

"Capacity Building Programs for Traditional Crafts of Kashmir"

As part of our commitment towards Industry-Academia collaboration and outreach, emphasized in the National Educational Policy 2020, The Department of Management Studies, IUST partake in the Ministry of Commerce, Government of India sponsored capacity-building program for artisans of Kashmir. The program's primary focus was the training and development of artisans to revitalize Kashmir's traditional arts and crafts in the modern context of a technology-driven society. The training was to be imparted in various technology-driven fields such as digital marketing, export marketing documentation, marketing media, e-commerce solutions, website development, online marketing, etc.

The Nodal officer for organizing the programs was the Assistant Director of Handicrafts and Handlooms Srinagar/Ganderbal, and the programs were coordinated through PHDCCI – Kashmir Chapter - J&K.

Given the domain-specific knowledge of the faculty members of the Department of Management Studies and its paramount relevance to the program objectives, the program's organizing committee approached the Department to collaborate in successfully executing the program by deputing faculty members as resource persons for the program to impart the training.

In total, eighteen capacity-building programs for artists of traditional art and craft across Srinagar and other districts of Kashmir were carried out.

The traditional arts that were covered in this series of capacity-building programs were as follows:

S. No	Crafts	City/ Venue	Event Start Date	Event Closing Date
1	-Sozni Embroidery Hand Work -Srinagar-	<i>Srinagar/ Kashmir Haat Conference Hall</i>	08-Sep-2022	09-Sep-2022
2	-Kashmiri Crewel & Chain Stich Work- Srinagar-	<i>Srinagar/ Kashmir Haat Conference Hall</i>	12-Sep-2022	13-Sep-2022

3	- Kashmir Namda Works –Srinagar-	<i>Srinagar/ Kashmir Haat Conference Hall</i>	14-Sep-2022	15-Sep-2022
4	-Copperware Art Work –Srinagar-	<i>Srinagar/ Kashmir Haat Conference Hall</i>	19-Sep-2022	20-Sep-2022
5	-Paper Mache-Srinagar-	<i>Srinagar/ Kashmir Haat Conference Hall</i>	21-Sep-2022	22-Sep-2022
6	-Kashmir Hand Knotted Carpet Weaving – Srinagar	<i>Srinagar/ Kashmir Haat Conference Hall</i>	26-Sep-2022	27-Sep-2022
7	-Walnut Wood Carving –Srinagar	<i>Srinagar/ Kashmir Haat Conference Hall</i>	06-Oct-2022	07-Oct-2022
8	-Pashmina and Kani Shawl–Srinagar	<i>Srinagar/ Kashmir Haat Conference Hall</i>	10-Oct-2022	11-Oct-2022
9	-Crewel embroidery - Srinagar	<i>Srinagar/ Kashmir Haat Conference Hall</i>	12-Oct-2022	13-Oct-2022
10	-Sozni Embroidery Hand Work - Ganderbal-	<i>Srinagar/ Kashmir Haat Conference Hall</i>	17-Oct-2022	18-Oct-2022
11	-Sozni Embroidery Hand Work - Budgam-	<i>Budgam</i>	19-Oct-2022	20-Oct-2022
12	-Kashmir Hand Knotted Carpet Weaving-	<i>Budgam</i>	21-Oct-2022	22-Oct-2022

13	-Kashmir Hand Knotted Carpet Weaving - Bandipora-	<i>Bandipora/ Kashmir Haat Conference Hall</i>	27-Oct-2022	28-Oct-2022
14	-Sozni Embroidery Hand Work - Anantnag-	<i>Anantnag</i>	01-Nov-2022	02-Nov-2022
15	-Kashmiri Crewel and Chain Stich Work - Anantnag-	<i>Anantnag</i>	03-Nov-2022	04-Nov-2022
16	-Kashmir Namda Works- Pulwama	<i>Anantnag</i>	09-Nov-2022	10-Nov-2022
17	-Kashmir Namda Works- Kulgam	<i>Anantnag</i>	11-Nov-2022	12-Nov-2022
18	-Stone Carving and Stone Work- Pulwama	<i>Anantnag</i>	14-Nov-2022	15-Nov-2022