



WOODEN CRAFT
SAHARANPUR



INTEGRATED DESIGN & TECHNICAL DEVELOPMENT PROJECT
IN WOOD CRAFT AT **SAHARANPUR**, UTTAR PRADESH.

Organised By : Export Promotion Council of Handicrafts
Supported By : Development Commissioner (Handicrafts)

Submitted By : **SHRAVIKA JAIN**
Accessories Designer (National Institute Of Fashion Technology)



Export Promotion Council for Handicrafts
(Sponsored by Ministry of Textiles, Govt. of India)

COMPANY OVERVIEW

The export promotion council for handicraft is a non-profit organization. EPCH is an apex organization of trade, industry and government sponsored by Ministry of textiles, for promote and projected image of Indian Handicrafts as per international standard.

EPCH provides commercially useful information and assistance to members in developing and increasing exports, and organized explore overseas market opportunities, Indian Handicrafts Trade Fairs etc. Design and Technology Development Workshop and Integrated design and technology development projects which is supported by Development Commissioner (Handicrafts) to meet the needs of the handicrafts sector like upgradation of artisan's skills through development of new designs and prototypes, exposure of the participating craftsmen to the developments taking place in the field of design, technology, market intelligence, management skills and packaging, supply of improved tools and equipment to the craft persons etc.



Export Promotion Council for Handicrafts
(Sponsored by Ministry of Textiles, Govt. of India)

Name of the Organization	EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Name of the activity	Integrated Design and technical Workshop in Wood Craft
Sanction Order No.	Sanction order no:- J-12012/149(3)/2014-15/DS/NR/(INTG)(SC) dated 26-03-2015
Detail of Venue	Craft Development centre, Chilkana Road, Saharanpur.
Date of commencement	2/12/2015
Date of completion	2/4/2016
Number of beneficiaries	40
Number of prototypes developed	25 in sets of 2

The Proposal comprised to train the artisans / craftsperson / Entrepreneurs of New design for the exports and the latest technologies used in the product development for the exports.

The basic objectives of the proposal for implementation of this Proposal for Design and Technology Development under the Design and Technology Up-gradation scheme is to provide integrated Design & Technology development for the product development for exports. The basic objectives are briefly narrated as follows:

To launch integrated design & technology up gradation programme for the handicrafts and to provide export opportunities on long term basis to the potential craftsperson/Artisans/ Entrepreneurs.

Creation of international network of design and product development expertise.

Broadening base of the export baskets of by New design viz-a-vis increasing employment opportunities thereby improving livelihood.

To Conserve and encourage the use of natural, sustainable material in creation of arts and crafts.

NEED & CONCEPT

"*Innovation*" and "*creativity*" in improving product "*usability*" have become the buzzwords in the global handicraft markets. Those who could assess the taste and requirement of clients and develop products accordingly have achieved successes. Markets consider for unique selling point" in terms of quality, attractiveness, and originality.



Saharanpur is a city and a Municipal Corporation in the state of Uttar Pradesh in northern India. It is the administrative headquarters of Saharanpur District and the Saharanpur Division.

Saharanpur is known for its wood carving cottage industry as well as a thriving market for local agricultural produce, including basmati rice and mangoes. A variety of industrial enterprises are located here including textiles, sugar, paper and cigarette factories.

Today, Saharanpur in Uttar Pradesh is the principle center for wood carving. Here, the origins of the craft can be traced back to the late 19th century. Closely associated with architecture, wood carving incorporated the design vocabulary of architectural carvings. It was also influenced by Kashmiri designs, with many of the craft persons having descended from Kashmiri immigrants. These influences continue to reflect in contemporary products like the finely chiseled screens and jaali work and the anguri or vine leaf pattern found in many Saharanpur products.

With its development into a major hub for woodwork, wood carvers from other centres have also migrated here. As a result, Saharanpur can boast of a wide and highly skilled repertoire of techniques and products, catering to both the domestic and export markets.



The wooden handicrafts that we find in Saharanpur include furniture, decorative items and wooden items. These items are exported all over the world. Wood work of Saharanpur district is world famous and is exported in many Western countries.

Wood carvings are done on decorated furniture, home furnishings and children's toys. These finished goods are exported to America, Spain, Germany, France, Canada and the U.K. In 1980 the export of specially designed Indian furniture was to the tune of Rs 6 crore but during 1996-97 this export rose to about Rs 136 crore .Today the annual value of the wood carving industry of Saharanpur is pegged at about Rs 400 crore and it supports the livelihood of about 150,000 artisans .

About 35 main furnishing firms of Saharanpur contribute half to the Indian export. Mango,rubber, pine, sheesham and teak wood is used mainly in this industry.

IN THE small workshops of Purani Mandi in Saharanpur, woodcarvers fret, fit and polish their carvings for a revitalised urban market in India and abroad. Their own future, however, is precarious. Spiralling prices of fast-depleting raw materials and a market controlled by middlemen threaten to choke this once thriving trade.

SURVEY

The survey was conducted to see what kinds of woods are being used in the export market, which ones are best suited for which country, what kind of finishes are preferred in which country, etc.

The craftsmen in Saharanpur are highly skilled and are experts in handling wood.

For the final finishes and product range:

	EUROPE	US	MIDDLE-EAST
FINISH	ANTIQUE FINSH, SMOOTH PAINTED SURFACES,WHITES, ETC	NATURAL FINISH AND MODERN AND MINIMALIST WITH HINTS OF TRADITIONAL MOTIFS	DARK POLISHED, SMOOTH SURFACES. HIGHLY TRADITIONAL FINISHES.
DESIGNS	ANTIQUE SHAPES, CURVED EDGES, SOFTER SILHOUETTES, TRADITIONAL PATTERNS	MINIMALISTS, HINTS OF TRADITIONAL MOTIFS, MODERN FURNITURE	TRADITIONAL, HEAVILY CARVED, LUXURIOUS DESIGNS,
BEST SELLING PRODUCTS	CHRISTMAS PRODUCTS, FRAMES, LIGHTS/ LAMPS	BOXES, TRAYS, WALL PANELS, LAMPS	LOBAAN DAAN, JEWELLERY BOXES, QURAN STAND, TABLES.
PRODUCT CATEGORY	TABLE TOP, WALL PIECES, CUPBOARDS, CHESTS, ORGANISERS, FRAMES, JALI PATTERNS, WALL PANELS, LIGHT FIXTURES , ETC	WALL UNITS, BEDS, ORAGNISERS, OUTDOOR PRODUCTS, LIGHT FIXTURES, WALL PANELS, TABLE TOP, BOXES, ETC	FURNITURE OF ALL KINDS, TABLE TOP, DECORATIONAL JALI'S, FRAMES, BOXES ETC
WOOD PREFERRED	SHEESHAM, MANGO, MDF	MANGO, SHEESHAM, MDF	TEAK, SHEESHAM
OTHER MATERIAL	MIRROR , GLASS, CERAMIC AND OTHER METALLIC FITTINGS	WROUGHT IRON, GLASS AND OTHER METALLIC FITTINGS.	BRASS INLAY AND OUTLAY, STONE, MOTHER OF PEARLS, ETC

STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
skilled artisans available in masses	there is no uniqueness in design	their skills can be put to maximum use and create the best products with the help of great designs	designs are replicated overnight
Machinery and equipment available at common facility centres like EPCH, Uttar Pradesh govt- seasoning plant, etc	techniques are the same all over	the strength of the raw material industry is immense	safety compliances are not forced upon therefore no safety measures are followed leading to accidents
traditional and new designs are all easily implemented because of experienced labour	they are not as willing to do new samples as mass production	If the artisans put their hearts into working they can create the best but they are not motivated enough to move ahead of their daily wage system and do exquisite things	frequently disturbing electricity and power failures
New techniques are launched, implemented and sold within one season. This industry works that fast.	Lack of infrastructure, Lack of appropriate technology and equipment create a major stumbling block for the growth of small-scale industries.	New products can help to expand their business and diversity their customer base... ..	absence of adequate infrastructure adversely affects the quality, quantity and production schedule of the enterprises which ultimately results in under-utilization of capacity.
Mass production is one of the strongest points of this industry	economic power is in the hands of few	New technology helps Wooden furniture to better meet their customer's needs with new and improved products and services. Technology also builds competitive barriers against rivals... ..	industrial methods are taking over the industry which may result in losing hand carving skill and loss of jobs for artisans.
Lower production costs lead to higher profits in sales.	changing policies of the government, and defective licensing policies confuse the usual methods of work	Emerging markets are fast growing regions of the world that enable Wooden furniture to quickly expand...	inconvenient tax and export laws

They know how to do multiple types of finishes to wood, have so many designs and are well aware about their own value. They know how to make the wood appear perfect. Material explorations have also happened in this ever evolving industry. They use wrought iron, glass, aluminium rods, plastic, acrylic, bone, And tin on various products.

INAUGURATION AT CRAFT DEVELOPMENT CENTRE, SAHARANPUR

The program was inaugurated on the 2nd of Dec' 2015 by Mrs. Sunita from the DC(H) office, Saharanpur.

Present were the master artisan, Mr. Paigam rasool, Mr. Asif from EPCH, Saharanpur, artisan women, myself and the owners of the centre.

The craft development centre is the office of an NGO where we will be continuing the program and the centre is headed by Mrs. Daraksha, the owner of the place.



ARTISANS

The artisans are unskilled and have very little experience of handling wood. All of them are illiterate, their husbands are either farmers or work as labourers in some factory or the other. Their average monthly income is hardly 10,000. The artisans are all women and their average age is 45 or more. They are taking part in this project to support their family income and are keen on working. Training sessions are given to the artisans keeping in mind that they have no idea about the wood craft or even how to deal with wood. They are a group of unskilled labourer/farmer women from the village Halpura, Saharanpur.

STRENGTH	WEAKNESS	OPPURTUNITIES	THREATS
They know the basic techniques of cutting and carving wood	They are all old mostly which make them slow learners	Because they all live in the same perimeter they can take up orders and finish work together comfortably in their areas.	They might just not be able to balance their homes, fields and a workshop together.
Machinery and equipment available	They are not very-hardworking because of their age-group and also because they think they won't be able to handle work	They can easily set up a small scale industry in their areas	They do not get much supportive from their family members, it being male dominated society
Earnings are benefitting their livelihood	They constantly need a guide.	They can help their family members, who are also wood workers, in their work and earn more	Lack of confidence and laziness might not let them grow.
Detailed knowledge about the new trends	Lack of knowledge about the market	Can learn a lot because of the presence of skilled labour and businessmen in the area	Skilled labour is available in masses

LIST OF ARTISANS

LIST OF SC CATEGORY ARTISAN FOR INTEGRATED DESIGN PROJECT

S. No	Name of Participant & Father name	CASTE & ADDRESS	ARTISAN CARD NO-	ACCOUNT NO	IFSC CODE AND BANK NAME
1	KAMLESH W/O MAHENDRA	SC HALALPUR SAHARANPUR	UPSHR00197	35389133234	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
2	PREETI D/O PRIYAVRAT	SC HALALPUR SAHARANPUR	UPSHR00220	35389133245	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
3	KUSUM W/O DESHRAJ	SC HALALPUR SAHARANPUR	UPSHR000645	35389133370	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
4	KHAJANI W/O BABURAM	SC HALALPUR SAHARANPUR	UPSHR000555	35389133278	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
5	MANTLESH W/O SUKHIBIR	SC HALALPUR SAHARANPUR	UPSHR000073	35389133110	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
6	MAHIMA MAINWAL D/O JOSHAN	SC HALALPUR SAHARANPUR	UPSHR000745	35389133427	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
7	REKHA RANI W/O RAMESH	SC HALALPUR SAHARANPUR	UPSHR000259	35389133458	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
8	NEELAM D/O MUNNA LAL	SC HALALPUR SAHARANPUR	UPSHR000025	35389132989	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
9	AMRITA D/O VINOD KUMAR	SC HALALPUR SAHARANPUR	UPSHR000630	35389133303	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
10	RAKHI D/O DMBEER SINGH	SC HALALPUR SAHARANPUR	UPSHR000729	35389133405	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
11	HINDU W/O SUSHIL	SC HALALPUR SAHARANPUR	UPSHR000491	35389133201	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
12	SHIKSHA W/O MUNNA LAL	SC HALALPUR SAHARANPUR	UPSHR000610	35389133187	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
13	SUNITA W/O SUSHIL	SC HALALPUR SAHARANPUR	UPSHR000237	35389132934	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
14	PRİYANKA D/O RAMESH	SC HALALPUR SAHARANPUR	UPSHR000123	35389133472	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR

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15	NEHENDRI W/O SHESH PAL	SC HALALPUR SAHARANPUR	UPSHR000725	35389132821	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
16	NANDI W/O NANGE RAM	SC HALALPUR SAHARANPUR	UPSHR000329	35389132912	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
17	SANYOGITA W/O RAJENDRA	SC HALALPUR SAHARANPUR	UPSHR002192	35389132785	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
18	JAVITRI W/O SHEK SINGH	SC HALALPUR SAHARANPUR	UPSHR000528	35389133296	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
19	SOMALI W/O RAMGOPAL	SC HALALPUR SAHARANPUR	UPSHR000661	35389133289	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
20	RAJAL D/O BANESH KUMAR	SC HALALPUR SAHARANPUR	UPSHR002000	35389132887	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
21	SHAKUNTALA W/O SURAJ PAL	SC HALALPUR SAHARANPUR	UPSHR000213	35389132810	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
22	SOMALI W/O NIRMAL DAS	SC HALALPUR SAHARANPUR	UPSHR000325	35389133109	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
23	PIJA D/O RAJENDRA	SC HALALPUR SAHARANPUR	UPSHR000190	35389133256	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
24	SANGRETA RANI W/O PARDEEP KUMAR	SC HALALPUR SAHARANPUR	UPSHR000119	35389132854	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
25	KISUM DEVI W/O PRITAM	SC HALALPUR SAHARANPUR	UPSHR000715	35389133176	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
26	DEEPA D/O MAHENDRA	SC HALALPUR SAHARANPUR	UPSHR000064	35389132852	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
27	KANISHK W/O SITA RAM	SC HALALPUR SAHARANPUR	UPSHR000622	35389133830	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
28	SUDHA RANI D/O OMPARDESH	SC HALALPUR SAHARANPUR	UPSHR000289	35389132774	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
29	SUSHMA W/O YOG PAL	SC HALALPUR SAHARANPUR	UPSHR000529	35389132967	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
30	KUMARI RITU D/O YASH PAL	SC HALALPUR SAHARANPUR	UPSHR000365	35389133147	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR

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31	KAJAL D/O RAMPAL	SC HALALPUR SAHARANPUR	UPSHR000650	35389133132	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
32	DEEPA D/O RAJPAL	SC HALALPUR SAHARANPUR	UPSHR000015	35389132990	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
33	KIRAN DEVI W/O MANCHAND	SC HALALPUR SAHARANPUR	UPSHR000239	35389132796	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
34	KAUSHAL W/O BOSHAN LAL	SC HALALPUR SAHARANPUR	UPSHR000670	35389132978	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
35	KUMARI SHRUTI D/O OMVEER SINGH	SC HALALPUR SAHARANPUR	UPSHR000202	35389133223	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
36	MEHENDRI W/O DASAUNDI	SC HALALPUR SAHARANPUR	UPSHR000026	35389133074	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
37	RAJITA W/O PAPPOO	SC HALALPUR SAHARANPUR	UPSHR000090	35389132876	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
38	BALESH W/O SHIV KUMAR	SC HALALPUR SAHARANPUR	UPSHR000298	35389132898	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
39	SONAM D/O SHYAMU	SC HALALPUR SAHARANPUR	UPSHR000549	35389133198	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR
40	CHINKI D/O OMBEER SINGH	SC HALALPUR SAHARANPUR	UPSHR000369	35389133029	SBIN0011465 STATE BANK OF INDIA, CHILKANA SULTANPUR, SAHARANPUR

List verified
 (P. Jais) →
 H.P.O
 MSEC
 Saharanpur

SHRAVIKA JAIN

ABOUT ME: Skilled with ability to analyse and interpret unique problems with a combination of training, experience and logical thinking to find the right solutions. An effective planner with a flare for working hard and contributing towards achievement of organisational goals.

BIRTH DATE: 06 September, 1992
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EDUCATION:
Passed 10th grade from ICSE- 2008
Passed 12th grade from ISC- 2010
Graduated from National Institute of Fashion Technology- 2011-2015
Bachelor's of design in Fashion and Lifestyle Accessories.

INTERESTS: Painting, sketching, reading, driving, basketball, travelling, etc.

STRENGTH: Social Innovation, Capacity Building ,Connecting dots, Design Research, Concept Development, Product Development.

PROFESSIONAL SKILLS

Socialising	●●●●●●
Creativity	●●●●●●
Organisation	●●●●●●
Communication	●●●●●●
Team Player	●●●●●○
Problem Solving	●●●●●●

PERSONAL SKILLS

Aesthetics	●●●●●○
Design	●●●●●○
Management	●●●●●○
Sketching & Rendering	●●●●○●
Technical Knowledge	●●●●○●
Material Handling	●●●●●○

SOFTWARE SKILLS

Corel Draw	●●●●○●
Adobe photoshop	●●●○●●
Adobe Illustrator	●●●○●●
Adobe InDesign	●●●●●○
MS Office	●●●●○●
AutoCAD	●●●●○●
3DS Max	●●●○●●

DESIGNER'S PROFILE

WORK EXPERIENCE, PROJECTS AND ACHIEVEMENTS

INDIAN HUMAN WELFARE SOCIETY:

Undertaken various teaching projects in the 6 years that I have been associated with the NGO. Held craft, arts and awareness workshops for the underprivileged kids and women in Dehradun. The main issue we address regularly is sustainability otherwise we make various products reusing old material and sell them.

PILKHUWA WOOD CARVING CLUSTER:

{August 2013}: Undertaken sheesham block carving and brass inlay cluster in Pilkhuwa, Uttar Pradesh to help them increase their product range as a project in college.

BATA :

{June and July 2013}: Undertaken internship to learn about industrial processes of manufacturing shoes and slippers. Worked at the design house for various sport shoes and slippers designs.

NIFT FASHION SPECTRUM:

{2014}: Participated in the annual college fashion show and won the award of the best stage presence for my garment/fashion accessory- 'the cyborg'. Participated in the fashion show for election campaign 2014 at central park , CP, Delhi. Winner of NSIT fashion show .

nHope:

{June and July 2014}:Worked with bamboo artisans in Balakrupi, Himachal Pradesh through the NGO 'nHOPE' on bamboo cluster and came up with new ideas for the betterment of the craft.

JHARKHAND GOVERNMENT

{January-May 2015}: Worked on the Revival of the ancient Kasi grass and date palm leaf craft and bamboo cluster with the Primitive Vulnerable Tribal groups- Mahali and Sabar tribes, of district Saral-kela Khasawan, Jharkhand. It was my final graduation project, sponsored by an official from the Jharkhand government to help increase awareness about this craft through my product designs.

DESIGN PROJECTS:

Various design projects taken up under the guidance of faculties and come up with new techniques and designs.
Transmutable furniture:Development of convertible furniture that can increase seating and storage but can be packed after use into the least space, suitable for smaller areas. Various lighting concepts with different materials.Projects on designing bags in different shapes while experimenting with the materials.

Export Promotion council of handicrafts(epch):

(December 2015- April 2016): Currently working on an Integrated Design & Technical Development Project in "Wooden Craft" at Saharanpur, Uttar Pradesh, for a duration of 5 months.

Hosting sessions for Soft Skill Training Programme in EDP/Export Marketing, Packaging & Testing & Quality Standardisation at National centre for photo & picture framing technology, epch, Saharanpur

MATERIAL MANIPULATION:

Have worked with various materials like

- acrylic
- resin
- clay
- bamboo
- cane
- grass
- fabric
- Mdf and wood
- PU, PVC, EVA
- copper
- aluminium,
- rubber, etc.
- Also in re-use material and up-cycling methods.



PRODUCTS

Product: Sling bag
Code: IS010
Dimensions: 8X8X4



Product: Lobaan Daan
Code: IS 210
Dimensions: 5X4.5



Product: Pen stand
Code: IS 100
Dimensions: 3X3X4.5



Product: Book ends

Code: IS050

Dimensions: 6X6X5



Product: Cake dish

Code: IS 080

Dimensions: 11X6X5



Product: Napkin rings

Code: IS 210

Dimensions: 3X3X1.5



Product: Paw organiser

Code: IS 200

Dimensions: 5X4.5X1

Product: Lamp

Code: IS160

Dimensions: 3X4.5X4.5



Product: Planter

Code: IS 030

Dimensions: 8X8X6



Product: Elephant table top

Code: IS110

Dimensions: 4X4X2



Product: Card holder

Code: IS150

Dimensions: 3.5X3X1





Product: Fridge magnets
Code: IS 240
Dimensions: 1X 0.5



Product: Cup cake tray
Code: IS070
Dimensions: 12X12



Product: Knives rack
Code: IS170
Dimensions: 16X8X0.7



Product: Wallet
Code: IS140
Dimensions: 3.5X2.5X2

Product: candle dish

Code: IS220

Dimensions: 6X1



Product: Basket

Code: IS 180

Dimensions: 10X11X12



Product: Basket

Code: IS190

Dimensions: 11X11X10



Product: Tray
Code: IS 060
Dimensions: 10X14X2

Product: Paint brush holder
Code: IS 090
Dimensions: 6X4X3



Product: Trunk
Code: IS040
Dimensions: 12X8



Product: Ring box
Code: IS230
Dimensions: 3X3X5



Product: Clock
Code: IS130
Dimensions: 11X11



Product: Clutch
Code: IS020
Dimensions: 5X6X3



Product: Chalkboard

Code: IS250

Dimensions: 16X12



S.no.	Product	code	dimensions
1	bag	IS010	8X8X4
2	clutch	IS020	5X6X3
3	planter	IS030	8X8X6
4	trunk	IS040	12X8
5	Book ends	IS050	6X6X5
6	Tray	IS060	10X14X2
7	cup cake tray	IS070	12X12
8	cake dish	IS080	11X6X5
9	Paint brush holder	IS090	6X4X3
10	pen stand	IS100	3X3X4.5
11	elephant table top	IS110	4X4X2
12	napkin ring	IS120	3X3X1.5
13	clock	IS130	11X11
14	wallet	IS140	3.5X2.5X2
15	card holder	IS150	3.5X3X1
16	hanging light	IS160	3X4.5X4.5
17	knives rack	IS170	16X8X0.7
18	basket 1	IS180	10X11X12
19	basket 2	IS190	11X10X11
20	paw jewelery organiser	IS200	5X4.5X1
21	lobaan daan	IS210	5X4.5
22	Candle dish	IS220	6X1
23	ring box	IS230	3X3X5
24	fridge magnets	IS240	1X.5
25	chalkboard	IS250	16X12

MARKET TESTING:

Displayed the products at the Indian Handicrafts and Gifts fair (Spring 2016) organized by EPCH, at India Expo Mart (Greater Noida).





Export Promotion Council for Handicrafts
(Sponsored by Ministry of Textiles, Govt. of India)

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