

Artisan Family Businesses

Work done so far

- Mapping of the artisan family eco-system: Beauty of heritage crafts in driving social, environmental and economic development
- Benchmarking available training opportunities
- Assessment of training needs of the women artisans
- Audio-visual training modules for artisans and families
- Other Interventions and way forward plans



Existing gaps in artisan family eco-system

Indigenous artisanal
products/traditional
crafts/heritage products

No exposure to organized
marketing or e-
opportunities

Informal money
supply and
banking support

Lack of time and quality
management

Required : Comprehensive skill and managerial development
audio visual training modules



Our Interventions

- **Existing training capsules:**

- In centralised locales
- On specific days in offsite spots
- Crafts specific
- Bookish and academic orientation
- No feedback/clarification option

- Audio visual training modules
- Vernacular and simple language used in informal settings
- Ease of comprehension and relatability
- Self paced and personal viewing
- Sharing in community
- Continued interaction

Next steps and way forward



- Conduct training programmes in rural West Bengal for artisan families
- Certificate courses on entrepreneurial businesses in train the trainer mode for non-business background individuals
- Consortium of experts for sustaining and replicability
- Advisory board for mentoring and handholding of artisan families
- Enabling the women in the artisan families to self sustain their venture and professional advancement of their business

