

Design Sensitization for Crafts

Opportunities through Design

This workshop is an effort to sensitize people involved in crafts trade by taking them through the journey of design process. This involves introducing them to their indigenous designs, understanding changing market scenarios, user preferences and ways of managing the resources.

Anchor Faculties

S Guruprasad
Sonal Chauhan

8th – 12th August, 2017



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Introduction

Many crafts in current times are diminishing or are on the verge of it. Sustaining the tough competition from the giant retailers who are offering low maintenance and low cost products, has made it extremely difficult for the families involved with crafts and craft businesses to survive with their limited resources & product range. It is time to relook at our traditional crafts and practices involved in crafting them to come up with contemporary products that meet the needs of new age local and global markets.

Objectives

This Workshop aims to facilitate a platform wherein the participants are exposed to the design process. It includes tools and techniques, instrumental in understanding the crafts holistically, identifying the challenges and opportunities to come up with feasible design interventions.

Course Contents

The following topics (tentative) will be covered during the workshop:

- Understanding value propositions of traditional crafts
- Studying existing materials, processes, other resources
- Competitor Analysis
- Identifying Local and global markets
- Understanding user / customer
- Identifying new business opportunities
- Basics of artifact pricing

Methodology

- Lectures and Presentations
- Participatory group exercises
- Discussions on Case studies
- Project Based learning

The workshop is designed in such a way that the participants will be engaged in interactive sessions, will form groups and will work on specific assignments to find out scope for design interventions in the chosen craft/craft segment.

Anchor Faculty Profiles

S Guruprasad has more than decade of experience in New Product Development, Product Design, Engineering Design and Manufacturing. He holds a bachelor's degree in Mechanical Engineering and Post-Graduation in Strategic Design Management from NID. As a Design practitioner, he has designed and developed strategies and products for various MSME clusters and Start Up companies. S Guruprasad takes courses such as Design Management, Design Process and Design Projects etc at NID.

Sonal Chauhan is a faculty at National Institute of Design and associated with the Apparel Design Programme since 2009. She has over 15 years of extensive work experience in the industry as well as in the area of crafts. She has conducted several training workshop on crafts in field of Textiles, Apparel & Lifestyle Accessory Design. She enjoys working with Indian textiles and crafts and also believes in and practices sustainable design.

Workshop Participants

Craft entrepreneurs, personnel dealing with crafts sectors, Representatives from Government and Non Government Organizations (NGOs) working with the crafts sector. It is also open for practicing craft persons and their childrens.

Number of Participants

Participation will be limited to maximum twenty five participants (on a first come first serve basis)

Fee & Registration

Rs. 25,000/- [Non-residential, includes Service Tax, Workshop Registration fee, Lunch and one set of material only] to be paid by Demand Draft/Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmadabad. Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:



PLACE

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For Further Details Contact:



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A certificate of participation will be presented to the participants on successful completion of the Workshop.

* NID reserves the right to cancel the programme and will refund the participants fee in such case. However if the candidate cancel his registration before one week then 90% fee will be refunded.