“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.
The Masters in Craft Management & Entrepreneurship (MCME) being offered at Craft Development Institute, Srinagar has been launched to address the emerging needs of the craft industry of the country in general and the state of Jammu & Kashmir in particular. The main aim of the programme is to develop competent human resource having specialization and professional skills related to planning and management of craft industry.

It is expected that MCME programme would not only be of immense benefit for Kashmir craft and its stakeholders but also to other similar settings having the objective of development of handicrafts and related areas anywhere in the world. Given its rich curriculum, the programme will be highly beneficial for those who aim to benefit from it. I am hopeful the programme will go a long way in strengthening and expanding the knowledge base of our young generations about Kashmir crafts.

I wish you all the success.

Prof. Khurshid I. Andrabi
Vice Chancellor
University of Kashmir
Masters in Craft Management & Entrepreneurship (MCME) programme is a pioneering initiative by the University of Kashmir, to align the traditional craft practices of Kashmir with mainstream system of formal education.

The programme equally draws from three main disciplines of design, technology and management, within an overall context of crafts. The programme aims at developing visionary entrepreneurs with a requisite comprehension and competence to design and technology towards leveraging business interests.

This programme has been envisaged as the sustenance of the crafts sector which is increasingly threatened by rising competition from industrially produced goods, oversaturated markets and a great lack of innovation at all levels. It was thus necessary that the craft industry is adequately professionalized through introducing formal education and technical training for creating competent human resource who may bring in fresh approaches and lead the course of future development of this crucial sector of the state’s economy.

I hope MCME programme will equip the students with an invaluable competences in terms of ideas, knowledge, skills and exposure to stand on their own and lead the development of the handicrafts sector in a distinctive and desired manner.

Prof. M. Ashraf Wani
Dean Academic Affairs
University of Kashmir
Kashmir is not only known for its charming landscape and scenic beauty but also for its world famous handicrafts. However, the handicraft sector of the state is confronted with some serious challenges. One such challenge being the lack of interest among the youth in the state towards this sector. Policy planners were seized of this challenge and have accordingly launched professional masters degree programme namely Craft Management and Entrepreneurship programme under the banners of Craft Development Institute. Among other things, the programme is mainly aimed to prepare entrepreneurs who will transform this sector by bringing professionalism and best business practices thereby maximize their own value as well as the national wealth. Given the potential that the handicraft sector possess both in the national and international markets, the prospectus of taking the entrepreneur pursuits in this sector are quite promising. Therefore, our youth can benefit from this sector, however, changing and complex market conditions calls for adopting modern business practice which need to be learned in the formal system.

The MCME programme is envisioned to generate excellence and leadership, with a unique purpose relevant in regional, national as well as international context. Being one of the first of its kind in the country and recognized by the University of Kashmir, this is a pioneering initiative to launch and promote professional education related to handicrafts. The programme would lend the students the competences to perceive newer opportunities, project future requirements and create innovative marketing channels and thus open-up many income generating activities and alternative career opportunities in the handicrafts sector. The fundamental strength of the programme curriculum is being its multi disciplinary and interfacing the applied aspects of design, technology and management in an integrated fashion within overall context of handicrafts.

So given the better prospectus of the programme and the vision and mission which the Craft Development Institute embraces. I hope you will find this skill-based programme technically quite rewarding, academically stimulating both personally and professionally.

(Prof. Khurshid Ahmad Butt)
Dean,
Faculty of Commerce & Management Studies
In a short span of functioning since February 2004, 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.

In order to address the emerging need of the crafts industry, the MCME programme is conceived to develop competent human resource with specialized and professional skills that is required at a wide scale.

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 multi-disciplinary approach needed to work in the domestic crafts sector.

I am confident that given the excellent resources, facilities and commitment of CDI, would ensure the prospects of a rewarding career for anyone wishing to work in the handicrafts industry.

Gazanfar Ali
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.
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 (Industries & Commerce), Government of Jammu & Kashmir.

**executive chairperson**
Ex-Officio Principal Secretary/Commissioner to the Govt., Industries & Commerce Dept., Govt. of Jammu & Kashmir

**executive vice chairperson**
Ex-Officio Director Handicrafts, Govt. of Jammu & Kashmir

**executive vice chairperson**
Ex-Officio Additional Development Commissioner-(Handicrafts), Ministry of Textiles, Govt. of India

**member-finance**
Representative of the Finance Dept., Govt. of Jammu & Kashmir

**member-planning**
Representative of the Planning Dept., Govt. of Jammu & Kashmir

**member**
Ex-Officio Executive Director, National Institute of Design, Ahmedabad

**Member**
Ex-Officio Director, Indian Institute of Carpet Technology, Bhdhoi

**Member**
Ex-Officio Chairperson, Export Promotion Council of Handicrafts

**Member**
Ex-Officio Managing Director, J&K Handicrafts (Sales & Exports) Corporation, Srinagar

**Member**
Ex-Officio President, Kashmir Chamber of Commerce & Industry

**Member Secretary**
Director, Craft Development Institute, Srinagar
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.
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 Masters in Craft Management & Entrepreneurship programme is designed to create visionary entrepreneurs who will lead craft enterprises across diverse platforms.
The fundamental strength of the programme curriculum 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 to introduce the students to fresh methods of thinking, strategy building and communication ability and provide a broad foundation for comprehending the socio-cultural, production and business related issues of the handicraft sector. The next two semesters in the second year of the programme, focus on developing the professional abilities of the students through indepth inputs in management, finance, marketing and entrepreneurship.

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.
proposed course curriculum

**SEMESTER - I**
- MCME14101CR  Management and Organizational Behavior (Core)
- MCME14102CR  Fundamentals of Design (Core)
- MCME14103CR  Accounting & Costing (Core)
- MCME14104EA  Design Representation Techniques (Allied)
- MCME14105EA  Craft Environmental Exposure (Allied)
- MCME14106EA  Creative and Strategic Thinking (Allied)
- MCME14107EA  Management Information System (Allied)
- MCME14108EO  Design Methods (Open)

**SEMESTER - II**
- MCME14201CR  History of Craft & Design (Core)
- MCME14202CR  Materials, Processes & Technology (Core)
- MCME14203CR  Craft Marketing (Core)
- MCME14204EA  Business Communication (Allied)
- MCME14205EA  Craft Economics (Allied)
- MCME14206EA  Research Methodology (Allied)
- MCME14207EA  Sales and Distribution Management (Allied)
- MCME14208EO  Computer Aided Design (Open)

**SEMESTER - III**
- MCME14301CR  Entrepreneurship (Core)
- MCME14302CR  Innovation Management (Core)
- MCME14303CR  Financial Management (Core)
- MCME14304EA  Fashions and Seasons (Allied)
- MCME14305EA  Materials, Processes & Technology Project (Allied)
- MCME14306EA  Craft Retailing (Allied)
- MCME14307EA  E-commerce (Allied)
- MCME14308EO  Craft Tourism (Open)

**SEMESTER - IV**
- MCME14401CR  Project Management (Core)
- MCME14401CR  Human Resource Management (Core)
- MCME14401CR  Internship (Core)
- MCME14404EA  Brand Development & Management (Allied)
- MCME14405EA  Production & Supply Chain Management (Allied)
- MCME14406EA  International Trade Related Process (Allied)
- MCME14407EA  Authorship, Ownership and Intellectual Property Rights (Allied)
- MCME14408EO  Craft Orientation (Open)
“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 in-depth 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 & assessment 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.
admission procedure

Applicants will be required to appear in Entrance Tests including Management Aptitude Test (MAT) and Design Aptitude Test (DAT) followed by Personal Interview to verify the necessary background and aptitude needed for undertaking the programme. The intake capacity of the programme is 30 seats including open and reserved category.

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.

management aptitude test (MAT)
This test is meant to evaluate Language Comprehension, Mathematical Skills, Analytical Skills, Reasoning and Awareness about Indian and global environment, of a candidate. The management aptitude test shall have a weightage of 60%.

design aptitude test (DAT)
Candidates who qualify MAT will need to appear in DAT in order to evaluate their Visual Perception Ability, Drawing Skills, Creative Ability, and Problem Solving Capability. The design aptitude test shall have a weightage of 40%.
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
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.
Sajid Nazir, Faculty
M.Sc International Marketing from University of Sussex, London
B.Arch from Karnataka University, Dharwad, Karnataka
sajid@cdisgr.org

Nazima Qadri, Faculty
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OCA from Oracle University
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Hina Qazi, Faculty
Masters Degree in Clothing and Textiles from Maharaja Sayajirao University of Baroda, Gujarat.
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Yaseer Ahmad Mir, Faculty
MBA in Marketing & Finance from University of Kashmir
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external faculty

Prof. A. G. Rao, Senior Professor  
IIT Bombay  
Prof. S. Balaram, Dean  
DJ Academy of Design, Coimbatore  
Ex-Vice Chairperson Industrial Design Faculty NID  
Prof. Amrish Sehgal, Dean  
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  
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. Chanderashekhari 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  
Dr. Sofia Hassan, Ph.D in Sociology  
Freelance Consultant, Research and Development  
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, 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
Dastakar, 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
Kashmir Government Polytechnic, Srinagar
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
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.

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

2013-15
- Mr. Imtiyaz Aslam  
  Co-Founder, Precious Hands, Srinagar
- Mr. Hidayat Hussain  
  Co-Founder, Precious Hands, Srinagar

2009-11
- Mr. Muteen Dijoo  
  Co-Founder, Blossoms of Heaven, Srinagar
- Mr. Mudasir Hassan  
  Production Manager, Help Foundation, 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 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 careers options within the craft 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.