

inspiring  
change




Prospectus 2023

MBA (Craft Management & Entrepreneurship)



Craft  
Development  
Institute  
SRINAGAR



“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.



## 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 Ahmad Masoodi  
Dean Academic Affairs  
University of Kashmir



## Message Head, Department of Management Studies

It gives me immense pleasure to introduce you the Master of Business Administration- Craft Management & Entrepreneurship (MBA-CME) course being launched by Craft Development Institute (CDI), Srinagar. The course is unique in its own way and is first of its kind in the whole country. The course is approved by the Board of PG Studies in Management, University of Kashmir and meets the requirements of national and global standards. Since Kashmir is rich in its heritage of handicrafts sector from the last two centuries, so the post-graduate course of MBA-CME will usher a new era by bringing in the professionalism in the said sector. The budding youth aspirants who would enjoy the 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 this kind of course. Besides, the inputs from senior faculty from the University of Kashmir, Srinagar apart from academicians and industrialists 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. The budding youth aspirants opting for the course have a huge potential ahead and wish them successful endeavours and development in their future life. Best of Luck.

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



## Director's Message

CDI over a period of time has established itself as the hub of GI Tagging for various Crafts. With the launching of GI QR code-based application for 6 crafts and QR Code based application for 6 more crafts, the importance of CDI to ensure credibility of Handicrafts Sector has become all the more important. With the commissioning of Raw Material Bank and procurement of OFDA the importance of CDI has grown even further. This has resulted in a greater connectivity with the industry.

In 2021, Srinagar was declared as creative city in UNESCO Creative City Network in the field of craft and folk Art, CDI can act a bridge between craft community Srinagar and International craft connoisseur and in this backdrop, MBA (Craft Management & Entrepreneurship) Programme can play a vital role in magnifying the objectives that has been laid out for the establishment and growth out of CDI.

A handwritten signature in black ink, appearing to read 'Mahmood Ahmad Shah'.

Mahmood Ahmad Shah (JKAS)  
Director, CDI,  
Srinagar



Craft  
Development  
Institute  
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.



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

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



## THE CRAFT SECTOR

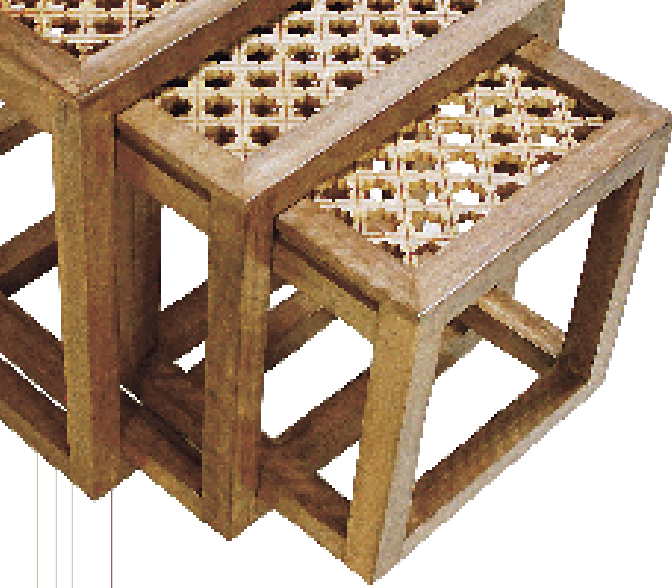
The domestic craft sector is the second largest employment provider and has the inherent potential to co-participate the country's growth and development. However, rising competition and oversaturated global markets have made it increasingly difficult to sustain business profitability at the cottage 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.



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 industry.



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.



## 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 Applications 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 Software 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





## teaching & learning methodology

The institute follows a 'Learning Centric' rather than 'Teaching Centric' methodology that requires a student to practically work and gain indepth understanding of various business concepts 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 professionally in a challenging environment.



## exposure to trade & industry

The students 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 professional 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.



Craft Development Institute

# Aaghaaz

Inspiring Change

### 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 year.

Kashmir 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 mache, carpets, kani shawi, sozni, tilla 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

Craft Development Institute  
GATEWAY TO CREATIVITY

#### COVER STORY

THINK A WHILE

CRAFT FACTS

STUDENT'S SAY

NEWS IN BRIEF

PHOTO STORY

REAL HERO

# admission procedure

## eligibility criteria

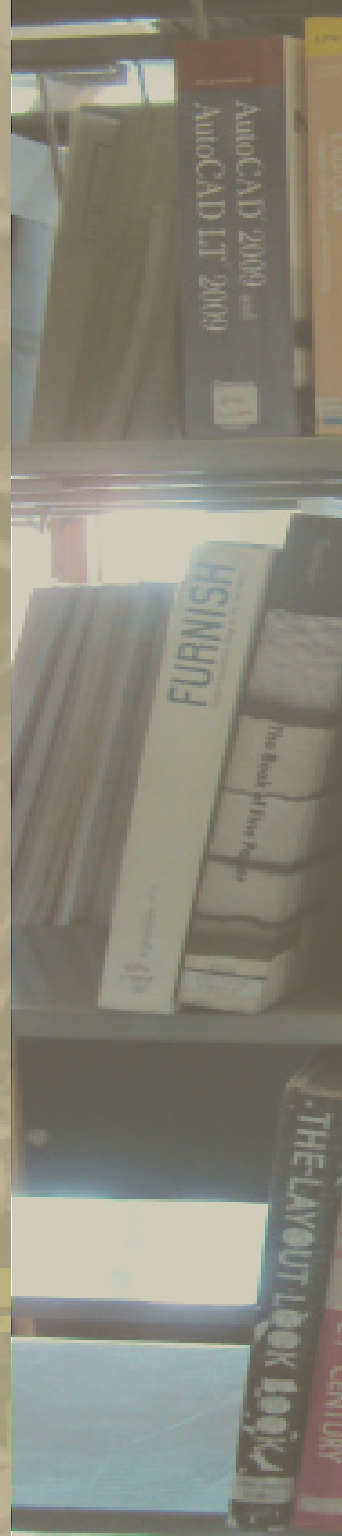
A minimum of 3 years bachelor's degree (10+2+3) or equivalent in any discipline, which is recognized by the University of Kashmir with 50% marks in aggregate under open merit and 45% marks in aggregate in case of reserved category.

## 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](http://www.kashmiruniversity.net) or [www.kashmiruniversity.ac.in](http://www.kashmiruniversity.ac.in)



fee structure

PROGRAMME FEE

Year - I                      INR 30,000.00

Year - II                     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

Maulana Rumi



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

# campus & 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.



# 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](mailto:sajidnazir@rediffmail.com)

## Nazima Qadri, Faculty

BE (Computer Science) from Bangalore University  
Karnataka.  
OCA from Oracle University  
[nazima@cdisgr.org](mailto: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](mailto:hina@cdisgr.org)

## Rayees Hassan Pandith

MBA Finance from Baba Ghulam Shah Badshah  
University.  
M.Com from IGNOU  
B.Ed from Kashmir University  
[rayees22222@gmail.com](mailto:rayees22222@gmail.com)

## Akhtar Hussain, Workshop In-charge

Diploma from ITI, Srinagar, Kashmir  
[akhtar@cdisgr.org](mailto:akhtar@cdisgr.org)

## Amjad Farooq, Workshop Assistant

Diploma in Mechanical Engineering from Kashmir  
Govt. Polytechnic, Srinagar  
[amjad@cdisgr.org](mailto:amjad@cdisgr.org)

## Idrees Ahmad Shah

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

## Irtif Mehraj Lone

MBA from Kashmir University.  
NET in Management  
[irtif\\_lone@yahoo.com](mailto:irtif_lone@yahoo.com)

## Gowhar Nazir

MBA (General) from Pondicherry University  
Bachelors of Engineering from Jammu University  
[gowher.sheikh@gmail.com](mailto:gowher.sheikh@gmail.com)

## Shuja Showkat Mir

MBA from Kashmir University.  
[shujamir2003@gmail.com](mailto: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**

Industrial Design Centre, IIT-Bombay

**Prof. S. Balam, 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. Iqbal 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, Gurgaon

**Mr. Chandrashekhar 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**

Aqua 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, Proprietier**

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  
National Council for Promotion of Urdu Language (NCPUL), Delhi



## success stories

Over the past years, CDI has been instrumental in training and nurturing craft entrepreneurs and craft managers. 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


### Managers and Coordinators for handicraft Enterprises:

Rangsuatra  
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 potential 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.

A vibrant red Chinar leaf, with its characteristic five-lobed shape and serrated edges, is the central focus of the image. It lies on a bed of smooth, grey river stones. The lighting is soft, highlighting the texture of the leaf and the smooth surfaces of the stones. The background is a dark, almost black, space that makes the red leaf and grey stones stand out prominently.

**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](http://www.cdisgr.org)



Craft  
Development  
Institute  
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Opp.J&KBank, Baghe-Ali-MardanKhan  
Nowshera, Srinagar 190011, KASHMIR  
TeleFax: +91 0194 2411430 / 2411772