# inspiring change



Prospectus 2020

MBA (Craft Management & Entrepreneurship)



"Give some tree the gift of green again.

Let one bird sing."

faiz ahmed faiz 20<sup>th</sup> century urdu poet

The Craft Development Institute aims to be a catalyst for change. By preparing the national craft sector to grow with new markets and draw on fresh inspiration, CDI endeavours to renew the relevance, interest and economic potential of handicrafts. Through its vision, the Institute aims to open doors for leadership and enterprise while reviving the pride and value of craft heritage.



# Director's Message

Craft Development Institute (CDI), Srinagar has demonstrated its credibility in the regional handicraft sector by leading number of pro-active initiatives on new design development, human resource development, registration of of six important crafts practised in the Kashmir under Geographical Indications (GI) Act and setting up of Pashmina Testing and Quality Certification Centre (PTQCC) and is now functioning under Skill Development Department.

Masters in Bussiness Administration (Craft Management & Entrepreneurship) programme is a pioneering initiative by the Institute, to allign the traditional craft practices of Kashmir with the mainstream system of formal education.

In order to address the emerging need of the crafts industry, the MBA (CM&E) programme has been conceived to develop competent human resource with specialized and professional skills required at a wide scale.

The programme is expected to develop an integrated competence of concepts and skills related to problem solving, design, technology, management and enterprise building around handicrafts.

Given the excellent infrastructure and other resources including modern teaching aids, committed faculty and craft resource center, CDI provides an opportunity for the students to begin an exciting and rewarding journey of their lives.

Sajad Hussain Ganai, KAS Director, CDI, Srinagar By providing a forum for creative exchange and knowledge share between design, management and technology, CDI endeavours to create new avenues for innovative thought, execution and entrepreneurship in handicrafts.



The Craft Development Institute (CDI) is focused on integrated development of the Indian handicraft sector. Located in Srinagar, CDI invites various stakeholders, individuals and agencies working in the sector to co-partner in envisioning and implementing a development process while drawing inspiration from the rich heritage of arts and crafts in Jammu & Kashmir.

The CDI campus and its surroundings provide a highly conducive environment and multi-dimensional resource-base for training and development related activities in handicrafts. The Institute has a four acre campus with a common mechanized facility for carpet washing, pulp making and wood seasoning as well as a hostel. Located just a short distance from Baghe-Ali-Mardan Khan Industrial Estate - the handicraft and industrial production centre of Srinagar - CDI has to its advantage proximity to a neighborhood of approx. 40,000 artisans producing more than 60% of the total volume of handicrafts and almost half the industrial production of the city.

vision 08

professionnal programme 07

course curriculum 09

teaching & learning methodology 11

fee structure 1:

campus & infrastructure 17

faculty resource 18

success stories 21



CDI, Srinagar is an autonomous Institute established by the office of DC-Handicrafts, Ministry of Textiles, Government of India and the Department of Industries & Commerce (Directorate of Handicrafts), Government of Jammu & Kashmir. Established in February 2004, CDI is managed by an Executive Committee headed by the Principal Secretary (Skill Development Department), Government of Jammu & Kashmir.



# THE CRAFT SECTOR

The domestic craft sector is the second largest employment provider and has the inherent potential to co-participate the country's growth and development. However, rising competition and oversaturated global markets have made it increasingly difficult to sustain business profitability at the cottage industry scale. The Indian handicraft sector is struggling to evolve its competence and build sectoral capacity & capability in response to the challenges it faces.

To bridge this disparity, it is imperative that initiatives are taken to give impetus to this sector through education, training, infrastructure building and other policy measures.





The first of its kind in the country, this programme is based on a multi-disciplinary concept of interfacing the applied aspects of design, management and technology in an integrated fashion, within the overall context of handicrafts.

CDI, Srinagar offers this programme, in affiliation with the University of Kashmir.

Designed for aspiring entrepreneurs, craft managers in private or social ventures related to handicrafts or future trainers in government or non-government organizations, the programme enables:

- Strategic thought and creative response to an extremely competitive and fastchanging business environment.
- Understanding and application of the inherent strengths of the handmade sector towards effective performance, commercial viability and sustainability.
- Entrepreneurship and a capability to conceive establish and manage enterprises focused on design and technology-led intervention.

The programme is structured to develop conceptual capabilities by way of introducing students to fresh methods of thinking, strategy building and communication techniques as well as understanding of the socio-cultural, production and business related issues of the handicraft sector. It also focuses on enhancing the professional abilities of students through inputs on management, finance & accounting, marketing, economics and entrepreneurship.



# curriculum details

The fundamental strength of the curriculum for MBA (Craft Management & Entrepreneurship) is drawn from being multi disciplinary and interfacing the applied aspects of design, technology and management in an integrated fashion within an overall context of handicrafts. This unique proposition has been suggested in response to various requirements, issues and concerns felt by handicraft industry in order to multi fold its scale of production and business.

The core curriculum of the programme is spread over four semesters of about 6 months each. The first two semesters are similar to that of other MBA courses. The next two semesters in the second year of the programme, focus on design, technology and entrepreneurship in the context of handicraft industry.

During the fourth semester, the students are required to take up an internship with a handicraft based organization. The internship is for a duration of 4 weeks that provides a student with an exposure to organizational working as well as an opportunity to apply his/her learning in a real-life situation.

#### SEMESTER - I

MBACME20101CR Management and Organizational Behavior

MBACME20102CR Accounting for Managers
MBACME20103CR Quantitative Methods
MBACME20104CR Managerial Economics

MBACME20105DCE Seminar in Contemporary Business Practices

MBACME20106DCE Craft Environmental Exposure
MBACME20107DCE Craft History and Issues

MBACME20108DCE Computer Applicaions in Craft & Design

#### SEMESTER - II

MBACME20201CR Human Resource Management
MBACME20202CR Marketing Management

MBACME20203CR Managerial Finance

MBACME20204CR Production and Operations Management
MBACME20205DCE Seminar in Contemporary Business Practices

MBACME20206DCE Basics of Craft & Design
MBACME20107DCE Research Methodology
MBACME20108DCE Computer Aided Design

#### **SEMESTER - III**

MBACME20301CR Craft Policies & Strategies

MBACME20302CR Materials, Processes & Technology MBACME20303CR Innovation & Entrepreneurship

MBACME20304DCE Seminar in Contemporary Business Practices
MBACME20305DCE Brand Development and Management

MBACME20306DCE Export Procedures & Intellectual Property Rights

MBACME20307DCE Craft Heritage & Tourism

MBACME20308DCE Craft and Design Sftware Applications

#### SEMESTER - IV

MBACME20401CR Internship & Training Project
MBACME20402CR Supply Chain Management
MBACME20403CR Project Management

MBACME20404CR Design Representation Techniques

MBACME20405DCE Fashions & Seasons

MBACME20406DCE Material Exploration & Product Development

MBACME20407DCE Digital Marketing

MBACME20408DCE Management of Industrial Relations



"The price of success is hardwork, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand"

Vince Lombardi





The institue follows a 'Learning Centric' rather than' Teaching Centric' methodology that requires a student to practically work and gain indepth understanding of various business conncepts in real-life situations.

The methodology is interactive and participatory with a focus on addressing the individualistic requirements of a student.

Such a method has been framed to bridge academics and business in an effective manner that prepare students to work proffessionally in a challenging environment.

## exposure to trade & industry

The sudents get wide opportunities of exposure to trade and industry through visiting various craft clusters, industries, events and other related locations involved with business or promotion of handicrafts.

CDI is well networked with several craft organisations throughout the country that regularly extend their expertise in the teaching of various subject areas of the programme as well as engage students on assignments of different nature.







# industry internships

The curriculum of the programme emphasizes on an industry internship to be undertaken by a student to provide exposure to the craft industry fields-on working experience as well as an opportunity to build a proffessional network.

The internship is to be taken with an established buying/ sourcing house, production unit/ business agency, NGO or an enterprise related to handicrafts, lifestyle and gift products or allied industries.

# evaluation procedure

The evaluation of a student is a continuous process and involves both qualitative as well as quantitative methods. The evaluation system includes self and peer assessment, feedback and cumulative assessment at critical stages of learning. Specific criteria of assessment would be indicated with reference to a given format of evaluation such as a written examination, research project, seminar, jury panel or presentation.





## student support

The programme commences with an induction and orientation session to introduce the students to the course, modules, evaluation & assesment methods, resources and facilities of the Institute along with a visit to various craft centers to provide a general feel of the related work environment.

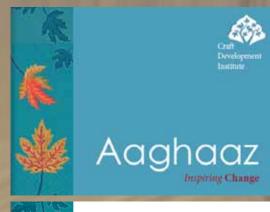
The Institute also facilitates in arranging internships, field visits and professional projects of all the students.

Mentorship is offered to support students in carrying out their assignments, confidence building and networking with the craft industry. Each student is designated a faculty member as mentor for the entire duration of his/her studentship.

If required, the Institute assists the graduates in identifying employment opportunities, post the completion of the programme.

## newsletter

Students are given an opportunity to contribute in CDI's monthly newsletter namely "Aaghaaz" through writing articles on various crafts.



#### RELEVANCE OF ONLINE MARKETS IN HANDICRAFTS

Handicraft is a unique expression of art which represents a culture, tradition & heritage of a specific region. It beautifully keeps the age old culture alive & maintains the craft's exotic legacy & tradition. Every country has its own unique handicraft style bringing forth the diverse historical aspects in beautiful forms of handicrafts. Highlighted with distinct designs & finishes, the handicraft items speak loud & clear about the excellent artistic skills of craftsmen which make the pieces absolutely invaluable.

Kashmir's picture has always been synonymous with its arts and crafts. The handicrafts from valley are famous throughout the world because of their quality and design. This sector has great potential to generate gainful employment within and outside the state. It is a labour intensive sector and needs less capital investment. Being a labor intensive sector, handicrafts can be established both in rural and urban areas. As per J&K Handicrafts Department, there are an estimated 2.5 lac artisans in the state who support and feed their families by engaging themselves in different forms of craft, and there is still great potential for more employment to be generated in this sector if markets are expanded and demand is increased. Presently, our handicrafts provide Rs.1700 crores as foreign exchange every

Kashmir is very lucky in the sense that almost every region is kasminr is very lucky in the sense that almost every region is identified by its ethnic art thus providing rich diversity of crafts. From the beautiful pashmina shawls to the mesmerizing wood carving, the khatamband and paper machie, carpets, kani shawl, sozni, tilia work, embroidery, the list is almost endless. Each of these crafts display craftsmanship that take months or even years of mastery. Historically, these crafts were symbols of pride and artisans and craftsmen were looked with great respect in society. Being indigenous arts, skills were passed down from generation to generation. For artisan, it was a matter of great pride and respect to pass on his expertise to his or her offspring. However, the picture has totally changed in modern times and most artisans today no longer want their children to follow their footsteps. Reasons being many including poor wages, inaccessibility to markets, competition from machine made goods, lack of exposure, social recognition etc.

Among the issues mentioned above, market is most critical. In spite of working under the deplorable conditions, yet craftsmen never get a fair price for their products. This harsh scenario is seeing countless artisans leaving their professions and searching for jobs that would pay better, thus posing a grave threat to crafts that till now were symbols of identity.

MAY 2016 News Letter: 02

COVER STORY

NEWS IN BRIEF





# admission procedure

# eligibility criteria

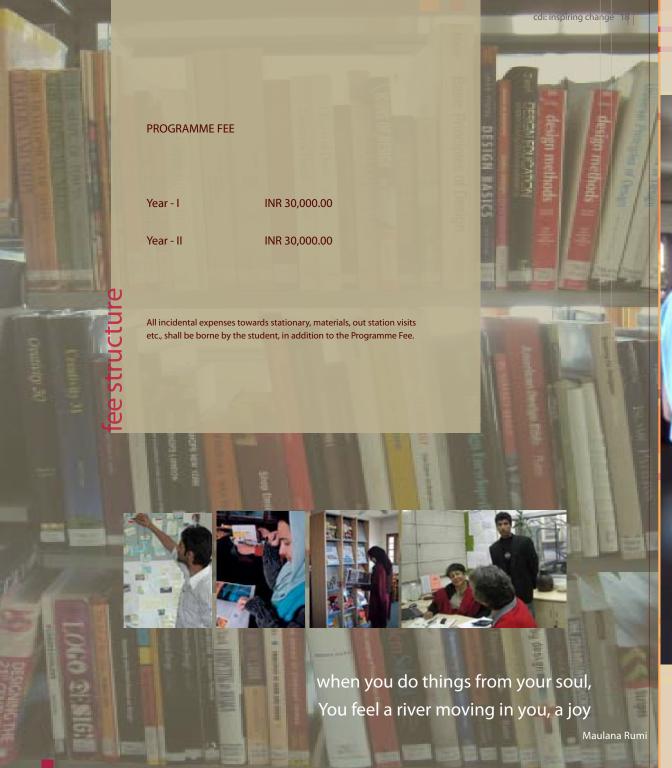
A minimum of 3 years bachelor's degree (10+2+3) or equivalent in any discipline, which is recognized by the University of Kashmir with 50% marks in aggregate under open merit and 45% marks in aggregate in case of reserved category.

## mode of selection

Candidates shall be admitted to the programme on the basis of CMAT Score-2020. However, in case number of CMAT candidates is not available or not sufficient then entrance test shall be conducted, for which a separate notification shall be issued by the University of Kashmir.

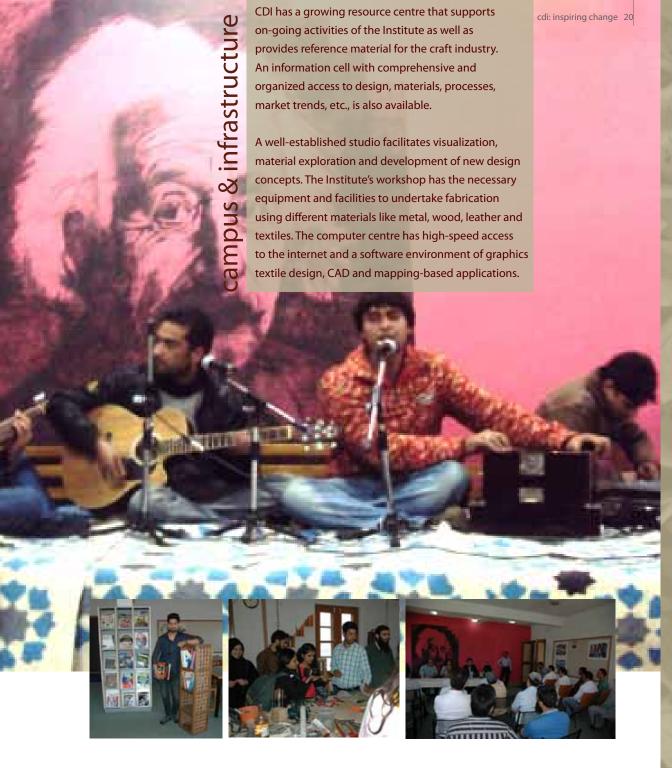
# submission of online application forms

Candidates have to submit online application forms on www.kashmiruniversity.net or www.kashmiruniversity.ac.in





resource centre >> studio >> workshop >> computer centre >> hostel >> recreation



# internal faculty

#### Nazima Qadri, Faculty

BE (Computer Science) from Bangalore University Karnataka.

OCA from Oracle University nazima@cdisgr.org

## Hina Qazi, Assistant Faculty

pusuing Ph. D from SNDT, Mumbai Masters Degree in Clothing and Textiles from Maharaja Sayajirao University of Baroda, Gujarat. hina@cdisgr.org

## Dr. Yaseer Ahmad Mir, Assistant Faculty

Ph. D in Management Studies from University of Kashmir MBA in Marketing & Finance from University of kashmir UGC NET yaseer@cdisgr.org

## Akthar Hussain, Workshop In-charge Diploma from ITI, Srinagar, Kashmir akhtar@cdisqr.org

Amjad Farooq, Workshop Assistant
Diploma in Mechanical Engineering from Kashmir
Govt. Polytechnic, Srinagar
amjad@cdisgr.org

# external faculty

Prof. A. G. Rao, Senior Professor

IIndustrial Design Centre, IIT-Bombay

Prof. S. Balaram, Dean

DJ Academy of Design, Coimbatore

Ex-Vice Chairperson Industrial Design Faculty NID

Prof. Amrish Sehgal, PGDM, IIM-A

Diploma in Hotel Marketing, Cornell University

Director, Academic Affairs, Skyline Business School,

Gurgaon.

Dr. R. K. Wadwa, Ex. Professor

IIFT & Director Global Business Consultancy, Gurgaon.

Prof. (Dr.) M. A. Sahaf, Professor

The Business School, University of Kashmir

Prof. (Dr.) Shabir Ahmad Bhat

The Business School, University of Kashmir

Prof. Mushtag Ahmad Darzi

The Business School, University of Kashmir

Prof. Igbal Ahmad Hakeem

The Business School, University of Kashmir

Prof. Jatin Bhatt, Dean

Ambedkar University, New Delhi

Mr. Darshan Bhat, CEO

Creatnet Services Pvt., NOIDA

Mr. Jogi panghaal, Industrial Designer

Design Educationist and Visiting Faculty at IICD, NID,

NIFT as well as several international design institutions.

Mr. Amar Chawla, Executive Director

2M Marketing & Consultancy Services, Gorgaon

Mr. Chanderashekhar Bheda, Textile Designer

NID Graduate, Design Consultant

Mr. Sandeep Sangaru, Furniture Designer

Sangaru Design Studio, Bangalore

NID Graduate & Visiting Faculty at NID.

Mr. Mann Singh, Furniture Designer

NID Graduate & Visiting Faculty at NID and Srishti School of

Art and Design

Mr. Subhabrita Sadhu, Textile Designer

NID Graduate, Design Consultant

Ms. Renuka Savasere, Ceramic Designer

NID Graduate, Design Consultant

Ms. Tanveen Riti, Accessory Designer

NIFT Graduate, Design Consultant

Mr. Prashant Kakkar, Marketing Consultant

Visiting Faculty NIFT, Graduate from Delhi Business School

Mr. Khitish Pandya, MD

Eco Tassar, New Delhi

Mr. Anil Madan, Founder Director and Creative Head

Agua Communications, Pvt. Ltd

Ms. Vaishali Thapa, Textile Designer

Manager, AIACA

Ms. Anjali Rana, Textile Designer

NID Graduate, Design Consultant

Mr. Vaibhav Vutts, Lawyer High Court, New Delhi

**IPR Lawyer & Consultant** 

Mr. Prateek Goel, Proppretier

**Vivid Technologies** 

Mr. V. K Arora

Consultant

# tie-ups & network

National Institute of Design, Ahmedabad

Industrial Design Centre, Indian Institute of Technology-Bombay

National Institute of Fashion Technology

University of Kashmir, Srinagar

Indian Institute of Craft & Design, Jaipur

Pearl Fashion Academy, Jaipur

Dastkar, New Delhi

JK Entrepreneurial Development Institute, Srinagar

JK Bank Ltd.

The All India Artisans and Craftworkers Welfare Association (AIACA)

Dastikari Haat Samati, New Delhi

Craft Revival Trust, New Delhi

Creatnet Sevices, New Delhi

DOEACC Centre, Sringar

Pushpanjali, Fair trade Organization, Agra

Eco tasar. New Delhi

Fabindia, New Delhi

Bombay Textiles Research Association, Mumbai

Export Promotion Council for Handicrafts, New Delhi

Directorate of Handicrafts, J&K Govt., Srinagar

Kashmir Govt, Arts Emporium, Srinagar

Kashmir Chamber of Commerce & Industry, Srinagar

Ambedkar University, Delhi

Kashmir Box, Srinagar



# success stories

Over the past years, CDI has been instrumental in training and nurturing craft entrepreneurs and craft mangers. Several of these trained individuals have successfully set-up their independent ventures and many are engaged with leading agencies involved with trade, production or

development activities related to handicrafts.

#### 2013-15

- Mr. Imtiyaz Aslam
   Co-Founder, Precious Hands, Srinagar
- Mr. Hidayat Hussain
   Co-Founder, Precious Hands, Srinagar
- Mr. Jameel Naqash
   Founder, naqashhandmade.com

#### 2009-11

- Mr. Muteen Dijoo
   Co-Founder, Blossoms of Heaven, Srinagar
- Mr. Zahid Rafiq
   Founder, Fumbh Design Consultancy

## 2008-10

- Mr. Jahangir Bhat
  Founder, Vastakar, Srinagar
- Mr. Yasir Bhat Consulting Coordinator, IL&FS, New Delhi
- Mr. Shabeer Lone
   Founder, HindiCrafts, Baramulla

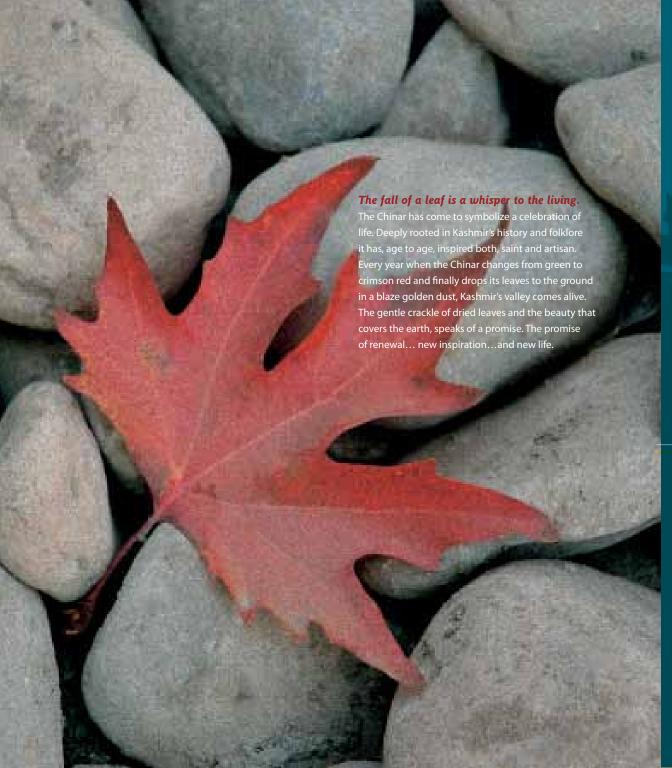
#### 2007-09

- Ms. Arifa Jan
   Founder & CEO, Incredible Kashmir Crafts,
   Srinagar
- Ms. Mahvash Masood
   Partner, Farzeen, Srinagar

"You must be the change, you wish to see in the world"

Mahatma Gandhi

CDI aims to become a benchmark for formal and recognized education in handicrafts. Through its holistic approach to development, the Institute is focused on maximizing the potiential of skill based activities, in all degrees and forms, in as many ways as possible. By envisioning employment opportunities for young people and opening their minds to attractive careees options within the crfat sector, CDI endeavours to renew the promise of handmade crafts, give it multiple direction and drive it towards inspired change. The fall of a leaf is a whisper to the living.





www.cdisgr.org



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