



In the valley of Kashmir

Internship at Craft Development Institute, Srinagar

MIDHUN KM, 136130010
IDC, IIT Bombay



Craft Development Institute is an autonomous institution under the government of Jammu and Kashmir . The institute promotes entrepreneurship in handicraft sector and assists local craftsmen in understanding the contemporary market trends and standards.

The Kashmiri handicraft sector



Brass



Copperware



Tapestry



Woodwork at Shah hamid shrine

Field Study



The artisans

- Well renowned for the intricate craftsmanship
- Work based on the orders received from middlemen
- Work carried out in stages and handled by experts in that specific task
- Products made from the raw materials available in the local market
- Not very keen on experimenting and trying out new designs

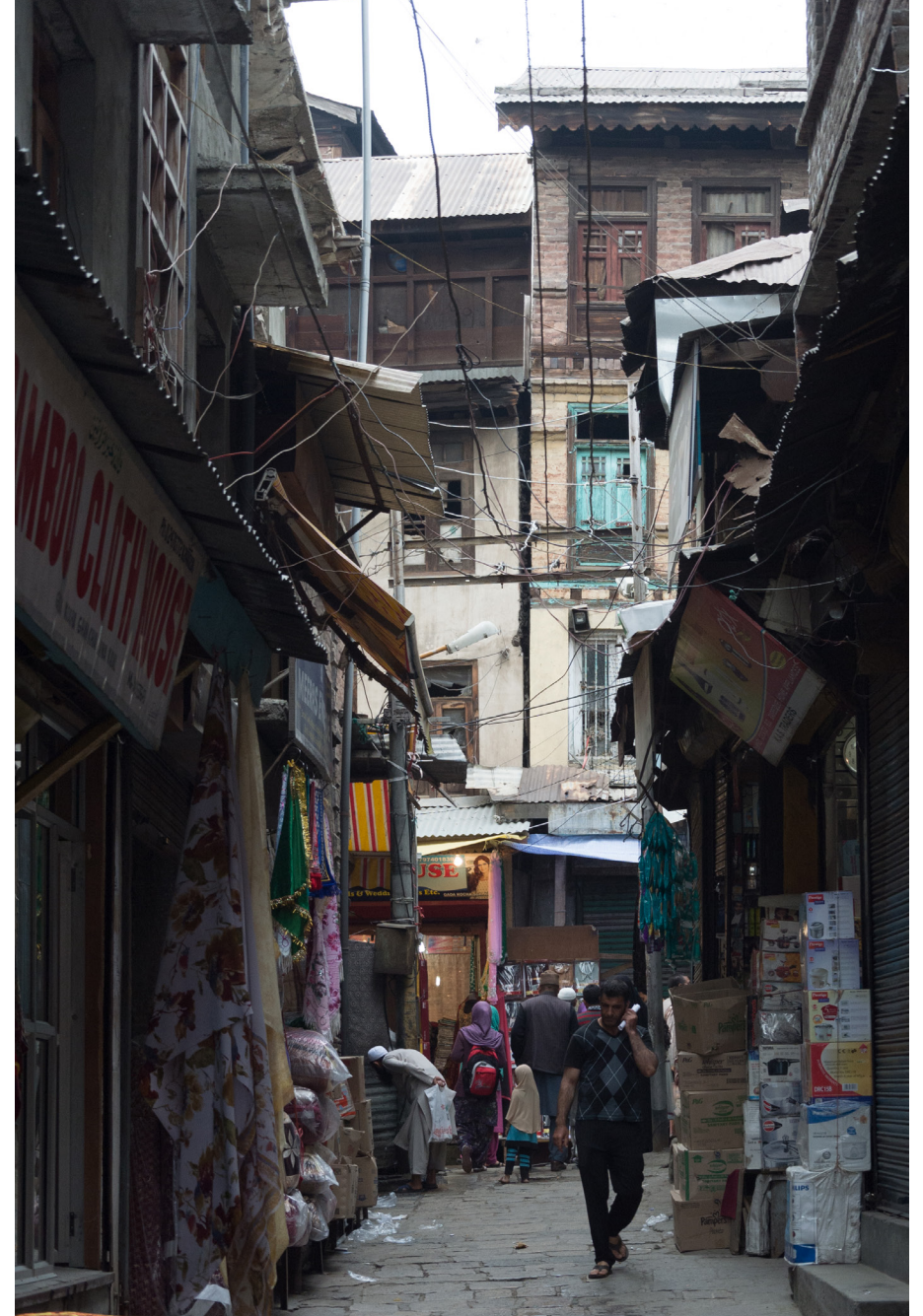
Field Study

The consumers

- Tourists, localites, organizations, hotels etc.
- Local people buy products for their daily use or for gifting as per the traditions.
- Tourists buy products to cherish the memories of Kashmir or for the value of handmade products which are unique unlike the industrial products.

Tertiary users

- Shop keepers, logistics
- Shop keepers are affected by the chinese and machine made products.
- Lack of optimization in usage of materials results into heavy products.
- Ease of packaging and transporting are normally not considered.



The issues



- Limited exposure to emerging trends in markets and affects the sale of product outside.
- The role of middlemen and the unorganized sector affects the artisans.
- Unavailability of material and other manufacturing processes.
- Lack of innovation resulted into loss of market space for some trade.

Design directions

Design interventions for new products based on the latest trends.

Initiate collaboration between different trades for new products and thereby eliminating the possibility of any trade getting extinct.

To design an innovative business model to ensure artisans are benefitted for their effort and to eliminate the bad trade practices prevalent in the current scenario.

To design and develop products to enhance the skill of artisans in exploring new forms and materials.

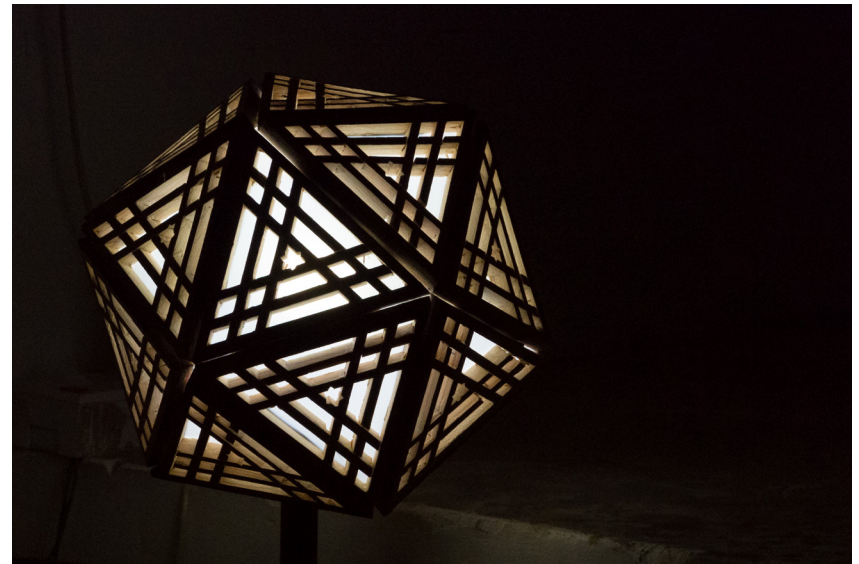
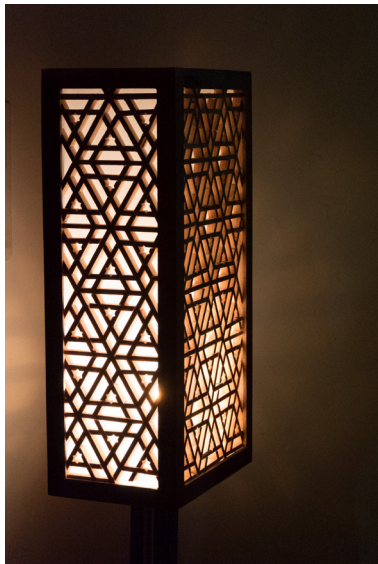
To develop methods for artisans to collaborate with designers at ease and develop new products by working as a team.

Design Objective

Design a range of luminaires and expose artisans to new forms, contemporary designs and new materials and assist them in catching up with the emerging market.

Market Study for luminaires

The range of luminaires from Kashmiri handicraft sector is very less due to the unavailability of electrical fittings and also due to the reluctance of artisans to explore new areas.



Design brief

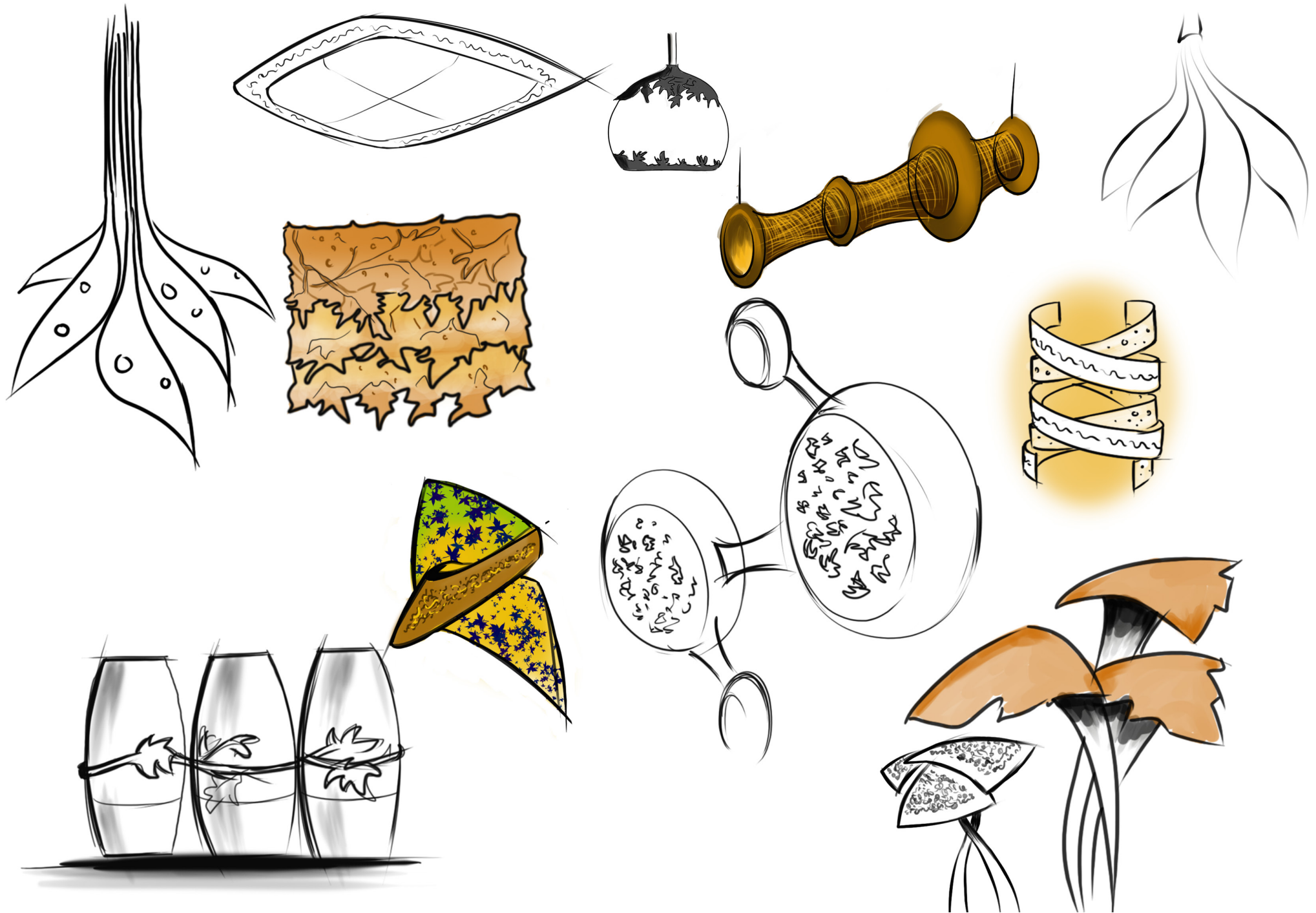
Design products which can enhance the skills of craftsman.

Try to develop a market for Kashmiri handicrafts based luminaires.

To learn and apply the limits in hand crafting as a part of the design.

To develop products with a modular design approach for ease of packaging and transportation.

Ideation



Final concepts



Final concepts



Final concepts



Final concepts



Final concepts



Zuhrah

Prototyping



Preparation of pulp and wooden mould.
Layering of pulp over the mould.
Cutting, engraving and brazing of copper rings.
Assembly.

Prototyping



Preparation of physical model for explaining form.
Cutting, hammering and surface finishing for shade.
Assembling the shade, light sources and holder with the pipe.

Conclusion



Spent a great time living with the people of Kashmir and understanding their culture, the land they live in, the life style and their issues.

The platform was utilized efficiently to meet experts in the field, participate in events organized by CDI and to apply the fundamentals of design learnt at IDC while tackling the issues.

Experienced the joy of developing products for the handicraft sector where each one is unique.

The future scope of working with handicraft sector dealing with the issues in an unorganized sector is studied.

Acknowledgements



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Faculty and staff, IDC

Faculty and staff, CDI

Family and friends



Thank you