



**Indian Institute of Information Technology Lucknow**

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**INNOVATION & DESIGN THINKING**

**Topic: “How we can Save the Traditional Chikankari Industry of Lucknow”**

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## **DESIGN BRIEF**

### **Design Brief: How we can Save the Traditional Chikankari Industry of Lucknow?**

Imagine you walk down the bustling lanes of Lucknow's Chowk market, sunlight glinting off the delicate white threads of Chikankari embroidery adorning sarees, kurtas, and even phone cases. The air hums with the rhythmic tap-tap of artisans' needles, stitching intricate patterns that whisper stories of Mughal grandeur and Lucknow's rich heritage.

But this vibrant scene faces a looming threat. The delicate Chikankari industry, a cornerstone of Lucknow's culture and identity, is struggling to keep pace with the fast-paced, machinedriven world.

### **Project Description:**

Our mission is to develop innovative strategies to revive and revitalize the traditional Chikankari embroidery industry of Lucknow, ensuring its economic and cultural sustainability for future generations.

### **Scope:**

This project will focus on understanding the challenges and opportunities facing the Chikankari industry, encompassing elements like

- **Promoting awareness:** Educating people about the history, artistry, and value of Chikankari.
- **Empowering artisans:** Providing fair wages, training, and access to resources for Chikankari artisans.
- **Modernizing designs:** Creating fresh, contemporary Chikankari designs that resonate with modern tastes.
- **Encouraging innovation:** Exploring new materials, techniques, and product ideas to expand the Chikankari market.
- **Building a sustainable ecosystem:** Fostering collaboration between artisans, designers, manufacturers, and government bodies.

By identifying key pain points and potential solutions, we can develop a comprehensive action plan for revitalization.

### **Constraints:**

We must acknowledge the challenges we face:

- **Limited economic opportunities:** Low wages, lack of access to financing, and dependence on middlemen restrict artisans' income and growth.
- **Competition from machine-made products:** Cheaper, mass-produced imitations threaten the livelihood of Chikankari artisans.
- **Skill dilution:** Modernization and mass production might compromise the intricate craftsmanship and unique identity of Chikankari.
- **Shifting market demands:** Changing consumer preferences and competition from machine-made alternatives pose challenges for Chikankari's market reach and relevance.
- **Limited brand awareness:** Lack of effective marketing and branding strategies hinders reaching wider audiences and establishing a premium value for Chikankari products.
- **Time:** One piece of chikankari takes a lot of time to complete.
- **Lack of awareness:** Many people, especially younger generations, are unfamiliar with Chikankari's unique value.

### **Target User:**

Our efforts target a diverse audience:

- **Chikankari artisans:** Enhancing their skills, promoting fair trade practices, and improving access to markets and resources.
- **Designers and fashion entrepreneurs:** Encouraging collaborations to integrate Chikankari into contemporary designs and products.

- **Government and NGOs:** Shaping supportive policies, regulations, and initiatives to empower artisans and strengthen the industry.
- **Conscious consumers:** Educating and engaging them about the cultural significance and unique value of Chikankari embroidery.

### **Exploration Questions:**

- How can we ensure fair compensation and economic security for Chikankari artisans?
- What innovative design applications and product diversification can enhance Chikankari's relevance in the modern market?
- How can we effectively bridge the gap between traditional artisans and modern consumers?
- How can we leverage technology and digital platforms to promote Chikankari globally and create sustainable e-commerce models?
- What storytelling and branding strategies can effectively communicate the cultural heritage and value proposition of Chikankari?
- How can we foster collaborations between artisans, designers, and retailers to create a vibrant Chikankari ecosystem?

### **Expected Outcomes:**

- Develop a holistic revitalization plan with actionable strategies for artisan empowerment, market expansion, design innovation, and brand building.
- Increased awareness and appreciation for Chikankari among consumers.
- Implement initiatives to improve the socio-economic conditions of Chikankari artisans and ensure fair trade practices.
- Reposition Chikankari as a contemporary and desirable art form by integrating it into diverse design applications and catering to evolving consumer preferences.
- Enhance global awareness and appreciation for Chikankari, securing its place as a unique cultural treasure and sustainable livelihood for future generations.

**Success Metrics:**

- Increased income and livelihood security for Chikankari artisans.
- Growth in market demand and sales of Chikankari products.
- Emergence of innovative design applications and collaborations.
- Enhanced brand recognition and value proposition of Chikankari.
- Increased public awareness and appreciation for Chikankari's cultural heritage.

## **ETHNOGRAPHIC RESEARCH**

### **Questionnaire on “How we can Save the Traditional Chikankari Industry of Lucknow”**

#### **Target Audience:**

- **Retailers:** Brick-and-mortar shops, Online platforms
- **Consumers:** Regular buyers, Occasional buyers
- **Artisans:** Traditional hand-made, Machinery-assisted
- **Designers:** Fashion designers, Homeware designers

**Goal:** Understand perceptions, challenges, and opportunities for innovation in design to revitalize traditional Lucknow Chikankari.

#### **RESEARCH PLAN**

<b>Who will we study?</b>	<b>Where will we find the people or information?</b>	<b>What questions/issues will we explore?</b>	<b>Number of observations, interviews, or inputs</b>	<b>Who on the team is responsible?</b>
Retailers	On ground (oneto-one interview)	Please see the respective section	5	Akanksha Singh
Consumers	On ground (oneto-one interview)	Please see the respective section	5	Krishna Bhushan Mishra

Artisans (Traditional hand-made)	On ground (oneto- one interview)	Please see the respective section	4	Dyovan Madhav
Artisans (Machinery made)	On ground (oneto- one interview)	Please see the respective section	3	Tejas Srivastava
Designers	On ground (oneto- one interview)	Please see the respective section	3	Abhishek Kumar Pandey

#### **RETAILERS:**

- What are the demographics of your typical customer who buys Lucknow Chikankari? (e.g., age, gender, income level)
- In your experience, what factors do customers consider most when choosing Lucknow Chikankari? (e.g., price, design, brand reputation, cultural significance)
- Have you observed any changes in customer preferences for Lucknow Chikankari design over the past few years? If so, what are the trends?
- Do you think there is a market for more innovative and contemporary designs of Lucknow Chikankari? If so, what kind of designs do you think would be most successful?
- What marketing strategies do you think would be most effective in promoting innovative Lucknow Chikankari designs to your customers?

#### **Retailer 1: Upscale Boutique in Hazratgani**

**Demographics:** Primarily women aged 35-55, high-income professionals and socialites.



**Key Purchase Factors:** Brand reputation, design uniqueness, intricate handwork, and use of natural fabrics. Customers are willing to pay a premium for quality and authenticity.

**Design Preferences:** Interest in timeless elegance with subtle modern touches, fusion with delicate mirror work, and occasional bolder statement pieces.

**Innovation Potential:** Open to contemporary interpretations but emphasize maintaining traditional aesthetics and high-quality craftsmanship.

**Marketing Strategies:** Collaborations with established designers, exclusive events and trunk shows, targeted social media campaigns highlighting heritage and innovation.

### **Retailer 2: Mid-Range Shop in Chowk**

**Demographics:** Diverse age group (20-60), primarily women with mixed income levels.

**Key Purchase Factors:** Affordability, versatility, and cultural significance. Customers seek genuine Chikankari for everyday wear and special occasions.

**Design Preferences:** Preference for comfortable silhouettes like kurtas and dupattas, increasing interest in fusion designs with cotton and linen fabrics.

**Innovation Potential:** Strong support for modern designs as long as they remain accessible and wearable for daily life.

**Marketing Strategies:** Local fashion shows, influencer collaborations showcasing everyday styling options, engaging social media presence with user-generated content.

### **Retailer 3: Online Platform focusing on Younger Customers**

**Demographics:** Primarily females aged 18-35, fashion-conscious individuals with moderate income.

**Key Purchase Factors:** Design trends, affordability, and online convenience. Customers value unique styles and statement pieces for social media and casual wear.

**Design Preferences:** Strong demand for fusion designs with contemporary silhouettes, bold colors, and playful embroidery motifs. Open to experimenting with unconventional fabrics and accessories.

**Innovation Potential:** High potential for innovative and trendy designs, incorporating sustainable practices and ethical sourcing to resonate with younger customers.

**Marketing Strategies:** Influencer marketing with micro-influencers, engaging social media campaigns with user-generated content and design challenges, collaborations with emerging designers.

#### **Retailer 4: Family-Run Shop in Aminabad**

**Demographics:** Mainly families with diverse age groups and income levels, tourists seeking authentic souvenirs.

**Key Purchase Factors:** Cultural significance, tradition, and fair pricing. Customers value genuine handwork passed down through generations.

**Design Preferences:** Appreciation for classic Chikankari styles with subtle modern touches, preference for natural fabrics and timeless designs.

**Innovation Potential:** Open to subtle innovations that respect heritage while offering functional pieces for everyday wear.

**Marketing Strategies:** Storytelling about the artisan community and tradition, educational workshops, collaborations with local cultural institutions, participation in craft fairs and heritage events.

#### **Retailer 5: Export House catering to International Customers**

**Demographics:** Mainly international buyers, fashion designers, and boutiques seeking unique ethnic pieces.

**Key Purchase Factors:** Quality, intricate handwork, ethical sourcing, and competitive pricing. Customers value authenticity and sustainable practices.

**Design Preferences:** Interest in classic Chikankari motifs with modern interpretations, fusion designs using sustainable fabrics like organic cotton and bamboo.

**Innovation Potential:** Strong potential for modern designs adapted to international trends while maintaining cultural identity and ethical production.

**Marketing Strategies:** Participation in international trade shows, collaborations with global designers, targeted digital marketing campaigns showcasing modern interpretations and ethical practices.

## **CONSUMERS:**

- When purchasing Lucknow Chikankari, what design elements are most important to you? (e.g., color, pattern, motifs, materials)
- Do you consider Lucknow Chikankari to be a modern or traditional product? Why or why not?
- Would you be willing to pay a premium for Lucknow Chikankari that incorporates innovative design elements while staying true to its heritage?
- What are some specific design features you would like to see in more modern versions of Lucknow Chikankari?
- In your opinion, how can Lucknow Chikankari be made more appealing to younger generations of consumers?

### **1. Aisha:**

**1. Design Elements:** For me, it's all about the fabric and the handwork. High-quality, lightweight muslin that drapes beautifully is essential. And the intricacy of the Chikan stitch is mesmerizing! Motifs and colors are secondary, though I prefer elegant florals.

**2. Modern or Traditional:** Traditional, definitely. The timeless quality and authenticity are what make it special. While some modern twists are interesting, I wouldn't want them to overshadow the heritage and craftsmanship.

**3. Premium for Innovation:** I might consider it, but cautiously. Innovation should complement the tradition, not replace it. If it enhances the beauty and skill showcased in the piece, a small premium might be acceptable.

**4. Modern Features:** Subtle color accents along the thread work could be nice. Maybe even delicate geometric patterns woven into the fabric without losing the overall airy feel.

**5. Appealing to Youth:** Showcasing the versatility of Chikankari! Fusion pieces like kurtas with contemporary cuts or jackets with Chikan detailing would be eye-catching. Collaborations with young designers and social media campaigns featuring diverse styles could bridge the gap.

## **2. Rahul:**

1. **Design Elements:** I appreciate bold statement pieces with modern silhouettes. Geometric patterns or contemporary interpretations of traditional motifs would grab my attention. Colorwise, I'm open to muted pastels or even subtle metallic accents.
2. **Modern or Traditional:** It can be both! The traditional techniques and motifs offer a unique foundation for modern interpretations. Innovation is key to keeping it relevant and appealing to new generations.
3. **Premium for Innovation:** Absolutely! If the innovation is tasteful and enhances the overall design, I'd be willing to pay more. It shows the artisans are pushing boundaries while respecting the craft's heritage.
4. **Modern Features:** Jumpsuits or layered skirts with Chikankari details would be stunning. Playful use of textures like sheer panels or lace accents could add a modern touch. But it's crucial to maintain the elegance and breathability of Chikankari.
5. **Appealing to Youth:** Collaborations with influencers and celebrities who wear Chikankari in modern ways would be impactful. Highlighting the sustainability aspect and the ethical sourcing behind the craft resonates with many young consumers.

## **3. Mrs. Kapoor:**

1. **Design Elements:** The purity and elegance of white-on-white Chikankari with classic floral motifs is unmatched. The delicate handiwork tells a story and reflects our rich heritage. Modern trends and colors feel fleeting, but these elements are timeless.
2. **Modern or Traditional:** Definitely traditional. The essence and legacy of Chikankari lie in its unchanging beauty. While modern interpretations might have their place, it's important to preserve the authenticity and artistry passed down through generations.

3. **Premium for Innovation:** No, I wouldn't. Innovation can feel like disrespecting tradition. The true value lies in the skill of the artisans and the timeless beauty of the original design.
4. **Modern Features:** Perhaps subtle variations in the stitchwork for added textural interest. But any changes should be done meticulously, ensuring the integrity and delicacy of the craft remain intact.
5. **Appealing to Youth:** Educating them about the history and cultural significance of Chikankari. Organizing workshops where they can learn the craft firsthand can foster appreciation. Highlighting the ethical sourcing and artisanal nature of the craft can resonate with their values.

#### **4. Pooja:**

1. **Design Elements:** As a young consumer, I'm drawn to bold colors and contemporary patterns. Geometric motifs or modern interpretations of traditional ones are eye-catching. Fusion pieces like Chikankari jackets with jeans or kurtas with modern cuts are appealing.
2. **Modern or Traditional:** Both! The legacy and heritage are important, but innovation is key to staying relevant. Modernizing silhouettes and using sustainable materials attracts new audiences without losing the essence.
3. **Premium for Innovation:** Yes, if the innovation is creative and well-executed. It shows the industry is adapting and evolving, which resonates with younger generations. However, it shouldn't compromise the quality and craftsmanship of Chikankari.
4. **Modern Features:** Interactive elements like embroidery that moves or light-up Chikan stitches would be cool. Collaborations with tech companies for innovative designs could attract attention. But it's crucial to maintain the elegance and wearability of Chikankari.
5. **Appealing to Youth:** Social media campaigns featuring diverse influencers and celebrities wearing Chikankari in modern ways would be impactful. Interactive filters or augmented reality experiences showcasing different designs could be engaging. Highlighting the ethical and sustainable aspects of Chikankari is important for young consumers.

#### **5. Ms. Gupta:**

1. **Design Elements:** We need to find a balance between tradition and innovation. Classic motifs and delicate handwork are essential, but we can explore subtle color variations or new fabric blends for a modern touch. Maintaining quality is crucial for our reputation.
2. **Modern or Traditional:** Both! We must respect our heritage but also adapt to changing tastes. Offering modern silhouettes alongside traditional pieces caters to a wider audience. Sustainable practices are increasingly important for business survival.
3. **Premium for Innovation:** Yes, for high-quality and tasteful innovations. Customers are willing to pay more for uniqueness and sustainability, but it shouldn't compromise the authenticity of Chikankari. Collaborations with young designers can bring fresh ideas while respecting tradition.
4. **Modern Features:** Fusion pieces like Chikankari jackets with denims or sarees with Chikankari borders can be appealing. Subtle use of embellishments like sequins or beads can add a modern touch. But we must ensure the design remains balanced and elegant.
5. **Appealing to Youth:** Educational initiatives like workshops or museum exhibits can raise awareness and appreciation for Chikankari's craftsmanship. Collaborations with fashion schools can nurture young talent and bring fresh perspectives. Engaging online content showcasing the versatility and sustainability of Chikankari can attract younger consumers.

### **ARTISANS:**

- **Traditional hand-made:**

- Describe the specific design motifs and embellishments that characterize your traditional Chikankari.
- How do you source the materials used in your Chikankari? Are there any challenges in obtaining these materials?
- Have you ever experimented with incorporating new design elements into your work? If so, what were the results?
- What are your biggest concerns about incorporating new design elements while preserving the traditional character of Lucknow Chikankari?



- If you had access to training or resources, what areas related to design and innovation would you be most interested in exploring?

### **Person 1: The Traditionalist**

- 1. Design motifs and embellishments:** My Chikankari is rooted in the classic Lucknow style, featuring delicate floral motifs like vines and creepers. Shadow work forms the foundation of my embroidery, creating a subtle play of light and shadow.
- 2. Sourcing materials:** I rely on local markets for my materials, mainly mulmul cotton and white threads. Finding high-quality, soft mulmul can be challenging, especially with increasing demand.
- 3. Experimentation with new design elements:** While I respect tradition, I've incorporated subtle color accents within the white palette, like pale pink or blue. The response has been positive, adding a touch of freshness without compromising authenticity.
- 4. Concerns about incorporating new elements:** My primary concern is maintaining the timeless elegance and purity of Lucknow Chikankari. Introducing drastic changes could dilute its unique identity and heritage.
- 5. Areas of interest for exploration:** I'd be interested in learning more about sustainable fabric dyeing techniques and exploring eco-friendly alternatives to conventional materials.

### **Person 2: The Modernist**

- 1. Design motifs and embellishments:** My Chikankari embraces a blend of traditional and contemporary motifs. I incorporate geometric shapes alongside delicate floral patterns, often using contrasting thread colors for a bolder aesthetic.

2. **Sourcing materials:** I source my materials from a wider range, including online marketplaces and international suppliers. Finding unique embellishments like beads and sequins can be challenging due to price fluctuations and quality variations.
3. **Experimentation with new design elements:** I've actively experimented with incorporating new stitching techniques and using metallic threads. While some purists were hesitant, the modern, eye-catching designs have attracted new customers.
4. **Concerns about incorporating new elements:** My biggest concern is striking the right balance between innovation and preserving the essence of Chikankari. I ensure new elements complement the heritage without overshadowing it.
5. **Areas of interest for exploration:** I'm eager to learn about digital design tools for creating intricate patterns and exploring collaborations with modern fashion designers to reach new audiences.

### **Person 3: The Storyteller**

1. **Design motifs and embellishments:** My Chikankari is inspired by nature and local folklore, featuring birds, animals, and scenes from everyday life. I use a combination of shadow work, murri and jaali stitches to bring these stories to life.
2. **Sourcing materials:** I source my materials from local artisans who create hand-spun organic cotton and natural dyes. Finding specific colors or patterns can be challenging, but it adds authenticity to my storytelling.
3. **Experimentation with new design elements:** I've experimented with incorporating recycled fabrics and found objects like buttons or shells into my designs. This adds a unique dimension and resonates with customers who value sustainability and personalization.
4. **Concerns about incorporating new elements:** My main concern is ensuring the new elements align with the narrative and cultural significance of my Chikankari. I strive to maintain historical accuracy and avoid elements that might be deemed disrespectful.
5. **Areas of interest for exploration:** I'd love to learn more about digital storytelling techniques and explore collaborations with museums or cultural institutions to showcase the historical context of my designs.

#### **Person 4: The Sustainability Advocate**

- 1. Design motifs and embellishments:** My Chikankari focuses on geometric patterns and abstract shapes, often using natural dyes extracted from plants and minerals. I strive for minimalism and elegance in my designs.
- 2. Sourcing materials:** I prioritize organic, locally sourced cotton and support fair-trade practices. Finding affordable, high-quality materials while ensuring ethical sourcing can be challenging.
- 3. Experimentation with new design elements:** I've experimented with upcycled fabrics and natural embellishments like seeds or shells. This not only reduces waste but also adds a unique, eco-conscious touch to my work.
- 4. Concerns about incorporating new elements:** My biggest concern is ensuring the new elements align with my sustainable and ethical principles. I avoid synthetic materials or exploitative sourcing practices, even if it limits design options.
- 5. Areas of interest for exploration:** I'm interested in learning more about innovative natural dyeing techniques and exploring collaborations with environmental NGOs to promote sustainable fashion practices.

## **ARTISANS:**

### **Machinery-assisted:**

- What specific machinery or tools do you use in your Chikankari production process?
- How has using machinery impacted the design and quality of your Chikankari?
- Do you believe that machinery can be used to create innovative and unique designs, or does it limit creativity?
- Are there any ethical considerations you take into account when using machinery in your production process?
- In your opinion, how can machinery be used responsibly to support the future of Lucknow Chikankari?

### **Artisans (machinery) 1: Asha, owner of "Modern Chikankari" boutique:**

#### **Machinery and tools:**

- **Computerized embroidery machines:** For intricate, precise designs on large quantities of fabric.
- **Laser cutting machines:** For creating delicate, lace-like patterns and motifs.
- **Steamers and presses:** For finishing and shaping garments.

#### **Impact on design and quality:**

- **Increased efficiency and accuracy:** Machines allow for faster production and consistent quality.
- **Wider range of design possibilities:** Complex patterns and textures become achievable.

- **Potential for uniformity:** Designs can be replicated exactly across garments.

#### **Innovation and creativity:**

- **Machines as tools, not replacements:** Creativity lies in selecting patterns, thread colors, and garment combinations.
- **Customization options:** Machines can personalize garments with names or initials.
- **Faster prototyping:** Allows for experimentation and iteration of new designs.

#### **Ethical considerations:**

- **Fair wages and working conditions:** Ensure workers operating machines are treated ethically.
- **Sustainable materials and practices:** Choose eco-friendly fabrics and minimize waste.
- **Transparency with customers:** Inform them about the use of machines in production.

#### **Responsible use for the future:**

- **Skill preservation:** Combine machines with traditional handwork for unique pieces.
- **Training and upskilling:** Equip artisans with machine operation and design skills.
- **Focus on quality and innovation:** Use machines to create high-value, unique Chikankari pieces.

### **Artisans (machinery) 2: Ravi, owner of "Chikan Emporium":**

#### **Machinery and tools:**

- **Semi-automatic embroidery machines:** Offer flexibility while maintaining some hand-guided control.
- **Traditional wooden printing blocks:** Used for creating classic Chikan motifs.
- **Electric fabric cutters:** For precise and efficient fabric cutting.

#### **Impact on design and quality:**

- **Enhanced speed and production capacity:** Meets customer demand more effectively.
- **Consistent motif reproduction:** Maintains the essence of traditional Chikan designs.
- **Potential for color variations and experimentation:** Allows for exploring new color palettes.

### **Innovation and creativity:**

- **Machines as supplements:** Encourage artisans to focus on intricate handwork for special details.
- **Collaboration with designers:** Utilize machines to execute their innovative Chikan concepts.
- **Modern interpretations of traditional patterns:** Experiment with machine capabilities while respecting heritage.

### **Ethical considerations:**

- **Local sourcing of materials:** Support the local economy and reduce environmental impact.
- **Proper machine maintenance and safety:** Ensure worker well-being and safe working environment.
- **Transparency about machine use in marketing:** Be honest with customers about the production process.

### **Responsible use for the future:**

- **Invest in training programs:** Equip artisans with machine maintenance and design skills.
- **Promote sustainable practices:** Use energy-efficient machines and minimize waste.
- **Focus on storytelling and heritage:** Highlight the human touch and cultural significance of Chikankari.

### **Artisans (machinery) 3: Meera, owner of "The Chikan Studio":**

#### **Machinery and tools:**

- **Manual embroidery machines:** Offer a balance between efficiency and hand-guided control.
- **Laser engraving machines:** For creating unique, personalized designs on fabric.
- **Steamers and irons:** For finishing and shaping garments with a handcrafted touch.

#### **Impact on design and quality:**

- **Increased productivity while maintaining hand-finished look:** Allows for smaller batches and more customization.
- **Preservation of traditional techniques:** Artisans can focus on intricate handwork for special accents.

- **Exploration of new textures and finishes:** Machines can add dimension and depth to designs.

#### **Innovation and creativity:**

- **Machines as creative tools:** Experiment with different stitch patterns and thread combinations.
- **Fusion of traditional and modern techniques:** Create unique pieces that blend heritage with contemporary flair.
- **Customization for individual clients:** Offer bespoke designs and personalized touches.

#### **Ethical considerations:**

- **Fair trade practices:** Ensure ethical sourcing of materials and fair wages for artisans.
- **Upcycling and waste reduction:** Minimize fabric waste and repurpose scraps for smaller items.
- **Community engagement:** Collaborate with local artisans and empower them through skills development.

#### **Responsible use for the future:**

- **Promote the human element:** Showcase the artistry and skills of Chikankari artisans.
- **Invest in sustainable practices:** Use eco-friendly materials and reduce energy consumption.
- **Educate customers:** Raise awareness about the value of handmade Chikankari and its cultural significance.

#### **DESIGNERS:**

- What design principles do you consider when working with Lucknow Chikankari?
- Have you faced any specific challenges in balancing innovation with tradition when designing Lucknow Chikankari? If so, how did you overcome them?
- What are your thoughts on the current state of design innovation in Lucknow Chikankari? Are there any areas where you see significant potential for improvement?
- What role do you think designers can play in revitalizing and promoting Lucknow Chikankari?

- Do you have any collaborations or partnerships in mind that could help further the innovation and preservation of Lucknow Chikankari?

### **Designer 1: Established Designer with Upscale Focus**

#### **Design Principles:**

- **Authenticity:** Prioritizes using classic motifs and intricate handwork, respecting the heritage of Chikankari.
- **Luxury Touch:** Employs high-quality natural fabrics and subtle embellishments to create a refined aesthetic.
- **Limited Innovation:** Introduces subtle modernizations through updated silhouettes and color palettes while honoring tradition.

#### **Challenges in Balancing Innovation:**

- **Artisan Resistance:** Convincing seasoned artisans to embrace new ideas can be challenging.
- **Maintaining Brand Identity:** Balancing innovation with the brand's established image of luxury and tradition.

#### **Thoughts on Current State:**

- **Positive Growth:** Sees increasing interest in modern interpretations but highlights the need for responsible innovation.
- **Potential for Improvement:** Encourages collaboration between established and emerging designers to foster creativity and knowledge exchange.

#### **Designer Role in Revitalization:**

- **Bridging Tradition and Modernity:** Reinterpreting classic styles for contemporary audiences while promoting the craft's heritage.
- **Collaboration:** Partnering with influencers and celebrities to increase awareness and showcase versatility.

#### **Collaboration Ideas:**

- Fashion schools conducting workshops for artisans on modern trends.



- Sustainable fabric manufacturers and NGOs supporting ethical sourcing.
- International designers to expose Chikankari to new markets while maintaining its heritage.

## **Designer 2: Emerging Designer with Fusion Focus**

### **Design Principles:**

- **Fusion:** Blends Chikankari with contemporary elements like bold colours, unconventional fabrics, and geometric patterns.
- **Functionality:** Designs everyday wear pieces like bags and jackets, expanding the market and wearability.
- **Sustainability:** Utilizes eco-friendly materials and fair-trade practices, appealing to modern customers.

### **Challenges in Balancing Innovation:**

- **Acceptance by Traditionalists:** Balancing bold innovation with respect for traditional aesthetics can be tricky.
- **Sourcing Sustainable Materials:** Finding affordable and readily available ecofriendly fabrics can be challenging.

### **Thoughts on Current State:**

- **Limited Innovation:** Believes more exploration and risk-taking are needed to truly revitalize the industry.
- **Need for Support:** Encourages government initiatives and funding to support design innovation and marketing.

### **Designer Role in Revitalization:**

- **Pushing Boundaries:** Experimenting with new design possibilities and materials to attract younger audiences.
- **Educating Consumers:** Sharing the stories behind Chikankari and its sustainable practices to enhance appreciation.

### Collaboration Ideas:

- Design competitions specifically focusing on innovative and sustainable Chikankari designs.
- Government grants supporting the development of eco-friendly fabrics and production techniques.
- Collaborations with sustainability influencers and social media campaigns promoting ethical practices.

### Designer 3: Family-Run Business with Classic Focus

#### Design Principles:

- **Timeless Elegance:** Focuses on classic motifs and silhouettes with subtle modernizations like updated color palettes.
- **Heritage Preservation:** Emphasizes the importance of passing down traditional techniques and skills to future generations.
- **Quality Craftsmanship:** Uses high-quality natural fabrics and prioritizes intricate handwork.

#### Challenges in Balancing Innovation:

- **Preserving Artisan Skills:** Balancing the demand for faster production with the timeconsuming nature of hand embroidery.
- **Financial Feasibility:** Finding affordable yet high-quality materials and maintaining fair wages for artisans.

#### Thoughts on Current State:

- **Need for Awareness:** Emphasizes the need to educate younger generations about the value of Chikankari and its heritage.
- **Importance of Authenticity:** Believes authentic designs and ethical practices will attract genuine appreciation.

#### Designer Role in Revitalization:

- **Sharing Heritage:** Organizing workshops and educational programs to connect consumers with the artisans and their stories.
- **Promoting Ethical Practices:** Highlighting fair trade initiatives and sustainable materials to resonate with conscious consumers.

#### **Collaboration Ideas:**

- Cultural institutions organizing exhibitions and events showcasing Chikankari's heritage and craftsmanship.



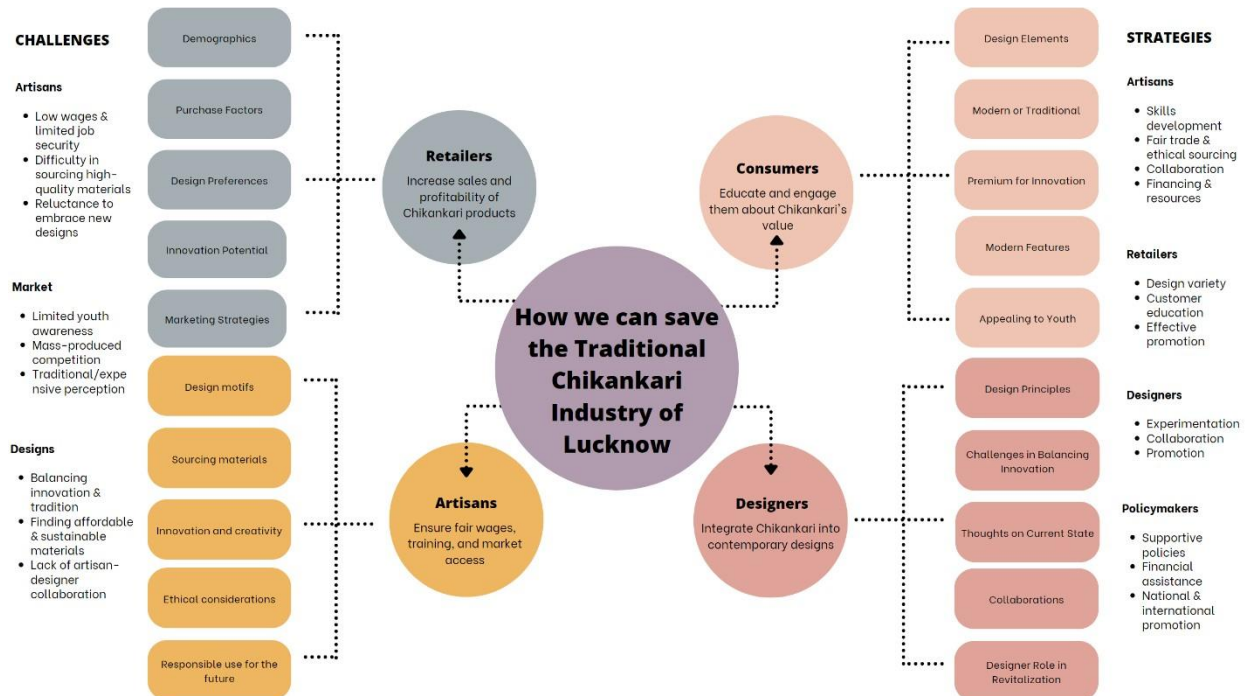
- Educational  
the craft.  
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ng with schools and colleges to introduce students to

brands promoting fair trade and sustainable



## MIND MAP



### CHALLENGES:

**The main challenge is lack of centralised digital ecosystem of chikankari**

- Ensuring Ethical Production Practices
- Striking a Balance Between Innovation and Tradition
- Securing High-Quality Sustainable Materials
- Engaging Younger Consumers
- Educating Consumers on Craft and Value



## **BRAINSTORMING**

### **RETAILER:**

- **New designs and variety:** This suggests that the retailer will offer a variety of new and trendy Chikankari designs.
- **Quality material and design:** This indicates that the Chikankari products will be made from high-quality materials and will have well-designed patterns.
- **Effective marketing and promotions:** This suggests that the retailer will use effective marketing and promotional strategies to reach potential customers.
- **Targeted campaigns:** This indicates that the retailer will target their marketing campaigns to specific audiences who are likely to be interested in Chikankari products.
- **Influencer marketing and partnership:** This suggests that the retailer may partner with social media influencers to promote their products.
- **Social media engagement:** This indicates that the retailer will use social media to interact with their customers and build brand awareness.
- **Product innovation:** This suggests that the retailer may introduce new and innovative Chikankari products to the market.

### **ARTIST:**

- **Collaborate with designers:** Collaboration with designers will help us to include and introduce new designs and patterns, which in turn will increase our stock and keep up with the trends.
- **Participate in trade shows and exhibition:** Participating in trade shows and exhibitions will increase our visibility and help us to connect with potential buyers, investors and partners, we can also promote it under the ONE DISTRICT ONE PRODUCT SCHEME OF THE GOVERNMENT OF INDIA.

- **Share the sensational story of the evolution of chikankari:** We can glorify the past of chikankari it is the heritage of Lucknow and Uttar Pradesh as a whole, remind people about their linkage with the craft, which is definitely going to help us in reviving the tradition.
- **Adapt to the changing market trends:** We know that the market trends keep evolving rapidly so we will have to keep up with the pace, by adding innovation in the process and product.
- **Be more creative:** Creativity is always valued, by including more patterns and designs we can add creativity to our products.

### **DESIGNERS:**

- **Using Sustainable materials:** Using sustainable materials will like Hemp fabric, wool, Organic cotton, bamboo fabric, etc. will help us to promote our work as ecologically beneficial and promoting it on the global stage will be more convenient. These fabrics are high quality and durable in nature.
- **Sustainable fabric manufactures:** Using sustainable fabric will also promote and foster a complete new industry of sustainable fabric manufacturers, thus broadening the scope of business.
- **Everyday wear:** Designing everyday wear will not only increase our business but also make people more aware about the industry as chikankari is considered to be premium wear and not for everyday wear.

### **CUSTOMERS:**

#### **Fairs and Exhibitions:**

- Reinvigorate Chikankari's presence at traditional fairs and exhibitions.
- Create interactive booths that showcase the intricate details of the work through high-resolution displays or even demonstrations by artisans.

**Focus on Design:**

- Partner with contemporary fashion designers to create a fusion of traditional Chikankari with modern silhouettes.
- Cater to diverse styles and age groups by offering a wider range of designs beyond just traditional wear.

**Affordable and Sustainable Materials:**

- Explore the use of eco-friendly fabrics like organic cotton or recycled materials to create sustainable Chikankari products.
- Offer a tiered pricing structure with a selection of more affordable, everyday Chikankari pieces alongside premium, heirloom-quality garments.

**Dedicated Online Platform:**

- Develop a user-friendly online platform specifically for Chikankari products.
- Utilize high-quality photography and 360-degree views to accurately represent the intricate details of the embroidery.

**360-degree View using AR/VR:**

- Leverage Augmented Reality (AR) and Virtual Reality (VR) technology to create immersive experiences for potential buyers.
- Allow customers to virtually "try on" Chikankari garments or see them displayed in different settings.

**POLICY MAKER:**

**Skill Development Programs:** Invest in training programs to enhance chikankari artisans' skills and designs, ensuring they meet contemporary fashion demands and global quality standards.

**Export Incentives:** Provide financial assistance to chikankari product exporters to make their products more competitive in the international market. This could include subsidies for shipping, participation in trade shows, or marketing materials.

**Tax Breaks:** Implement tax breaks for chikankari businesses, incentivizing production and attracting new entrepreneurs to the industry.

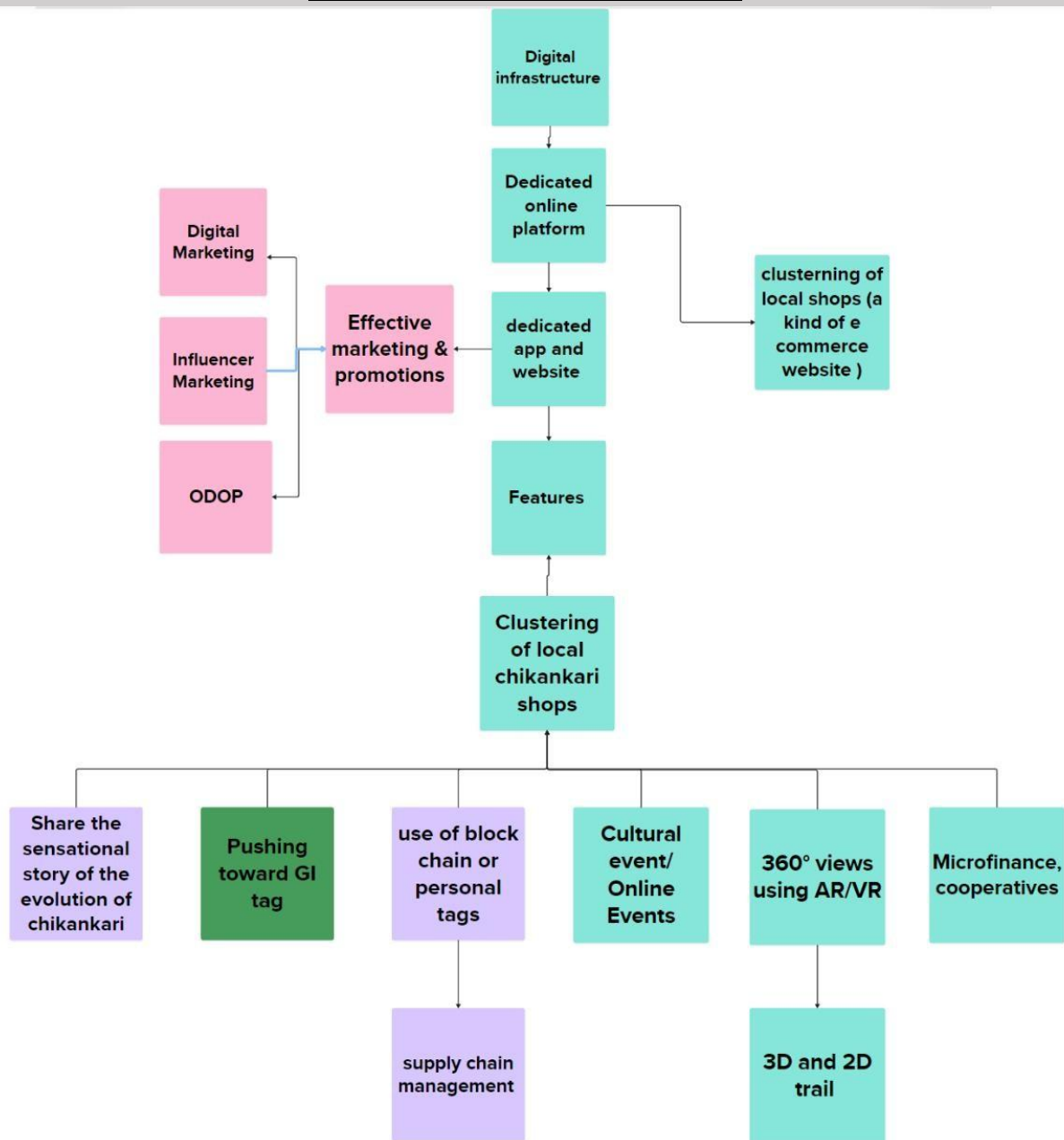
**Microfinancing and Cooperatives:** Facilitate access to microloans for chikankari artisans and small businesses. This will empower them to purchase materials, expand production, and

gain greater financial independence. Additionally, fostering cooperative societies among artisans can provide better bargaining power for raw materials and finished product sales.

**Digital Infrastructure Development:** Invest in building a robust digital infrastructure for chikankari businesses. This could involve training artisans in e-commerce, establishing online marketplaces, and providing internet access in production centers.

**National and International Promotion:** Launch national and international promotional campaigns to create greater awareness of chikankari products. This could involve sponsoring cultural events showcasing chikankari designs, participating in international trade shows, and forging partnerships with global fashion houses.

## CONCEPT DEVELOPMENT



### Digital Infrastructure

- Traditionally, chikankari products have been sold through physical stores or local markets.
- Digital transformation involves establishing a strong online presence. This could involve:
  - Creating a dedicated e-commerce platform specifically for chikankari products.

- Partnering with existing online marketplaces to showcase chikankari products to a wider audience.
- Equipping artisans with the tools and training needed to sell online, potentially through online marketplaces or social media platforms.

### **Effective Marketing & Promotions**

- Traditionally, marketing for chikankari might have relied on word-of-mouth or local advertising.
- Digital transformation requires developing an effective digital marketing strategy. This could involve:
  - Utilizing social media platforms like Instagram and Facebook to showcase chikankari designs and connect with potential customers.
  - Partnering with fashion influencers to promote chikankari products to their audience.
  - Leveraging online advertising platforms like Google Ads to target specific demographics interested in chikankari or similar crafts.
  - Developing a strong search engine optimization (SEO) strategy to ensure chikankari products appear prominently in online searches.

### **ODOP & Features (One District One Product)**

- Traditionally, information about chikankari's cultural significance and regional variations might not have been readily available to consumers.
- Digital transformation allows for incorporating features that highlight the unique aspects of chikankari. This could involve:
  - Including information about the history and cultural significance of chikankari on the e-commerce platform.
  - Featuring different chikankari styles specific to various regions in Lucknow or other areas known for chikankari production.
  - Creating interactive maps or features that showcase the locations where chikankari is produced.

### **Sharing the Sensational Story**

- Traditionally, customers may not have had a way to connect with the artisans behind the chikankari products they purchase.
- Digital transformation allows for storytelling elements that connect with consumers. This could involve:
  - Creating video content showcasing the chikankari creation process and the skills of the artisans.
  - Featuring interviews with artisans on the platform, allowing them to share their stories and passion for the craft.
  - Implementing interactive quizzes or features that educate customers about chikankari's history and cultural significance.

### **Microfinance using Blockchain or Personal Tags**

- Traditionally, securing financing for artisans or ensuring transparency in the supply chain could be challenging.
- Digital transformation opens doors to innovative solutions. This could involve:
  - Exploring blockchain technology to create a secure and transparent record of chikankari products throughout the supply chain. This can build trust with consumers who value ethical sourcing and authenticity.
  - Developing digital microfinancing platforms that allow artisans to access small loans to expand their production or purchase materials.

### **3D & 2D Trail and AR/VR**

- Traditionally, customers might rely on static images to view chikankari products.
- Digital transformation allows for a more immersive shopping experience. This could involve:
  - Utilizing 3D technology to create 360-degree product views, allowing customers to examine chikankari garments from all angles.
  - Implementing Augmented Reality (AR) features that allow customers to virtually try on chikankari garments using their smartphones or tablets.
  - Integrating Virtual Reality (VR) experiences that allow customers to visualize how chikankari products might look in their homes.

## **PROTOTYPE MODEL**

### **ABOUT CHIKANKARI**

Chikankari embroidery, a delicate art form famed for its intricate white-on-white threadwork, boasts a rich history deeply intertwined with the cultural tapestry of Lucknow.

### **HISTORY OF CHIKANKARI**

#### **Roots in Regal Courts**

- **Mughal Era (17th Century):** The origins are often linked to the reign of Emperor Jahangir.
- **Empress Noor Jahan:** A connoisseur of art, she is credited with promoting this style, using it to adorn the royal court's garments.
- **Early Influences:** Initially inspired by Persian aesthetics, Chikankari featured floral motifs mirroring the architectural grandeur of Mughal monuments. **Evolution and Local Flourish**
- **Nawabs of Awadh (18th & 19th Centuries):** These patrons of the arts further nurtured Chikankari, incorporating local design elements and fostering the development of the intricate patterns that define Lucknowi Chikankari today.
- **Beyond the Aristocracy:** Over time, the art form transcended its association with royalty and became embraced by the Lucknowi populace.
- **A Livelihood and Legacy:** Passed down through generations, Chikankari provides a sustainable income for numerous families and artisans, keeping this exquisite heritage alive.

#### **Significance to Lucknow**

- **Cultural Identity:** Chikankari is more than just an art form; it's a symbol of Lucknow's cultural heritage and artistic legacy.



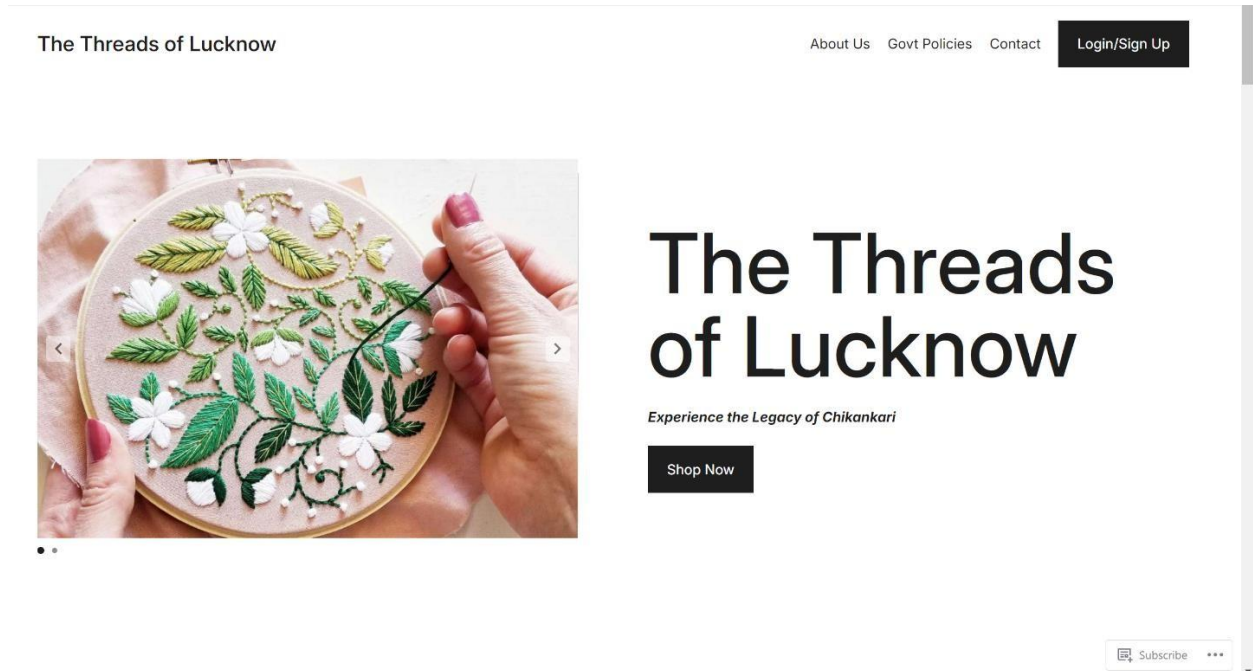
- **Economic Engine:** The embroidery industry employs thousands of artisans and contributes significantly to the city's economy.
- **Tourism Magnet:** The allure of Chikankari attracts tourists worldwide, fostering appreciation for the intricate craftsmanship and the city's artistic traditions.

### GI Tag Recognition

- In 2008, Chikankari received a Geographical Indication (GI) tag, recognizing its unique origin and specific characteristics.
- This recognition safeguards the authenticity of Lucknowi Chikankari and protects the livelihoods of the artisans who preserve this age-old craft.

## OUR PROTOTYPE MODEL

Website: [www.thethreadsoflucknow.wordpress.com](http://www.thethreadsoflucknow.wordpress.com)



## Discover a World of Elegance



Artisans



Retailers



Designers

## Best sellers



Product  
₹4999.00



Product  
₹999.00



Product  
₹3999.00



Product  
₹1299.00

## Shop by Category

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### Our Mission: Where Tradition Meets Progress

We believe in a two-fold mission:

- **Sustainable Livelihoods for Artisans:** We're committed to fair trade practices. By eliminating middlemen, we offer competitive prices for you, the customer, while ensuring artisans receive the maximum profit for their meticulous work. This empowers them to build sustainable livelihoods and continue practicing this cherished art form.
- **Preserving a Cultural Heritage:** Chikankari is more than just intricate stitches on fabric; it's a thread woven into the rich tapestry of Indian history and culture. We actively collaborate with artisans and designers to ensure this tradition not only survives but flourishes. We support the transmission of these artistic skills to future generations, safeguarding this invaluable cultural heritage.





## Why Choose Us?

When you shop with us, you're not just acquiring a beautiful garment or homeware piece; you're becoming part of a story:

### Direct Connection

You're directly supporting the livelihoods of the artisans who painstakingly create these treasures. Your purchase empowers them and their communities.

### Unbeatable Value

We eliminate unnecessary middlemen, offering competitive prices that benefit both you and the artisans. You get exquisite craftsmanship at a fair price.

### Unmatched Selection

We offer a curated collection of Chikankari garments, accessories, and homeware. Explore a diverse range of styles and designs, each reflecting the artistry and heritage of this timeless craft.

### Authenticity

Look for the **GI tag** – your assurance that you're receiving a genuine Chikankari piece, meticulously crafted according to centuries-old traditions.

## Government Policies

The Indian government offers a variety of schemes to support small and medium-sized enterprises (SMEs). These schemes can be broadly categorized into the following categories:

### CREDIT

#### Pradhan Mantri MUDRA Yojana (PMMY)

This scheme provides loans up to ₹10 lakh to micro-units. MUDRA loans are categorized into three categories: Shishu (up to ₹50,000), Kishor (up to ₹5 lakh), and Tarun (up to ₹10 lakh).

[Know More](#)

#### MSME Loan in 59 Minutes

This scheme enables MSMEs to get loans up to ₹1 crore in 59 minutes through online portals.

[Know More](#)

### TAX EXEMPTION

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### Chhangamal

An upscale shop in Hazratganj

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### Rani's Heirlooms

A family-run shop in Aminabad

[Shop Now](#)



### Gupta Chikan Emporium

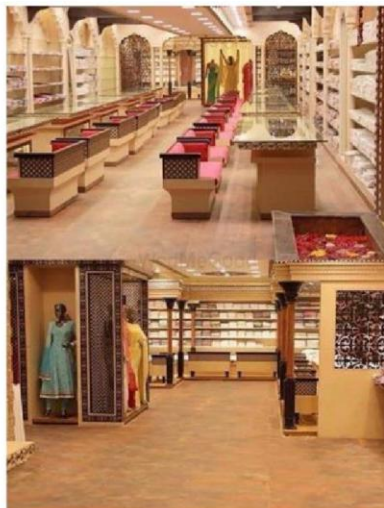
A mid-range shop in Chowk

[Shop Now](#)



### Vani Anand's Designer Boutique

A quick trip to this luxe boutique will have you swiping out your cards to buy their radiant and suave Chikankari suits and kurtas. Vani Anand's skill caters to all of her customers' needs with a wide array of stunning handiwork featured in beautiful anarkalis,



### Ada Chikan Designer Studio

To the connoisseurs of Chikankari, Ada Chikan has been catering to a national as well as clientele across the border with eminent names such as Bill Clinton and Sridevi as their patrons. With their high-quality products, exemplary craftsmanship and unique designs



### Seva Chikan

The perfect place that'll surely spoil you with their product choices and price ranges, Seva Chikan is an undisputed pioneer of intricate embroidery! They have a wide-ranged collection featuring Kurtis, suits, sarees, dupattas and so much more and if you're in [Delhi](#), [Subscribe](#)

## **THE THREADS OF LUCKNOW: Experience the Legacy Of Chikankari**

At The Threads of Lucknow, we're passionate about preserving the timeless beauty of Chikankari embroidery while empowering the artisans who bring it to life. We're more than just an online store; we're a community that connects you directly with the talented individuals who create these exquisite pieces.

### **HOMEPAGE**

- **Main Section:**

- Captivating visuals showcasing the intricate beauty of Chikankari work.
- Headline: "*Experience the Legacy of Chikankari*"
- Subheading: "Discover authentic Chikankari retailers, designers, and artisans. Shop with GI tag assurance."
- Call to action buttons:
  - "Explore Retailers"
  - "Meet the Artisans"
  - "Shop with GI Tag"

- **About Us:**

- A brief history of Chikankari embroidery and its significance to Lucknow's heritage.
- Explain the website's mission:
  - To empower Chikankari artisans and designers.
  - To provide a platform for retailers to showcase their products.
  - To promote the GI tag for Chikankari authentication.

- **Why Choose Us:**

- Highlight the unique selling proposition (USP):



- **Centralized Hub:** Connects retailers, designers, and artisans in one place.
- **GI Tag Authentication:** Ensures product genuineness and fosters trust.
- **Variety & Choice:** Wide selection of Chikankari products from various artisans, retailers and designers.

- **How It Works:**

- Simple explanation for users (artisans, retailers, and buyers):
  - **For Retailers:** Sign up to list their Chikankari collection with GI tag verification.
  - **For Artisans:** Showcase their work, connect with potential buyers, and share their stories.
  - **For Buyers:** Browse through a curated collection of Chikankari products with GI tag assurance.

## OTHER PAGES

- **Retailers:**

- List of registered retailers with their contact information and links to their online stores (if applicable).
- Implement filters for searching retailers based on location, product category, etc.

- **Artisans:**

- Dedicated section showcasing the profiles of Chikankari artisans. ○  
Include their stories, areas of expertise, and contact information.

- **Products:**

- Extensive collection of Chikankari products categorized (e.g., clothing, accessories, home decor). ○ High-quality visuals and detailed descriptions for each product.
- Integrate a secure shopping cart system for direct purchases (if applicable).

- **GI Tag Information:**

- Educate users about the importance of the GI tag and its role in Chikankari product authentication.
- Briefly explain the verification process.

**Additional Features:**

- **Blog:** Regularly publish informative content about Chikankari - history, care instructions, latest trends, etc.
- **News & Events:** Share updates about Chikankari exhibitions, workshops, and other relevant events.
- **Social Media Integration:** Encourage user engagement by incorporating links to your social media platforms.