from Interns

Zainab Challawala - "First comes craft; then designing. In Co-Design we depend on each other. Prices of hand craft should be higher than any branded product. A craft is a brand."

Shakuntala Pal- "While working with artisans I understood how to design so the pattern making gets easier. I would like to join SKV"

Rajshree Borse- "I was designing products as per my thought, in terms of market requirements but the artisans told me about loom size and how the motifs are placed, and why this is needed. So I learned technical things about weaving. There are some limitations while working with hand craft."

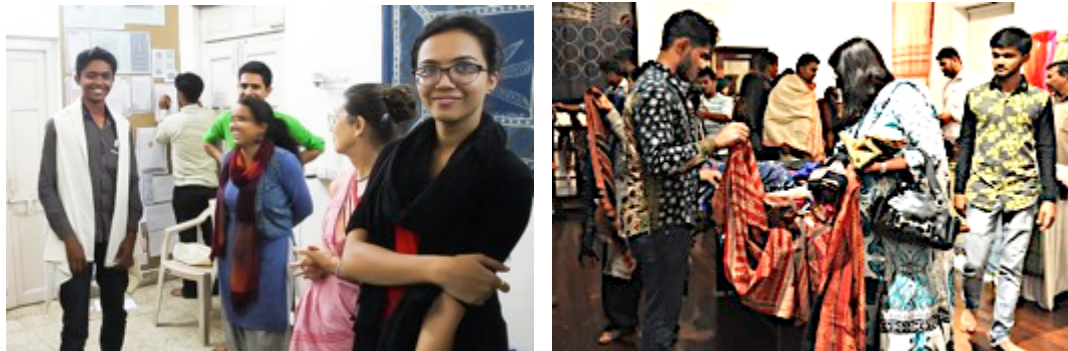
Sarika Chawhan -"I loved working with artisans and would like to come again"

BUDGET

April 2015 to March 2016	
Expected Income	1,764,573
From KJST	4,971,000
	6,735,573
CAPITAL/ ASSETS	169,320
ADMINISTRATION	3,260,519
BUSINESS COURSE	35,000
DESIGN COURSE	767,861
CRAFT FACULTY TRAINING	73,400
ACTIVITIES	1,223,043
ALUMNI SERVICES	9,750
DEVELOPMENT	185,495
OUTREACH	323,110
Contingency	5,001
TOTAL	6,052,499

FUNDING

Funding was largely provided by Somaiya Vidyavihar and Somaiya Trusts. In addition, Somaiya Kala Vidya enjoyed support from Sohanlal Trust, Gita Ram, Anjana Somany, and Good Earth. The institute also generated RS 243,072 through craft workshops and the Craft Traditions course in 2015.



SUSTAINABILITY AND THE FUTURE

Somaiya Kala Vidya is thinking of financial and cultural sustainability. Its programs aim to educate artisans to become financially sustainable. It intends to develop streams of income that will lessen dependence on grants. In intentional focus on production friendliness and sustainability in collection development this year, the institute took an important step that enabled the graduates to immediately launch their collections successfully in a higher end Mumbai market. Identifying Value as an essential element in craft creation and marketing defines future directions for our work.

The development of Design Craft as a platform for artisan graduates to market their products will be an important step in sustainability for both graduates and the institution.



ANNEXURE 1- LIST OF SKV DESIGN GRADUATES

2015 SKV Design Graduates			
No.	Name	Craft	Village
1	Aslam Abdulkarim Khatri	Ajrakh Print	Ajrakhpur
2	Khalil Ahemad Usman Khatri	Ajrakh Print	Ajrakhpur
3	Mustafa Khalid Khatri	Ajrakh Print	Ajrakhpur
4	Pachan Premji Siju	Weaving	Bhujodi
5	Poonam Arjan Vankar	Weaving	Varnora
6	Pravin Devji Siju	Weaving	Bhujodi
7	Ravji Kakhmshi Meriya	Weaving	Rampar Vekra
8	Razak Anvarali Khatri	Bandhani	Bhuj
9	Sadik Ramzan Khatri	Bandhani	Bhuj
10	Sohel Anwar Khatri	Ajrakh Print	Ajrakhpur
11	Talha Gulam Khatri	Bandhani	Bhuj

ANNEXURE 2- SKV GOVERNING COUNCIL MEMBERS

Samir S. Somaiya, Chairman
 Amrita S. Somaiya
 Anjana Somany
 Irfan Anwar Khatri
 Judy Frater
 LOkesh Ghai
 Miten Sachde
 V. Ranganathan



ANNEXURE 3- SOMAIYA KALA VIDYA ADVISORS

Master Artisan Advisors

Alimahamad Isha Khatri -Bandhani artist, Bhuj,
 Gulam Hussain Umar Khatri -Bandhani artist, Bhuj,
 Dr. Ismail Mohmed Khatri - Block printer, Ajrakhpur
 Shyamji Vishramji Siju- Weaver, Bhujodi,
 Umar Faruk Khatri- Bandhani artist, Bhadli,

ANNEXURE 4- SOMAIYA KALA VIDYA STAFF

Judy Frater – Somaiya Kala Vdya Founder Director
 Nilanjan Mondal, Programme Coordinator
 Lakha Paba Rabari- Office Manager/ Accountant
 Dahyalal Kudecha- Faculty
 Laxmi Kalyan Puvar- Faculty
 Jitendra Solanki- Driver
 Hiraben Charan- Cook
 Shantaben Charan- Cook