TRADITION
EMPOWERED
A Design Project for SEWA, Ahmedabad, Gujarat
Promoter(s).
NATIONAL INSTITUTE OF DESIGN,
Department of APPAREL DESIGN
Batch of 2016

Founder(s).
SEWA: SELF EMPLOYED WOMEN ASSOCIATION

Acknowledgement:
SEWA Artisans and Officials
SEWA, Self Employed Women Association, aims the women workers to obtain collective strength and ownership of their trades, and get directly linked with consumers through a store named ‘KALAKRUTI’ and various fairs all over the countries.
The project.
The objective of the intervention is to raise the existing customer profile and giving them a higher platform by developing high value products and hence raising their brand image.
The design process.

| October 2017
Interactions and co-designing with SEWA to understand the present scenario.

| November 2017
Design Development by competent artisans provided by SEWA for an effective impact.
Governance and Policy Making.

Direct collaboration of NID students and SEWA artisans
Sharing of knowledge and skills from both the sides
Efforts to preserve heritage value
Activism and Civic Participation.

Developing skill clusters

Encouraged local sustainability

Reducing marginalised communities

Creating livelihood for more women

Reducing drudgery skill workers
Developing already learnt skills including hand embroideries and block printing

Social Interactions and Relations.

Envisioning in co-design sessions

Learning systematic and organised approach

Rise of community women in Social Hierarchy

Developing already learnt skills including hand embroideries and block printing
Project served as an important platform for learning - the students are exposed to Crafts sector, 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.

Skill Training and Design Education.

Appreciate the efforts of craft

Special training in the campus by trained professionals

Building confidence in their own profession
Job Creation.

Empowering and training women for their skills

Raising the brand profile and hence attracting more customers

Reaching to abroad clients in London.
The Design process envisioned to create new job opportunities and social orientated business to widen international market mix of materials and craft techniques, fulfilling the demand and economic opportunity within and outside the country.