

The National Centre for Product Design and Development (NCDPD) is the result of the endeavouring efforts of Export Promotion Council for Handicrafts (EPCH), office of the Development Commissioner (Handicrafts) and member exporters. The NCDPD has undertaken a responsibility of revival of languishing crafts for achieving a quantum jump in the exports.

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**NATIONAL CENTRE FOR DESIGN AND PRODUCT DEVELOPMENT**

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glass

lamps

candle      stands

collapsible furniture  
tables

chairs

Indian Arts have a charm of their own. But the international markets constantly demand something new and innovative. To help the Indian artisans to cope up with the fierce competition in the global markets,. National Centre for Design and Product Development (NCDPD) was set up to provide an upper edge to Indian handicrafts abroad by means of design and technical inputs. The centre has two branches – one in Delhi and the other in Moradabad.

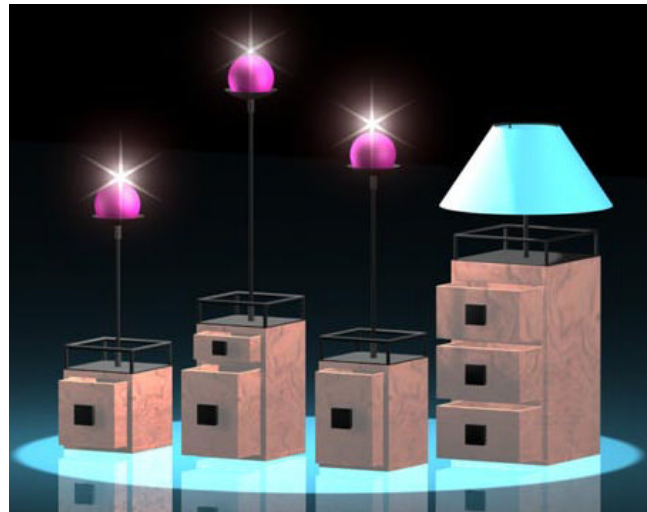
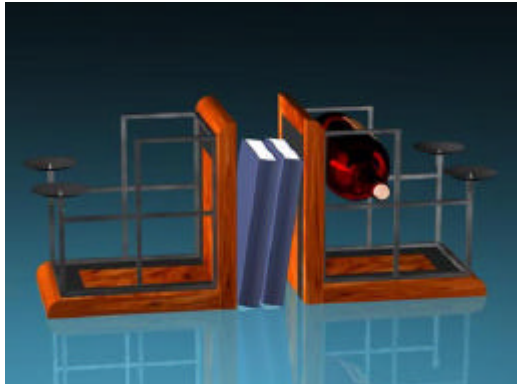
christmas stars packaging

handicraft



**ncdpd** - national centre for design and product development

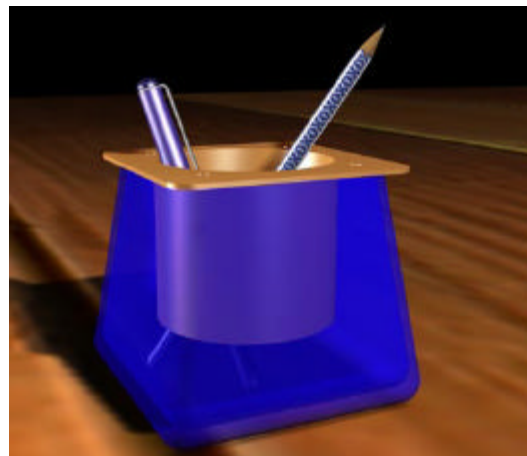
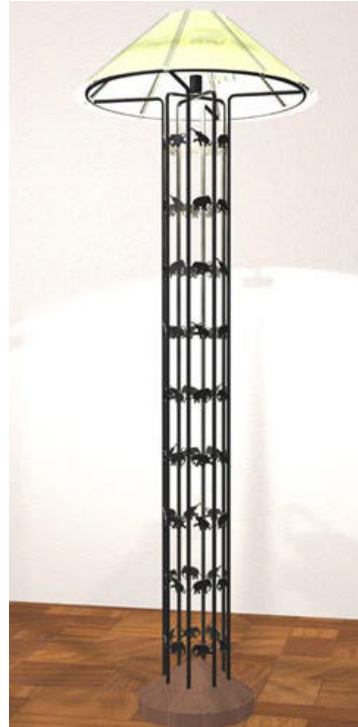
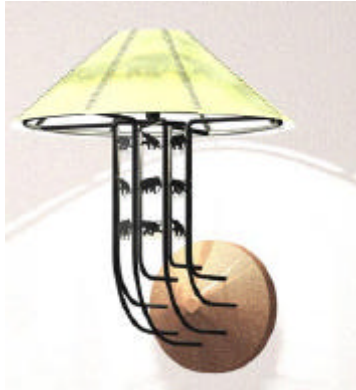
The NCDPD has undertaken a responsibility designers from across the globe and has established networks with leading Institutes in the country, like NIFT and NID to help Indian artisans to hone their skills, so as to enable them to churn out artworks at par with international standards. Two of the leading international designers appointed by NCDPD are **Mr P.J. Aranador** and **Mr. Alexander Zickendraht**. With Indian designer **Mr. Deepak Singh** of NCDPD to find out fresh perspectives from the past by visiting Indian craft museums and architectural landmarks to get the feel and soul of the Indian handicrafts



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All this research can be seen in their designed products for NCDPD, which is par excellence. Each designer uses various art styles in their designing to suit curious handicrafts exporters.

handicraft



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### **AIMS AND OBJECTIVES:**

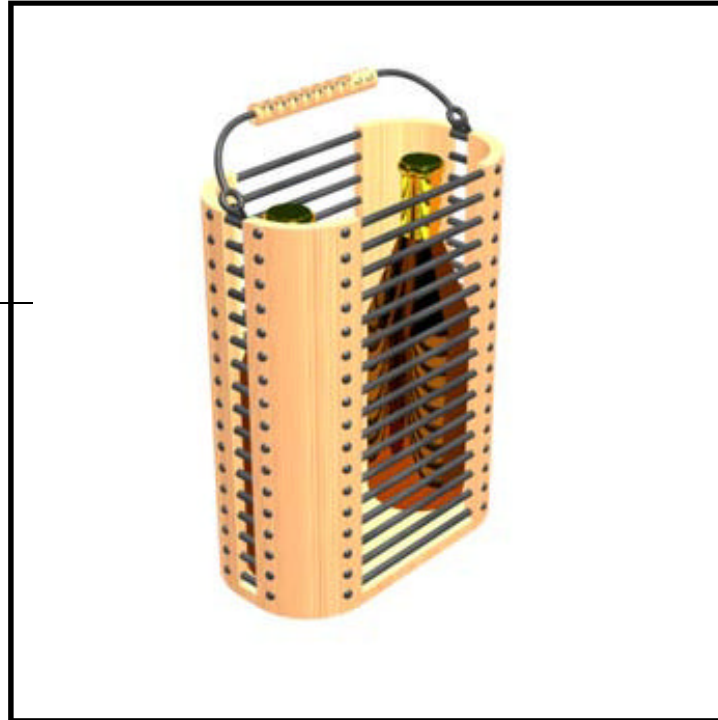
- Improvement in the existing product designs of handicrafts sector and introduction of same in sector.
- Integrated efforts by way of providing newer designs and other necessary inputs for developing market intelligence as per the requirement, trends and forecast.
- Development adoption of new design, pattern and Product Development ensuring effective and efficient utilisation of skilled manpower resource and assimilation/adoption of the same.
- Improvement of product design & quality and introduction of the same in the industry.
- Improvement of the Industry's current practices with regard to International Market, poor working conditions and hereby improving status of craftspersons.
- Upgrading the skills of craftspersons (including young and female workers) not only to improve poor living standards but also to create appropriate and broader job opportunities.
- To promote, increase, protect, support and maintain the handicrafts including allied products within the country and in foreign countries through design and product development

To promote and organise Product Design Workshops within the country and overseas.

### THE ORIGIN OF HANDICRAFTS

Fine arts like painting and sculpture form an integral part of handicrafts like toy making, metal and wood carving and pottery. In these handicrafts there is an almost unlimited scope for the free play and of the creative imagination of the individual.

In the revelation of beauty, the handicrafts can in one way be said to be superior to the creations of artists. Transcending limitations of mere abstract or aesthetic beauty, they enter the realm of practicality or day to day use. In these humble craftworks one can observe a truly democratic approach toward the arts. The articles made for utilitarian purposes combine beauty also. And the craftsmen who produce them, nevertheless, are true artists. It is here the uniqueness of craft lies.

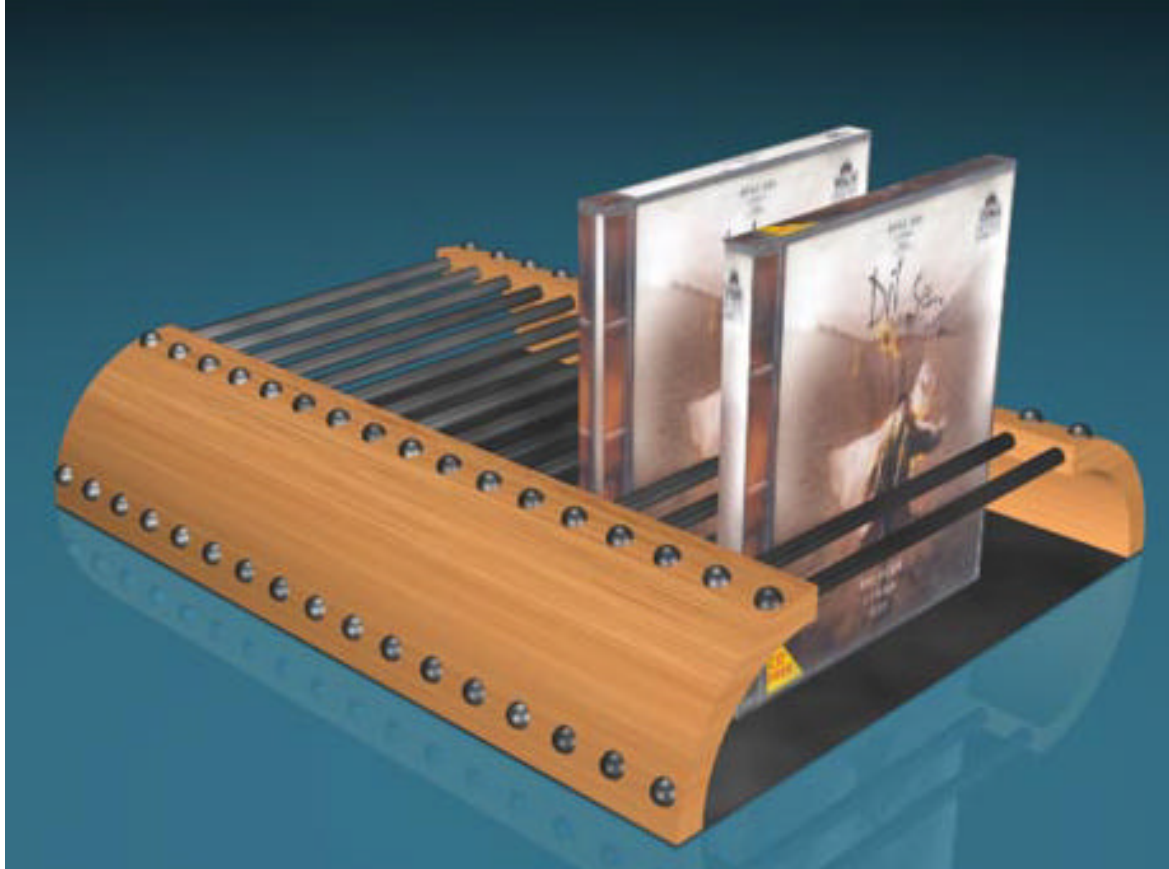


- To product publicity campaigns, organise seminars and debate with experts of handicrafts sector and allied products.
- To organise, manage and conduct the education and training programme on Development of newer designs of handicrafts and skilled products.

To grant affiliation to such organisations/ associations dealing in promotion of designs of handicrafts and allied products.

Every part of the world has played a very significant role each to enrich the treasure house of art in different eras. One is the Orient, which includes India, China, Japan and Persia, another Asia Minor and Mediterranean which includes Egypt, Semitic, Byzantine, the Mohammedan, the Coptic and the Hellenistic. Then there is the Euro American beginning with the spread of classical art in Europe and the Columbian era.

Art and craft in their truest sense express the thought and feeling in harmony with their own conditions. The climate, the landscape, the flora and fauna all feed the artistic impulse and the perception of beauty.



It is natural that craft articles are made from long back to this day with the material available around the craftsman. Those who live amidst cane and bamboo make articles with them to meet most of their needs. The man of grassy plain uses grass in much of his work. The man who lives in wood conveniently uses wood.

In India, the art of the Greeks, the Kushans, the Moghuls all fused with the classical art.

The modern man lives in a mechanised society. He is tired of this complex and busy world. He finds in these productions of rural art a freshness and simplicity. He discovers in them a directness of vision and honesty of purpose. These handiworks can give him abundantly a spiritual refreshment and artistic recreation. Undoubtedly, it is due to this, that very recently handicrafts have begun to enjoy popularity throughout the world.

### **THE DECLINE OF HANDICRAFTS**

The divorce of industry from art was a cause of universal application for the decline of handicrafts in all countries. In modern times, when art was sifted out from industry, handicrafts were forced to slide down. This separation marks the beginning of the fall of handicrafts and the beginning of the rise of mechanised industries. But when and how this process of separation began in India has to engage our attention.





### **THE ROLE OF HANDICRAFTS**

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Craft takes both the craftsman and the consumer of his product to a sphere higher to that of the mechanical world where pleasant labour makes a happy life. Through this happy intermingling of life and work, he wipes out all social tensions and in an atmosphere free of all restrictions a nation attains all-round prosperity.

### **ENDURING CRITERIA**

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To develop an appreciation for craft objects that deserve this kind of recognition, it is important to evaluate them in terms of some criteria that are fundamental in the appraisal of the visual arts in general.

- 1) Respect for material
- 2) Suitability for purpose
- 3) Creative originality
- 4) Aesthetic design

#### **1) Respect for material**

This can best be judged by the extent to which form and structure of the object reveal the inherent qualities and characteristics of the material. The primary concern is with honesty and sincerity in contrast to imitative deception or concealment.

#### **2) Suitability for purpose**

The suitability of a craft object for its purpose is largely determined by its practical usability. However, its functional quality is not necessarily dependent on long-lasting durability. Rather, the quality of the design depends on how effectively the craft object functions for its intended role.

#### **3) Creative originality**

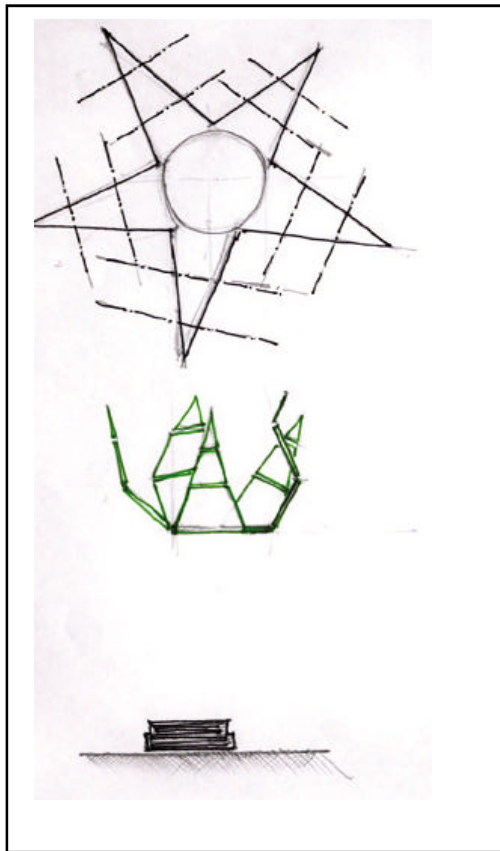
Creative originality derives from imaginative and inventive thinking. It is characterised by willingness to abandon orthodox methods in favour of new and untried possibilities. In evaluating a craft object for its creative originality, it is helpful to consider the extent of deviation from the usual types of structures.

#### **4) Aesthetic design**

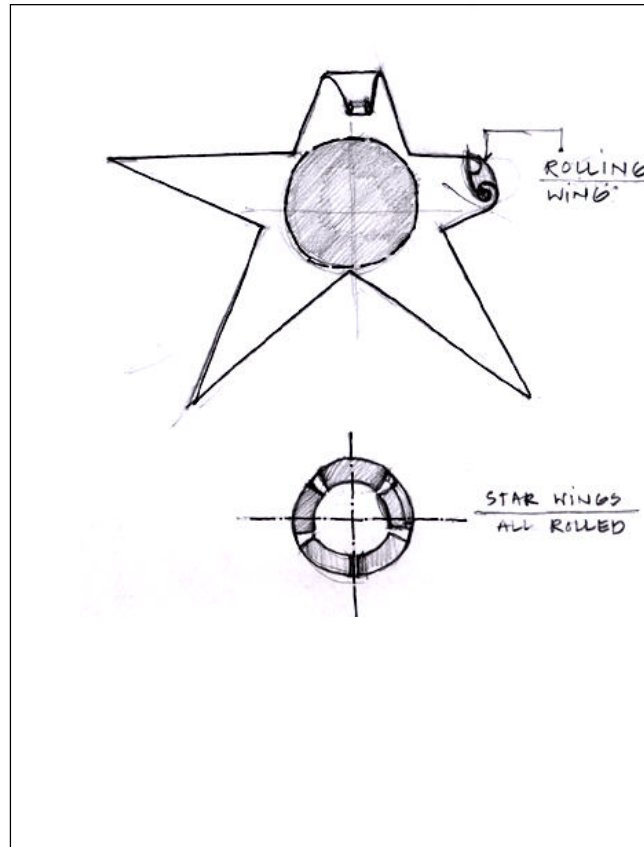
Aesthetic design is concerned with the visual organisation of all the component parts of an object. While the emphasis is on the look of the object in contrast to its utility, the quality of the design depends on a unified relationship between them.

### **TYPES OF WOODS SUITABLE FOR CRAFTS**

Domestic woods such as redwood, pine, fir, cedar, balsam, basswood, cypress, walnut, cherry, apple and other fruit woods are very versatile for many craft purposes. Imported woods such as mahogany, ebony, rosewood and teakwood are more suitable for small craft objects and jewellery.



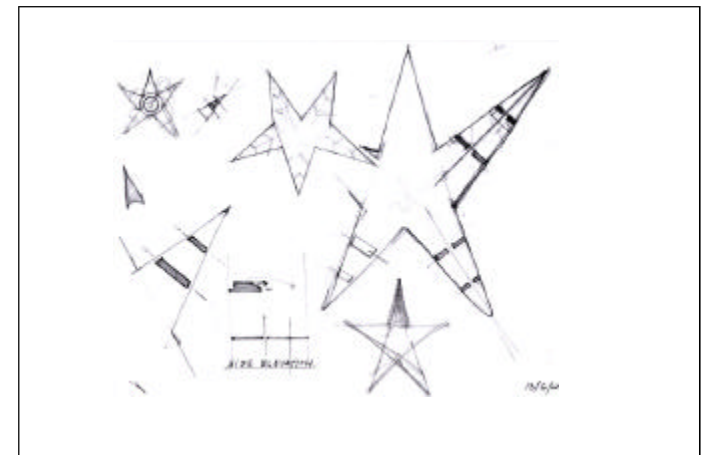
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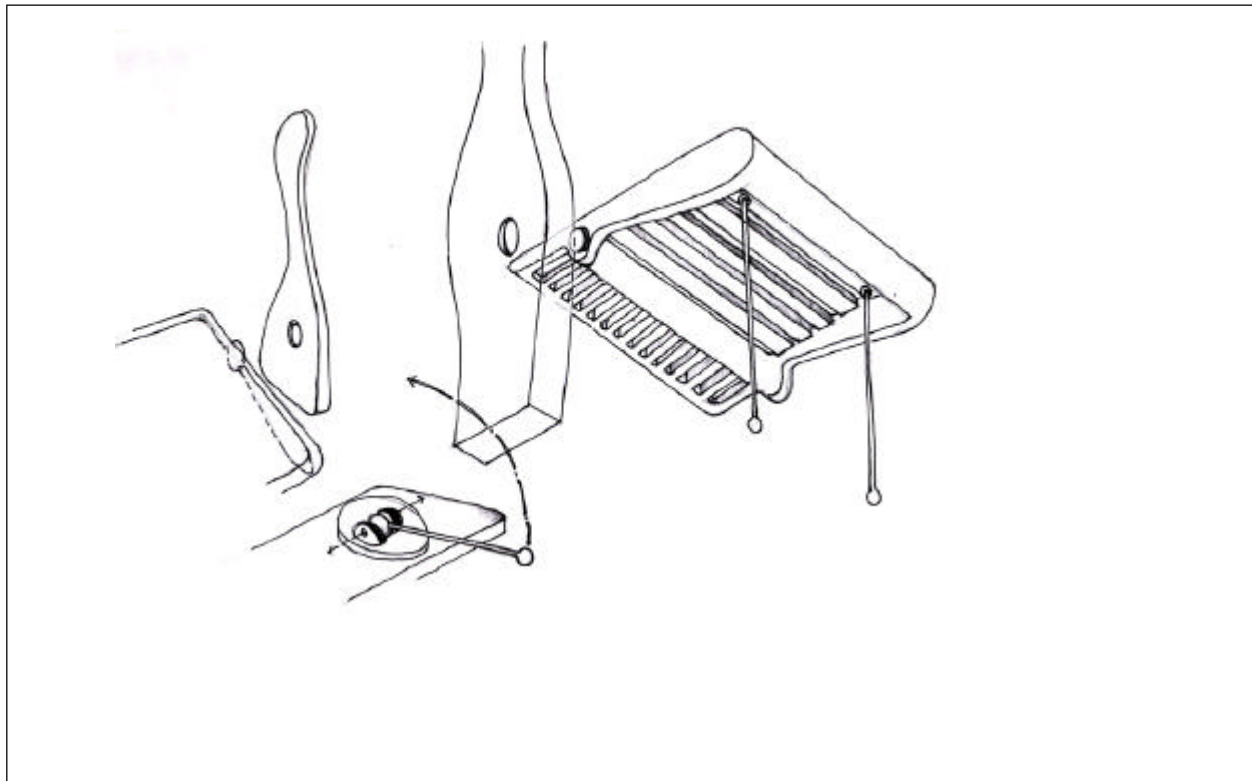
ATTEMPT-2

### Star packaging:

- Problem was to design the packaging for Christmas stars.
- Presently stars are exported to Americans and Europeans countries by various exporters in Muradabad and Delhi.
- Focus was to make a packaging, which takes lesser area as compared to the present scenarios.
- Design mainly played between the cut a folding, of the star.
- First attempt was, done by folding the star fin, by doing half cuts.
- Second attempt was, about rolling the star fin.
- Idea was to achieve the maximum number .so that more stars can be exported at a time.

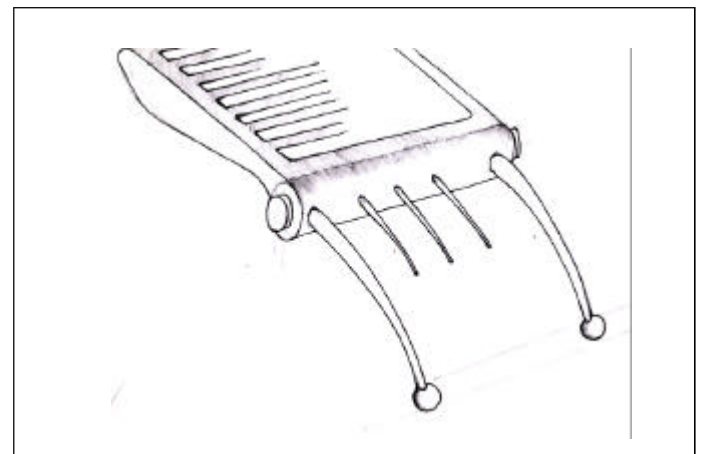
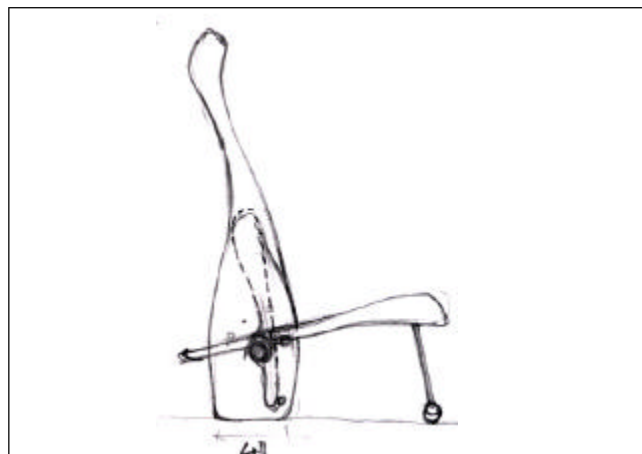
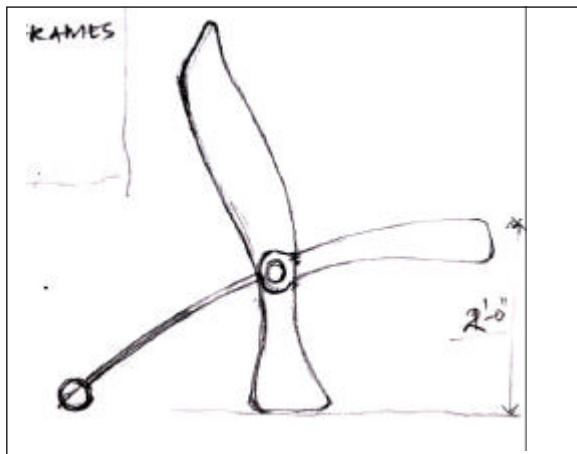


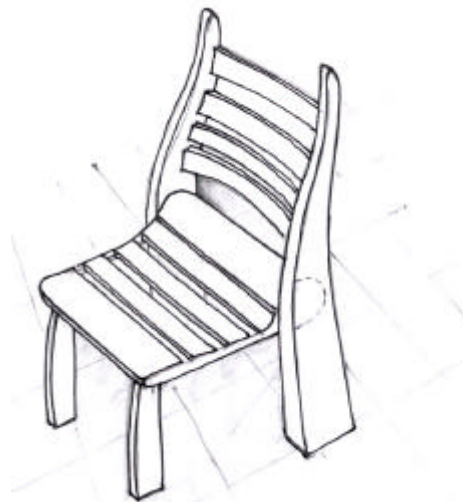
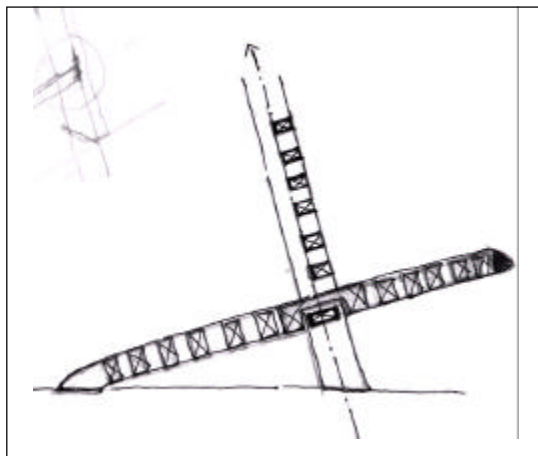
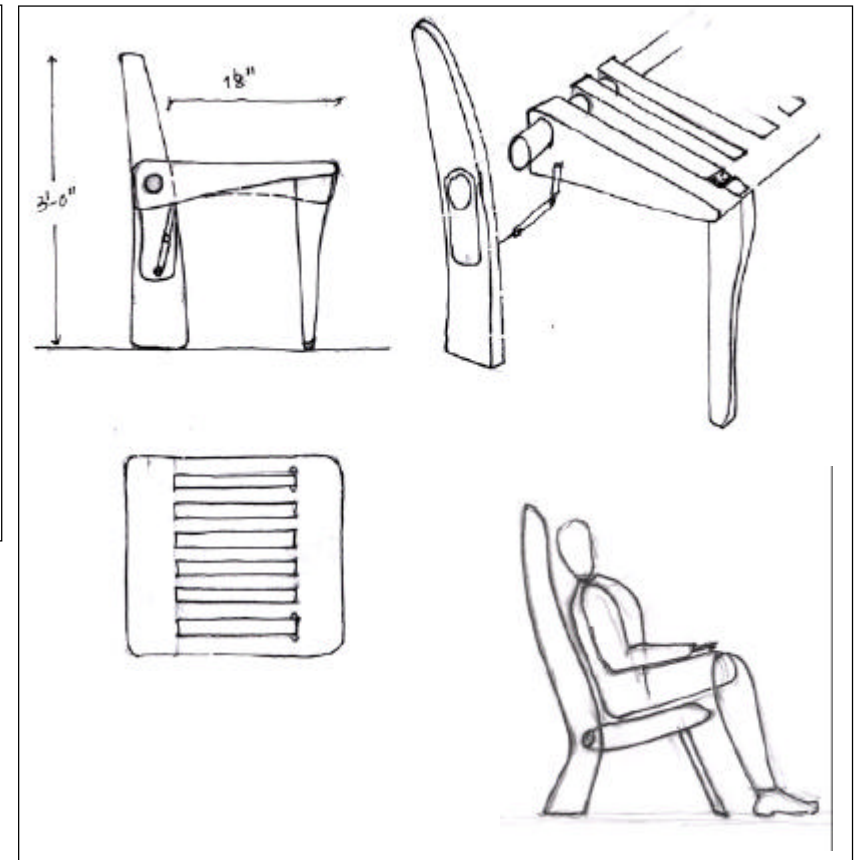
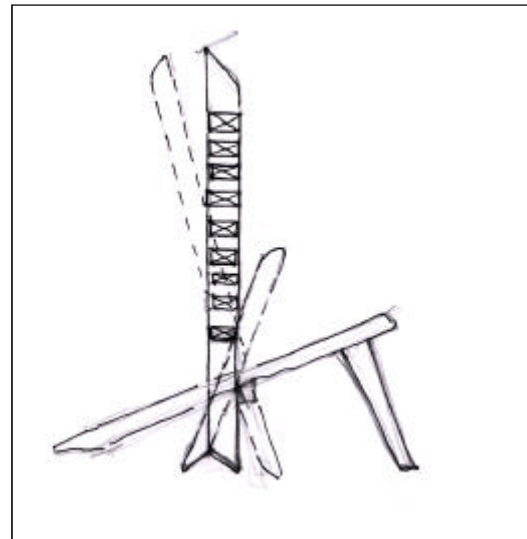


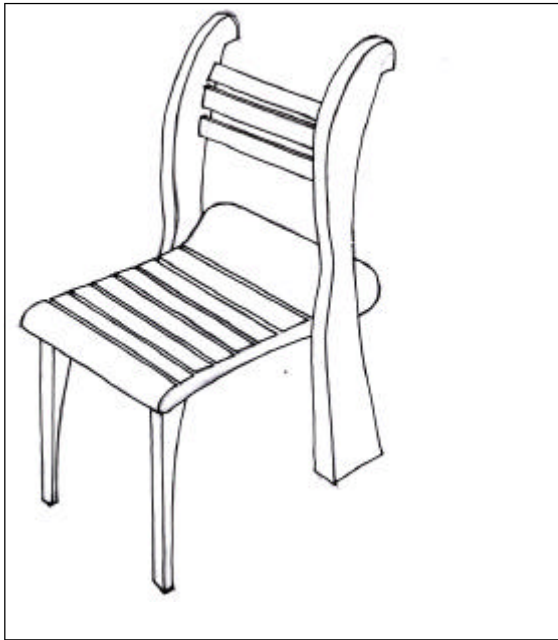


### Collapsible chair

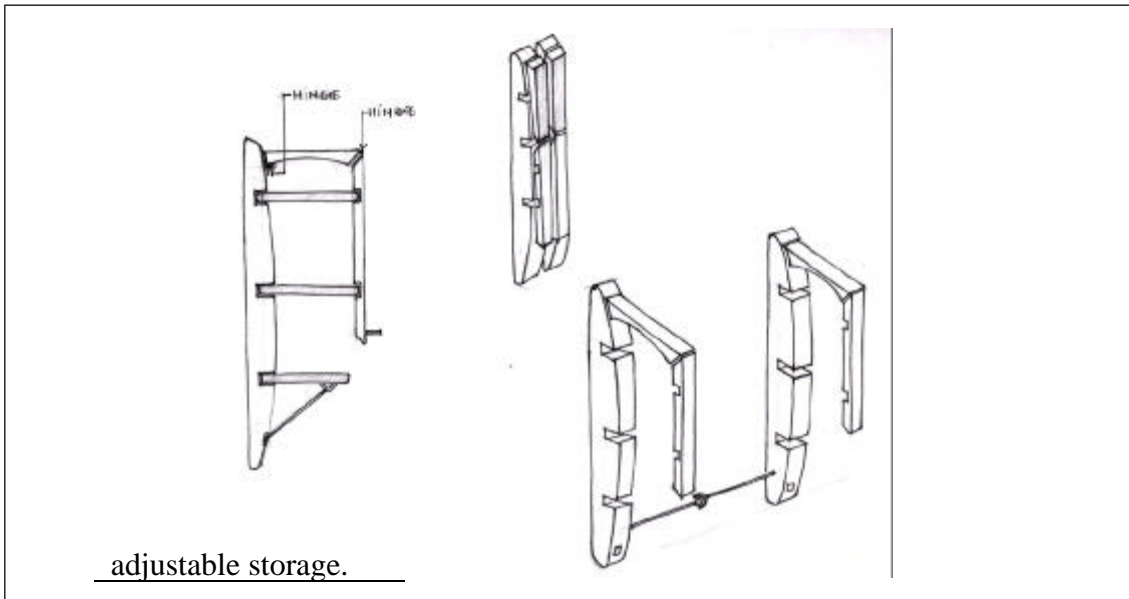
- Material used – teak wood.
- For the exporter Akbar corporation ltd, muradabad.

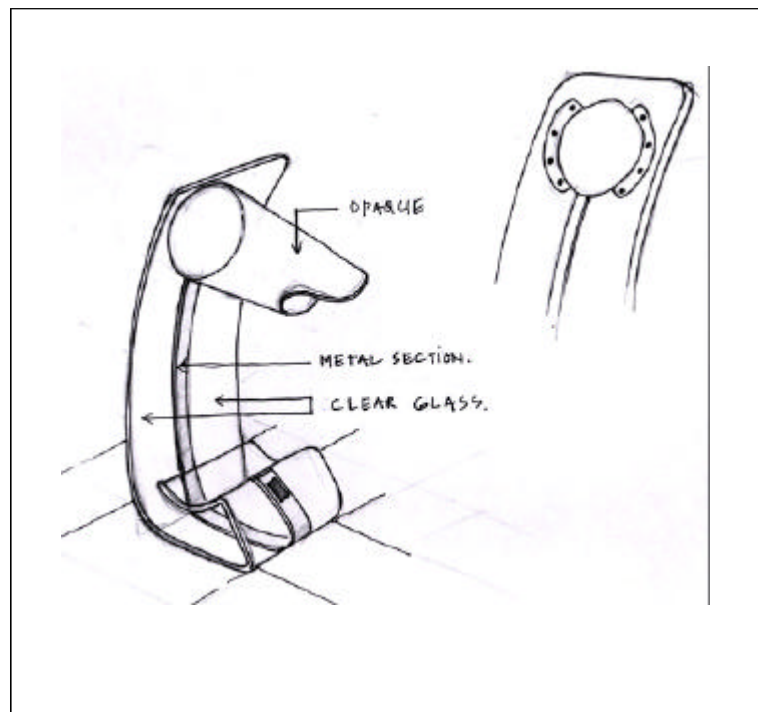
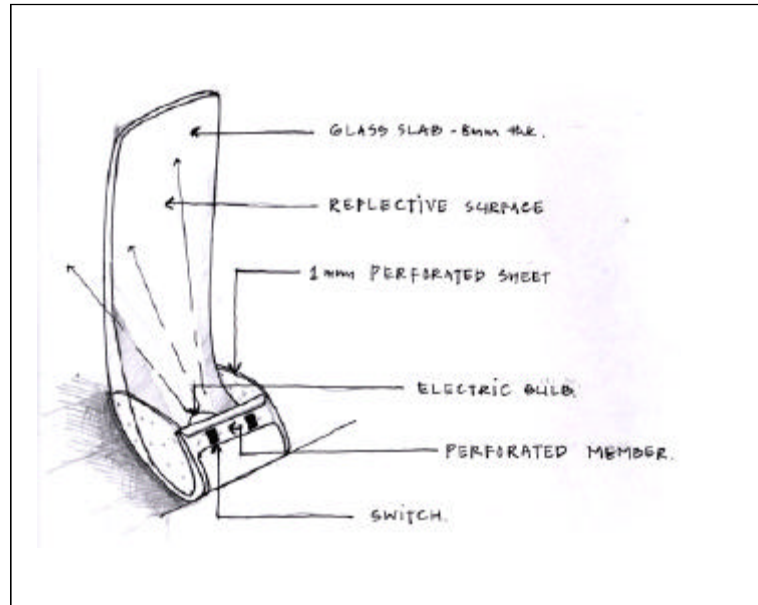






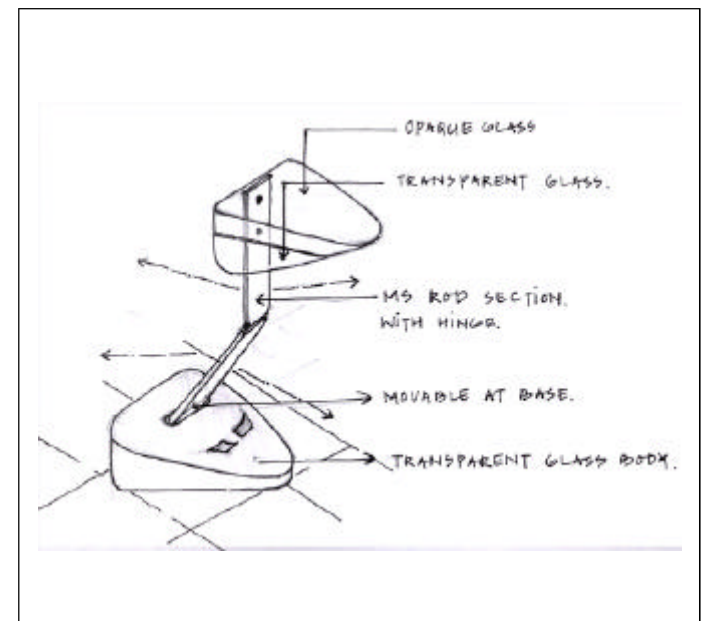
PROCESS.....



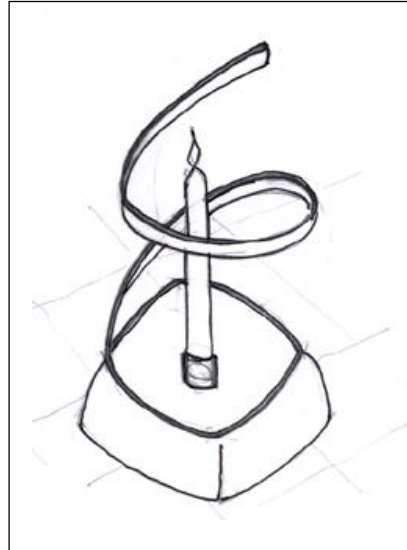
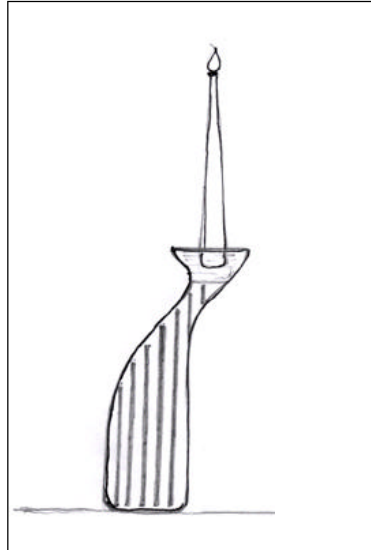
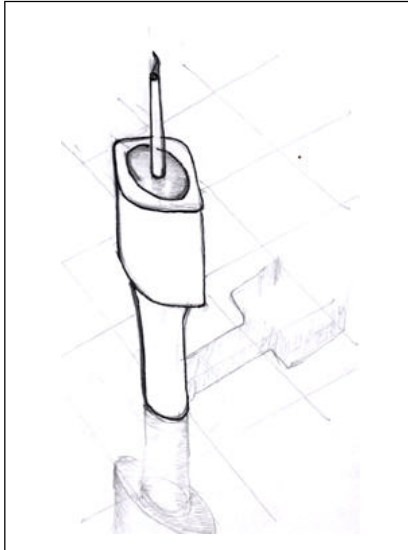


### Glass lamps

- Glass slabs were explored.
- Glass is folded and mixed with metal section.
- Composite nature in terms of material is explored.

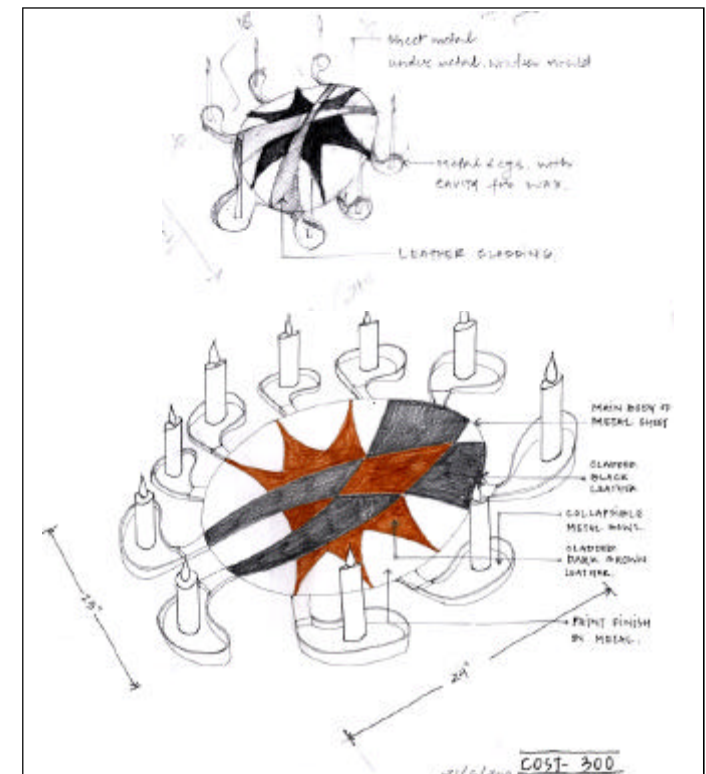
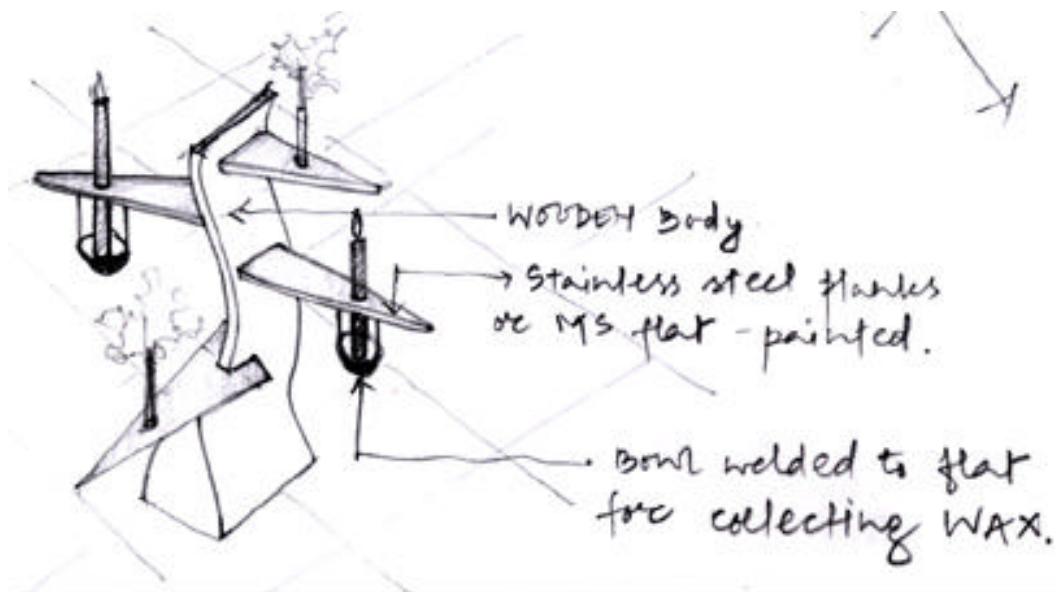




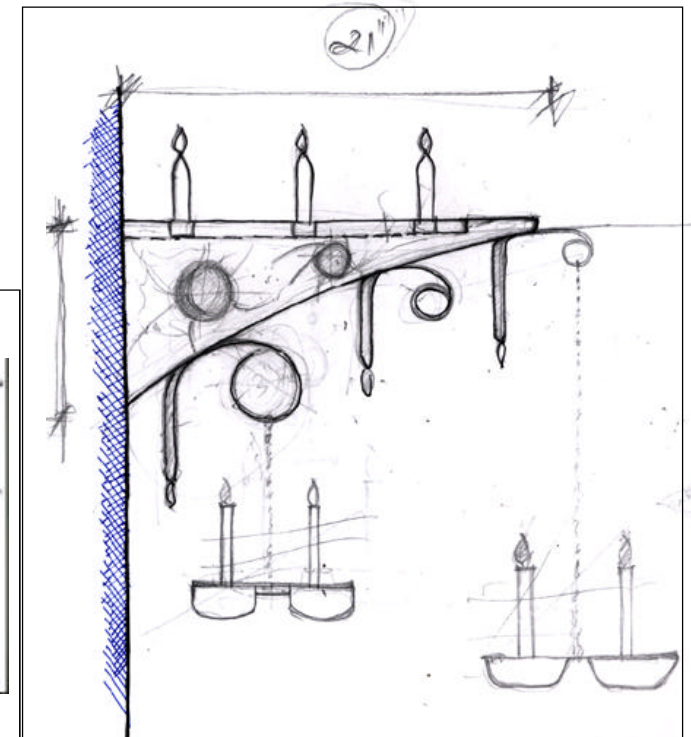
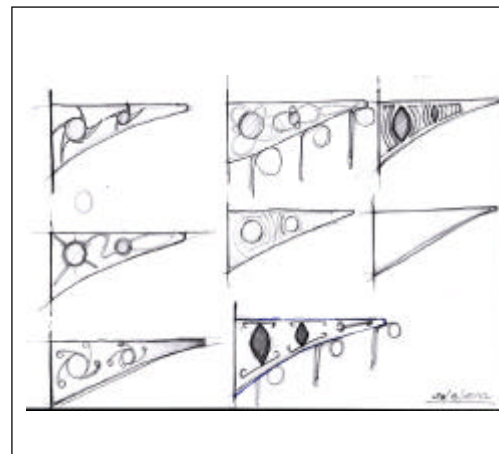
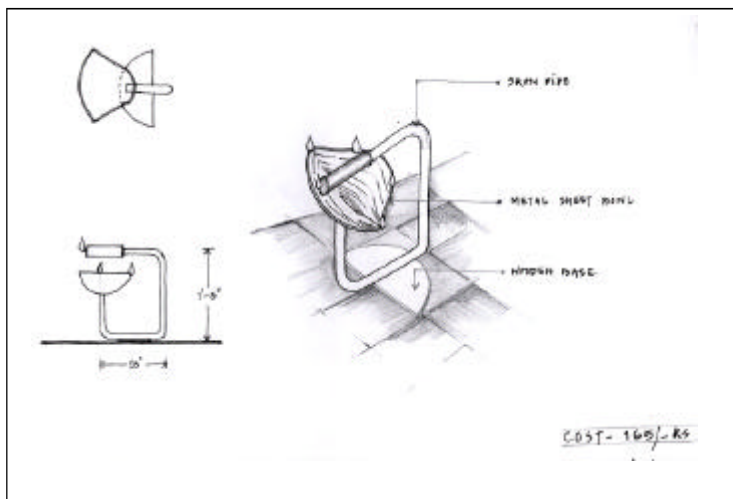
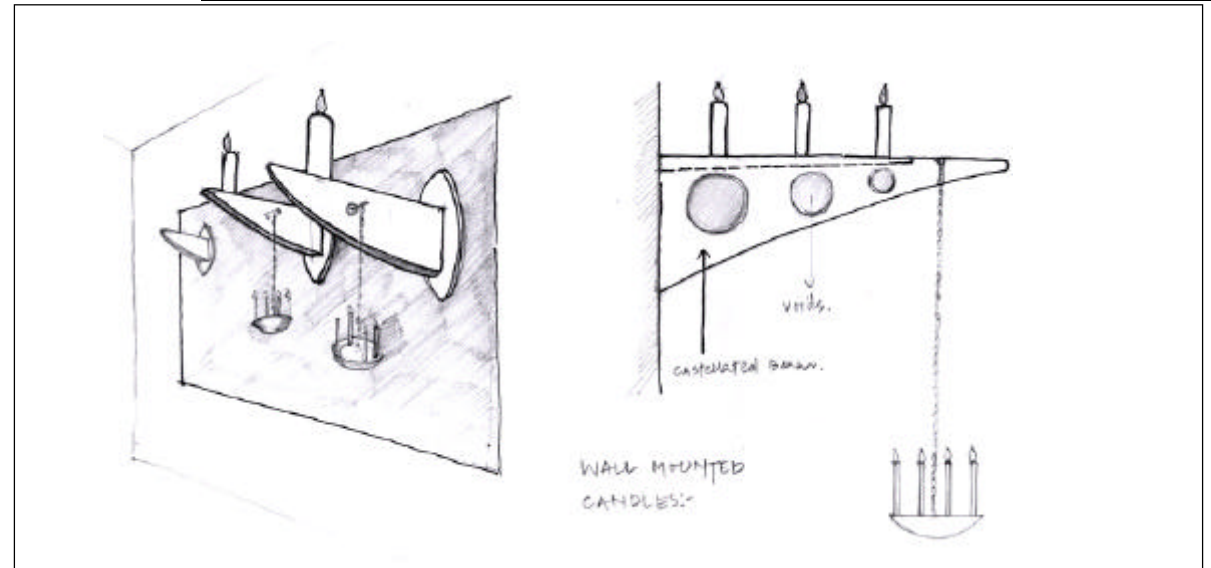
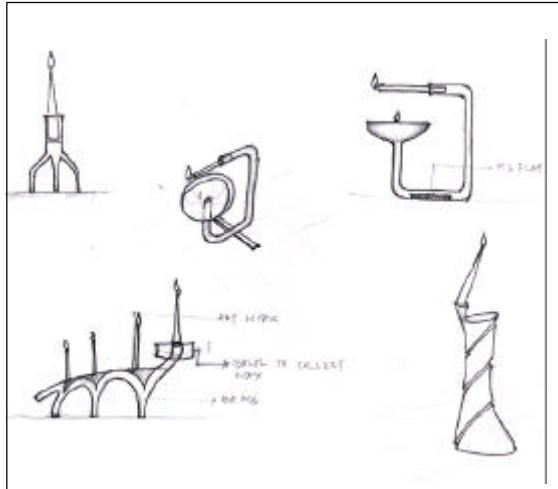


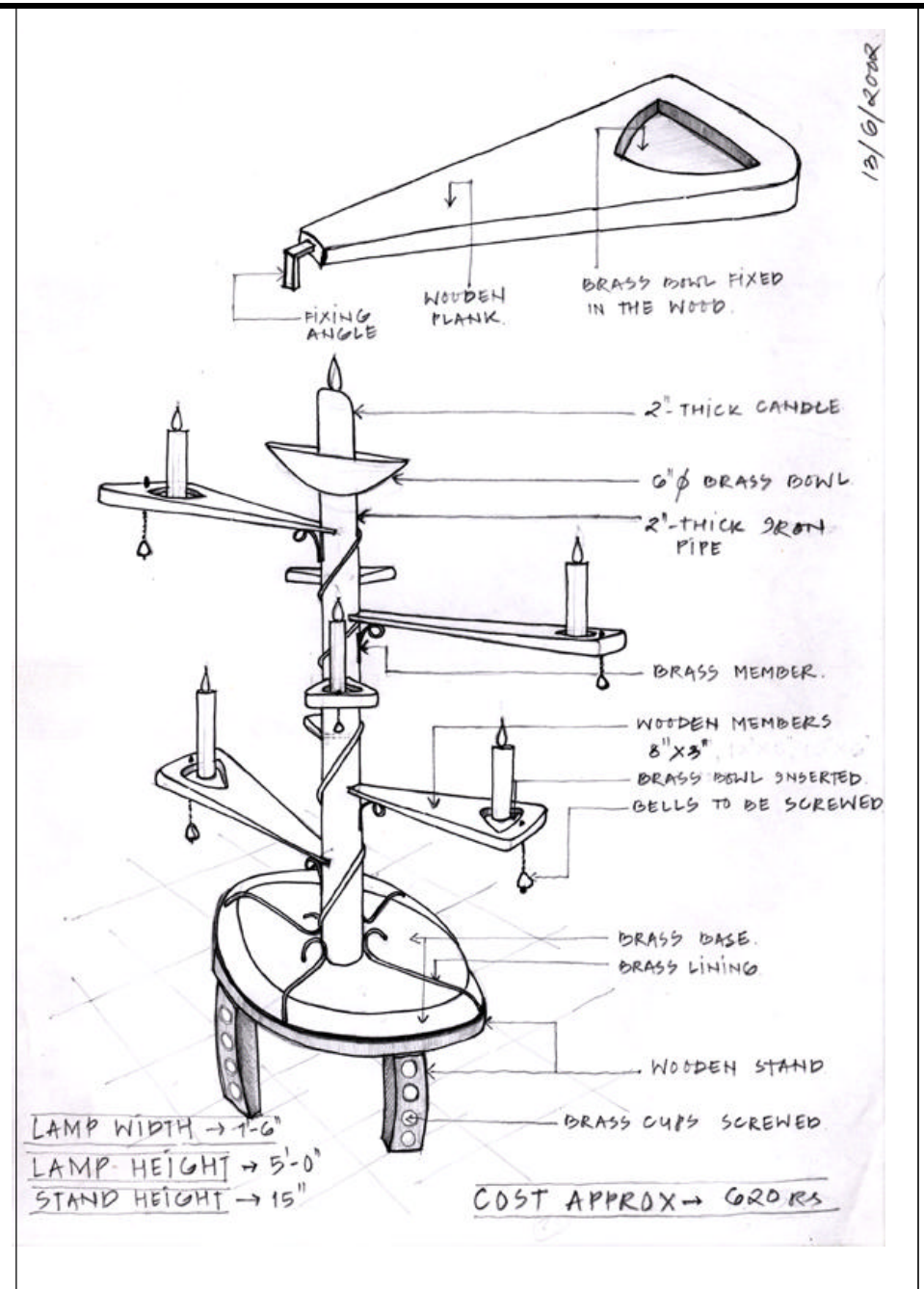
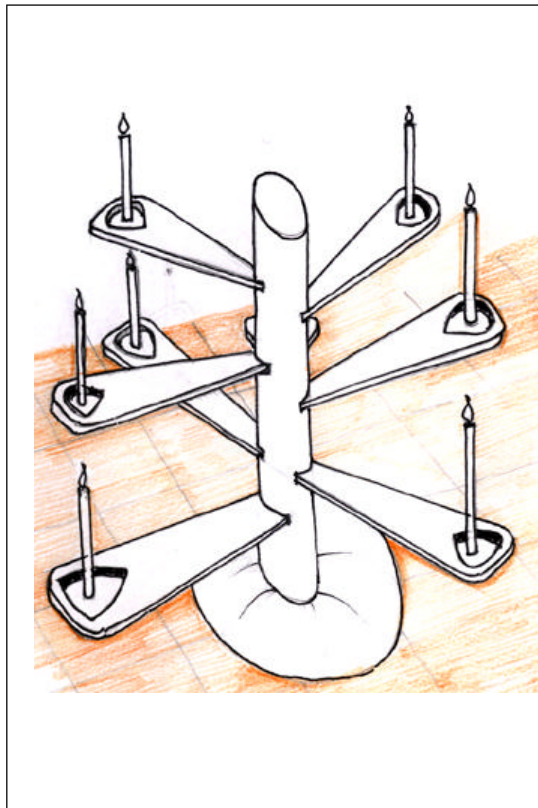
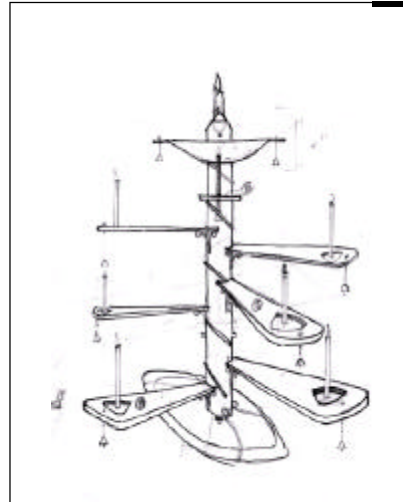
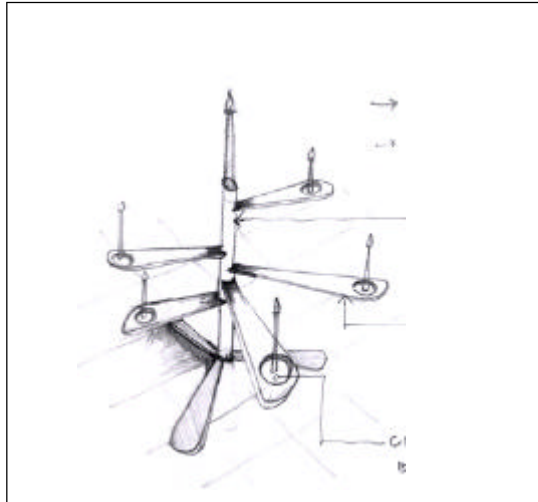
### Candle stand

- Ncdpd ,floats every Wednesday, new design concepts of products, which is mailed to all 7000 exporters.
- I was given the job of making four products, for four week. Which were mailed to all the 7000 exporters.
- Criteria's considered:
- Cost to not exceed 10 dollars.
- Manufacturing of the product.
- Material to be economical.
- Packaging to take minimal space.
- Collapsibility factors as main features.

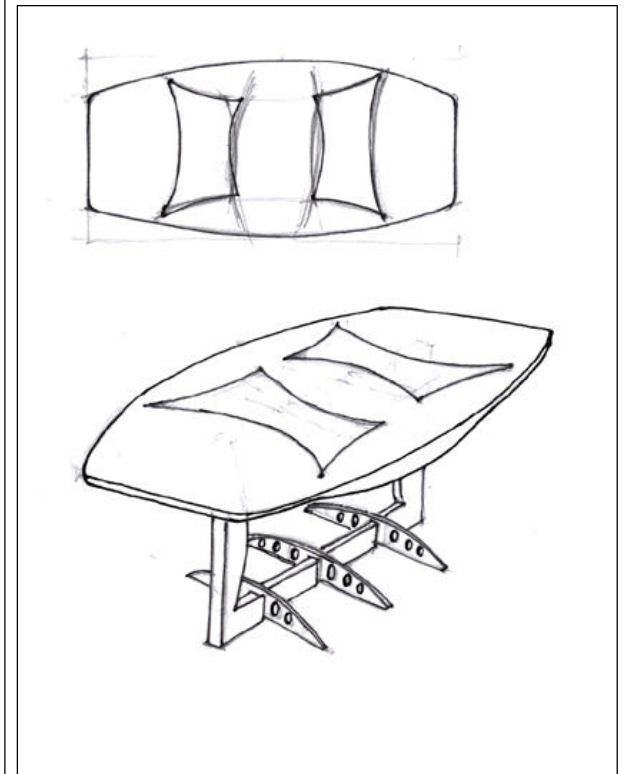
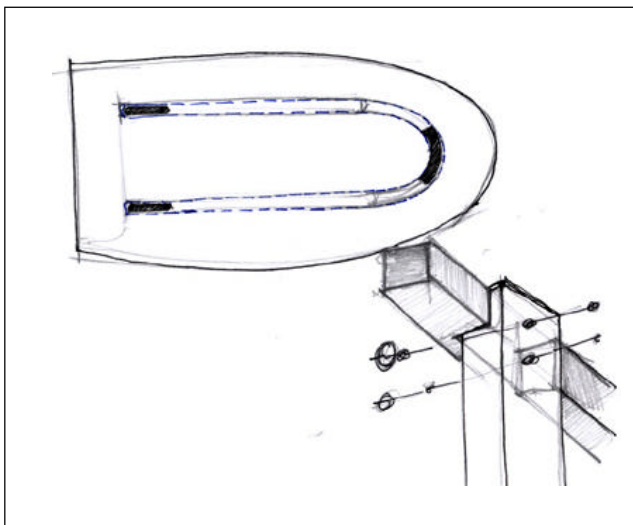
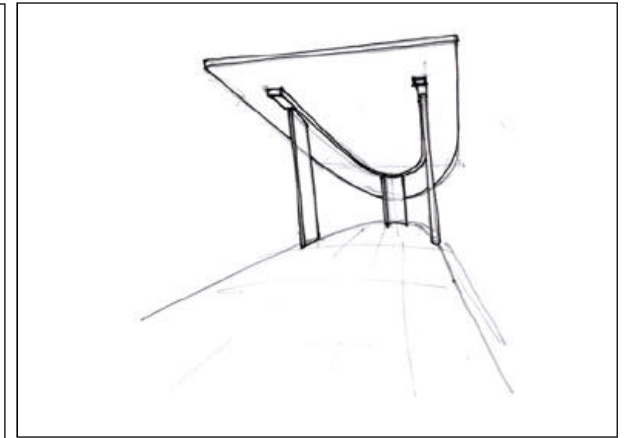
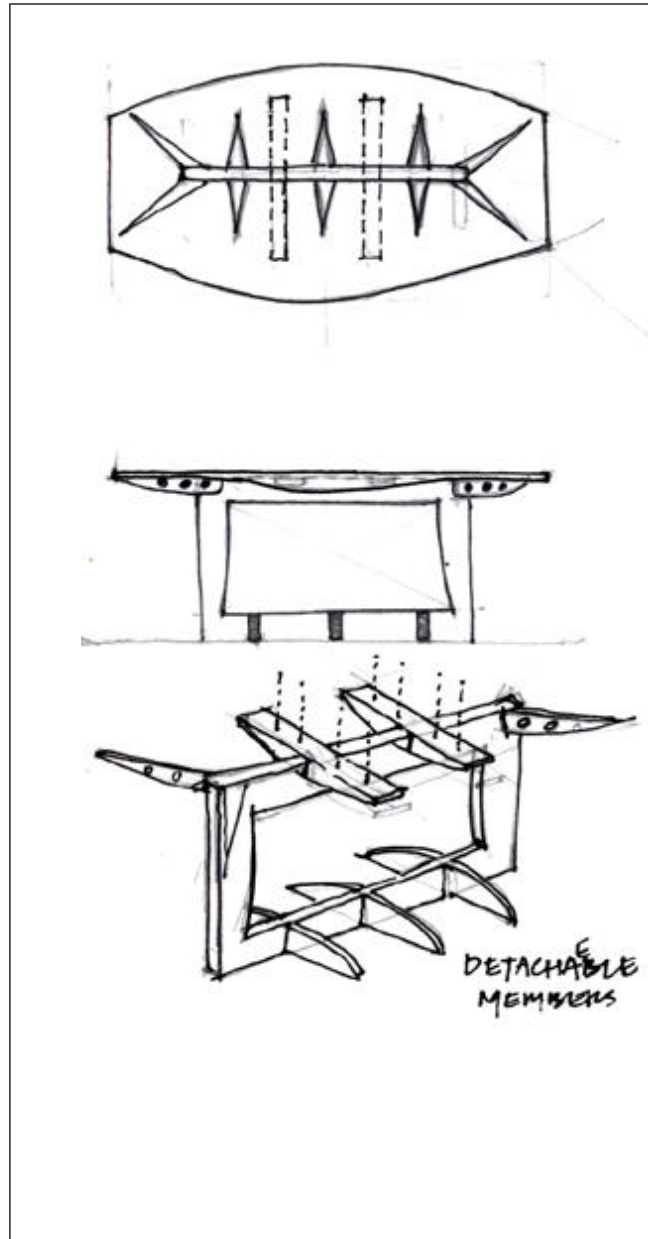
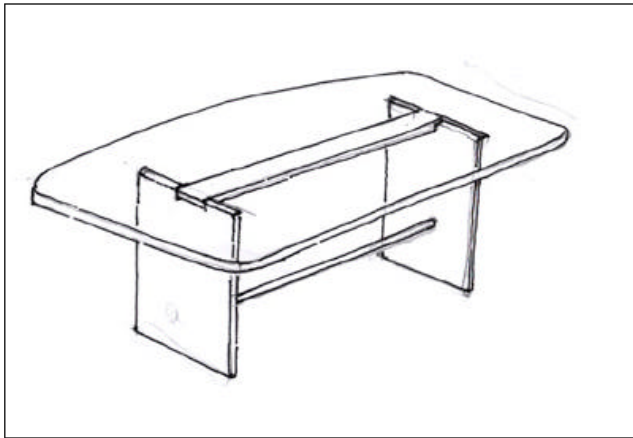




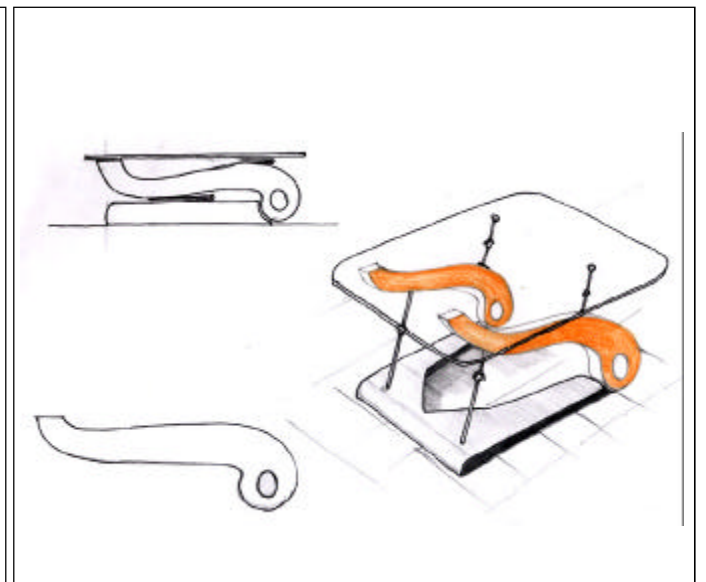
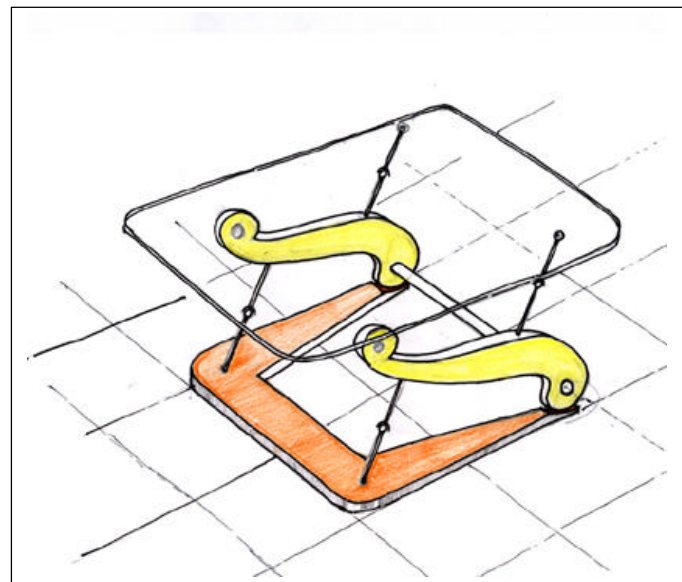
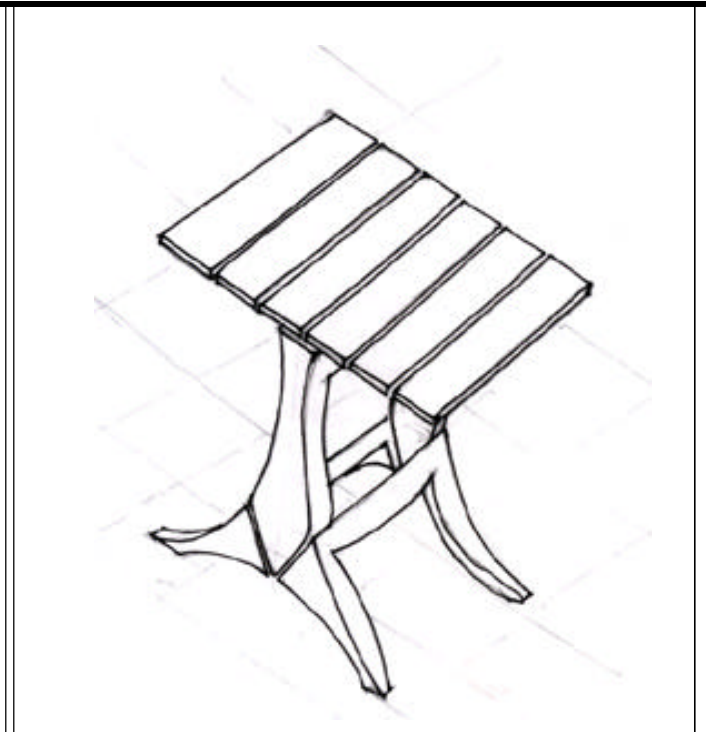
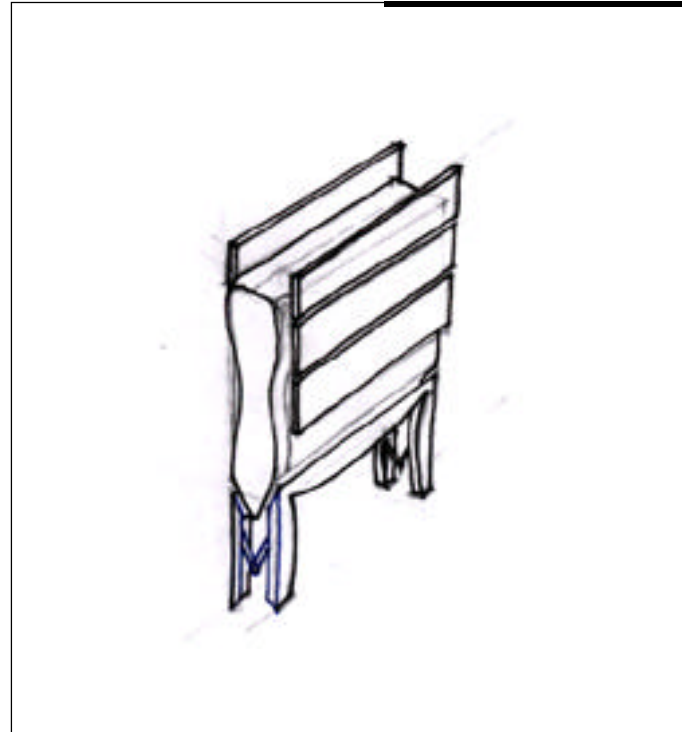
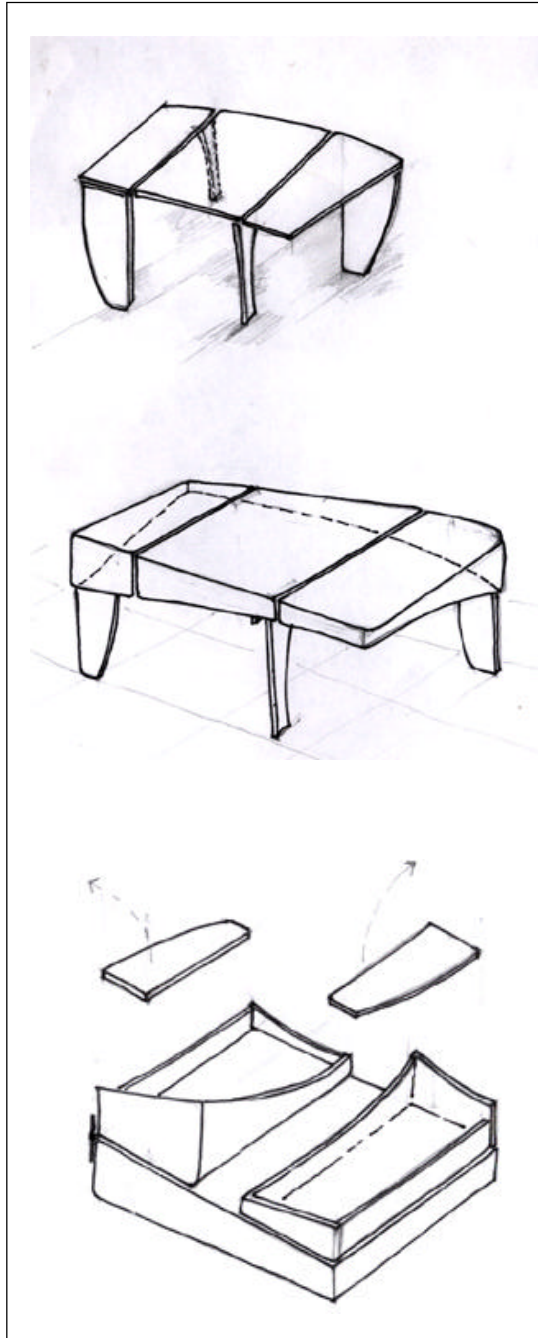


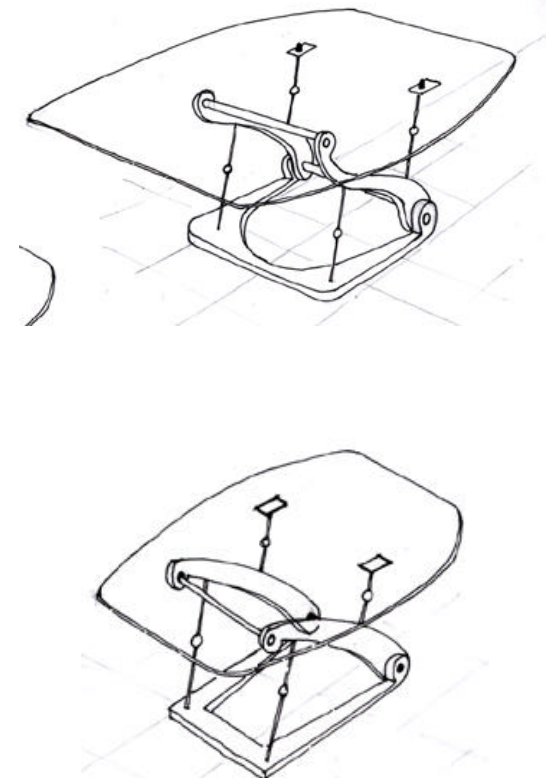
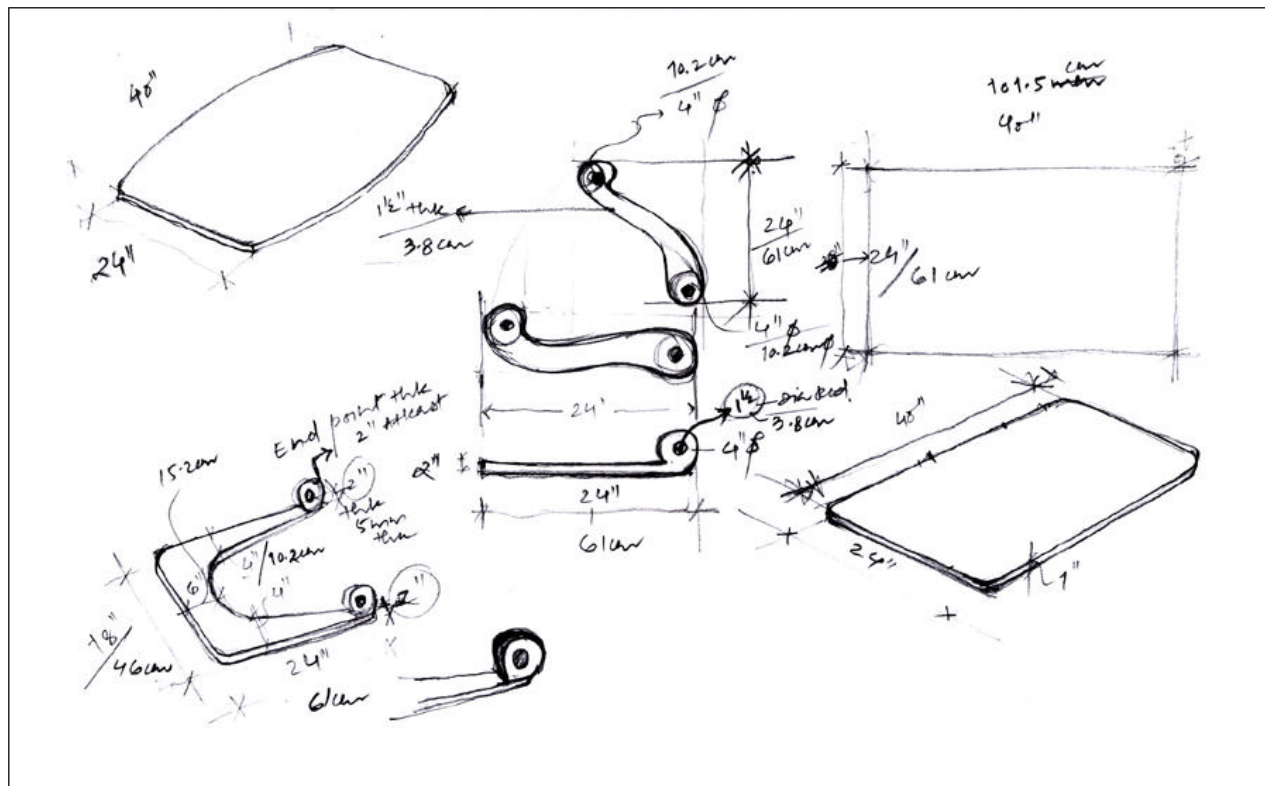
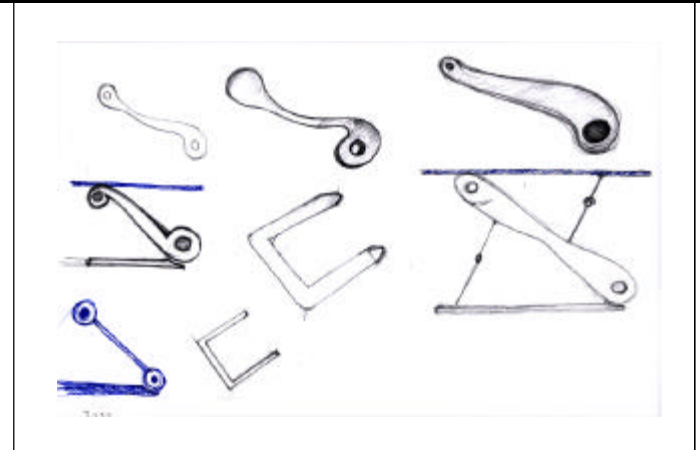
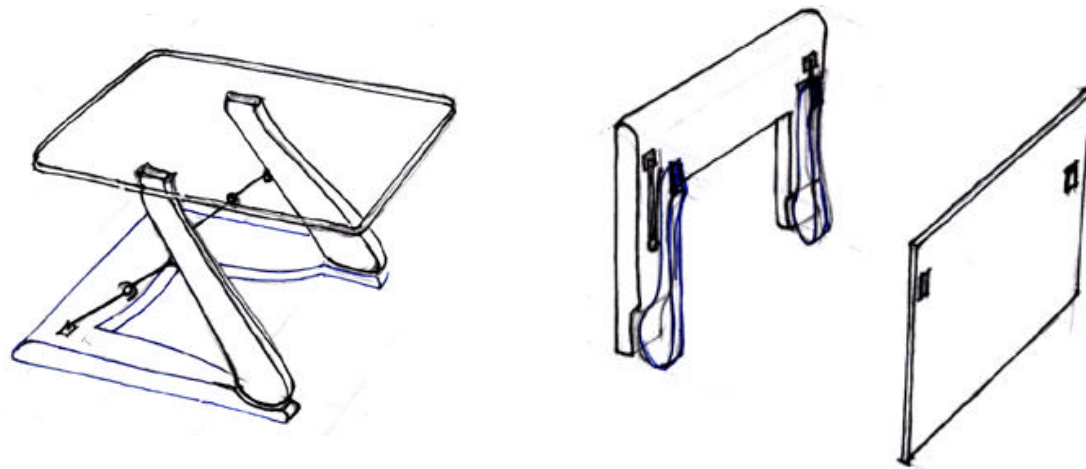


Collapsible Tables

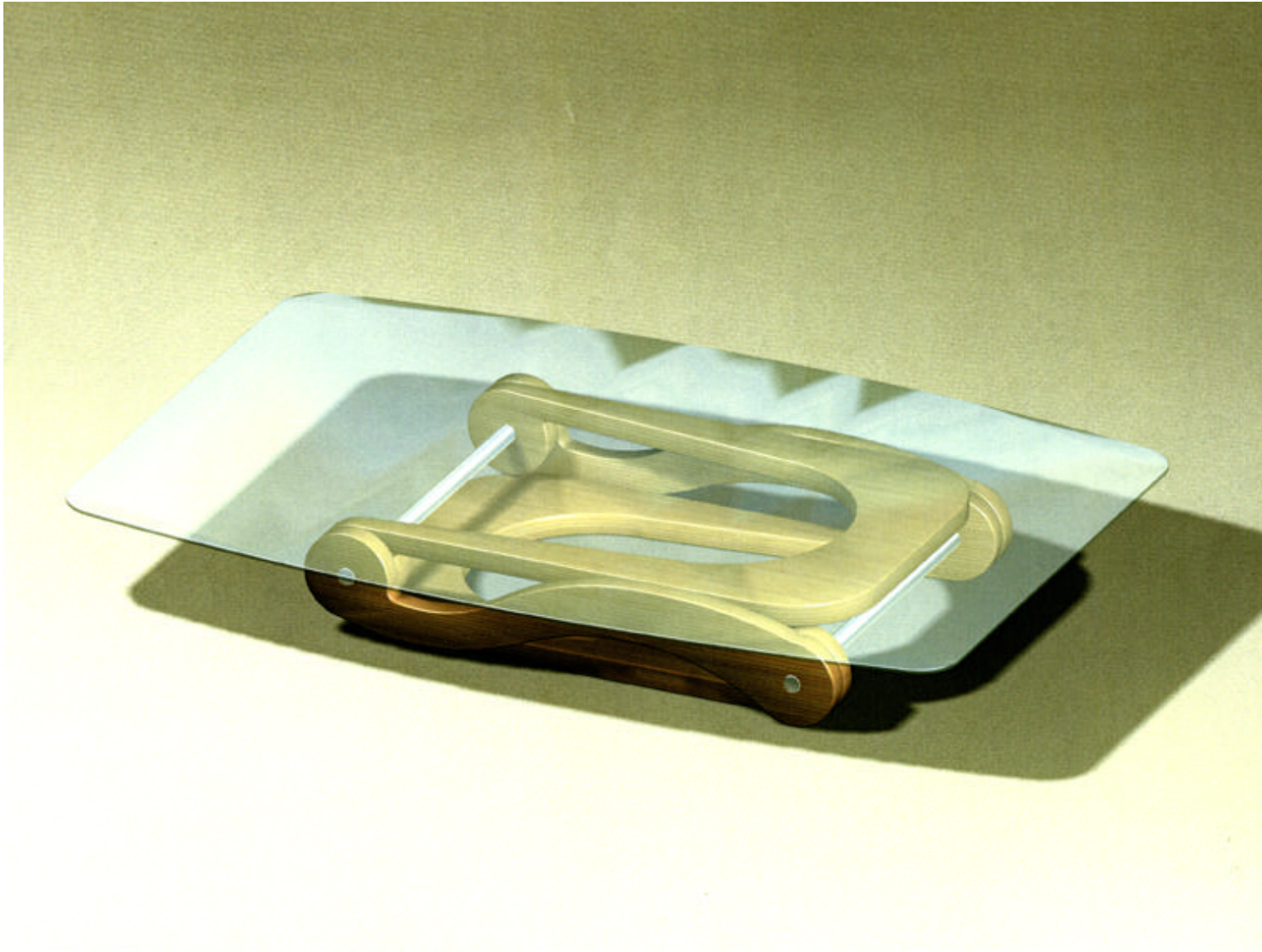












collapsible position of the table

