

## **Joint Intervention for Craft of Bihar:** A NIFT – SIDBI initiative

(Written by: Dr. Vikas Kumar, Associate Professor, Department of Fashion Management Studies, NIFT Patna)

**NIFT Patna** in association with SIDBI has launched a series of training programs for five Bihar-based handicrafts namely, Tikuli, Silki, Sujani, Bawanbuti, and Cotton weaving. The formal inauguration of the program was done on 01st Dec 2022 by Shri



Manish Sinha, General Manager, SIDBI. Professor Sanjay Shrivastava, Director, NIFT Patna was also present at the occasion. The aim of the programme is to map the critical pain points and address these on a practical solution basis followed by handholding and mentoring support in languishing crafts of Bihar. The program broadly covers design interventions, skill

development, and upgradation; product; promotion; market dynamics, and market linkages with the proposed training program. Skill upgradation training program for artisans is an integral part of it. The artisans are provided skill upgradation training which shall contribute to their career and improve their earnings. The Programme is a 40-day intensive training program for interested participants in five Bihar-based crafts, namely Tikuli, Silki, Sujani, Bawanbuti, and Cotton weaving.

The programme is being conducted in four modes (a combination of online and offline sessions) over a total duration of 40 working days spread across a period of 2 months.

Details of the modes are as under:

1. **Direct Contact Days**
2. **Online Contact Days**
3. **Workshop Contact Days**
4. **Monitored Contact Days**

The program was widely communicated over social media and other platforms for participation in NIFT-SIDBI joint initiative for Crafts of Bihar. The participants were carefully chosen to balance the group and create a healthy and cohesive learning environment. Each group had 10-12 participants with a background in the craft and others with no background. Those with no background had a serious inclination and were determined to pursue the craft.

The first stage of Training sessions is designed with a holistic approach, providing inputs in all concerned areas. Starting from the exploration of raw materials and design development, craft-specific skill training is included for all the crafts. Further, inputs on marketing tools and techniques, including the use of social media techniques are also part of the training exercise. The participants would also learn to utilize basic camera techniques to create short videos, reels, and pictures in order to enhance their product display techniques. All participants would be encouraged to utilize their creative thinking ability and come up with innovative products more apt to the market segment. Further, they would be assigned to develop new products which would be the final outcome of the training sessions.

The second stage is designed to start as soon as the first stage completes. The participants would discuss the further course of action with the faculty members and brainstorm on the new products to be developed. Those who would need more technical inputs will be welcome to visit the NIFT campus for one-to-one guidance. Further stages would include an exhaustive workshop session aimed toward the development of new products utilizing the craft. The focus of the stage would be on the development of commercial-quality end products. All necessary support and guidance along with expert mentoring would be provided to all participants. Raw materials required for exploration and the final product would also be provided to the participants. Finally, in the fourth stage, the participants would be subjected to a detailed analysis of the craft learned and the marketability of their products.

At the end of this 40-day long intensive training program, the participants would be well versed in the craft and have developed an innovative product as a by-product of the training. All participants will be awarded certificates endorsed by NIFT and SIDBI upon completion of the program.

#### **About SIDBI:**



Since its formation in 1990, SIDBI has been impacting the lives of citizens across various strata of society through its integrated, innovative and inclusive approach. Be it traditional domestic industry, small, bottom-of-the-pyramid entrepreneurs, medium enterprises to high-end

knowledge-based industries, and export promotions, SIDBI has directly or indirectly touched the lives of more than 360 lakh people in the MSE sector, through various credit and developmental measures. This is the first-ever joint initiative between two institutions of national importance namely NIFT Patna and SIDBI.

#### **About NIFT:**



Set up in 1986, NIFT is the pioneering institute of fashion education in the country and has been in the vanguard of providing professional human resources to the textile and apparel industry. It was made a statutory institute in 2006 by an Act of the Indian Parliament with the President of India as a 'Visitor' and has full-fledged campuses all across the country. Over the years NIFT has also been working as a knowledge service provider to the Union and State governments in the area of design development and positioning of handlooms and handicrafts.







## NIFT, SIDBI to organise training in 5 handicrafts

B K Mishra | TNN

Patna: In a first-of-its kind venture, the National Institute of Fashion Technology (NIFT)-Patna, in association with the Small Industries Development Bank of India (SIDBI) has launched a series of training programmes for five state-based handicrafts, namely, Tikuli, Sikki, Sujani, Bawanbuti, and cotton weaving.

The main objective of this joint venture is to map the critical points of difficulties coming in the way of the development of the crafts and the craftsmen and find out practical solutions for overcoming the obstacles. Both these organizations would render their full assistance and support to the development of languishing crafts of Bihar.

Giving details of this venture, project coordinator Vikas Kumar said the programme broadly covers design interventions, skill development and upgradation of the product besides promo-

tion, market dynamics, and market linkages with the proposed training programme. Skill upgradation of the participants is an integral part of the training programme. The skill upgradation shall contribute to their career growth and improve their earnings.

The programme would be conducted in different combinations of online and offline sessions over a total duration of 40 working days spread across a period of two months, he said.

In the first phase of the programme, a seven-day intensive training has already been imparted to the participants in the areas of design intervention, material exploration, craft-specific skills, marketing and social media marketing, photography, and other necessary skills. As many as 30 people are receiving training in Tikuli, Sikki and Sujani art. Training for Bawanbuti and cotton weaving art will commence soon. A total of 150 people would be receiving this

training in a period of two months.

It is expected that at the end of this 40-day-long intensive training programme, the participants would be well versed in the craft. All the participants will be awarded certificates endorsed by NIFT and SIDBI upon completion of the programme.

SIDBI general manager Manish Sinha will formally inaugurate this programme at NIFT on Thursday.

Since its formation in 1990, SIDBI has been impacting the lives of citizens across various strata of society through its integrated, innovative and inclusive approach. Be it traditional domestic industry, small, bottom-of-the-pyramid entrepreneurs, medium enterprises to high-end knowledge-based industries and export promotions, SIDBI has directly or indirectly touched the lives of more than 360 lakh people in the MSE sector, through various credit and developmental measures, said Kumar.

## निफ्ट और सिडबी का कार्यक्रम

# टिकुली, सिक्की, सुजनी, बावनबूटी व कपास बुनाई की दी जा रही ट्रेनिंग

सिटी रिपोर्टर | पटना

निफ्ट पटना ने सिडबी के सहयोग से राज्य के पांच हस्तशिल्पों, टिकुली, सिक्की, सुजनी, बावनबूटी और कपास बुनाई के लिए प्रशिक्षण कार्यक्रम की एक शृंखला शुरू की है। यह प्रशिक्षण कार्यक्रम 40 दिनों तक चलेगा। ऑनलाइन और ऑफलाइन दोनों तरीके से प्रशिक्षण दिया जा रहा है। पहले चरण में प्रतिभागियों को डिजाइन हस्तक्षेप, सामग्री अन्वेषण,

शिल्प विशिष्ट कौशल, मार्केटिंग और सोशल मीडिया मार्केटिंग, फोटोग्राफी और अन्य आवश्यक कौशल के क्षेत्रों में सात दिवसीय गहन प्रशिक्षण दिया गया है।

टिकुली, सिक्की और सुजनी के 30 प्रतिभागियों के लिए यह चरण पहले ही शुरू हो चुका है। टिकुली के लिए दूसरा चरण भी 01 दिसंबर तक समाप्त हो जाएगा, जबकि सिक्की और सुजनी के लिए दूसरा चरण 02 दिसंबर से शुरू होगा।

