

A REPORT ON INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT PROJECT IN ZARI ZARDOSI (AARI) CRAFT

Under
Design & Technology Up-gradation Scheme
S.No: J-12012/38/2017-18/DS/SR/SC Dt: 27.12.2017

Venue:

Manikeshwari Nagar, O.U. Campus,
Hyderabad, T.S.

Time Line:

Market Survey (04.10.2018 - 03.11.2018)
Product Development (05.02.2019 - 10.05.2019)
Test Marketing & Participation in
Marketing Event (11.05.2019 - 10.06.2019)

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Implemented by:



Telangana State Handicrafts Development Corporation Ltd,
HASTKALA BHAVAN
Musheerabad, Hyderabad, T.S., India-500020

Sponsored By:



सत्यमेव जयते
Government Of India

Ministry of Textiles, Govt of India, New Delhi.



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Smt. Shailaja Ramaiyer, IAS, Managing Director, TSHDCL, Hyderabad.

Sri. K. Murali Krishna, Assistant Director, O/o DC(H), Hyderabad.

Smt. O. Sriphani, Assistant Manager, Training & Exhibitions, TSHDCL, Hyderabad.

Sri. S.A. Razzack, Consultant, TSHDCL, Hyderabad.

Smt. Rajeswari, HPO, O/o DC(H), Hyderabad.

I would like to thank Mr. Hassan Abbas, Master Craftsman for helping in product development and finishing.

Finally i would like to thank all the talented artisans who understood my instructions enthusiastically and put hard work in the process of learning.

Harsh Vardhan Singh
Designer

About the TSHDCL

Telangana State Handicrafts Development Corporation (TSHDC) was set up in the year 2014 under the Companies Act, 2013.

OBJECTIVES

The primary objectives of Telangana State Handicrafts Development Corporation Ltd are promotion, development and marketing of artistic handicrafts and textiles and welfare of about more than one lakh craft persons working in different craft pockets spread all over Telangana.

BRAND "GOLKONDA"

To promote new trade mark/brand "Golkonda" and to popularize Telangana State Handicrafts, the Corporation had launched its products through e-commerce platform by tying up with the well known multinational company Amazon as well as Go Coop marketplace.

The Corporation modernized all its showrooms with a view to provide good ambience for the customers. The Corporation is proposed to open one new showroom at Karimnagar to expand its business.

ADVANTAGES FOR TSHDC

Telangana State Handicrafts Development Corporation Ltd has many unique strength namely a strong presence for decades in the market. There is a vast range of Handicrafts from all over Telangana and it is an ideal platform to promote, showcase and market the products for the benefit of artisans and also to highlight the achievements of Telangana handicrafts.

TSHDC is an Authorized/ Official Government Organization for Handicrafts and Telangana

Government's emphasis & support for promoting Telangana culture is now evident in the form of various activities undertaken by the corporation. Moreover the great enthusiasm in Telangana society to promote its own and exclusive brand for the first time ever is an added advantage for Telangana State Handicrafts Development Corporation in its various ambitious activities and plans to make the brand a name to reckon with in the overall handicraft market at all India level.

PROMINENT CRAFTS/ART WORK

Telangana State Handicrafts Development Corporation Ltd has obtained registration for Ten prominent and traditional crafts of Telangana State i.e., Nirmal Paintings/ Nirmal Furniture; Pambarthi Brass Sheet Metal; Cheriya Paintings; Pochampally Ikkat; Silver Filigree; Nirmal Toys and Craft; Gadwal Sarees; Siddipeta Gollabama and Narayanpet Sarees. These are registered under Geographical Indication Registration Act, to protect the crafts from being copied or exploited and for improved market linkage, brand identity and for sustained market opportunities. Registration of another two more crafts i.e., Dokra Casting at Adilabad and Cotton Durries at Warangal are under process.

Zari Zardosi (Aari Work) Craft

Zari zardosi is an art of metal embroidery which was usually done with gold and silver threads to decorate the attire of the kings and royals in ancient India. Though its existence can be dated back to the Vedic period, but it was only during the medieval era when this embroidery craft played a significant role in embellishing the attire of various Mughal rulers. Its usage was not only limited to the royal costumes, but it was also used to adorn the walls of royal tents and accoutrement of regal elephants and horses. Thus this imperial craft had flourished from the medieval times, reaching its peak during the reign of Emperor Akbar. Later the proficiency of this gold thread embroidery was carried forward by the other great Mughal rulers like Shah Jahan, under whose reign the craftsmen also known as zardos, developed the art of weaving saree using this technique of zari zardosi for Empress Mumtaz Mahal. But this craft got a major setback under the rule of Aurangzeb, which in turn resulted in its decline. Due to its high cost and the rarity of the raw materials the craftsmen could not carry on the embroidery work on their own and were forced to search other alternatives. As a result of which many craftsmen migrated to other cities in search of work. Finally this imperial style of metal thread embroidery was revived in north India after independence in 1947.

Zari zardosi is one of the most important elements of Persian culture which derives its name from two Persian terms, of "Zar" meaning gold and "Dozi" meaning embroidery. It is one of the most famous and elaborate techniques in metal embroidery which involves making intricate designs using gold and

silver threads. It involves the use of metal pieces like sequins and precious stones on velvet, satin and heavy silk bases to make the craft more magnificent. The art of zari embroidery was originally done with pure silver wires coated with real gold, known as kalabatun, but gradually due to the rarity of raw materials, these silver and gold wires were replaced with synthetic thread, without changing the authenticity of the craft. This Persian craft has a strong Indian essence to it, due to the use of the metal embroidery in Indian textiles and costumes which are used for various ritual and ceremonial purposes.

The process of zari zardosi begins with the craftsmen drawing the basic layout of the design on a butter paper, which is later perforated using a needle. He then marks the designs on the fabric which is stretched on a wooden frame called adda having four wooden legs. The craftsmen then uses different types of needles depending on the design to make intricate patterns with zari. This zari was traditionally made up of fine gold and silver when it originated in Persia during the Mughal era, but the gradual rise in the cost of gold led to the use of cotton and polyester yarn instead of gold thread. And hence this zari embroidery got segregated into three different types, depending upon the use of raw materials to make the embroidery products. They are "Real zari" which is made up of pure gold and silver, second is "imitation zari" made of copper wires which are electroplated with silver, and "metallic zari" which is a metallized film slitted with polyester. India has always been known for its zari embroidery, because of the traditional skill of Indian craftsmen who have

for centuries practiced the craft by inheriting its qualities from father to son.

The constant demand of the present market has brought in a successful transition from traditional techniques of zari embroidery, to modern ones. All the equipment's used in zari manufacture are locally fabricated making the industry more self-sufficient and a unique one.

Tools & Raw Materials

Zari embroidery uses a special kind of metal wire which are made from metal ingots. These blocks of steel or ingots are melted and pressed through perforated steel sheets to form wires, which are subsequently hammered to get varied thickness. These flattened threads are even twisted around the silk threads to form the spring like zardosi known as "dabka". As these threads come in long curled strips they are manually cut using a scissor depending on the design. The plain wires are called "badla" while the round ones are called "kasab". The glittering effect of these threads were a result of silver. Beside these threads a variety of materials are also used for the embroidery like zari, sequins, beads, small crystals and stones, metallic wires, purl thread, round sequin and even a sequin lace.

The process of zardosi embroidery requires the following tools and raw materials for its production:

- **Pencil/Pen:** To draw/trace the design on the paper.
- **Ruler:** To mark a perpendicular line for symmetrical designs using a pen or pencil. This line acts as the base for the designs which are to be mirrored on either side of this central line.

- **Butter Paper:** This is a transparent paper used for transferring designs onto the fabric.

- **Solution of Kerosene and Chalk Powder:** It is used to trace the design on the fabric. This solution is rubbed on the perforated tracing paper so that it seeps through the holes to trace the design on the fabric.

- **Needle (aari):** They are used to prick holes on the butter paper along the marked lines of the design.

Various types of needles also used for weaving and embroidery purpose depending upon the design and the thread.

- **Frame or Tapestry (adda):** Wooden frame is used to stretch the fabric so that it does not move while the craftsman is working on it. It also helps to keep the fabric clean and gives the cloth a uniform tension, making the stitches even.

- **Scissors:** It is used to cut the threads in accordance to the design.

- **Fabric:** The surface on which the zari embroidery is to be done. Usually a closely woven fabric is chosen to take the weight of the threads. Various types of fabrics like silk and velvet are used depending upon the demand.

- **Metallic and Embroidery Threads:** They are used for knitting the designs on the fabric. The most commonly used metallic thread is Purl. It is a flexible hollow tube like thread which are made by spinning fine wire tightly around a needle used to define outlines and fine lines of a design.

- **Sequins, Beads and Crystal Stones:** They are used for embellishing the embroidery giving it an antique look.

Making Process

The process of zari embroidery starts by manually positioning the tracing the design by the eye, but for a more precise placing, the center of the tracing paper is determined by folding the paper and then marking this folded line with a scale and a pencil. This perpendicular line at the center acts as a base for as symmetrical design, which has to be mirrored on either side of this line. Basically a dressmaker's carbon locally known as butter paper is used to trace the design using a pencil or a pen .After tracing the design, the paper is placed on a soft surface like foam or a felt to prick holes close to each other along the marked lines or design. Then this perforated butter paper is placed on a fabric for further tracing. After which a small pouncing pad or a small cloth dipped in a solution of kerosene and white powder(made from the dressmakers chalk) is rubbed through the holes of the perforated tracing paper .The rubbing is done with uniform circular movements so that the solution seeps through the holes to trace the design on the fabric.

Once these dotted lines are marked, the fabric is then sent to the embroidery workers for framing. The fabric is then stretched and knitted temporarily to a wooden frame (or tapestry frame) which consists of four wooden legs resting on wooden posts. This wooden frame keeps the fabric clean and gives the cloth a uniform tension, making the stiches even. It can also be made to fit any size of the fabric. The artisan then sits on the floor behind the wooden frame with all his tolls and raw materials to start the process of weaving.

In the process of zari embroidery the craftsmen uses different types of needles to pull out each zardosi element .It is then integrated into basic design by pushing the needle into the fabric. Zari embroidery includes wide range of weaving techniques using varieties of thread. While gijai (thin thread) is used for making intricate patterns, a thicker kalabattu thread is used for making the borders. Another kind of spirally twisted gold thread known as tikora is preferred for complicated designs. Floral designs which are made using sequins are called sitara.

Depending upon the design a smaller metal frame can also be used instead of wooden frame to concentrate at a particular area of the fabric. Though this needle and thread method brings out the uniqueness of this craft but it is also very time consuming as the most exclusive one can take months of hard work.

Market Survey & Intelligence Gathering

GUNFOUNDRY HANDICRAFTS SHOWROOM

The objective of this survey was to note the existing products that are being sold in the showrooms of Golkonda. This was done to see how to improve on the crafts present situation. The main showrooms of Golkonda is situated at Musheerabad and Gunfoundry at Hyderabad.



The product range at both the places included show pieces and gift items. According to the store sales person, Zari and Zardozi product is not available commercially. The showroom at Delhi was also visited to see the products displayed there.



LAD BAZAR, CHAR MINAR, HYDERABAAD

Laad Bazaar or Choodi Bazaar is a very old market popular for bangles located in Hyderabad, India. It is located on one of the four main roads that branch out from the historic Charminar.

This market is very old, in operation since the time of the Qutb Shahis and the Nizams. It is close to landmarks such as Charminar, Makkah Masjid and Chowmahalla Palace .

This is the main market for bangles and Zari Zardosi, it is popular for bangles, semi-precious stones , pearls, jewellery products such as



silverware, Nirmal, Kalamkari paintings, bidriware, lacquer bangles studded with

stones, saris and hand woven materials of silk, cotton ,brocade, velvet and Zardosi fabrics.



Cluster Visit (Farrukhabad, UP)

Farrukhabad is famous for its cloth printing/Textile Printing, block Printing, block making & Jari Jardoji Udyog. Jari Jardoji Udyog



is a traditional udyog of District Farrukhabad and widely spread including rural area also, Approx 1.75 lakh trained handicraftsmen are engaged in this work and 80,000 personals are busy in marketing & making availability of Raw Material.

Around 360 Jari Jardoji Units are registered in the District. Various type of clothes like Table Mat, Tharkosh, Sari, Blouse piece,



Dupatta, Salvar & Kurta are being manufactured by Jari-Jardoji work in India and various Products are being exported to countries like England, America, Japan, Saudi Arabia etc. Recently Textile ministry of India in

collaboration with state government has established a Textile Park. More than 250 textile



entrepreneurs have shown interest in the project. This textile Park will help bringing the



district into the national map. Apart from revenue it will create enough job opportunities for the local youth.

Venue of the programme.

Lal Bahdur Community Hall, Manikeswari Nagar, Hyderabad, T.S.

Manikeshwari Nagar, Amberpet, Secunderabad is a Locality in Hyderabad City in Telangana State, India. All the artisans reside in nearby area. The hall was quiet big and suitable for the Zardi Zardosi work, it easily accommodates the forty artisans along with Zari Zardosi Frames.



List of the Prototype

S.N	PRODUCT	PRODUCT CODE	DIMENSION (CM)	SELLING PRICE
01	Wall Hanging	TSHDCL/ZZP/HYD/01	36 X 38	2100.00
02	Wall Hanging	TSHDCL/ZZP/HYD/02	29 X 28	1650.00
03	Tray	TSHDCL/ZZP/HYD/03	37x 19	1575.00
04	Tray	TSHDCL/ZZP/HYD/04	41 X 15	1200.00
05	Photo Frame	TSHDCL/ZZP/HYD/05	14 X 14	550.00
06	Bag	TSHDCL/ZZP/HYD/06	63 X 46	625.00
07	Bag	TSHDCL/ZZP/HYD/07	60 X 40	1255.00
08	Blouse	TSHDCL/ZZP/HYD/08	Regular Size	2800.00
09	Blouse	TSHDCL/ZZP/HYD/09	Regular Size	3550.00
10	Blouse	TSHDCL/ZZP/HYD/10	Regular Size	3755.00
11	Blouse	TSHDCL/ZZP/HYD/11	Regular Size	4415.00
12	Blouse	TSHDCL/ZZP/HYD/12	Regular Size	1855.00
13	Blouse	TSHDCL/ZZP/HYD/13	Regular Size	1385.00
14	Frock	TSHDCL/ZZP/HYD/14	65 X 30 (Waist)	1455.00
15	Frock	TSHDCL/ZZP/HYD/15	75 X 35 (Waist)	1550.00
16	Cushion Cover	TSHDCL/ZZP/HYD/16	42 X 42	875.00
17	Cushion Cover	TSHDCL/ZZP/HYD/17	35 X 35	850.00
18	Cushion Cover	TSHDCL/ZZP/HYD/18	29 X 29	650.00
19	Cushion Cover	TSHDCL/ZZP/HYD/19	39 X 39	450.00
20	Curtain	TSHDCL/ZZP/HYD/20	184 X 120	1150.00
21	Border	TSHDCL/ZZP/HYD/21	88 X 09	550.00
22	Border	TSHDCL/ZZP/HYD/22	88 X 09	575.00
23	Table cover	TSHDCL/ZZP/HYD/23	100 X 150	1195.00
24	Stole	TSHDCL/ZZP/HYD/24	108 X 55	675.00
25	Sling Bag	TSHDCL/ZZP/HYD/25	23 X 25 X 81	375.00
26	Pouch	TSHDCL/ZZP/HYD/26	24 X 13	275.00
27	Pouch	TSHDCL/ZZP/HYD/27	23 X 16	210.00
28	Mobile Pouch	TSHDCL/ZZP/HYD/28	19 X 12 X68	225.00
29	Batuaa	TSHDCL/ZZP/HYD/29	09 X 14 X 41	455.00
30	Table Mat	TSHDCL/ZZP/HYD/30	31 X 23	120.00
* All the 30 prototypes developed in two set.				

Product Catalogue

1. Wall Hanging



PRODUCT CODE - TSHDCL/ZZP/HYD/01
DIMENSION (CM) - 36 X 38
PRICE - 2100.00

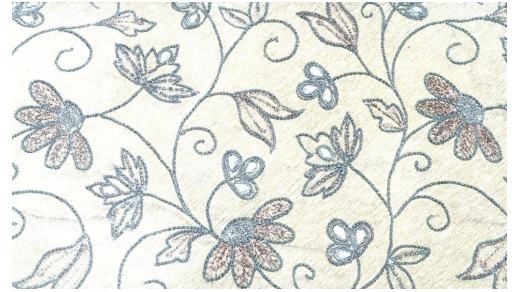
2. Wall Hanging



PRODUCT CODE - TSHDCL/ZZP/HYD/02
DIMENSION (CM) - 29 X 28
PRICE - 1650.00



3. Tray



PRODUCT CODE - TSHDCL/ZZP/HYD/03
DIMENSION (CM) - 37 X 19
PRICE - 1575.00

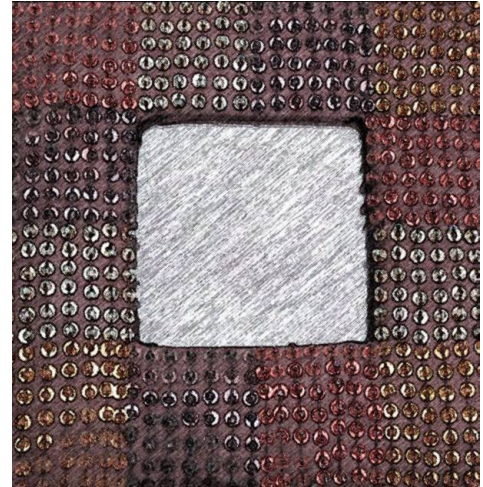
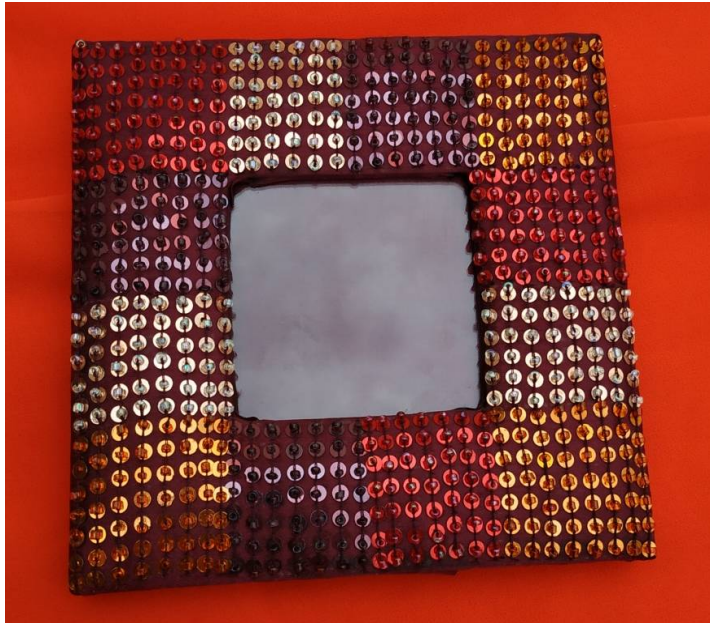
4. Laughing Buddha Statue



PRODUCT CODE - TSHDCL/ZZP/HYD/04
DIMENSION (CM) - 41 X 15
PRICE - 1200.00



5. Photo Frame



PRODUCT CODE - TSHDCL/ZZP/HYD/05
DIMENSION (CM) - 14 X 14
PRICE - 550.00

6. Bag



PRODUCT CODE - TSHDCL/ZZP/HYD/06
DIMENSION (CM) - 63 X 46
PRICE - 625.00



7. Bag

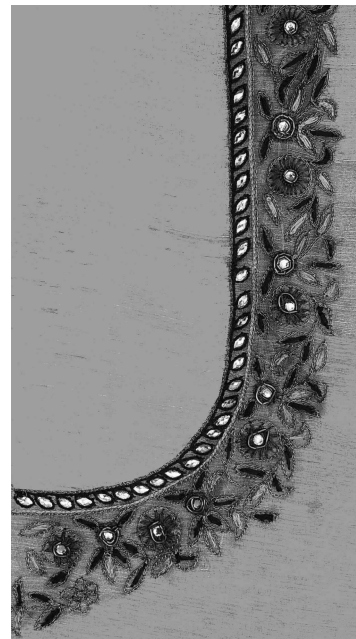


PRODUCT CODE - TSHDCL/ZP/HYD/07
DIMENSION (CM) - 60 X 40
PRICE - 1255.00

8. Blouse



PRODUCT CODE - TSHDCL/ZP/HYD/08
DIMENSION (CM) - Regular
PRICE - 2800.00



9. Blouse



PRODUCT CODE - TSHDCL/ZZP/HYD/09
DIMENSION (CM) - Regular
PRICE - 3550.00

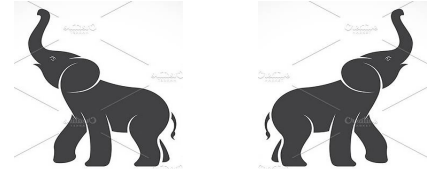
10. Blouse



PRODUCT CODE - TSHDCL/ZZP/HYD/10
DIMENSION (CM) - Regular
PRICE - 3755.00



11. Blouse



PRODUCT CODE - TSHDCL/ZP/HYD/11
DIMENSION (CM) - Regular
PRICE - 4415.00

12. Blouse



PRODUCT CODE - TSHDCL/ZP/HYD/12
DIMENSION (CM) - Regular
PRICE - 1855.00



13. Blouse



PRODUCT CODE - TSHDCL/ZP/HYD/13
DIMENSION (CM) - Regular
PRICE - 1385.00

14. Frock



PRODUCT CODE - TSHDCL/ZP/HYD/14
DIMENSION (CM) - 65 X 30
PRICE - 1455.00

15. Frock



PRODUCT CODE - TSHDCL/ZZP/HYD/15
DIMENSION (CM) - 75 X 35
PRICE - 1550.00

16. Cushion Cover



PRODUCT CODE - TSHDCL/ZZP/HYD/16
DIMENSION (CM) - 42 X 42
PRICE - 875.00



17. Cushion Cover



PRODUCT CODE - TSHDCL/ZZP/HYD/17
DIMENSION (CM) - 35 X 35
PRICE - 850.00

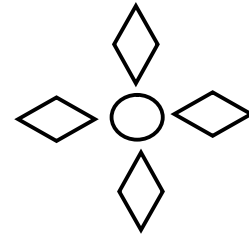
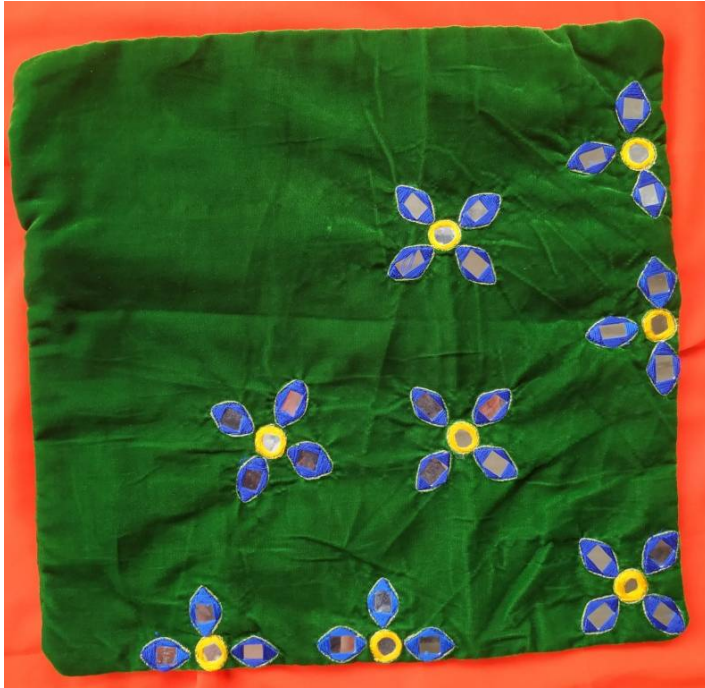
18. Cushion Cover



PRODUCT CODE - TSHDCL/ZZP/HYD/18
DIMENSION (CM) - 29 X 29
PRICE - 650.00

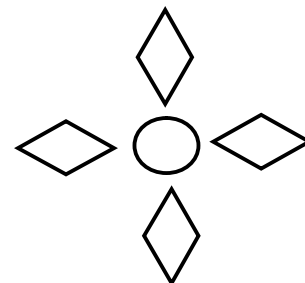


19. Cushion Cover



PRODUCT CODE - TSHDCL/ZZP/HYD/19
DIMENSION (CM) - 39 X 39
PRICE - 450.00

20. Curtain



PRODUCT CODE - TSHDCL/ZZP/HYD/20
DIMENSION (CM) - 184 X 120
PRICE - 1150.00

21. Border



PRODUCT CODE - TSHDCL/ZP/HYD/21
DIMENSION (CM) - 09 X 88
PRICE - 550.00

22. Border



PRODUCT CODE - TSHDCL/ZP/HYD/22
DIMENSION (CM) - 09 X 88
PRICE - 575.00



23. Table Cover



PRODUCT CODE - TSHDCL/ZZP/HYD/23
DIMENSION (CM) - 100 X 150
PRICE - 1195.00

24. Stole



PRODUCT CODE - TSHDCL/ZZP/HYD/24
DIMENSION (CM) - 108 X 55
PRICE - 675.00



25. Sling Bag



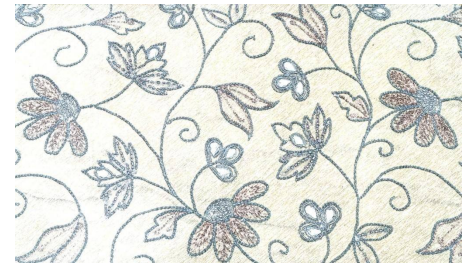
PRODUCT CODE - TSHDCL/ZZP/HYD/25
DIMENSION (CM) - 23 X 25 X 81
PRICE - 375.00

26. Pouch



PRODUCT CODE - TSHDCL/ZZP/HYD/26
DIMENSION (CM) - 24 X 13
PRICE - 275.00

27. Pouch



PRODUCT CODE - TSHDCL/ZP/HYD/27
DIMENSION (CM) - 23 X 16
PRICE - 210.00

28. Mobile Pouch



PRODUCT CODE - TSHDCL/ZP/HYD/28
DIMENSION (CM) - 19 X 12 X 68
PRICE - 225.00

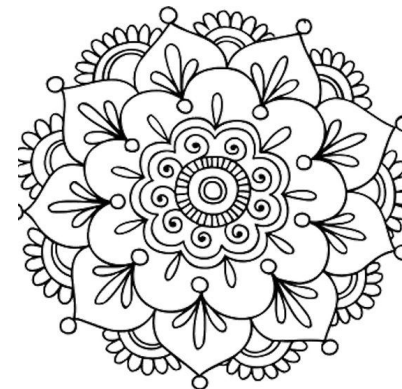
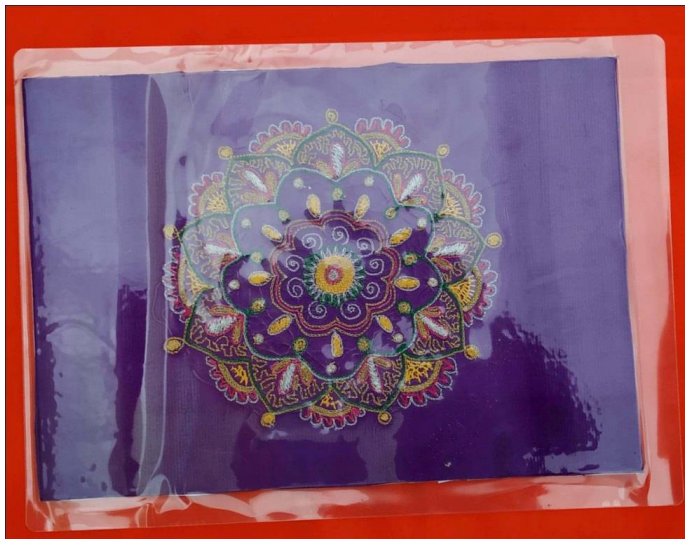


29. Batua



PRODUCT CODE - TSHDCL/ZZP/HYD/29
DIMENSION (CM) - 09 X 14 X 41
PRICE - 455.00

30. Table Mat



PRODUCT CODE - TSHDCL/ZZP/HYD/30
DIMENSION (CM) - 31 X 23
PRICE - 120.00

Progress Report

First Month (05.02.2019 to 08.03.2019)

The first month started with an interaction, between the designer & the artisans. The interactive session included discussion about conceptual design, market, and possibilities for the improvement in the manufacturing process.

The designer took a look of the products, prepared earlier by the artisans & made a flow chart of, how to take the artisans ahead for an up gradation. Different design were made by the designer, where he explained the difference between the theme/mood of varied design plans & how to select the right design/ motif, according to the required look.

Second Month (09.03.2019 to 08.04.2019)

This month continued with the introduction of different fabrics and products such as Bags , Cushion Covers, stole etc.

The artisans were told few techniques of doing zari work and introduced different stitches in a more refined way. The beautifully modified designs/motifs were given by the designer that came as new elements added to the craft.

They were made aware of the challenges & nuances, through the design & manufacturing process. The necessity of giving appropriate pressure on needle to was taught, as well.

Though the artisans were skilled, however there were multiple opportunities that the designer and master craftsman worked upon & brought results out of them. As the new products/prototypes were

introduced, there came the challenges to make them look professionally oriented, at the same time.

Third Month (09.04.2019 to 10.05.2019)

During this final month, the making of rest of the products continued. New combinations were taken for making the garment segment viz. Blouses, Frocks, Stole. The marked fabric for these items was given to different groups of the artisans, since a smoother work flow is retained. Several new finishing techniques were told by the designer and master trainer which was then carried forward, by the artisans.

An aesthetic appeal was not only added to the designs, but also was explained & given to the artisans as an inspiration. The artisans were really very excited while learning the technical nuances of the craft. They seemed very keen about learning new designs, & finishing combination.

Several design ideas from the artisan's imagination were also taken & then looked into by the designer to extract some of the suitable elements from them. This boosted the confidence of the artisans & they seemed more excited about the design, with new elements added.

The designer & master craft person monitored the entire finishing and stitching process, ensuring the products/prototypes do not get spoiled.

Achievements of the Project

The Integrated Design and technical Development project organized by *Telangana State Handicrafts Development Corporation Ltd, Musheerabad, Hyderabad, T.S*, working for the promotion of Art & Culture of the society and overall upliftment of the underprivileged as per the stipulations of the O/o The Development commissioner (handicrafts), Ministry of Textile, Govt. of India is one such a step in this direction.

On commencement of the workshop, the trainees were introduced with:-

- Importance of stitches for ari craft.
- To embellish them with the modern look.
- Presentation and care of the craft.
- Importance of the planning before starting the work.
- Importance of the design and their use.

Under the guidance of Designer Mr. Harsh vardhan Singh and Master Trainer Mr. Hassan Abbas on day-to-day basis the trainees learnt designing, various techniques to translate the design as per desire and finishing part of prototypes development. Total 30 prototypes developed during the period. During the Integrated design project, artisans made 30 (Thirty) prototypes. They got awareness about the latest designs, color combinations, and type of work (heavy or light) that is necessary for the marketing purpose. The designer and artisans both shared and discussed their views about the designs that can be made during the design project and the outcome was very productive.

Feedback by the Designer

Designer, Harsh Vardhan Singh gave them tips about the current market trends and asked them to follow those tips. Accordingly, designer gave them sketches of the designs which were to be made. The artisans followed those tips and created some unique and beautiful products. All the artisans enjoyed working in the integrated design project and were thankful to organization M/s. TSHDCL, O/o DC-Handicraft (Ministry of Textile), the designer and the master craftsperson for giving them this opportunity to learn some things related to craft and to show their inner talent.

Recommendations for future interventions

- a. Skill up-gradation programs under master craft person.
- b. Exposure tours to similar craft clusters
- c. Supply of improvised tools
- d. Entrepreneurship programs
- e. Marketing programs
- f. Working capital support

Feedback by the Artisans

1) B. Anjali → బిజినెస్ వచ్చడం మంచి ఉపయోగం వేళ్ళకు వచ్చింది.

2) D. చుండ్రమ్మ → నాలుగు బాధ పడక పని వేళ్ళకు వచ్చింది.

3) M. రేణుక → నాకు వర్క లో నాకు డిజైన్స్ and డిజైన్స్ వేళ్ళకు వచ్చింది.

4) K. కెస్వి → నాకు సులభంగా కుడిచేతులు బిజినెస్ వచ్చింది.

5) A. గౌరవ → నాకు మంచి వర్క వచ్చింది. కొంతమంది మంచి గానం లభించింది.

6. Svarajya Lakshmi - I have a good experience with the trainers - they taught us very politely and without any anger and frustration with lots of patience. I am very thankful to the trainers who taught us very beautiful beautiful skill. I gained a confidence that I can work individually.

Thank you the hope which they gave -- Am very glad to be the member of the team -- Thank you for all the support finally its very sad to leave all of u. Harsha Sir is my true inspiration thank a ton sir.

7) Naga rani - I have a good experience with the trainers.

8) Karna - Am very happy to all I have a good experience with the trainers.

9. Rajitha :- I have a good experience with the trainers -- thank u sir.

10) pushpa khathe :- I have a good experience with the trainers.

11) G. Uma - I am very happy sir very very Thanks in this training

12) K. Sravanthi - I am feeling very happy to take part in this. Thanks a lot for sir's to guide me lot and encourage me as lot thank's me for giving permission for leaves. also

13) Simi, I am very happy sir Thanks in this training

14) Bhargavi - I am feeling very happy to grab this opportunity to give very thanks to everyone dear sir's and madam's great to be woman in this woman power one again thanks for everything.

Working Still Images



Frame Preparation By Hassan (Master Craftsmen)



Perforation has been done Tracing paper.



Tracing been done by the artisans.



Zari work been done by artisans.



Zari work taught by Hassan (Master Craftsmen)



Zari work been done by artisans.

Test Marketing

As per the protocol the test marketing was conducted at below venue.

Venue: Golkonda Handicrafts Emporium, Gunfoundry, Hyderabad.

Date: 03.05.2019 to 05.05.2019

Time: 10.30 am to 7:30 pm



To promote the event we developed banner, poster and feedback forms. The banner and the poster displayed at the venue.

The customers were given the feedback form to obtain the feedback of the products developed during the project.

The event was also campaigned on social media platform such as facebook, whatsapp.

Feedback: Test marketing was conducted at Golkonda Handicrafts Emporium, Gunfoundry, Hyderabad in the prime location.

The customers have given valuable suggestions during the event are as follow

1. Products are good.
2. More lifestyle products such as hand bag, purse..
3. Quality of finishing can be improved.
4. Enquired for customized orders.

Overall a positive feedback was given by customers and the valuable suggestions are considered and worked upon rectification. The product rectification took three days.



Marketing Event (I)

Venue: Shilparamam, Madhapur, Hyderabad, Telangana.

Date: 11.05.2019 to 13.05.2019

Time: 10.30 am to 7:30 pm

The visitors appreciated the craft and its contemporary application on the products. The event highlighted the artisans work and their finishing. Some of the visitors insisted on buying the products for their personal use. For the same they were provided with the required details of the master craftsmen and were suggested to either contact him or TSHDCL in order to place the order.



On 13.05.2019 Sri. K. Murali Krishna, Assistant Director, O/o DC(H), Hyderabad along with Smt. Rajeswari, HPO, O/o DC(H), Hyderabad visited the event and appreciated the collective efforts of designer, master craftsman, artisans and TSHDCL team for successfully completion of project.



Marketing Event (II)

Venue: Dilli Haat, INA, New Delhi, India.

Date: 03.06.2019 to 05.06.2019

Time: 10.30 am to 6:30 pm

The visitors appreciated the craft and its contemporary application on the products. The



event highlighted the artisans work and their finishing. Some of the visitors insisted on buying the products for their personal use. For the same they were provided with the required details of the master craftsmen and were suggested to either contact him or TSHDCL in order to place the order.



To promote the event we developed banner, poster and feedback forms. The banner and the poster displayed at the venue.

The customers were given the feedback form to obtain the feedback of the products developed during the project



Inspection



Programme inaugurated by Smt. Rajeswari, HPO, O/o DC(H), Hyderabad



Programme inspected by Smt. Rajeswari, & Smt. O. Sriphani, on 26.04.2019



Progress of the programme checked by Smt. O. Sriphani, Assistant Manager, TSHDCL, Hyderabad.



Officials of DC(H), Hyderabad & TSHDCL gathered at closing ceremony of the programme.



Programme inspected by Smt. Rajeswari, & Smt. O. Sriphani, on 26.04.2019.



Smt. O. Sriphani, Assistant Manager, TSHDCL greeted the officials of O/o DC(H), Hyderabad at closing ceremony.

Conclusion

The five months integrated design & technical development project conclude on 10.06.2019. The programme fulfill all deliverables such as product development, quality improvements, product diversification etc. Initially the skill level of the artisans was not up to the mark so we focused on the improvement of their skills. Mr. Hassan abbas, master trainer, did his job nicely.

There is big demand of embroidered blouses in hyderabad, thousands of small boutique spread all across the city. So we introduced different style of blouse designs. At the end of the programme some artisans has started their shops.

We complete 75 days of working on product development. The *Telangana State Handicrafts Development Corporation Ltd, Musheerabad, Hyderabad, T.S* has given full support for successful completion of the project.

Master Crafts Person Profile



Name of the Artisan:- Hassan Abbas

Father's Name :- Safikul Hasan

Address:- 22-2-711/3Darshifa, Nampally, hyderabad.

Age :- 40

Craft :- Zari & Zari Goods

Any Award :- No

ID Card No. :- SRHYC224334

Aadhar No.:- 226338709680

Designer's Profile

HARSH VARDHAN SINGH



- ❖ A creative and passionate designer with 14 years of experience in Product/Textile designing and development.
- ❖ Currently associated with Different Govt. departments such as DC (Handicraft/ Handloom), National Jute Board, KVIC, Regional Design & Technical Development Center, EXIM Bank, TRIFED, HHEC, HIMBUNKAR, HP State HL&HC Corp. Ltd.
- ❖ Extensive experience in handicraft and handloom products, handling Artisans, weavers, Master Craft Persons, blessed to work with National Awardees and ShilpGuru.
- ❖ Worked with underprivileged youth and women to build sustainable livelihood by inculcating commercial design sensibilities and aesthetics in their products of different craft clusters.
- ❖ Got the best use of traditional textile Award for the year 2001-03
 - Six months diploma project in Shubham Crafts, New Delhi. Developed collection based on Chiken Work of Lucknow, Reverse Applique of Badmer, Rajasthan.
 - Internship in Snagam India Ltd, Bhilwara, Rajasthan
- ❖ ST. Xavier's College, Ranchi University, Ranchi, Bachelor of Science (Mathematics).

- ❖ Demonstrated excellence in visualizing and creating new styles and interpreting market trends / colours, display while working for Export Houses.
- ❖ Completed P.G. Diploma in Textile Design and Development from National Institute of Fashion Technology (NIFT), YEAR 2003"

Educational /Professional qualification:

- ❖ **National Institute of Fashion Technology, Kolkata**, Post Graduate Diploma, Textile Design and Development
- ❖ Empanellement No 3/1(20)/Designer/2003-04/NR/11119, DC (HC), Ministry of textile Govt. of India.
- ❖ Empanellement with National Jute Board, Kolkata, AIR- 03

ADDRESS:- G 308, FIRST FLOOR, SUSHANT LOK-2, SECTOR- 57, GURUGRAM, HARYANA.

CONTACT NO:- 9910066599

E MAIL ID:- harshvsingh2411@gmail.com

दूरभाष : 26175784, 26109760, 26176804
फैक्स : 91-11-26168479
ई-मेल : एनआरओक्राफ्ट@जीमेल.कॉम
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E-mail : nrocraft@gmail.com



भारत सरकार
वस्त्र मन्त्रालय
कार्यालय विकास आयुक्त (हस्तशिल्प)
उत्तरी क्षेत्र कार्यालय, पश्चिमी खण्ड संख्या 8
रामाकृष्णा पुरम, नई दिल्ली-110066
Government of India
Ministry of Textiles
Office of the Development Commissioner (H)
Northern Regional Office, West Block 8
R. K. Puram, New Delhi-110066

No. DCH/NR/Empanelment Designer/ 2016-17/7571 6th December, 2016

To

Mr. Harshvardhan Singh
2502, San Marino Apartment,
CGHS- 06, sec-45, Gurgaon(Haryana)
Mob: 9910066599

Subject :- Empanelment as Designer – regarding

Sir,

I am pleased to inform that you have been empanelled as Designer in **Textile based Craft** with the office of the Development Commissioner (Handicrafts). Your services may be required by various NGO's / Societies/ Corporations etc. receiving financial assistance from O/o the DC (H) for conducting Design Development Workshops/ Projects from time to time as per the guidelines / requirement of the respective Scheme.

It may be noted that after the empanelment you have to participate in the workshops to be organized by National Centre for Design & Product Development, New Delhi where you would be given orientation to ensure that all design programmes conducted are directly linked to the goals and objectives of the Handicrafts Sector in an integrated fashion. You will have to ensure that the designs in the events conducted by you are in line with the market trend, are marketable and the developed designs are put to production.

The validity of your empanelment will be three year from the date of issue of this letter and subject to satisfactory performance.

Yours faithfully,


(Bhup Singh)
Deputy Director (NR)

Integrated Design & Technical Development Project.

List of Beneficiaries

TELANGANA STATE HANDICRAFTS DEVELOPMENT CORPORATION LIMITED, HYDERABAD

List of Artisans in Integrated Design & Technical Development Programme in Zari Zardosi (Aari work) Craft , Manikeshwari Nagar, O.U. Campus, Hyderabad, Telangana. Under Design and Technology Up-Gradation Scheme

S. No	Name of the Artisan	Address	Category	Gender	Craft	Bank Account No.	Name of the Bank	Aadhar No.	DC (H) ID Card No.
1	Ullendula Pushpa Latha	12-15-588 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph: 7702565598	SC	F	Zari Zardosi (Aari work)	110210024999	Dena Bank, Jamia Osmania	7730 9488 3506	SRHYC24904
2	Bachalakuri Bhagyamma	1-9-19/160/A Ramnagar Near Srinivas Saree House Medi Bai Basthi Hyderabad TS-500020 Ph:8885696141	SC	F	Zari Zardosi (Aari work)	62217982310	SBI,Ramnagar	8594 5029 4197	SRHYC257396(Wrong Print For Craft)
3	Ellandula Shailaja	12-15-491/A Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph: 9515411415	SC	F	Zari Zardosi (Aari work)	054510100129038	Andhrabank,Sitha phalmandi	2264 9494 3490	SRHYC247787
4	S.Lavanya	12-15-518 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph: 9704936160	SC	F	Zari Zardosi (Aari work)	1286101024516	Canara Bank,Lalapet	3161 3129 1286	SRHYC247730
5	Parnandhi Rajitha	12-5-518-1 Manikeshwari Nagar Marredpally Secunderabad Jama I Osmaina Hyderabad TS-500007 Ph:9177722047	SC	F	Zari Zardosi (Aari work)	054510100047822	Andhra Bank Sithaphalmandi	6471 4442 7046	SRHYC247701
6	Mandha Padma	12-15-590/A Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph:9848356754	SC	F	Zari Zardosi (Aari work)	62268688943	SBI OU Art College	7489 4413 8201	SRHYC247913
7	P.Kumari	12-15-518 Manikeshwari Nagar OU Campus Hyderabad TS-500007 PH:9063759238	SC	F	Zari Zardosi (Aari work)	054510011037097	Andhra Bank, Sithaphalmandi	8154 9174 6999	SRHYC247772
8	B.Latha	12-15-581 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph: 9603731307	SC	F	Zari Zardosi (Aari work)	054510011037071	Andhra Bank, Sithaphalmandi	7853 2201 4490	SRHYC247936
9	Ullendula Swaraja Lakshmi	12-15-588 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph.7702565898	SC	F	Zari Zardosi (Aari work)	054510100128039	Andhra Bank, Sithaphalmandi	3451 4834 3328	SRHYC247925
10	Macharla Renuka	12-15-470/A/8 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph.9701545214	SC	F	Zari Zardosi (Aari work)	110210021766	DENA Bank,Jamia Osmania	8977 8539 3066	SRHYC247899
11	Gaddam Sandhya Rani	12-15-518 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph 9885711571	SC	F	Zari Zardosi (Aari work)	1286101027008 (Joint AC)	CANARA BANK LALAPET	9258 1996 5194	SRHYC247740
12	A.Chadrakala	12-15-384 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph. 9177352155	SC	F	Zari Zardosi (Aari work)	20142323781	SBI,Warasiguda	5849 5104 0720	SRHYC247805
13	Mathangi Vijaya Laxmi	12-15-570 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph. 9542366599	SC	F	Zari Zardosi (Aari work)	34166632304	SBI LALAGUDA	5055 3002 4442	SRHYC247886

Integrated Design & Technical Development Project.

S. No	Name of the Artisan	Address	Category	Gender	Craft	Bank Account No.	Name of the Bank	Aadhar No.	DC (H) ID Card No.
14	Mathangi Vani	12-15-570 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph. 9177415858	SC	F	Zari Zardosi (Aari work)	34161542028	SBI LALAGUDA	5386 1024 5323	SRHYC247869
15	Boddu Nagamani	12-15-470/A/8 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph. 7093916494	SC	F	Zari Zardosi (Aari work)	20142324424	SBI WARASIGUDA	6982 9811 4180	SRHYC247795
16	Aeku Anitha	12-15-588 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph. 8008844390	SC	F	Zari Zardosi (Aari work)	054510100049556	Andhrabank, Sithaphalmandi	7856 0226 0448	SRHYC247841
17	Dappu Manimma	12-15-470/A/8 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph. 8179780176	SC	F	Zari Zardosi (Aari work)	110210029803	DENA BANK WARASIGUDA	5455 2653 3361	SRHYC247832
18	Dappu Renuka	12-15-470/A/9 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph. 9533566154	SC	F	Zari Zardosi (Aari work)	110210023413	DENA BANK WARASIGUDA	9635 2198 3559	SRHYC247846
19	Kankam Sravanthi	12-15-377 Manikeshwari Nagar OU Campus Hyderabad TS-500007 Ph. 9701916056	SC	F	Zari Zardosi (Aari work)	62508155764	SBI MYLARGADDA	3085 7929 9709	SRHYC247889
20	Barla Jamuna	12-15-553 Manikeshwari Nagar Hyderabad TS-500007 Ph. 9100819171	SC	F	Zari Zardosi (Aari work)	62390691635	SBI OSMANIA UNIVERSITY	3303 3907 8271	SRHYC247801
21	B.Ruth	12-15-538 Manikeshwari Nagar OU Campus Secunderabad TS-500007 Ph. 9133744362	SC	F	Zari Zardosi (Aari work)	054510100048423	Andhra Bank,Sithaphani Mandi	2656 0434 0833	SRHYC247783
22	Sarigomula Sridevi	12-15-645, M.K.Nagar, OU Campus ,Hyderabad,TS-500007 Ph. 7386291646	SC	F	Zari Zardosi (Aari work)	6236 6300 428	SBI OSMANIA UNIVERSITY	4337 888 0780	SRHYC247837
23	Kolluri Jessy	1-9-215/1,Ram Nagar,Hyderabad TS-500020 9652522898	SC	F	Zari Zardosi (Aari work)	6009234754	Indian Bank,Ram Nagar	9307 5131 4355	SRHYC199644(Wrong Print For Craft)
24	Thagaram Lilli Pushpa	12-15-539 Manikeshwari Nagar Hyderabad TS-500007 Ph. 7995608101	SC	F	Zari Zardosi (Aari work)	3640 461 8648	SBI Gonegandla Mandal	7505 9102 8413	SRHYC247958
25	Sarigommula Malathi	12-15-470/A/46,Manikeshwari Nagar OU Campus Secunderabad TS-500007 Ph. 9949151692	SC	F	Zari Zardosi (Aari work)	62373594383 (Joint AC)	SBI, Ellanthakunta	7052 1076 4429	SRHYC300248
26	Ragiri Sravanthi	H.No 12-15-470/A/53 Behind Art College Manikeshwari Nagar,OU Campus,Hyderabad TS-500007	SC	F	Zari Zardosi (Aari work)	34503562263	SBI,Warasiguda	4600 9776 5760	SRHYC247777
27	Boya Veena	12-15-470/A/31 Manikeshwari Nagar OU Campus Secunderabad TS-500007 Ph. 9866004773	SC	F	Zari Zardosi (Aari work)	27530100006518	Bank Of Baroda, Hi Tech City	9340 8786 4365	SRHYC247950
28	Mylaram Priya Bandhavi	12-15-562 OU Campus Manikeshwari Nagar OU Campus Secunderabad-500007 Ph. 9393599066	SC	F	Zari Zardosi (Aari work)	62391050861	SBI,OU Art College	4515 2362 7694	SRHYC247941
29	Nalla Gayatri	12-15-543 Manikeshwari Nagar OU Campus Secunderabad-500007 Ph. 9154315607	SC	F	Zari Zardosi (Aari work)	054510100100282	Andhra Bank,Sithaphani Mandi	8024 8572 6538	SRHYC247746
30	Shanigaradu	12-15-569 Manikeshwari Nagar OU Campus	SC	F	Zari Zardosi	054510100117556	Andhra Bank,	5979 0462 8431	SRHYC247763

Integrated Design & Technical Development Project.

S. No	Name of the Artisan	Address	Category	Gender	Craft	Bank Account No.	Name of the Bank	Aadhar No.	DC (H) ID Card No.
	Lavanya	Secunderabad TS-500007			(Aari work)		Sithaphani Mandi		
31	M.Manjulatha	H.No 12-5-570,OU Campus,Manikeshwari Nagar,Hyderabad TS-500007	SC	F	Zari Zardosi (Aari work)	34161540473	SBI, Lalaguda(Secunderabad)	7095 4588 0069	SRHYC247864
32	Bonagiri Bhargavi	H.No 12-15-470/A/14,Manikeshwari Nagar,OU Campus,Hyderabad,TS-500007 Ph. 8096926333	SC	F	Zari Zardosi (Aari work)	3738727072	Central Bank Of India, Mylargadda, Sithaphani Mandi	5043 3231 8785	SRHYC247894
33	Sarigommula Vinoda	H.No 12-15-470/A/46,Manikeshwari Nagar,OU Campus,Hyderabad,TS-500007 Ph. 9381448080	SC	F	Zari Zardosi (Aari work)	62381775278	SBI,Osmania University	6205 3598 3204	SRHYC247875
34	K.Bhagya Laxmi	H.No 12-15-569,Manikeshwari Nagar,OU Campus,Hyderabad TS-500007 Ph. 8374295572	SC	F	Zari Zardosi (Aari work)	054510100044612	Andhra Bank, Sithaphani Mandi	9139 8705 0890	SRHYC247860
35	Muthyala Karuna	H.No 12-12-109,Ravindra Nagar, Seethaphalmandi, Secunderabad, TS-502280 Ph. 9502641571	SC	F	Zari Zardosi (Aari work)	054510100098905	Andhra Bank, Sithaphani Mandi	5379 7729 7186	SR/TS/HYD/SI.N o. 16748
36	Sangi Mamatha	H.No 12-12-24/2,Ravindranagar, Seethaphalmadi, Secunderabad,TS-502280 Ph. 9177629840	SC	F	Zari Zardosi (Aari work)	239310100062618	Andhra Bank,Tekumatla	5368 9050 1378	SR/TS/HYD/SI.N o. 16749
37	Ellandula Swaroopa	H.No 12-15-458,Manikeshwari Nagar, OU Campus, Hyderabad TS-500007 Ph. 9849418626	SC	F	Zari Zardosi (Aari work)	62391859667	SBI,OU Hyderabad	2655 0414 4586	SRHYC300246
38	Barala Shyamala	12-15-553 Manikeshwari Nagar OU Campus Hyderabad TS-500007	SC	F	Zari Zardosi (Aari work)	62390271938	SBI OU Hyderabad	5241 8713 4188	SRHYC247798