inspiring change



Prospectus 2022

MBA (Craft Management & Entrepreneurship)



Craft Development Institute SRINAGAR

"Give some tree the gift of green again.

Let one bird sing."

faiz ahmed *faiz* 20th 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.



Message Dean Academic Affairs

Master of Business Administration-Craft Management & Entrepreneurship (MBA-CME) course launched by Craft Development Institute (CDI), Srinagar in affiliation with the University of Kashmir aims to develop proficient and capable human resource having competence and professional skills with specialization in crafts. Kashmir is rich in its heritage of handicrafts sector from the last two centuries and as such the post-graduate program (MBA-CME) will usher a new era by bringing in the professionalism in the said sector. MBA-CME course being offered by Craft Development Institute (CDI), Srinagar, contributes towards employment generation in this field. Apart from providing employment to literate as well as illiterate artisans in both rural and urban areas, craft forms the backbone of this sector that substantially contributes towards our exports.

I extend my best wishes to the management, staff and students of CDI and wish to see them excel in every field. The youth who opt for this course will be able to further develop the handicraft sector at the national level and in J&K in particular.

Prof. Farooq A. Masoodi Dean Academic Affairs University of Kashmir



Message Head, Department of Management Studies

Master of Business Administration-Craft Management & Entrepreneurship (MBA-CME) course being launched by Craft Development Institute (CDI), Srinagar, is a unique course is unique in its own way and is first of its kind in the country. The course is approved by the Board of PG Studies in Management, University of Kashmir and has been applauded at national level. Since Kashmir is rich in its heritage of handicrafts sector from the last two centuries and as such the post-graduate program of MBA-CME will usher a new era by bringing in the professionalism in the said sector. The budding youth aspirants who intend to pursue the said course have a huge potential to further the cause of handicrafts sector of Kashmir in particular and country in general. Moreover, CDI has a good infrastructure and apt faculty to launch the course. Besides, the inputs from experienced faculty from the University of Kashmir, Srinagar apart from academicians and industrialists from the field of handicrafts across the country adds value to the said course.

I wish CDI with the support from the J&K Government will usher a new era in professionalism of the handicraft sector, and help youth aspirants opting for the course to form successful ventures and develop the handicraft sector at the national level and in J&K in particular.

Prof. Iqbal ahmad Hakim Head,Department of Management Studies University of Kashmir



Director's Message

CDI, Srinagar has established its credibility in the state's handicraft sector, by leading a number of pro-active initiatives on new design development, human resource development and registration of six important crafts of Kashmir, under the Geographical Indications Act. CDI has been a pioneer in establishing the Pashmina Testing and Quality Certification Centre for testing and labeling of genuine pashmina. Masters in Business Administration (Craft Management & Entrepreneurship) programme is an initiative by the Institute, to allign the traditional craft practices of Kashmir with the mainstream system of formal education.

The programme is expected to develop an integrated competence of concepts and skills related to problem solving, design, techniques and technology, management and enterprise building around handicrafts. Most importantly, the programme will hone innovative and strategic thinking along with knowledge to formulate, develop and communicate fresh ideas for crafts business. All the proposed inputs are structured in a completely applied and practical manner with emphasis on a multidisciplinary approach needed to work in the domestic crafts sector. I hope that the MBACME programme will not only be of immense benefit for the Kashmir crafts and all its stakeholders but also be a valuable model for similar settings having the objective of development of handicrafts and other skill based economic activities.

> Tariq Ahmad Zargar, JKAS 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 resourcebase 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.

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CDI, Srinagar is an autonomous Institute established by the Office of DC-Handicrafts, Ministry of Textiles, Govt. of India and Department of Industries & Commerce (Directorate of Handicrafts & Handloom), Govt. of Jammu & Kashmir.

Established in February 2004, CDI is managed by an Executive Committee headed the bv Administrative Secretary (Industries Commerce & Department), Govt. & Kashmir. of Jammu

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.

vision >>

Our vision is to help transform the Indian craft sector through innovation, education and integrated development. CDI will introduce fresh approaches, revitalize traditional craft concepts, cultivate visionary leadership and provide inspiring platforms for interaction and exchange. It will establish partnerships with organizations and institutions to generate employment opportunities, enhance traditional skills and build resources for the handicraft inductry. 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.



the MBA in craft management & entrepreneurship programme is designed to create visionary entrepreneurs who will lead craft enterprises across diverse platforms.

Culut



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.

course curriculum

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 Production and Operations Management** MBACME20204CR MBACMF20205DCF 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 **Innovation & Entrepreneurship** MBACME20303CR MBACME20304DCE Seminar in Contemporary Business Practices MBACME20305DCE Brand Development and Management MBACMF20306DCF **Export Procedures & Intellectual Property Rights** MBACME20307DCE **Craft Heritage & Tourism** MBACME20308DCE Craft and Design Sftware Applications

SEMESTER - IV

MBACME20401CR I MBACME20402CR S MBACME20403CR F MBACME20404CR E MBACME20405DCE F MBACME20406DCE M MBACME20406DCE D MBACME20408DCE M

Internship & Training Project Supply Chain Management Project Management Design Representation Techniques Fashions & Seasons Material Exploration & Product Development Digital Marketing 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





teaching & learning methodology

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.



COVER STORY

NEWS IN BRIEF



Inspiring Change

RELEVANCE OF ONLINE MARKETS IN HANDICRAFTS

Aaghaaz

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 iter 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 vear.

Kashmir is very lucky in the sense that almost every region is Aasimir is very uicky in the sense that almost every region is identified by its ethnic art thus providing rich diversity of crafts. From the baaufful pasimina shawis to the mesmerizing wood carving, the khatamband and paper machic, carpets, kani shawi, sozni, tilla work, embroidery, the list is almost endless. Each of these crafts diplajar 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.

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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-2022

submission of online application forms

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

Year - I

Year - II

INR 30,000.00

INR 30,000.00

All incidental expenses towards stationary, materials, out station visits etc., shall be borne by the student, in addition to the Programme Fee.



when you do things from your soul, You feel a river moving in you, a joy

MIT



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

ampus & infrastructure

CDI has a growing resource centre that supports on-going activities of the Institute as well as provides reference material for the craft industry. An information cell with comprehensive and organized access to design, materials, processes, market trends, etc., is also available.

A well-established studio facilitates visualization, material exploration and development of new design concepts. The Institute's workshop has the necessary equipment and facilities to undertake fabrication using different materials like metal, wood, leather and textiles. The computer centre has high-speed access to the internet and a software environment of graphics textile design, CAD and mapping-based applications.

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internal faculty

Sajid Nazir, Senior Faculty M.Sc. International Marketing from University of Sussex, UK Gujarat. B. Arch. from Karnatak University, Dharwad sajidnazir@rediffmail.com

Nazima Qadri, Faculty BE (Computer Science) from Bangalore University Karnataka. OCA from Oracle University nazima@cdisgr.org

Dr. Hina Qazi, Assistant Faculty Ph. D from SNDT, Mumbai Masters Degree in Clothing and Textiles from Maharaja Sayajirao University of Baroda, Gujarat. hina@cdisgr.org

Rayees Hassan Pandith MBA Finance from Baba Ghulam Shah Badshah University. M.Com from IGNOU B.Ed from Kashmir University rayees222222@gmail.com

Irtif Mehraj Lone MBA from Kashmir University. NET in Management irtif_lone@yahoo.com Idrees Ahmad Shah

MBA (HRM) from Pondicherry University Masters in Computer Applications (MCA) - IGNOU Bachelors in Information Technology (BIT) - IGNOU idreeshah@gmail.com

Gowhar Nazir

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Shuja Showkat Mir MBA from Kashmir University. shujamir2003@gmail.com

Arsalan Ashraf Khan MBA from Islamic University of Science & Technology

Wajahat Hussan Mattoo MBA from Islamic University of Science & Technology

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. Mushtaq Ahmad Darzi The Business School, University of Kashmir Prof. Igbal Ahmad Hakeem The Business School, University of Kashmir Dr. Yaseer Ahmad Mir, Assistant Professor NIFT, Srinagar 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 **NIELIT, 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

Establishment of Craft Enterprises:

Blossoms Of The Heaven Wani Charkha Arts & Crafts Incredible Kashmir Kashmir ON Tabaruk Cottage

Mangers and Coordinators for handicraft Enterprises:

Rangsutra Sasha M2K Help Foundation C2K (Dastikar)

"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.

The fall of a leaf is a whisper to the living. The Chinar has come to symbolize a celebration of life. Deeply rooted in Kashmir's history and folklore it has, age to age, inspired both, saint and artisan. Every year when the Chinar changes from green to crimson red and finally drops its leaves to the ground in a blaze golden dust, Kashmir's valley comes alive. The gentle crackle of dried leaves and the beauty that covers the earth, speaks of a promise. The promise

of renewal... new inspiration...and new life.



www.cdisgr.org



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