Crafting Confidence.
A craft Development for Katwalia, Netrang, Gujurat

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Promoter(s).
NATIONAL INSTITUTE OF DESIGN, Department of LIFESTYLE ACCESSORY DESIGN

Funder(s).
AGA KHAN FOUNDATION

Aknowledgements.
AKRSP (I), Ahmedabad and Netrang center, Mr.Ashok Vyas, Mr.Raman P.Patel , Mr.Charu Chandra
Context.
The Kotwalia Community in Gujarat had a limited scope of development in their socio-economic fabric because the lack of confidence in their age-old craft profession and it effects their socio-cultural fabric too.
The project.
The objective of the intervention was to bring back the confidence among the young Katwalia generation to own their craft profession and create a sustainable socio economic, socio cultural environment which is crucial to their living.
The design process.

| June 2010 |
| Ethnographic study of the community and economic opportunity |

| July 2010 |
| Product development in co-design sessions |

| Aug 2011 |
| On-going - co-creation and production of design with Local community |

| Aug 2013 |
| Continuous networking with local players and effective impact |
VINAN brand and shop supported with the Aga Khan foundation taken over few design to produce in their common facility center and Marketing team support to build the brand further in rural and urban market to get the potential market for the products. At present Brand VINAN is self governed by the community support by Aga khan foundation and Gujurat bamboo mission.
Brand VINAN is self governed by the community guided by Aga khan foundation and Gujurat bamboo mission. The quality and craftsmanship has reflected the passion for craft over the period of time. Openness for learning and generating ideas from everything around them showing a hope for heights of creativity ownership to the bamboo craft.
Innovating craft bring change in the material culture across the community of the village. There is a social acceptance of untouchables by the other community across the village because of their change in economic status. Change in social cohesion by partnering the village development.

Social Interactions and Relations

Rise of community in Social Hierarchy

Bamboo in contemporary Material culture
Design process had considered the complex material culture in the locality and possibility of acceptance of materials throughout the year. Evidence of accepting bamboo in their life brings a business opportunity in local market.
VINAN gives opportunity of production, distribution and consumption of bamboo products: The local market is being visualized a requirement of Bamboo toys as part of the social play where near by urban market has a demand of furniture, office accessories as new age sustainable lifestyle. The acceptance of machines to produce products in volume and meet the demand both urban and rural bring sustainability to the Katwalia community.
Project served as an important platform for learning - the students are exposed to Crafts sector of India, working with traditional technique and craftsman skills and appreciate the constraint where the craft is existing. Artisans oriented towards the present day need of the demand and supply brought a new skill set to their advantage. The Project benefited the Artisan with confidence and trust for their own profession. The craft workshop bridged the gap between traditional crafts practices and contemporary needs.
The Design process envisioned to create new job opportunities and social orientated business. The design, production considered participation of both gender, mix of materials, fulfill the local demand and economic opportunity in local market.
Storytelling and Visualisation

envisioning in co-design sessions

ideas sharing

storytelling and visualization of the product displayed in exhibition with an ambiance. A complete demonstration to viewer with branding and visual communication. The co-creation methods help the artisan going beyond just product development.
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