

# CRAFT AWARENESS

## CANE & BAMBOO CRAFT



SPONSORED BY

OFFICE OF THE DEVELOPMENT COMMISSIONER (HANDICRAFTS )

MINISTRY OF TEXTILES, NEW DELHI GOVERNMENT OF INDIA



North East Development Forum

# A GLIMPSE OF NATIVE SIVASAGAR DISTRICT



This graceful Temple "Shiva Dole" of Brick & Stone masonry was built by Ambika Devi, one of the Queens of Ahom King Shiva Singha. It is the tallest temple around 40 ft in all over Assam.

Entertainment  
Zone of Ahom  
Kings  
Ranghar



  
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Welcome to Sivasagar, a historical place  
and a kingdom of Ahom Community for  
600 years.

A beautiful monument called  
Joi Douli at Joysagar behind  
Joysagar Tank.



## MEGHALAYA

THE NAME MEANS "THE ABODE OF CLOUDS" IN SANSKRIT.



- The art and craft of Meghalaya has a uniqueness of its own. They are very intricately made and beautiful to look at. Tourist coming to this North Eastern part is mesmerized to sheer wonder of art and craft of Meghalaya.
- The abundance of Bamboo makes it possible for the artist who make the bamboo and cane products.
- The three Tribes of Meghalaya the Garos, The Khasis, and the Jaintias , are apt in making different kinds of cane and bamboo products in weaving.



## SYNTEIN - 2018 ,A GLIMPSE OF MEMORIES



RD-Niralaxmi Pallai, AD -Rima Sonar, Official -Ba Nongbri, Artisan -Tonmoi Borgohain and the hardest part crossed over with Mr. Raman Kumar from Haryana, in the year of 2018-2019.



  
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AMBEDKAR HASTASHILPA VIKAS YOJANA (AHVY)  
SCHEME NAME : CRAFT AWARENESS PROGRAMME  
FOR THE ARTISAN OF SKILLED /SEMI SKILLED AND UNSKILLED .

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➤ Introduction about Handicraft

➤ Curiosity of Innovation

SPRIT OF MEGHALAYA

**SUSTAINABILITY  
IS NATIONAL  
RESPONSIBILITY**

➤ A MEDITATING SUPPLY CHAIN FROM THE GOVERNMENT TO BENEFICIARIES



2019  
Year

ARTISAN MOBILIZATION INTO SHG GROUP, WITH OFFICIALS, LEGISLATORS, BLOCK LEVEL OFFICERS AND VILLAGE HEADMAN ON 19<sup>TH</sup> AND 20<sup>TH</sup> DECEMBER 2019.

CLIPPINGS OF MEMORIES



VILLAGERS



Gathering to know each other  
& Receive Tool kits from MLA

MLA  
Mawsynram



  
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# Syntein Cluster

**Formation  
of  
25 numbers SHGs**

**2019-2020 Year**

**Kenbah village SHG-11 Nos**

**Kenmynsaw village SHG-  
14Nos**

**25 SHG-300 Artisans  
NEDF Future Plan**



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**Large Group Discussion for Formation of Producer Company in Adopted Syntein Cluster with SHG groups and Village Headman**





FEW CLIPPINGS OF SHG s from KENBAHVILLAGE



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Link of Market :

LOCAL MARKETS , STORES, EMPORIUM, EXHIBITIONS ,  
CRAFT BAZARS AND A WEBSITE

## Concept of Craft Village: Kenmynsaw & Kenbah.

- It is to create a space to integrate art, craft, and design. It can generate awareness around craft, so that craftspeople are accorded the respect due to them.
- It can be a place for artists' residency, a training centre where craftspeople from different disciplines can interact and introduce their craft to an urban audience. The aim is also to start children off young, with workshops, so they are more responsible consumers of culture later in life.



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- The handicraft sector has a unique place in the Indian economy and plays a vital role in terms of providing employment, craft production and value addition while at the same time preserves India's rich cultural heritage. The sector provides direct and indirect employment to lakhs of weavers and allied workers, mostly from the ST/SC, backward and minority community.

- The Photo is from Rudrasagar Cluster, at Sivasagar District, Assam, implemented by NEDF society team members.



- However, this sector has suffered due to its unorganized nature along with additional constraints like lack of education, capital, and poor exposure to new technologies, absence of market intelligence and poor institutional framework.





FEW GLIMPSES  
OF  
NEDF SOCIETY  
IN ALL OVER INDIA



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←  
Covid  
Donations



→  
Covid  
Donations



We are  
always  
with  
everyone



**FOCUS  
TO  
MARKET**

**Indian  
Crafts  
For Global Mart**

There is a need to bridge the gap thro

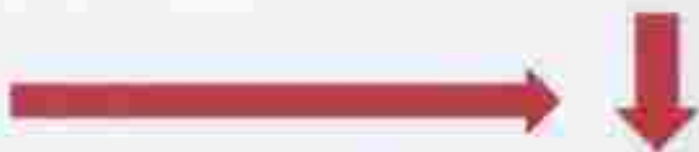
infrastructure development, skill up-gradation, design and product development as per the

market demand so that weavers get better remuneration for their products and an Assured Market.



*[Signature]*  
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**International Exhibition & We are there with our BUYERS**



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HRE- East Development Forum



PAROLAN 16/10/2012

Nice stand with very interesting products. Lovely service!  
Parolan Lattinen, Finland  
Anitta & Niitta

**OUR ENCOURAGEMENTS**

Appreciation is really wonderful states of mind. We love to connect with them.

Beautiful flowers from North East  
Thank you for the great service of Parolan Shop  
Love  
Anitta & Niitta

Hesokka family, Skellefteå  
I wish you all the best for future endeavors and new business ideas of resource utilization and employment-generation which you have thrived upon through your initiatives. The potential in aquaculture husbandry is tremendous and I hope with your right direction to the markets and marketing skills you will be able to realize that potential and contribute to economic development of Skellefteå and North Eastern part of India.

Dr. Pradeep  
26/10/12  
Dr. Pradeep



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Organic  
Dye  
  
we  
Used  
  
in  
Our



Products Design & Working  
Moments with Artisan

Bags



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## VALUE ADDED IN YOUR PRODUCTS



The Craft Village will have stalls, Museums, House in beautiful Cottages that are environment-friendly and often in heritage design.

The management of the village is vested in the hands of the NEDF, an eminent NGO of Assam as well as in all over India.



  
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Polishing  
Baskets

Weaving  
hyacinth  
Matt



  
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our IIE training, buyers and practical work at villages.

Discussion about Product Development, Selection of Products & Receiving Order .





Happy moments with International Buyers



  
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Best moments in Life in Handicraft Journey



  
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# LIFE

at  
ADOPTED  
SYNTEIN  
CLUSTER



  
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# LIFE

at  
ADOPTED  
SYNTEIN  
CLUSTER



  
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Craft tourism is attracting many domestic and foreign tourists.

We are here to review their Tourism potentials and limitations and then formulate recommendations to the development of a Craft Village in Kenmynsaw & Kenbah , at East Khasi Hills , in Meghalaya

Journey never ends , A new journey started with Kenbah & Kenmynsaw ,from the Adopted Cluster Syntein , Block Mawsynram, East Khasi Hills District , Meghalaya. India .

Thank U.....Khublei



# CRAFT AWARENESS CAMP



  
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## CRAFT AWARENESS IN BRIEF REPORT

1. Sanction order no & Date	C-16011/B/2018-19-CC(NER)-AC-6	Date-03.09.2020
2. Name of the Scheme	Craft Awareness	
3. Details of the Sanctioning	Office of the DC(handicrafts) West Block -7, R.K.puram, Sector-1 New Delhi, Ministry of Textiles, Government of India-110066	
4. Total Amount of Sanctioned	2,00,000(Two lacs only)	
5. Total Amount released	1,00,000(One lacs only)	
6. Date of Inauguration	8 <sup>th</sup> December 2021	
7. Date of completion	9 <sup>th</sup> December 2021	
8. Numbers of Participants	130 numbers	
9. Name & Designation of the Officer visited for inspection of the cluster	Mrs. Pampa Karmakar,(Assistant Director ) HSC SHILLONG, EAST KHASI HILLS, MEGHALAYA.	



  
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## INTRODUCTION

- An artisan cluster is defined as geographically concentrated (mostly in villages) household units producing handicrafts products.
- In a typical cluster like Syntein , such producers often belong to a traditional community, producing the long-established products for generations.
- Indeed, many artisan clusters are centuries old Artisan.



  
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## The Importance of Handicrafts from Rural Community :Meghalaya

The Cultural Importance:  
Handicrafts play very important role in representing the culture and traditions of any country or region.

Syntein Artisans are belong from ST community and well skilled in Bamboo weaving.

The Syntein cluster is able to form 300 plus Artisans & 25 SHGs supporting the strong work force.

The mobilization gains momentum day by day.

Syntein Cluster is famous for Cane & Bamboo.



CLUSTER ARTISANS WEAVED BAMBOO PRODUCTS



  
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### The Economic Importance:

- Handicrafts are hugely important in terms of economic development. They provide ample opportunities for employment even with low capital investments and become a prominent medium for foreign earnings.



- Cane and bamboo is available in plenty in the hilly state of Meghalaya. The fibre grows very fast and some variety can even grow by a meter per day. Many varieties are available here. Bamboo is used for making houses in plenty. Mats of bamboo are made from thin strips which makes the walls of the house

- There are various stages that go in the production of cane products, beginning with the collection of raw material from the forests. To obtain a smooth surface, the upper layer of raw cane is scraped off.
- The long cane sticks are cut into smaller pieces that are followed by splitting the cane to obtain thin strips. Cane can be further split, making it as thin as required.
- The split cane is now bent using a blowlamp that may cause some burns on the surface, these are removed by rubbing with sandpaper. Following this, the cane can be woven based on the design of the articles being fashioned from it. After the finishing touches have been provided, the products may be debbed with a coat of varnish before being dispatched to the market.



*[Handwritten Signature]*  
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## FEW GLIMPSES OF CRAFT AWARENESS CAMP



## Syntein Cluster Environment



  
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## MEETING GLIMPSES AT SENG KHASI HALL



Meeting ,Slide show ,Video film ,and  
interpreter presentation done .



  
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**Artisans Attend the Craft Awareness Camp on 8<sup>th</sup> December 2021 at Seng Khasi Hall , Sytein.**

**Assistant Director and Village Headman presided the Craft Awareness meeting.**



**Course Materials distribution**





Traditional  
Food  
&  
Traditional  
Dance  
Performed by  
Cluster  
artisans  
At CAP



  
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Ministry of Economic Affairs and Finance

# PERFORMANCE CUM ACHIEVEMENT REPORT

After going through the meeting the Artisans interested to upgrade their technical skills through different training programme.

Craft Awareness programme held at Seng Khasi Hall, Kenbah Village, Syntein, Block Mawsynram, East Khasi Hills District, Meghalaya.



Assistant Director, HSC, Shillong - Mrs. Pampa Karmakar, Resource Person-Rahul Bora, Assistant Village Headman-Mr. Amir Byrsaw, NEDF advisor, Mr. Prasanta Datta, DCH official -Nongbri, President EBSA Mawsynaram -Mr. Hamdor Rapsang, General secy, EBSA- Mr. Roddon Dewsaw delighted their presence in the Craft awareness meeting.

**Rahul Bora, Resource Person** conducted the craft awareness program explaining right from the history of NEDF and its contribution towards craft people in Natural Fibre in Assam, the history of Meghalaya and importance of Adopted Syntein Cluster in the context of Craft heritage and culture in modern day economy and how it can be linked to tourism and entertainment sector and thereby improving the economy of the people living in remote corner of Meghalaya.



  
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Thank you.....Khublei

HSC Shillong , O/o the DC Handicrafts, New Delhi ,  
Ministry of Textiles , Government of India .

&

Administrators of East Khasi Hills District ,NGO Members,  
Local Villagers and the Youths .

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