# INTEGRATED DESIGN & TECHNICAL DEVELOPMENT DEVELOPMENT DROJECT

SUPPORTED BY : DEVELOPMENT COMMISSIONER ( HANDICRAFTS)



CO

ORGANISED BY : EXPORT PROMOTION COUNCIL FOR HANDICRAFTS



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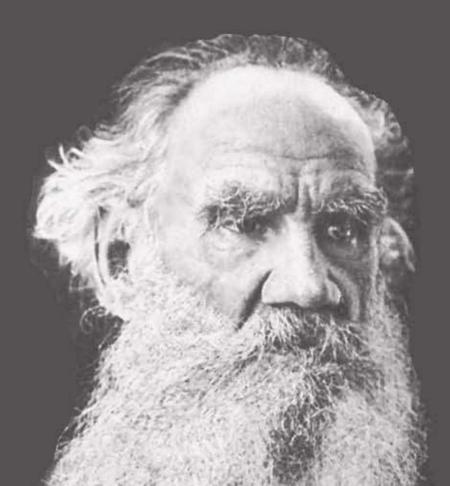
#### CRAFT VILLAGE, VELLAR THIRUVANANTHAPURAM, KERALA

Project Report By Sudheesh Kumar S S (Designer)

# Art is not a handicraft, it is the transmission of feeling the artist has experienced.

# Leo Tolstoy

"If attitudes of co-creation, collaborative working, and teambuilding are embedded into a person or a small group of people, then chances are that they will be able to mobilize and bring in the required disciplines from outside."







# INTEGRATED DESIGN & TECHNICAL DEVELOPMENT PROJECT

IN Craft Village, Kovalam, Thiruvananthapuram Dist, Kerala

Organised By : Export Promotion Council of Handicrafts

Supported By : Development Commissioner( Handicrafts)

Submitted By-Sudheesh Kumar S S (Designer) EXPORT PROMOTION COUNCIL FOR HANDICRAFTS EPCH HOUSE, POCKET 6&7, SECTOR C, LOCAL SHOPPING COMPLEX, OPP DPS, VASANT KUNJ, NEW DELHI-110070

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ALL THE MAPS AND DRAWING IN THIS REPORT ARE INDICATIVE ONLY AND ARE NOT TO THE SCALE

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#### ACKNOWLEDGEMENT

As every project has a contribution of people on various levels, similarly Integrated Design and Technical Development Project is successfully being completed within time frame with the support from various people and organizations.

We would like to acknowledge each one of them who has helped us during the project with exciting creative journey to Craft Village, Kovalam, Thiruvananthapuram.

We are also immensely grateful to Office of Development Commissioner (Handicrafts) (DC(H)) & Export Promotion Council Of Handicrafts (EPCH) for giving us this incredible opportunity to work on grassroots levels.

We have Co-learnt and shared our knowledge with group of forty Artisans who have helped us make our creative journey enjoyable and took our design vision from material to products.

Our sincere gratitude towards Mr. L. Balu, Assistant Director of Handicrafts Trivandrum & Nagercoil, for his visit during our workshop,

encouraging us and her immense support, guidance, esteemed professional ideas during the project and interaction with the artisans.

We have to express our appreciation for sharing their pearls of wisdom to Mr. R. K. Verma, Director, EPCH, Mr. Siddharth Tyagi, Project Officer, Delhi; Mrs. Rita Rohilla, project coordinator and Senior designer Ms. Amla Shrivastava without them project was not possible to move further on many levels. They were ready to solve the problem any time with a very spontaneous response and guidance.

Would like to thank Ms. Pooja, Project Officer, DCH Thiruvananthapuram, for her efforts to make this project run seamlessly throughout the time. Our special gratitude to all the artisans and people, who run extra miles with us to put whole project together.

SUDHEESH KUMAR Designer

#### PREFACE

The initiation of Indian Government for working towards Handicrafts of India and the artisans to provide them sustainable livelihood opportunities by using their skills has launched integrated design and technical development project. By providing the artisans for three month and providing them salaries for attending the training on various levels has helped increased participation from women at local government, decision making process, coming up with more Self Help Groups. The idea is to keep them updated with the current markets and their needs, they are getting equipped with latest international and domestic trends, colours, materials, sales & marketing, patrons organize Design & Technical Development Workshops/ Integrated Design & Technology Development Projects

under the capable professional guidance of experts from institutions like NID and NIFT. During these Design workshops designer and group of artisans work together, where they help them to do product development keeping current trends in line and help them develop marketable products. These products can be commercially viable and then they are provided with the promotional platforms like exhibition and craft bazaars etc. which are organized by the Govt. along with the NGO's, throughout the country besides the other commercial links.

The five months Integrated Design & Technical Development sponsored by Development Commission (Handicrafts), Ministry of Textiles, Govt. Of India, is one such they have conducted similar projects in various Mega Cluster with different Crafts to give them new directions. The program was organized by Export Promotion Council of Handicrafts, working with the vision to promote crafts and artisans support protect maintain and increase the export of handicrafts. During the program a month long market survey and research have been placed, where we have understand the existing craft practicing at various levels. To understand the gap between need and skills. Later in three months based on our research we have designed the workshop where artisans were learning new skills, honing them to come up with new product range. They have followed design process, understand the use of colours, form and composition. These design elements are key to any product to make it viable as per the current trends. They have learnt how trend forecasting have been made, how these impact our markets and how these are creating new markets and need for customers and consumer. Using all of these we have came up with new product range which includes range of bags, stationery, accessories which will majorly fulfill need of various types of consumers coming to their shops at different marketing avenues





Development Commissioner for Handlooms was set up as an attached nonparticipating office on 20th November, 1975 under the Ministry of Commerce. At present it is functioning under the Ministry of Textiles. The Office of the Development Commissioner for Handlooms is headed by an officer of Joint Secretary level having its headquarters at Udyog Bhawan, New Delhi

Office of Development Commissioner (Handlooms) also oversees implementation of Handlooms (Reservation of Articles for Production) Act, 1985 through its Enforcement Wing, with the regional offices at Chennai and Ahmedabad. An initiative of DC, Handicarfts, Ministry of Textiles, Govt. of India to develop products in with the help of designers and Cluster Artisans across India. Artisans are provided with technical / marketing know-how for making these products by implementing agencies which are partnered by DC, Handicrafts for the upliftment of these Artisans.



#### Vision

To develop a strong, vibrant Handloom Sector to provide sustainable employment to Handloom weavers.

#### Mission

- 1. To make the Handloom sector self sustainable for inclusive growth.
- 2. Empowerment of the weavers through technological up gradation.
- 3. Focused, flexible and holistic approach to meet the challenges of domestic and global market.
- 4. Brand building in global and domestic markets.
- 5. Easy access to raw material at reasonable prices.

#### COMPANY OVERVIEW

Export promotion council for handicrafts was established under companies act in the year 1986-87 and is a nonprofit organization, with an object to promote, support protect maintain and increase the export of handicrafts. It is an apex body of handicrafts exporters for promotion of exports of handicrafts from country and projected india's image as a reliable supplier of high quality of handicrafts goods and services EPCH Activities .

•Providing commercially useful information and assistance to members in developing and increasing exports.

•Offering professional advice and services to members in areas of technology upgradation, quality and design improvement, standards and specifications, product development, innovation etc.

•Organising visits of delegation of its members abroad to explore overseas market opportunities.

- •Participating in specialized International Trade Fairs of handicrafts & gifts.
- •Organizing Indian Handicrafts and Gifts Fair at New Delhi.

•Interaction between exporting community and Govt. both at the Central and State level and representation in almost all the committees / panels of Central and State and represents in almost all the committees / panels of Central and State.

•To create an environment of awareness through Workshops on "Export Marketing, Procedures and Documentation", Packaging, Design Development, Buyer Seller Meet, Open House etc. interaction with Central and State Govt. and various other similar programmes.

•Dissemination of government notification, orders, information on trade and other relevant information to members.

#### BACKGROUND

The Indian Handicrafts sector is not only playing significant role in the country's economy but also providing employment to vast segment of people in rural and semi urban areas. Besides preserving cultural heritage it is also generating valuable foreign exchange as the manufacturing is mainly with the indigenous raw material. The Handicrafts of India through the ages fascinated the world by its creativity, aesthetics and exquisite craftsmanship. It is highly decentralized activity, handicrafts of India present rich cultural heritage and shining example of using local resources, skills and initiatives. India's handicrafts are almost inexhaustible with infinite variety which has been refined during course of changing history. The cross currents inspire the creative impulse of our craftsmen. Further crafts are results of years of unconscious experiment and evolution; skills inherited and passed over generations from forefathers to sons and grandsons.

•The Indian Handicrafts sector was given considerable importance in the developmental plans since early 1950. The motivating force was the resurgence of interest in the country's cultural heritage and its traditions after independence. Further, more policy makers felt it was necessary to support the handicraft sector as a means of strengthening the economy that too in the semi urban and the rural areas.

•India like other developing countries was fortunate to have a strong private sector which was able to convert early Govt. initiatives into actual business opportunities. The primary reason for making crafts has been to meet the requirement of individuals and the communities apart from a means of livelihood. Unlike contemporary crafts, traditional crafts have until recently remained fairly unchanged. Today, they are evolving in relation to market demand. This demand is fuelled by a desire for unusual, natural, handcrafted ethnic objects, and by sharply high ended consumer awareness of cultures elsewhere

•Today, the rural and urban crafts continue to make a hefty contribution to the economy of the country as they did in the past. Like in many cases this has been in hidden contribution since these did not necessarily get reflected in the visible part of our economy. For Centuries the rural Artisans have been providing for the needs of local farmers and other rural inhabitants in the form of locally made products and services. With the advent of machine produced goods, many of our traditional artisans have had to face intense competition from growing industrial sector. However, the inventiveness of the Indian craftsman and the various efforts at development that has been invested over the years in human resource development and in product innovation and promotion has strengthened their ability to face this competition with a great degree of success.

#### INTRODUCTION

The project Integrated Design & Technical Development Project in Coconut Handicrafts in Craft Village, Kovalam, Thiruvananthapuram initiated and organised by Export Promotion Council of Handicrafts & Supported by Development Commissioner (Handicrafts) is carried out with a view point of understanding the traditional aspects , changing market trends , the opportunity areas and the areas for design intervention to create a range of market and consumer oriented products

# About Kerala

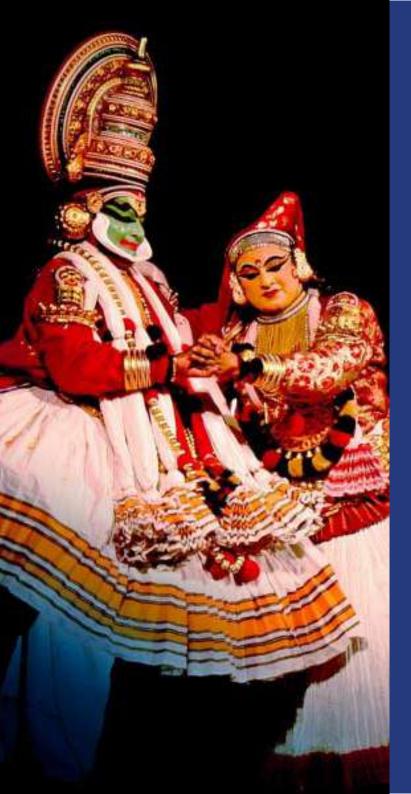
Kerala, historically known as Keralam, is an Indian state in South India on the Malabar coast. It was formed on 1 November 1956 following the States Reorganization Act by combining Malayalam-speaking regions. Spread over 38,863 km2 (15,005 sq mi), it is bordered by Karnataka to the north and northeast, Tamil Nadu to the east and south, and the Lakshadweep Sea to the west. With 33,387,677 inhabitants as per the 2011 Census, Kerala is the thirteenth largest state by population and is divided into 14 districts with the capital being Thiruvananthapuram. Malayalam is the most widely spoken language and is also the official language of the state.

The state has witnessed significant emigration, especially to Arab states of the Persian Gulf during the Gulf Boom of the 1970s and early 1980s, and its economy depends significantly on remittances from a large Malayali expatriate community. Hinduism is practiced by more than half of the population, followed by Islam and Christianity. The culture is a synthesis of Aryan and Dravidian cultures developed over millennia, under influences from other parts of India and abroad.

# Culture of Keralc

The culture of Kerala is a synthesis of Aryan and Dravidian cultures, developed and mixed for centuries, under influences from other parts of India and abroad. It is defined by its antiquity and the organic continuity sustained by the Malayali people Modern Kerala society took shape owing to migrations from different parts of India throughout Classical Antiquity.

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#### Kerala trace its non-prehistoric cultural genesis to its membership (around the AD 3rd century) in a vaguely defined historical region known as Thamizhagom — a land defined by a common Tamil culture and encompassing the Chera, Chola, and Pandya kingdoms. At that time, the music, dance, language (first Dravida Bhasha — "Dravidian language" — then Tamil), and Sangam (a vast corpus of Tamil literature composed between 1,500–2,000 years ago)



found in Kerala were all similar to that found in the rest of Thamizhagom (today's Tamil Nadu). The culture of Kerala evolved through the Sanskritization of Dravidian ethos, revivalism of religious movements and reform movements against caste discrimination. Kerala showcases a culture unique to itself developed through accommodation, acculturation and assimilation of various faculties of civilized lifestyle.



# Thiruvananthapuram

Thiruvananthapuram, formerly known asTrivandrum, is the capital and the largest city of the Indian state of Kerala. It is located on the west coast of India near the extreme south of the mainland. Referred to by Mahatma Gandhi as the "evergreen city of India" it is classified as a Tier-II city by the Government of India.

State Baaas

Thiruvananthapuram was an trading post for spices, sandalwood and ivory. The city was ruled by the Ays but was captured by the rulers of the Venad in the 10th century. In 1729, Marthanda Varma founded the princely state of Thiruvithamkoor and made Thiruvananthapuram the capital in 1745. It remained as a princely state ruled by Travancore under the loose governance of the British before joining the Indian Union in 1948.

Thiruvananthapuram contributes nearly 80% of the state's software exports and is a major IT hub. It was ranked as the best city in Kerala to live in a 2012 survey by Times of India. The city was also ranked as the best city in India for Housing and Transport by a survey conducted by India Today.



Location of Thiruvananthapuram district in Kerala



# Geography

The district has an area of 2,192 square kilometres (846 sq mi) and a population of 3,307,284 (as per the 2011 census), the second-most populous district in Kerala after Malappuram district. It is the densest district in Kerala with 1,509 inhabitants per square kilometre (3,910/sq mi). It is divided into six taluks: Thiruvananthapuram, Chirayinkeezhu, Neyyattinkara, Nedumangadu, Varkala and Kattakada. The urban bodies in the district are the Thiruvananthapuram Corporation, Varkala, Neyyattinkara, Attingaland Nedumangad municipalities.

Thiruvananthapuram district is situated between north latitudes 8°17' and 8°54' and east longitudes 76°41' and 77°17'. The southern-most extremity, Kaliyikkavila, is 56 kilometres (35 mi) away from Kanyakumari, the "Land's End of mainland India." The district is 33.75% urbanised. The district has three major rivers, several freshwater lakes and more than 300 ponds. The eastern region is forested, northern regions are mostly under rubber cultivation and the remaining areas have mixed dry land crops of coconut, plantain, tapioca, etc. Built up areas and rice fields complete the land use

# Etymology

The city gets its name from Malayalam language word thiru-anantha-puram meaning the "City of Lord Ananta." The name derives from the deity of the Sri Padmanabhaswamy temple located in the city. Thiruvananthapuram is also known in literature and popular reference as Ananthapuri derived from Sanskrit and as Syanandurapuri, meaning "city of bliss" in Carnatic kirtanas composed by Swathi Thirunal, a Maharaja of Travancore. The city was officially referred to as Trivandrum until 1991, when the government decided to reinstate the city's original name Thiruvananthapuram.

### Language

Malayalam is the mother tongue. Thiruvananthapuram city is more cosmopolitan, with people speaking languages like Malayalam, English, Tamil, Hindi,





#### Economy

#### photos

The economy of Thiruvananthapuram district mostly consists of tourism and leisure, information technology, agriculture and education. The modern economy of Thiruvananthapuram is dependent on the media and IT sector. India's first animation park, The Kinfra Animation Park, is in the district.

In Thiruvananthapuram district there are 2 centralsector, 14 state-sector, 1 co-operative-sector, 4 jointsector and 60 private-sector medium- and large-scale industries. The Kerala State Industrial Development Corporation (KSIDC) units employ 9262 people, with an investment of Rs. 3439.4 million (as of 31 March 2003). In 2002 there were 901 registered working factories. They include oil mills, cashew factories, cotton textiles, saw mills, printing units, rubber industrial units, chemical units,



match factories, general engineering units and automobile workshops. The S.M.S.M. Institute in Thiruvananthapuram is a major institution through which the products of the handicraft industries are marketed.

The Neyyar Irrigation Project, commissioned in 1959, irrigates an area of 116.65 km2 (45.0 sq mi). Neyyar is the source of water for the reservoir. The length of the dam is 294.13 metres (965.0 ft) and the height is 50.6 m (166.0 ft). The catchment draining into the reservoir, covering an area of 140 km2 (54 sq mi) of forest land, receives an annual average rainfall of about 2,260 mm (90 in) 2260 mm from two monsoons. The total length of the main canal and its branches is 266 km (165 mi).



#### Climate

The climate of Thiruvananthapuram district is generally hot tropical. The large forest reserves favourably affect the climate and induce rains. Cold weather is experienced in the mountain ranges, whereas lower down, the weather is bracing and is generally hot in the coastal regions. The mean maximum temperature is 95 °F (35 °C) and the mean minimum temperature is 69 °F (20 °C). As the district stretches from north to south with the Arabian Sea in the west side, the relative humidity is generally high. It rises up to about 95% during the South-West monsoon.

#### Socio-economic conditions

More than 50% of the total population depends on agriculture for their livelihood. Agricultural laborers constitute 42% of the total labour class. Most of the people are engaged in low-remunerative pursuits which require very little capital. Political and social consciousness, coupled with the efforts of the social, religious and cultural leaders, have helped to pull down the age-old feudal order. Economic changes have also affected the social life and attitude of the people.



#### Culture

Thiruvananthapuram witnessed a cultural renaissance in the twentieth century. Kerala Varma Valiakoi Thampuran (1845–1914), who spent a major part of his life in Thiruvananthapuram, translated Kalidasa's Abhijñānaśākuntalam into Malayalam which won him the title ofKerala Kalidasa. He is regarded as the father of modern Malayalam prose.

A strong film culture prevails in the district. The city is home to animation companies, including Toonz India Ltd and Tata Elxsi Ltd. TheKinfra Film and Video Park is near Technopark and is an advanced film and animation production facility. The Malayalam film industry was earlier based in Chennai (Madras). It slowly started moving to get rooted in Thiruvananthapuram towards the end of the 1970s. Other major events include the annual flower show in Thiruvananthapuram city, the Attukal Pongala, Varkala Sivagiri pilgrimage in December, the Kaalioottu in Sarkara Devi Temple, near Chirayinkeezh, the Navarathri festival at the Poojamandapam near Sri Padmanabha Swamy Temple, the Aaraat of Padmanabha Swamy Temple, the Beemapally Uroos, Vettucaud Perunaal





Tourism has contributed heavily to the economy of Thiruvananthapuram. The entire tourism package such as hill stations, back waters, beaches, lagoons, and wildlife sanctuaries are present in the district.

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Foreign tourists flock to Thiruvananthapuram, a major destination for chartered flights to India for medical tourism, as there are more than fifty recognised Ayurveda centres in and around the city. This is primarily due to Ayurveda's immense popularity in the West. Medical tourism is further promoted by world-class modern medicine hospitals in the city. Recuperation facilities are available at five-star beach resorts and hill stations nearby.







#### Rural development

There are 12 development blocks in the district: Parassala, Perumkadavila, Athiyanoor, Nemom, Thiruvananthapuram Rural, Kazhakuttom, Vellanad, Nedumangad, Vamanapuram, Kilimanoor, Chirayinkeezhu and Varkala. The District Rural Development Agency co-ordinates the work in these blocks. Several welfare schemes are carried out in the blocks, such as Swarnajayanti Gram Swarozgar Yojana (SGSY), Sampoorna Grameen Rozgar Yojana (SGRY), Total Sanitation Scheme (TSS), Rural Infrastructure Development Fund (RIDF), Prime Minister's Grama Sadak Yojana (PMGSY), Indira Awaaz Yojana (IAY), etc.

There are a number of villages in the district, including Kaduvakuzhy, 16 km from the state capital.





Kerala is well known for its incredible handicrafts. The tourists have a great variety of items to select from during their shopping in Kerala. These items ranges from silk sarees, wall hangings, coir products, coconut shell products, gold and silver jewellery etc. The Handicrafts of Kerala are very famous and it shows the cultural heritage of our state.

The handicrafts of Kerala also include religious manifestations where idols of various Gods and Godesses are carved in rosewood or sandalwood. The artforms of Kerala can also be portrayed in the handicrafts such as the masks of Kathakali. Models of the famous snake-boats are also made.

#### TRADITIONAL CRAFTS OF KERALA

- Coconut Shell Craft
- Coir Products
- Woodcarving
- Metal Inlaid Wood Craft
- Screw Pine Products
- Horn Carving
- Bamboo Mat Paintings
- Metalwork
- Other crafts



# Coconut Shell Craft

Owing to the abundance of coconuts in Kerala, coconut shell craft is very popular and in demand in the state of Kerala. Calicut district is the primary hub for coconut shell craft. The most common products from coconut shell are flower vases, snuff boxes, cups, nut boxes, sugar basins and spoons. Brass embedded coconut shell products are also gaining in popularity.



Again, owing to the abundance of coconut in the state. Coir crafts are very popular in the state of Kerala. After separating the husks from the nuts, the same are retted in the lagoons for a period of almost ten months. After the separation of the fibre, the same is processed in the Ratts or the spinning wheels, to weave it into yarns. Allepey, Calicut and Kollam are the major hubs for the production of coir products. A huge volume of the coir products are exported. In the recent past Rubberised Coir i.e. coir blended with latex, is gaining popularity in both the domestic as well as international markets.



#### Woodcarving

Kerala has a very rich tradition in the art of wood carving and the palaces and temple are some of the finest specimens in the country. The Kerala style of carving on the sandalwood and rosewood is quite distinct from the rest of the country. Carvings are usually made upon sandalwood, rosewood, cedar and teak. The most popular products are lamp stands, paper weights, jewellery boxes, life sized animal figures etc.



#### Metal Inlaid Wood Craft

In this particular type of craft, wood pieces are cut into sizes and shapes as per requirement and then pasted onto the plywood base. The brass metal pieces are the fixed onto the design, as per requirement. Rosewood and Whitewood are the most popular varieties of wood chosen for the craft. The most popular finished products are candle stand, star wheel, dancing lady, key stand, peacocks and Kathakali heads.



### Screw Pine Products

Considered as one of the most important cottage industries of Kerala, Screw Pine weaving is an ancient craft. Three different types of mats are woven with the screw pine leaves and the main centres are Mavelikkara and Karthikapalli Taluks of Alappuzha dist., Thazava, Karunagapalli Taluk of Kollam district, Vachrai and some villages of Kottayam and Thiruvananthapuram districts. The most popular products are straw hats, household linen and carry bags.





### Horn Carving

This is an ancient craft and is practiced by the artisans of the Vishwakarma community of Thiruvananthapuram. The most popular products are lamps, cigarette cases, combs, flower sets, etc.



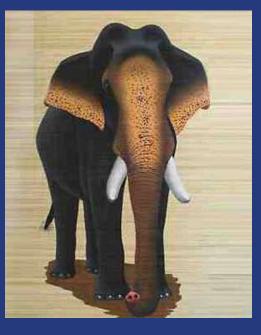
#### Metalwork

The Metal work craft of Kerala is a traditional art form and has been in existence from a very early period. Temple bells and lamps have been in production from a very early period. Bell Metal i.e. an alloy of brass, tin and copper, is generally used for a majority of the metal works. Trivandrum, Kasargod and Irinjalakuda are the major hubs for the Bell Metal crafts. The most popular products

made from Bell Metal are cooking vessels such as Varpu, drinking tumblers, religious icons such as Gaja Tandava etc. The metal mirror, made from an alloy of copper and tin in the Aramula village, is very popular and its reflection quality resembles a glass mirror.

# Bamboo Mat Paintings

Considered as one of the most popular crafts of Kerala, Bamboo mat painting requires a superior degree of concentration and skill. The most popular contents of the painting are animals, religious figures, sceneries, birds, etc. The finished products look extremely beautiful, when bamboo reed frames are attached at the top and the bottom.



#### Other crafts The other popular crafts of the state of Kerala are as follows:

- Papier-Mache masks
- Banana plant fibre
- Cora grass
- Rice Straw
- Black Silk etc.

# Introduction to Coconut Craft

Introduction The craft of making decorative and utility products out of coconut shell and wood is mostly practiced in parts of India where coconut is grown in abundance. However in most of these areas coconut wood was or is still used as firewood and/or building material. Coconut shell has always been used as a cooking fuel and to make small multiple-utility bowls or serving spoons with simple bamboo joinery. However with the passage of time and the improvement in tools, people started making various other small utility and decorative articles by cutting coconut shell or by carving coconut wood.

#### Regions of Production

Regions of Production Coconut shell and wood craft is primarily prevalent in Kerala: in and around Calicut, Trivandrum, Attingal, Neyyatinkara and Quilandy in Kozhikode. Other states where this craft is practiced are Goa, the Andaman and Nicobar Islands and a few parts of Bengal, Pondicherry and Tamil Nadu. Another instance of availability of coconut shell craft is in the tribal belt of Bastar where intricately designed patterns in white metal are inlayed in the shell and cut to make bangles This craft is also prevalent in other countries such as Cambodia, Thailand, the Philippines, Java, Maldives and Sri Lanka.





# Products of Coconut crafts



### Producer Communities

Traditionally, crafting objects out of coconut shell to make household objects was practiced by coconut farmers. They would scoop out the copra by making a neat hole at the top of the shell, and use the shell, which was the waste or by-product. It is believed that as a craft, coconut shell/wood carving could have been experimented with by craftsmen from the Vishwakarma community in Kerala. Traditionally involved in sword making and carving wood and ivory, they may have tried out coconut wood and shell as well. Coconut shell and wood craft has gained popularity only in the last few decades, and hence does not have a long history to boast of. However, a report mentions this craft being brought in from Irag almost 900 years ago. It could be that the wood carving artisans from the Middle East and Persia were the first ones to try carving on coconut shell.



### Raw Materials

Coconut shell craft Coconut shell is bought from coconut growers and from farmers who scoop out the coconut for sale in the market, also selling the dried shell. The coconut is scooped out by making a small neat hole. Shells are available in different shapes and sizes.





### Uses of the Product

Desk-top accessories and small lifestyle products: photo frames in different sizes; candle stands in different shapes and sizes; paper knives; paper weights; visiting card holders; mobile stands; napkin rings; tooth pick holders; salt and pepper sprinklers; chop sticks; spoons and forks; serving bowls; walking sticks and batons. Recently step railings have been developed and other furniture such as chairs and tables are also being thought of for development in near future. Some jewelry is also developed, such as bangles and hair pin, Basic jewelry such as ear rings, ear drops, pendants and necklaces.



### Miscellaneous

Primary market Coconut shell and wood articles are mostly sold in the domestic market through various craft exhibitions organized by the government and by support organizations .





# Visit to shops in Trivandrum and analysis of Craft Market

The products made of coconut shell are rarely seen. Small products such as Lord Ganapathy, elephants and monkeys etc. which are made from wood are sold at very cheap rates and are of premium quality. Only in big shops, I could find the handicraft products made of coconut shell which are of good quality and rates.

SREE PADMANABILANS' HANDICRAFTS

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In some tourist places I came across some good quality and finished coconut shell products. They are mainly focused to attract the foreigners, and are being sold at higher rates.

So, I think different types and variants of ornamental products made of coconut shells will have a good market in tourist places. Also lamp shades will be a major attraction in these places.

Another scope of these products is in foreign countries. We can focus on premium clients where, good quality and finished products will get sizeable market share. Currently many products made of wood are exported to different countries. Together with exporting of products, online marketing will also help to get a good market in this sector.









# INAUGURATION

Group of artisans , Committee team, master crafts-person and designer during market research and product understanding.





Official Inauguration day came, we all were very exciting to meet whole lot of artisans with so much of talent in their hands. We have inaugurated the project on 01 August, 2016 at Vellar, Kovalam, Thiruvananthapuram.

The Project was attended by the Project committee consisting of Sri. L. Balu, Assistant Director, O/o DC(H), Thiruvananthapuram ,Sri. S. Krishna Chandar EPCH, Mumbai, Sri. A. Mohanan, Special Officer Craft Village, Kovalam, Trivandrum, Sri. A. Prathap Master Craft Person, Sri. Sudheesh Kumar S S, Designer.The main objective was to select 40 artisans for 75 days Integrated Design & Technology Project. The committee examined the skill of the artisans and selected 40 artisans and explained about the possibilities of the project, current products and new product development to the artisans.





യർഫോഴ്സ് സ്ഥലത്തെത്തും. എന്നാൽ തുടർന്ന് ഒരു തരത്തി ലുള്ള നടപടികളും ഉണ്ടാകാറി ല്ല. അശാസ്ത്രീയമായി മാലി ന്യം പുറംതള്ളുന്നതിൽ നിന്ന്

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ടുന്ന കോ mo പ്പാറ നയമാണ് സ്ഥീകരിക്കുന്ന ത്.

ഹോട്ടലുകളിൽ വരുന്ന ക സ്റ്റമേഴ്സിന് വാഹനം പാർക്ക് ചെയ്യാൻ പ്രത്യേക സ്ഥലം ഇ

ഹോസ്റ്റലിനും സമീപം ഇത്ത രം വിഷയങ്ങൾ നടന്നിട്ടും വേ ണ്ട് പരിഹാരനടപടിയുണ്ടാവാ ത്തത് പരിഹാസ്യകരമാണെ ന്നും ആക്ഷേപമുണ്ട്.



കോവളം വെളളാറ് ക്രാഫ്റ്റ് വില്ലേജിൽ ആരംഭിക്കുന്ന ഡെവലപ്പ്മെന്റ് കമ്മീഷണർ ഓഫ് ഹാന്റിക്രാഫ്റ്റ്സ്പി 2 00) ന്റെ കീഴിൽ എക്സ്പോന്റ് പ്രൊമോഷൻ കൗൺസിൽ, ന്യൂ ഡൽഹി നടപ്പാക്കുന്ന നാളികേര ശിൽപ്പനിർമ്മു laei, ണ പരിശീലന ക്ലാസ് അസിസ്റ്റന്റ് ഡയറക്ടർ എൽ. ബാലു ഉദ്ഘാടനം ചെയ്യുന്നു. നിർമ്മാണ പരിശീലനം ാണ് നൽകുന്ന എ. പ്രതാപ്, ട്യൂറിസം സ്പെഷ്യൽ ഓഫീസർ മോഹനൻ, ഗായകൻ പന്തളം ബാലൻ, എക്സ്പേള ർവീ ന്റ് പ്രമോഷൻ കൗൺസിലിൽ നിന്നും കൃഷ്ണ എന്നിവർ സമീപം. Colthon,





#### Product Development

The design workshop has a total of 40 artisans, master craftsman and a designer working together towards a common goal of designing and producing 25 new products, which will b e a blend of both traditional and contemporary designs. The first and foremost interaction with the artisans was an ice breaking session. It was about how to finish the products in a traditional ways.

Workshop for the artisans is being followed for three months. In which they work with designer to understand the terms of crafting and how they can come up with new products every time. Its basically the identification of new opportunity in the existing technique. They are made aware of the market and how accordingly they can come up with new products.









#### AREA TO BE EXPLORED

After going through intensive market research and first few interactive sessions with the group of artisans; we have further mapped our opportunity areas to start with product design development. Understanding of quality, type, strength of material, will help them further to become self-sufficient to take any order and deliver the same as per customers requirements. Also they can apply it to their current products which will give them opportunity to widen their horizon to reach new consumers.

• Lack of understanding of new techniques; which restrict them to follow conventional ways of making and experimenting and looking at modern users and their need.

Working on the final product directly; without thinking or making any sketch or small sample to test whether it look good or not.
Due to lack of awareness of trends or market needs, only making product in isolation; which sometimes lead to disappointment; when you participate with others.

• Lack of awareness lead to make similar products which is already their in the market and not giving them scope to innovate. It restricted their reach to more number of customers and consumers.

# **DESIGN PROCESS**

The Design Process is an approach for breaking down a large project into manageable chunks. Architects, Engineers, Sientists, and other thinkers use the design process to solve a variety of problems. Use this process to define the steps needed to tackle each project, and remember to hold to all of your ideas and sketches throughout the process. Based on design process we have further researched and discovered our design cycle, which had helped us to further define our work in systematic way, step by step.

Discovering an opportunity

To develop an approach for product development and new innovation in Coconut handicrafts; while making new product range, which will provide them scale up their craft and various platform for selling these craft products.



## MATERIAL : COCONUT HUSK



After acquiring a fair understanding of products, the artisans were then introduced to the essence of design and design development. Various aspects of the product design were shown through samples The session then lead to the exercises based on design development process. •Each artisan was asked to create several designs.

- •These artisans were divided into 5 groups. 8 members in each group.
- •The above design was then implemented on the coconut husks & shells.

INSPECTION

Images showing Mr. L. Balu, Assistant Director, DCH visiting the workshop for inspection during the three months of training program



# MARKET TESTING OF PROUCTS DEVELOPED UNDER EPCH PROJECT

DEVELOPMENT PROJECT

# EGRATED DESIGN 7



# Photoshoot and Documentation

# INTEGRATED DESIGN & TECHNICAL DEVELOPMENT PROJECT INCOCONUT CRAFT AT VELLAR CRAFT VILLAGE, KOVALAM,TRIVANDRUM J-12012/268/2015-16/DS/NR dated 16.3.2016 ORGANISED BY : EXPORT PROMOTION OF COUNCIL (EPCH) SUPPORTED BY: DEVELOPMENT COMMISION OF HANDICRAFTS DC(H) ORAGNISED AT: VELLAR CRAFT VILLAGE, KOVALAM,TRIVANDRUM

# DATE: AUGUST 2016 TO DECEMBER 2016

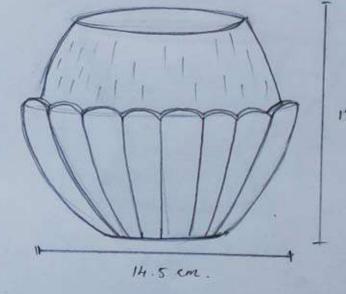
SI No.	Product No.	Product	Material	Price	Size
1	CS01	Finger Flower Vase	Coconut shell	Rs. 200/-	14.5* 12.5
2	CS01	Tea cup	Coconut shell	Rs. 100/-	7*6
3	CS03	Flower vase 2	Coconut Husk	Rs. 300/-	20*14
4	CS04	Pen Holder	Coconut shell	Rs. 75/-	10* 9
5	CS05	Jewelry box	Coconut shell	Rs. 1250/-	20.5*15.5
6	CS06	Beer mug	Coconut shell	Rs. 300/-	13*10
7	CS07	Table lamp	Coconut shell	Rs. 1500/-	27*10
8	CS08	Flower vase 3	Coconut Husk	Rs. 450/-	13*12
9	CS09	Shell Mirror	Coconut shell	Rs. 1150/-	24*20
10	CS10	Table top pen holder	Coconut shell wood, paper	Rs. 350/-	15* 8
11	CS11	Para (Tissue paper case)	Coconut shell	Rs. 75/-	10* 6
12	CS12	Candle stand	Coconut shell	Rs. 200/-	11*14

<b> </b>	1	+	1	· · ·	+
13	CS13	Pen Holder	Coconut shell	RS. 125/-	13*10.5
14	CS14	Temple Show pice	Coconut Husk	RS. 1000/-	26* 15
15	CS15	Flower Vase 4	Coconut Husk	Rs. 200/-	15*12
16	CS16	Flower Vase 5	Coconut shell	Rs. 400/-	13*15
17	CS17	Candle lamp shader	Coconut shell	Rs. 200/-	10*11
18	CS18	Pendulam dancer	Coconut shell	Rs. 3000/-	30* 25
		(showpiece)			
19	CS19	Hanging Lamp Shade	Coconut Husk	Rs. 650/-	19*13
20	CS20	Wine Glass	Coconut shell	Rs. 50/-	5.5 * 5
21	CS21	Flower vase	Coconut shell	Rs. 450/-	15*16
22	CS22	Pooja case	Coconut shell,	Rs. 200/-	25*16
			Cane		
23	CS23	Pen holder	Coconut husk	Rs. 100/-	11*8
24	CS24	Soap case	Coconut shell	Rs. 200/-	13*7
25	CS25	Tissue paper case	Coconut shell	Rs. 150/-	9.5*8

25 final products and their details.

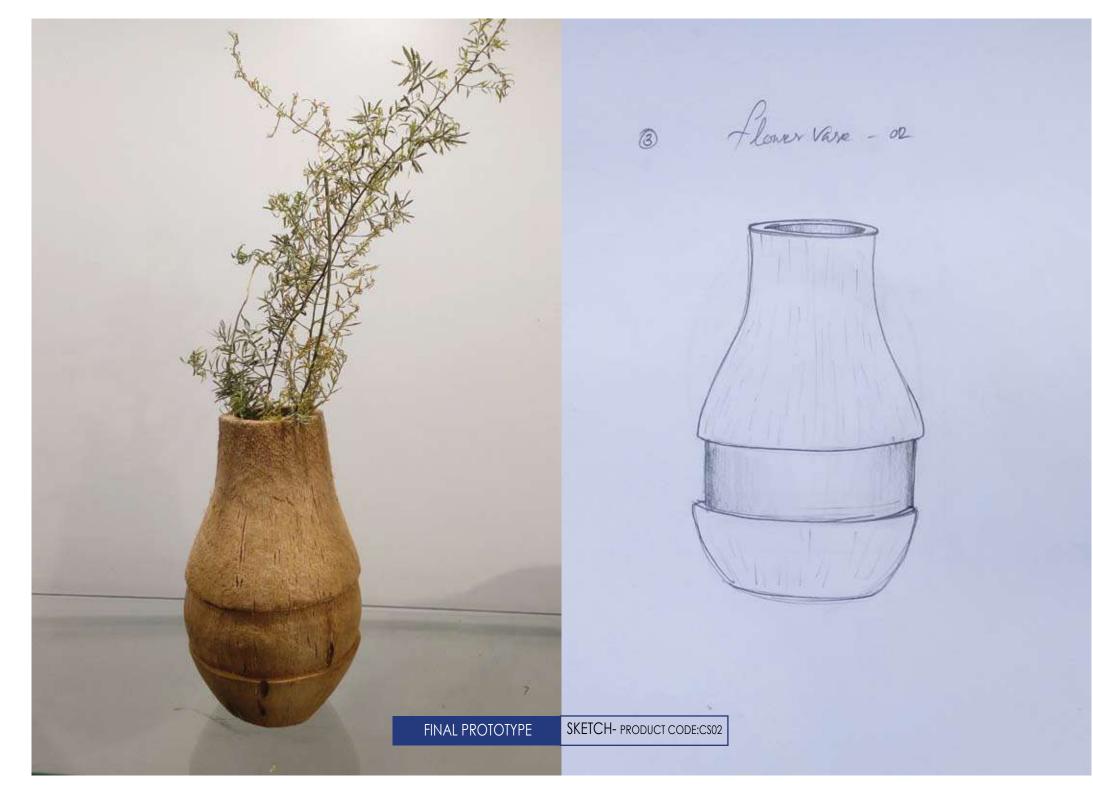


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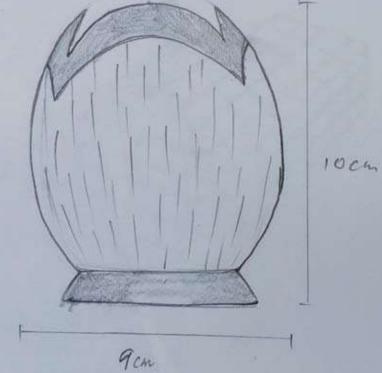
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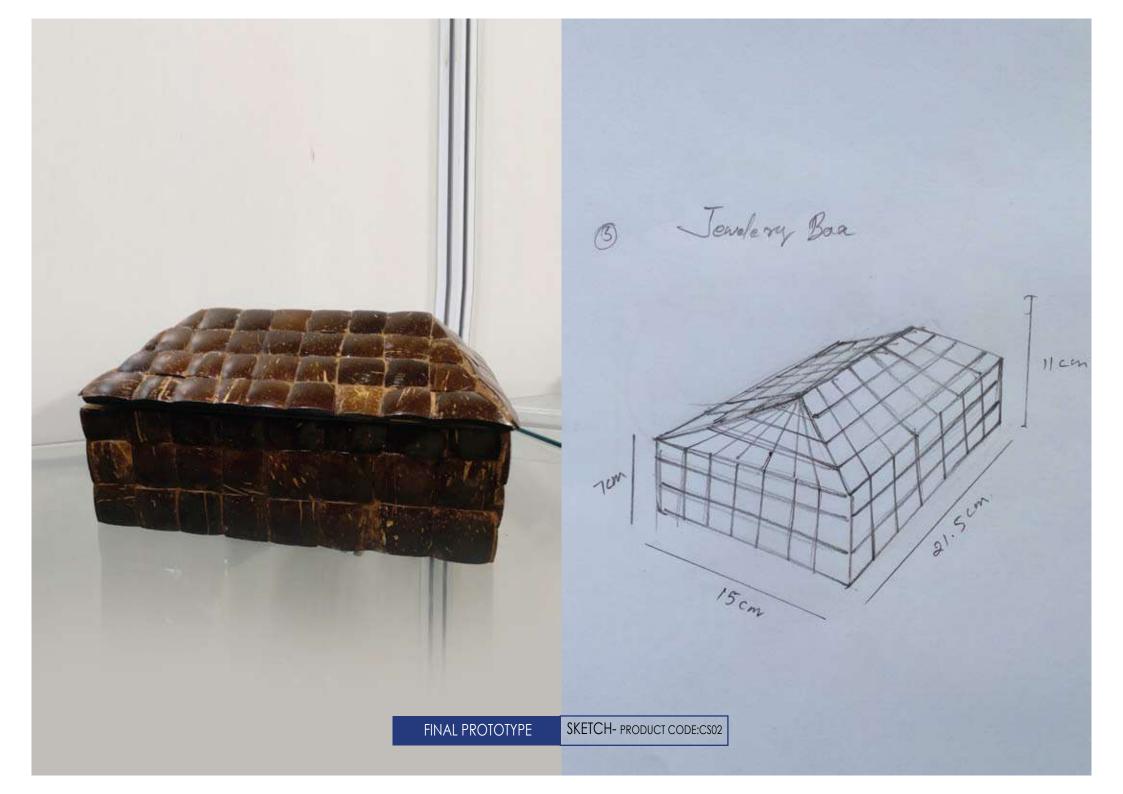


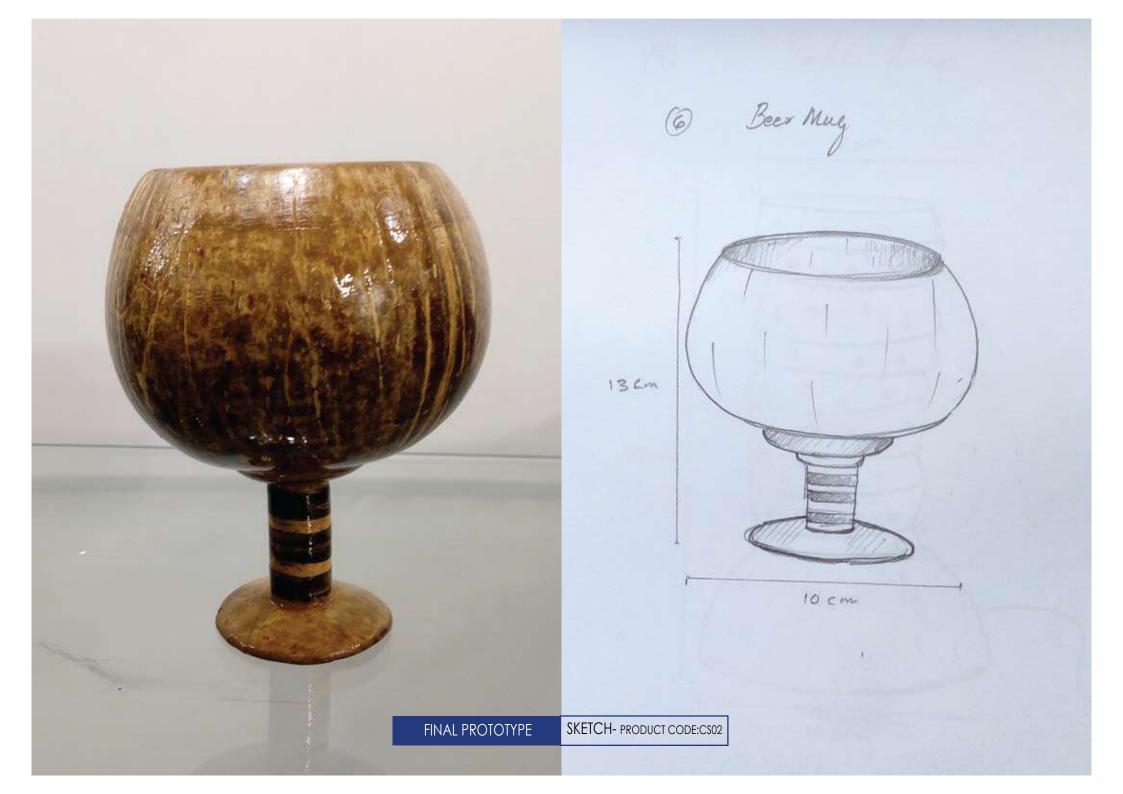


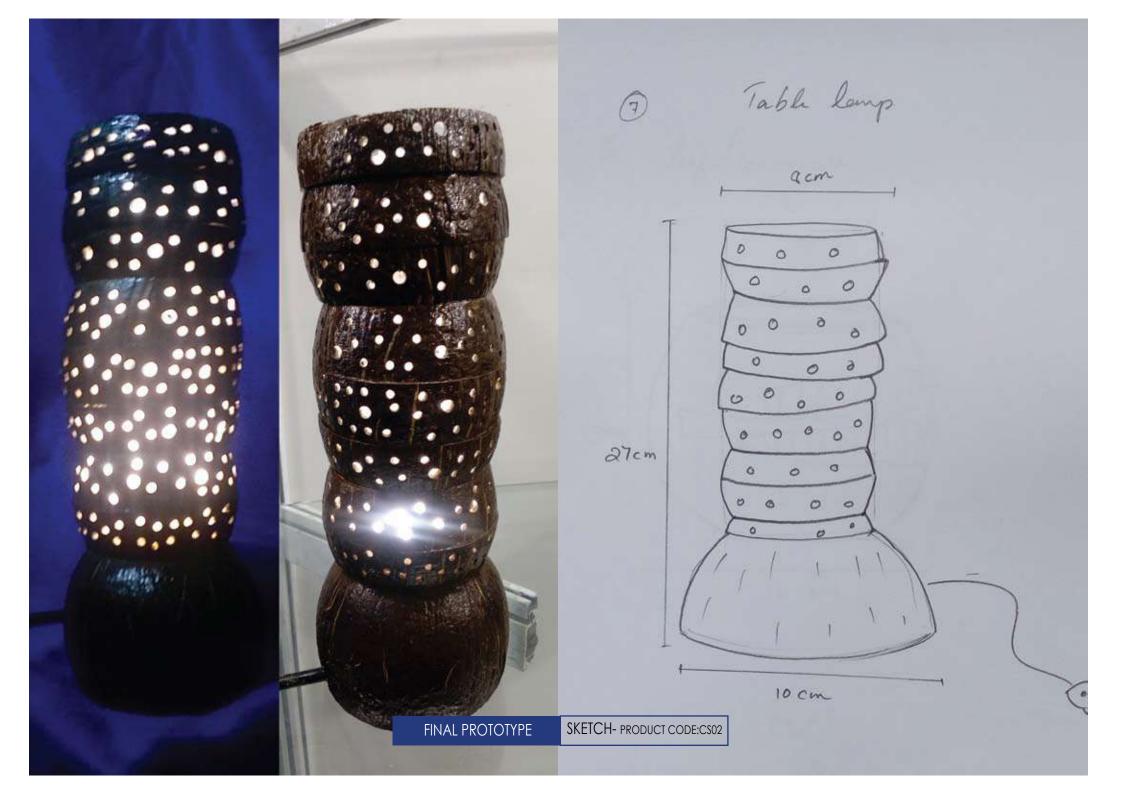


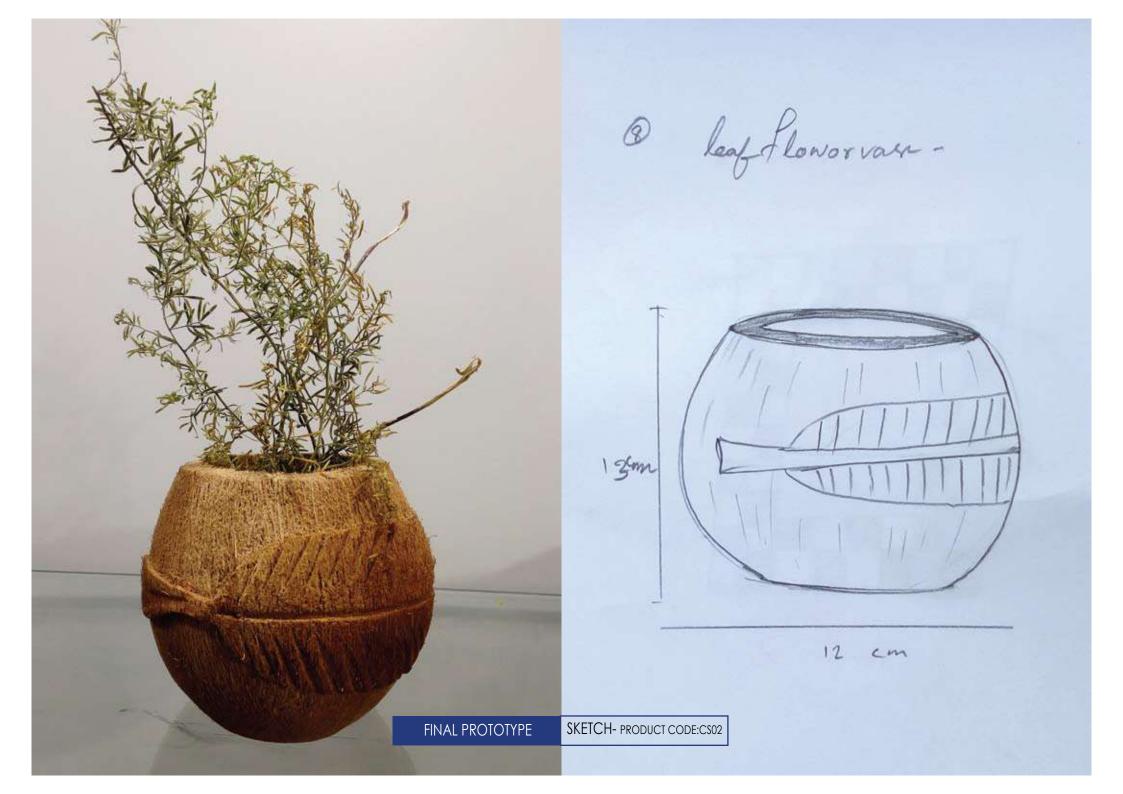
Pen Holder

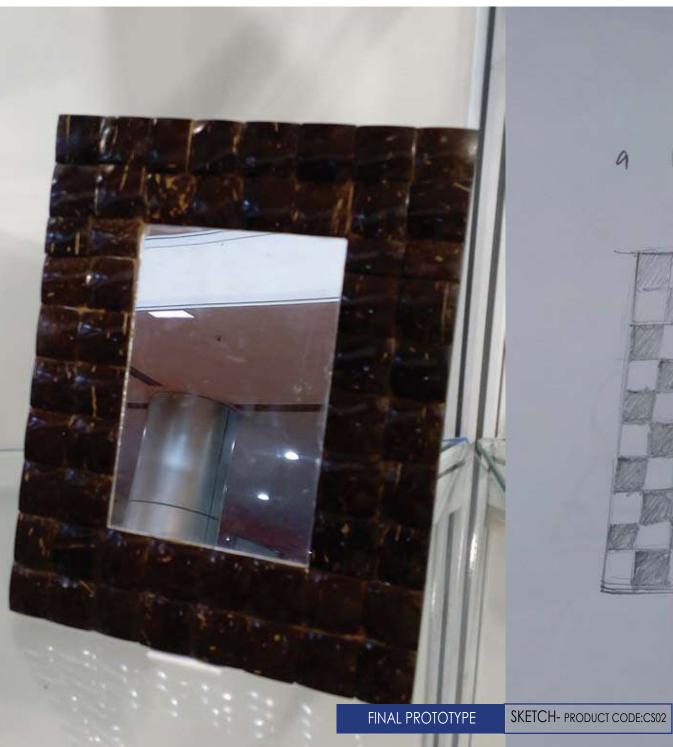


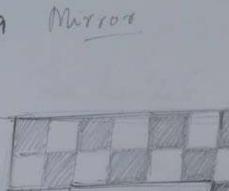


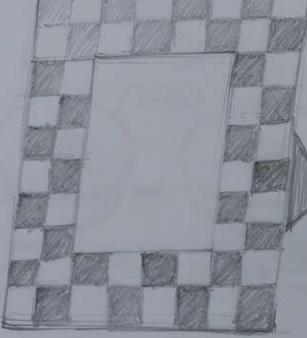






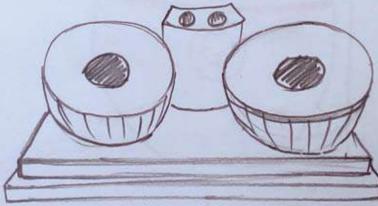




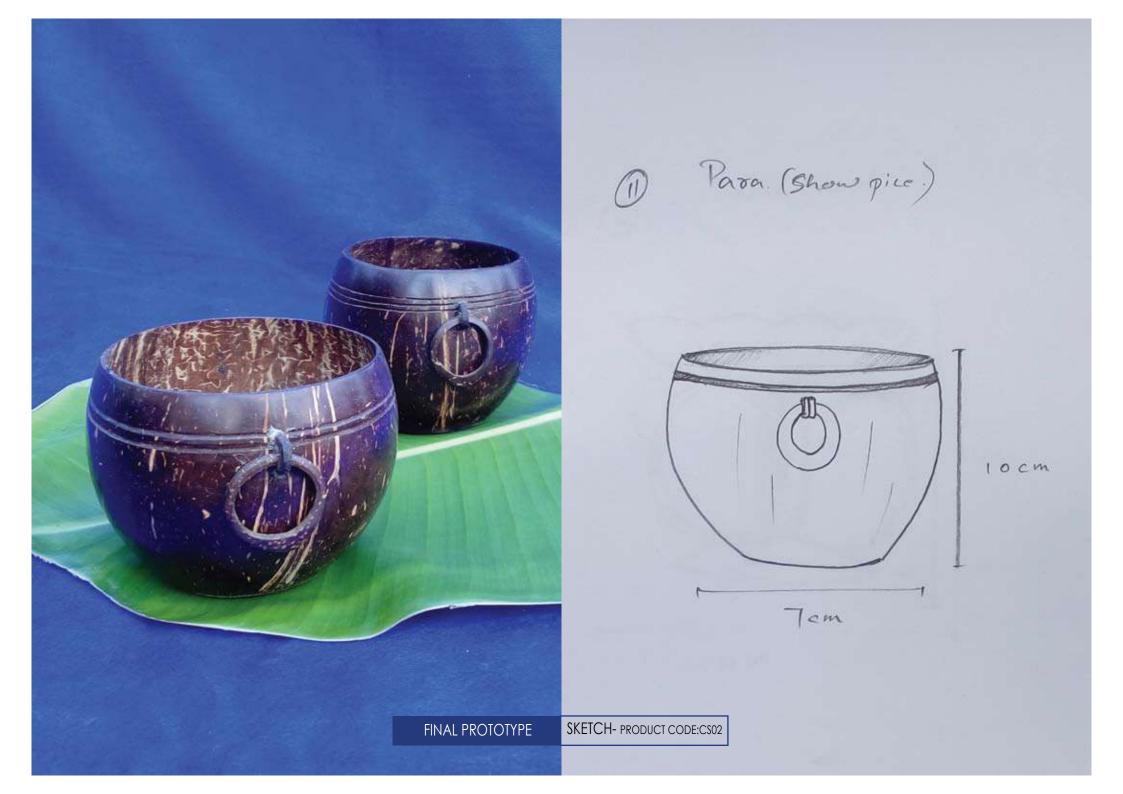




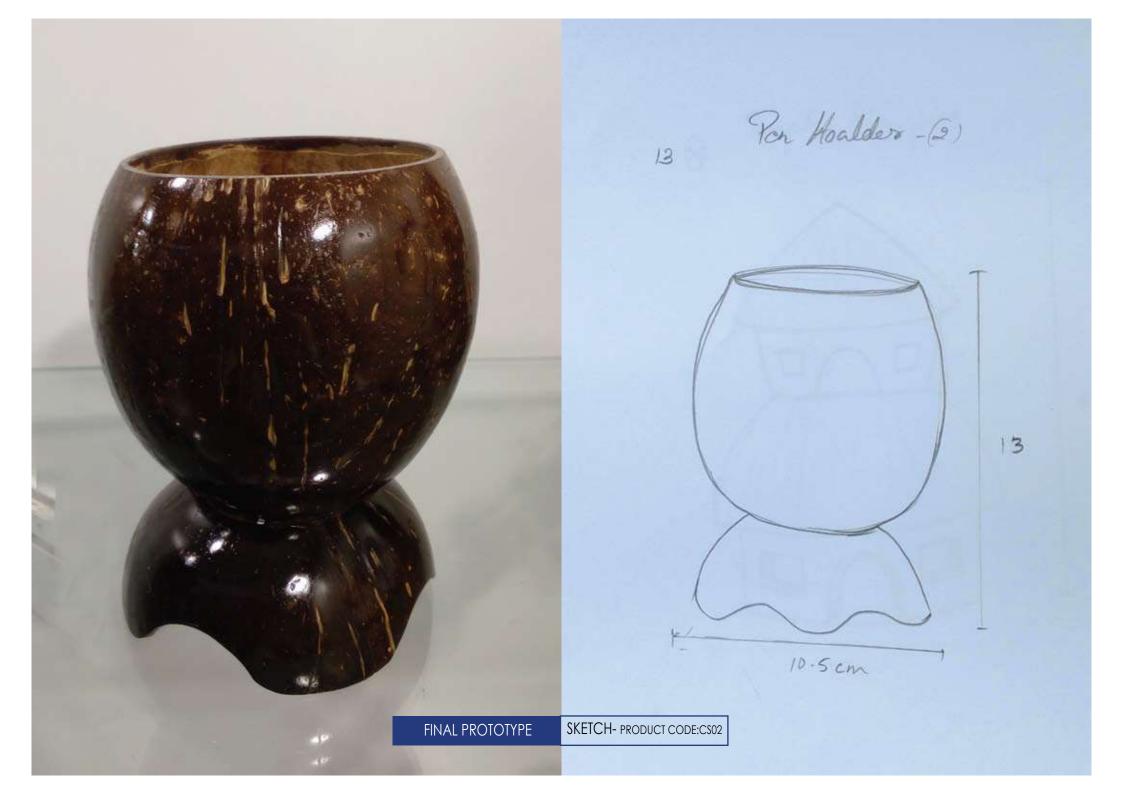
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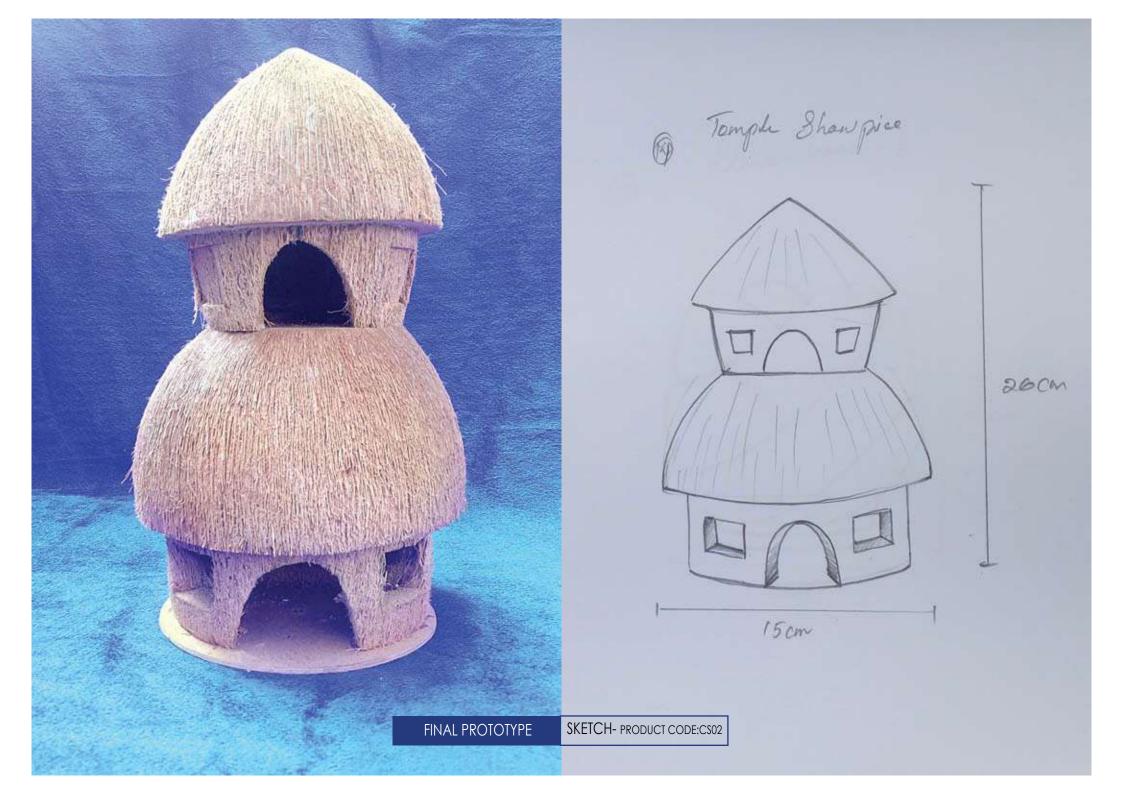


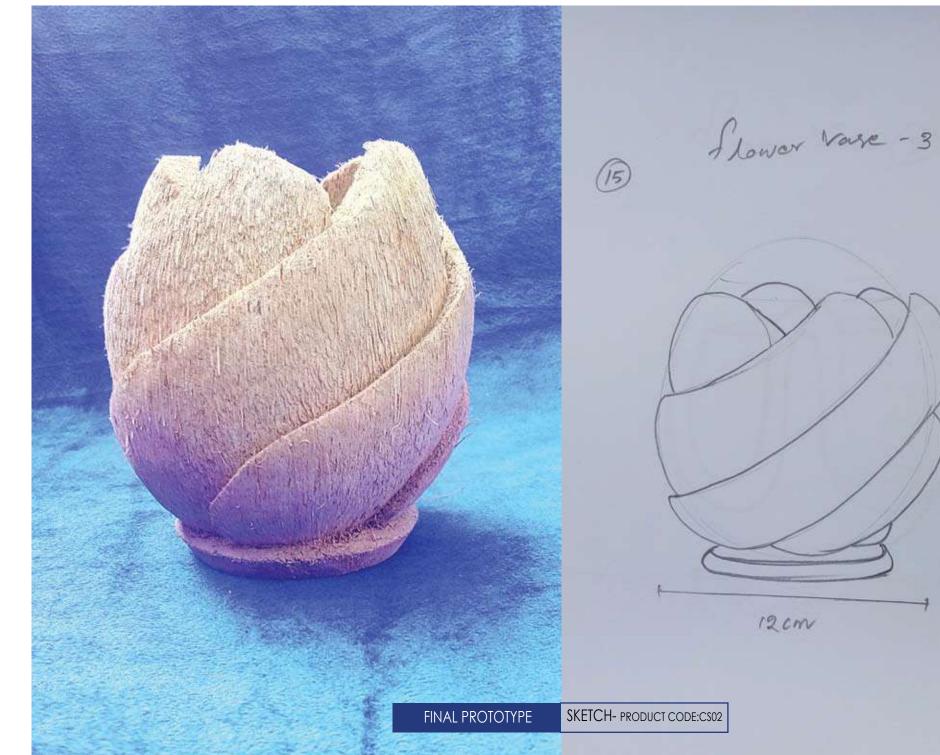
Paper Coconut Shell Wood

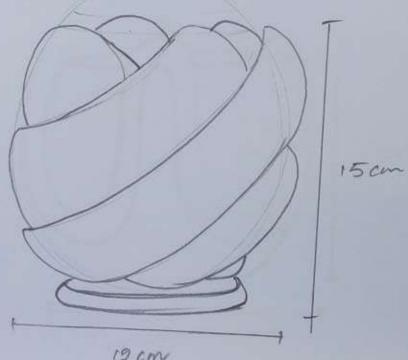


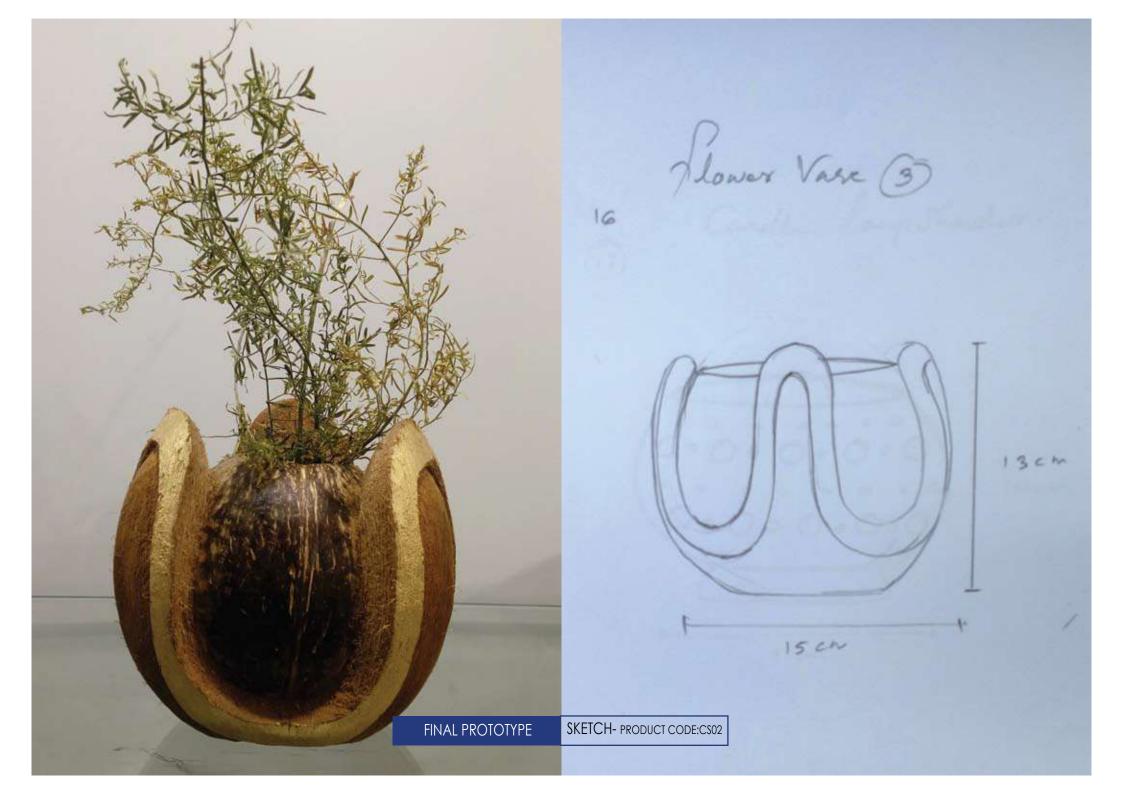


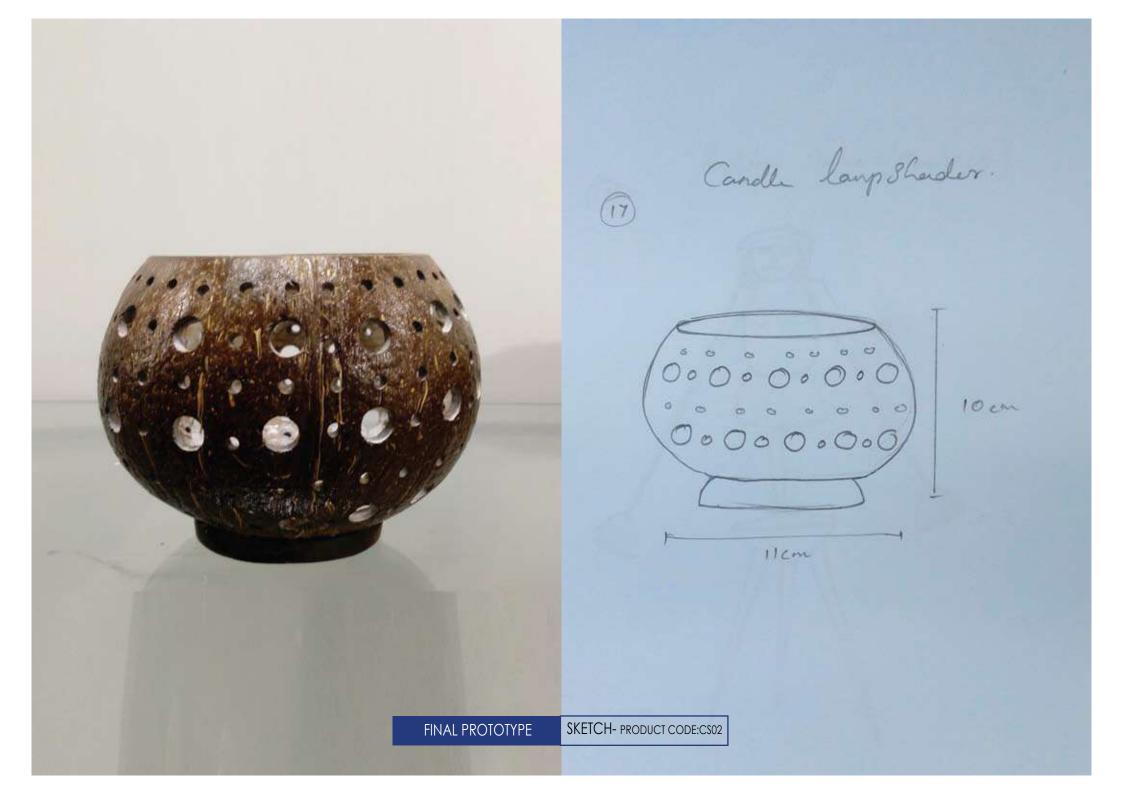


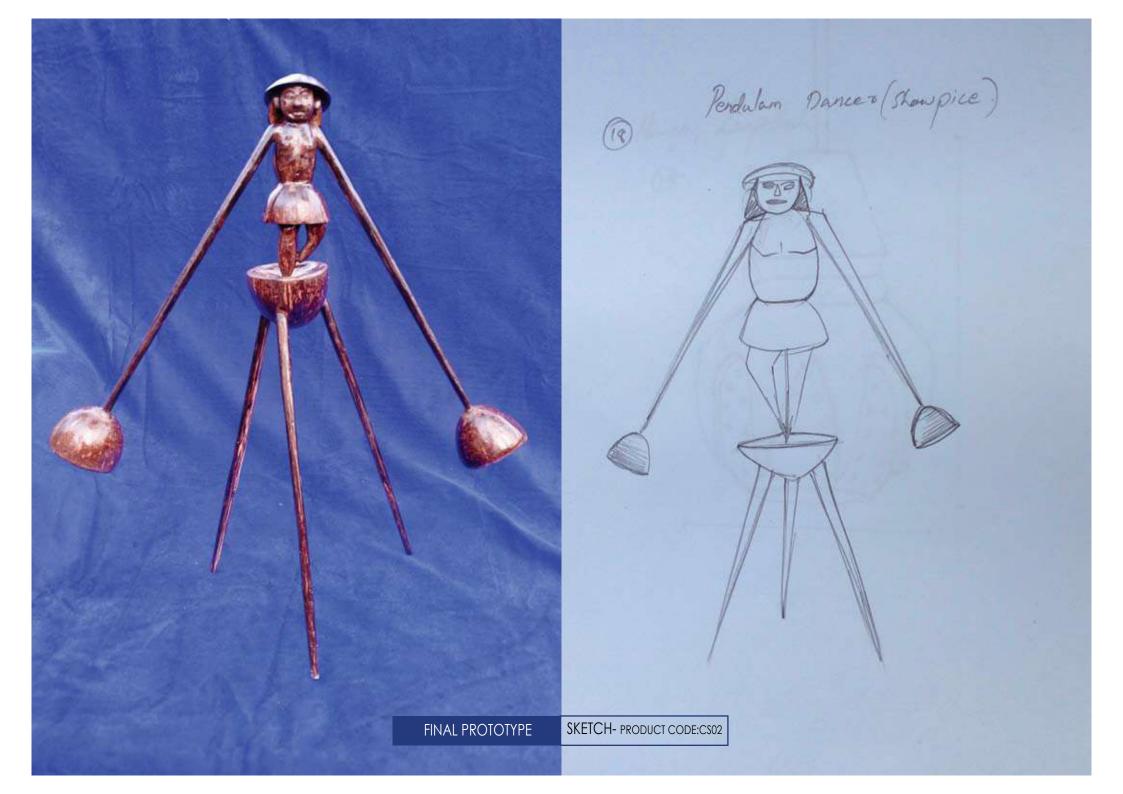






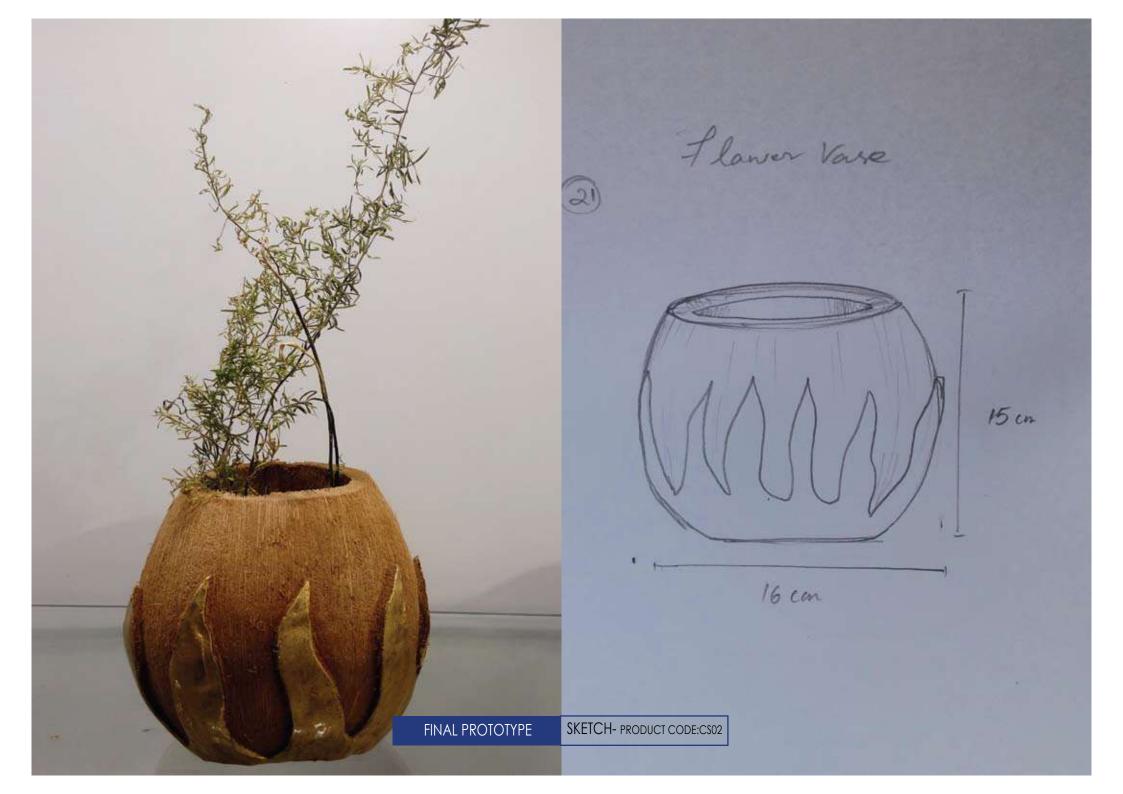


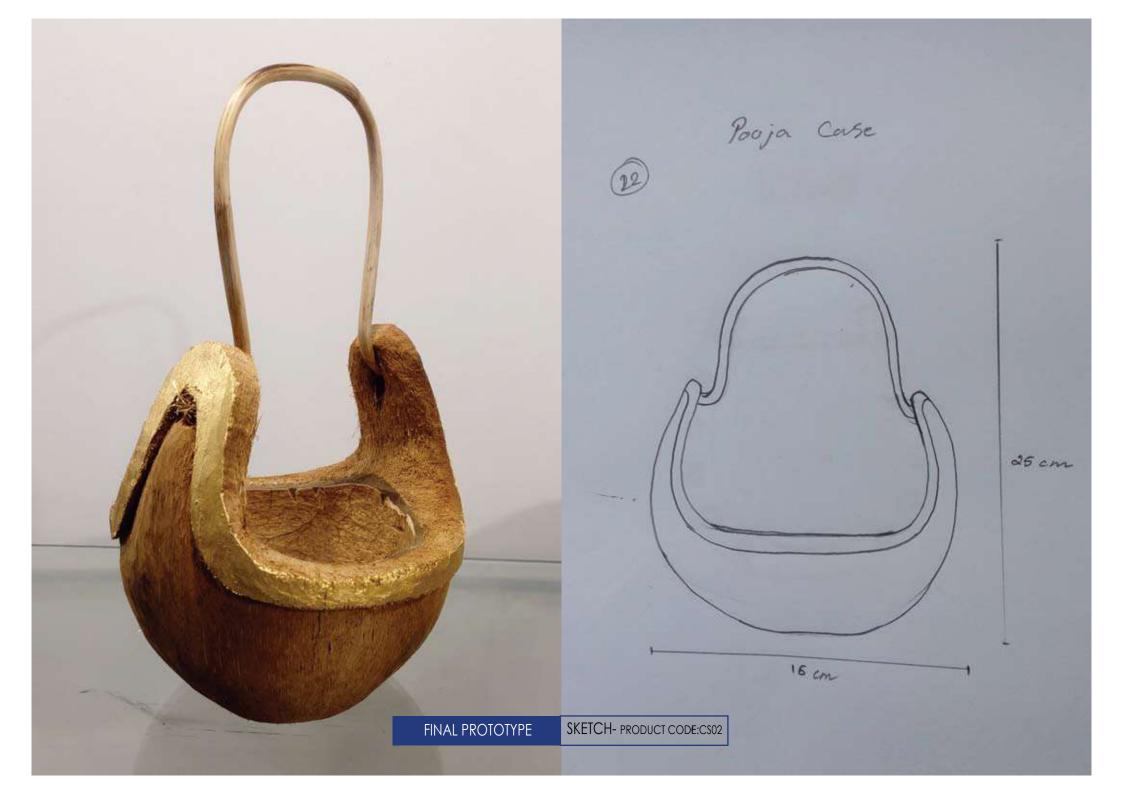






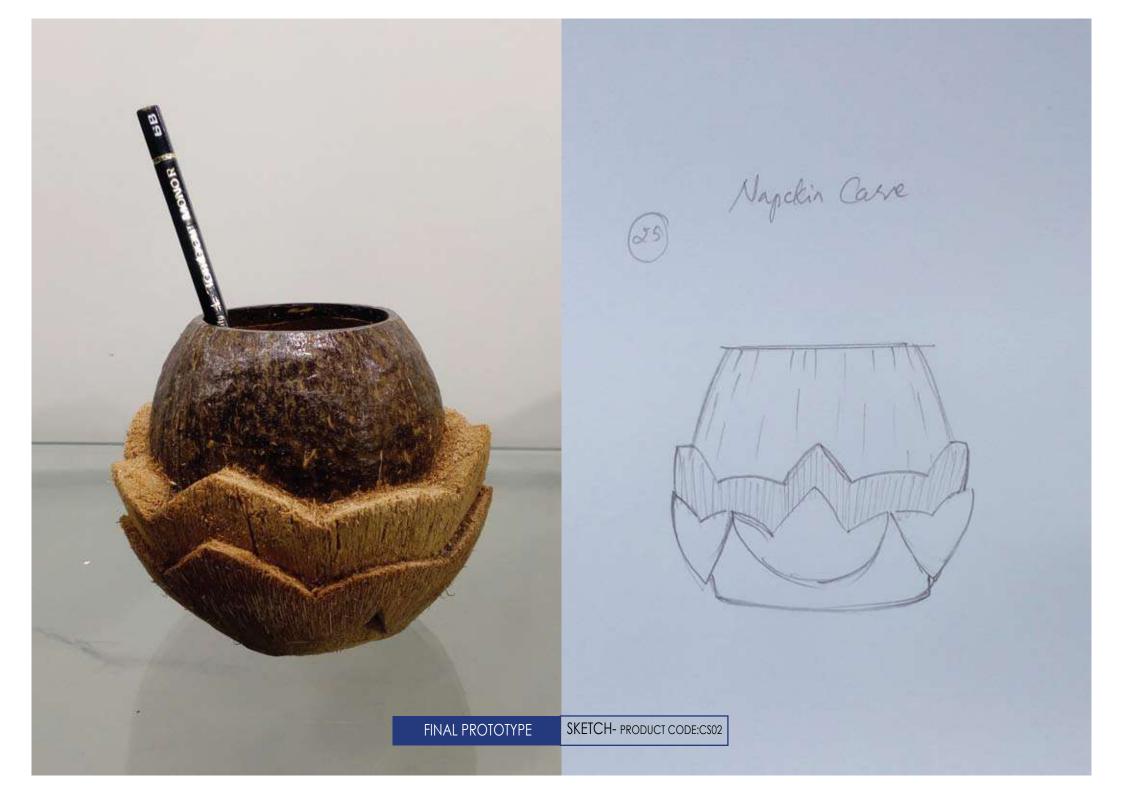












### DESIGNER'S REPORT

It was guite challenging in the beginning to set up a common understanding with the artisan group, and make them understand new ways of doing their craft. Some of them are doing their crafts for generations, some were new to the craft as the place is a common Tourist region. The main ideology developed during this project was the paper and sign language so as to develop an understanding between the artisans and designers. We started developing new crafts and sketched it on paper. Then to make them understand the importance of design was very important. We have divided them into 5 groups, 8 members in each. It was interesting to see one activity and forty ways of doing it. None of the were similar to each other. We have started discussing each activity where everyone started open up with the new idea of doing their own craft. They were overwhelmed we can design new patterns taking some inspiration and working around it. In that as well in the starting few were doing really good, some were still hesitant that we are not able to do this, as they were afraid of making 'Mistake'. We kept it easy and told everyone is free to draw from the inspiration in their own way. This gave them lot of freedom to express. Each art work was a master piece after that.. All these efforts made their work so easy later when we were taking them as product reference. After working with the group for long time, we all had understating of each other skills. We have set up a small supply chain looking at the strength each one of them holding, Each group was given their task one group was doing sketch making, one was doing cutting, one was distributing the work among groups and and keeping check on quality, one group was doing final finishing of the products one was helping in setting the products. In this way within their skill sets they have set up a small supply chain which will help them to fulfill the need of any demand coming from anywhere of the product developed in the workshop as well as now they are open with new ideas. Where they are ready to explore and get amazed by final results without ant second thought. But they are very good at their art and each one of them

did the crafts, which was a great achievement.

## PERFORMANCE CUM ACHIVEMENT REPORT

Integrated Design and Technical Development workshops for artisans was an initiative approach to introduce them to the importance of our rich heritage and culture of India, how these efforts can help them to save one of the vanishing craft!!

- 1. Importance of the craft and their skills and using them in new way.
- 2. How key design elements will help them to produce products according to the need of the consumer base.
- 3. How their skills can be used in diversified product range which can cater to larger customer base.
- 4. How it is important to experiment with open mind and come up with new ideas which will give newness to their product range every time.
- 5. How they can explore similar other materials as well which can make their product price friendly.
- 6. How new ways of doing same craft can bring completely newness and open up new avenues.
- 7. How it is important to know about your own craft and talk about the making process and history to every customer, which can give a personal touch to each product.
- 8. How details of the product are important which will make eventually and product to be likable by the customers or consumer.
- 9. Gave them vision to look beyond obvious and infinite possibilities with their skills.
- 10. To look beyond small things and take things on many platforms.
- 11. How a sketch can be turned into actual products.

Artisans were getting constant new ideas and ways of using their skills and opening up with new avenues. They were trained on day-to-day bases following a design process keeping their kill sets in mind. They have enjoyed working within group and after a point they themselves started coming up with new ideas each time. They have learnt how to present their work and talk about it which have been made with so much of care and love.

## ARTISANS FEEDBACK

During five months project of The Integrated Design and Technical Development project workshops, there were forty artisans as part of the program. The group is a skilled artisans of Handicrafts. But as training for understanding about the designing was something they were doing it for first time. It was the first time that they were developing the product for commercial market. As before this they did only for the local market. But this time the task was to create something usable for the markets of other parts of India and outside market such as European markets and Asian markets, they have worked for three months out of five which they have to improve and add new to their existing skills. They were overwhelmed by the efforts where they have learnt new ways of doing. They have never looked at their own craft in that direction. They have started understating the design process and appreciated it in many ways. Where they know how new designs of crafts is so important to any product and need of the customer.

Project gave them openness to express their creative side. Where they themselves coming up with new ideas and implementing them into their products. They have understood the importance of being silent about the product which they have made with so much of care and time. How it can change the hole perspective where they can sell more, using small design and marketing skills provided by designer during the workshop. Now they are more confident about their products and craft and can represent the same at any platform.



## PROBLEM IDENTIFIED

In the Crafts sector, one of the biggest challenge is to bring the changes in the on going process that is being followed since ages. But in many places due to several reasons and geographical conditions and exposure crafts are pushing towards disregards.

But in Kerala most of the people are dependent on this craft. But they are unaware of how to bring in the changes to put it for the commercial market. They lack in marketing strategies and in bringing out the newness the craft.

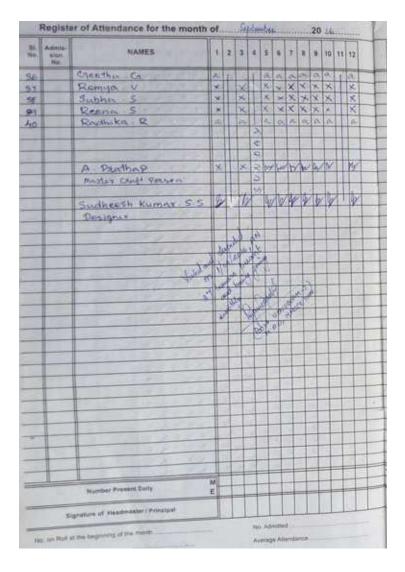
There is a lot of potentials in this sector. But they are lacking towards proper guidance. There is a lot many efforts can be done in terms of Design, adding new skills and marketing and right platform for the products. There should be constant workshops in terms of product diversification and making them more marketable looking at todays lifestyle and need, keeping global trends in mind.

## OPPORTUNITIES IN TERMS OF MARKETING

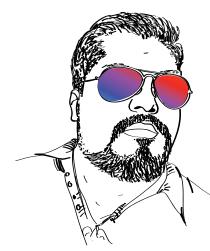
In the fast trending Scenario there are ample ways of selling and marketing. Sitting in a village one can reach to global and domestic consumers in any part of the world. These new selling and marketing ways need to be handled by new generation of the craft communities where they have a common and individual ways to market and sell their products.

- 1. A community should have a group leaders to take care of paper work and other formalities.
- 2. They should be self sufficient and not dependent on others. Where they can start small and slowly can add new avenues reaching to the market.
- 3. They should use a Brand name or a common brand name to the SHG under that they can market their products so that they can have more loyal customers and have authenticity of their existence. Rather everyone working on small scale.
- 4. They should be aware of the ongoing trends.
- 5. They should try for online and offline market places, such as Flipkart, amazon, ebay, Kraftly, Jaypore, Craftsvilla, Snapdeal and many more.
- 6. They should also use Social media very aggressively where they can put the process of making products and crafts, which can open up for many opportunities.
- 7. Also should have common meetings and sharing knowledge's sessions.

# APENDIX



# D E S I G N E R S PROFILE





### Personal profile:

An extremely dedicatedinnovative Illustator cum Graphic designer, with abundent creativity, unique style who work hard and keep deadline.

+91 9946 088 563 sudheesh.art@gmail.com +91 9846 788 494 sudheeshart.blogspot.com

### WORK EXPERIENCE:

Now in Chrysalis A&M Pvt. Ltd. Trivandrum, Kerala, India. as Sr. Visualizer since April 2015 to Continu

Responsibilities: Branding, Ideation, Layout, Concept Developing & Graphics Designs

Worked in Ovium Creations Design Studio as freelancer since January 2013 to December 2014 In Trivandrum, Kerala, India.

Responsibilities: Branding, Ideation, Layout, Concept Developing & Graphics Designs

> Worked in Brandway Design Studio Trivandrum, Kerala, India. as Visualizer since January 2010 to December 2012 In Trivandrum, Kerala, India.

Responsibilities: Branding, Ideation, Layout, Concept Developing & Graphics Designs

Worked in Great Brain A & M Pvt Ltd as Visualizer Since March 2009 to December 2009 in Trivandrum, Kerala, India.

Responsibilities: Ideation, Layout, Concept Developing, Graphics Designs.

### PROJECT WORK Empanelled Designer in ministry of Textiles and handicraft (Govt of India).

Design and Technical Development Workshop on Palm leaf craft

Design and Technical Development Workshop on Screw Pine Craft

18th June to 04th July 2013

Jewelry Making in Coconut shell

Thiruvananthapuram, Kerala. Dated on 06/06/2011

Anavoor Mahila Samajam, Parassala, Trivandrum

The Classic Society for Charity Mission, Chempakappara P.O, Kattapana, Iddukki, Kerala.

Design Development workshop in bamboo Craft Sunrise ladies society, CFC Pannimala, Vellarada,

Association for Rural Development Santhana Mariamman Coil Street, Rameswaram, Tamil Nadu. September 30 to October 14, 2013

Design and Technical Development Workshop on Palm Leaf Craft SSEED Trust, 2/292, Mahatma Montessori Ghouse

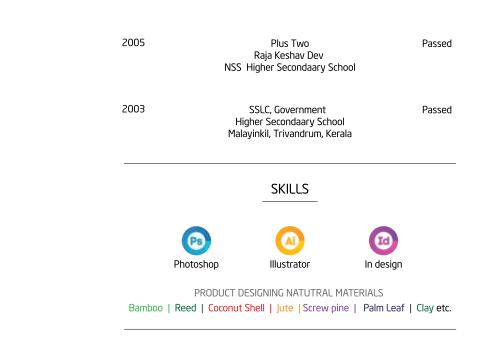
Near, KK Nagar, Madurai - 625020, Tamilnadu. July 24 to August 08, 2013

#### Design Development workshop in bamboo craft

Liss India, Kothamangalam, Renakulam 4th August to 18th August 2012

#### Design Development workshop in bamboo craft

The Classic Society for Charity Mission, Chempakappara P.O, Kattapana, Iddukki, Kerala. Dated on 24/08/2011



### PERSONAL DETAILS

Name	:	Sudheesh Kumar. S. S
Father's Name	:	Sukumaran. K
Date of Birth	:	30. 05. 1985
Gender	:	Male
Marital Status	:	Married
Nationality	:	Indian
Hobbies	:	Traveling   Browsing   Photography
Languages	:	Malayalam   English   Hindi   Tamil

I hereby declare that the above furnished information is true to the best of my knowledge and belief. I promise to give the best of my ability to the organization

Your's faithfully

Date: 15/07/2015 Place: Thiruvananthapuram

Sudheesh Kumar S S

### EDUCATIONAL QUALIFICATION:

YEAR	Ι	SCHOOLS & COLLEGE	Ι	PERCENTAGE
2009		Bachelor in Fine Art Specialization in Applied Art Raja Ravi Varma College of Fine (Kerala University)		Passed

# ARTISANS DETAILS

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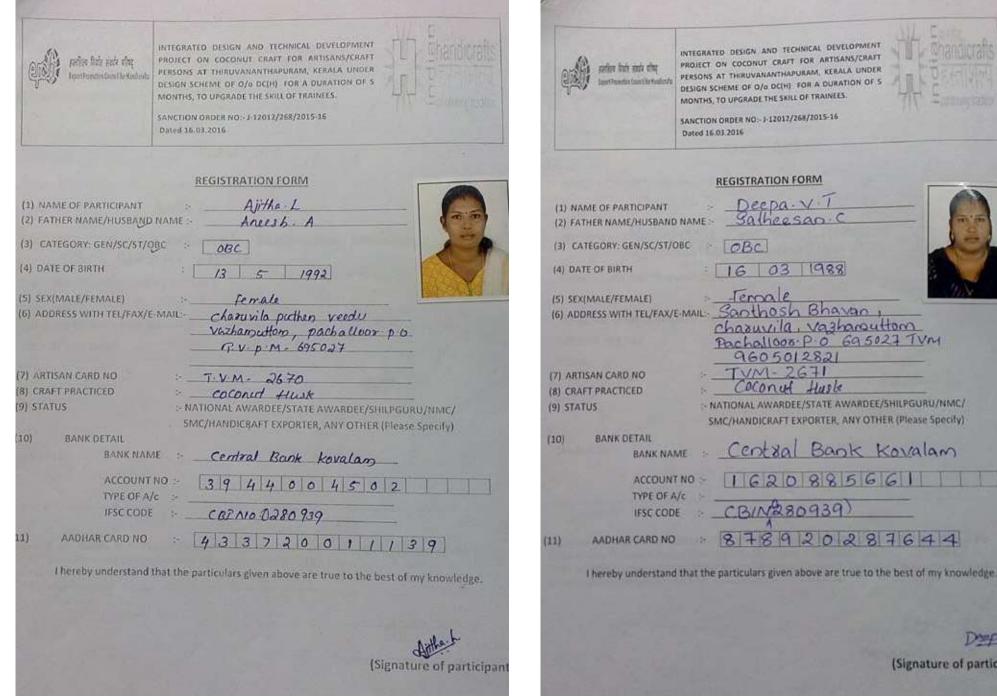
INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT PROJECT ON COCONUT CRAFT FOR ARTISANS/CHAFT PERSONS AT THERUVANANTHAPURAM, KERALA UNDER DESIGN SCHEME OF O/O DCLH) FOR A DURATION OF 5 MONTHS, TO UPGRADE THE SKILL OF TRAINEES.

SANCTION ORDER NO:-1-12012/268/2015-16 Dated 16:03:2016

### REGISTRATION FORM

NAME OF PARTICIPANT	REJITHA AR Santhosh-C
CATEGORY: GEN/SC/ST/OBC	· OBC
DATE OF BIRTH	30 05 1988
EX(MALE/FEMALE) DDRESS V/ITH TEL/FAX/E-MA	Female Saothosh Bhavao, Chazuvila Vazhamutlom Pachalloox p. 0 695027 8891415100
RTISAN CARD NO RAFT PRACTICED TATUS	- TVM - 2669 - Cocoul Husk - NATIONAL AWARDEE/STATE AWARDEE/SHILPGURU/, MC/ SMC/HANDICRAFT EXPORTER, ANY OTHER (Please Specify)
BANK DETAIL BANK NAME	- Central Bank Kovalam
ACCOUNT NO TYPE OF A/c IFSC CODE	30228661188 (0280939) CB1/0280939
AADHAR CARD NO	806005989614
I hereby understand that	the particulars given above are true to the best of my knowledge.

(Signature of participant)



**REGISTRATION FORM** - Deepa.V. Salheesan (2) FATHER NAME/HUSBAND NAME :-· OBC 16 03 1988 (5) SEX(MALE/FEMALE) - Termale - John Bhavan, chasuvila, vasharouttom Pachalloos P.O 695027 TVM 9605012821 - TVM1-2671 Coconul Husle - NATIONAL AWARDEE/STATE AWARDEE/SHILPGURU/NMC/ SMC/HANDICRAFT EXPORTER, ANY OTHER (Please Specify) BANKNAME : CODESAL BADK KOVALAM ACCOUNT NO - 1620885661

INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT

PROJECT ON COCONUT CRAFT FOR ARTISANS/CRAFT

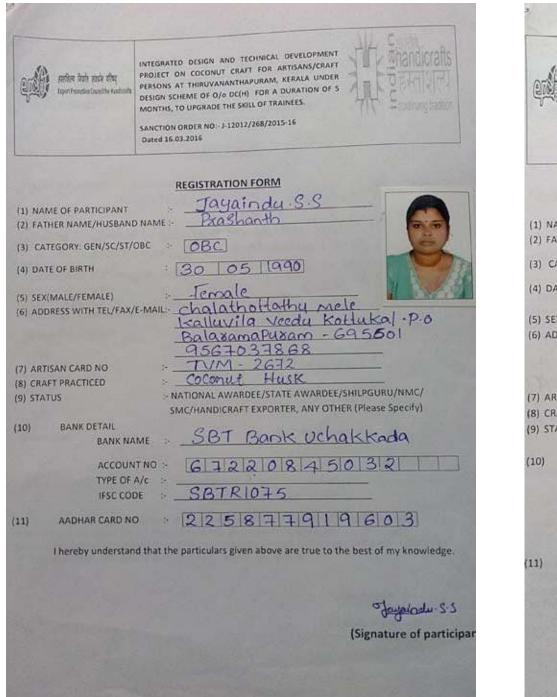
PERSONS AT THERUVANANTHAPURAM, KERALA UNDER DESIGN SCHEME OF O/o DC(H) FOR A DURATION OF S

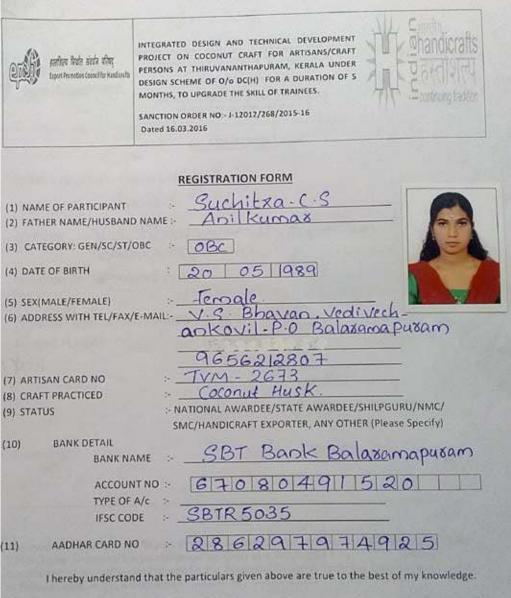
MONTHS, TO UPGRADE THE SKILL OF TRAINEES.

SANCTION ORDER NO .- J-12012/268/2015-16

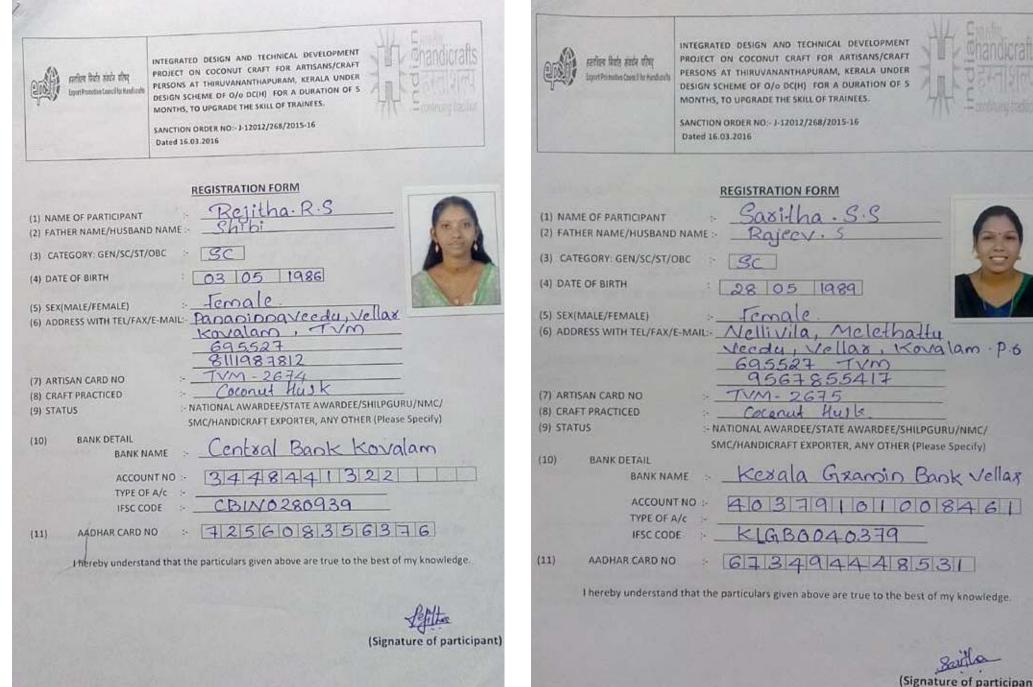
Dated 16:03:2016

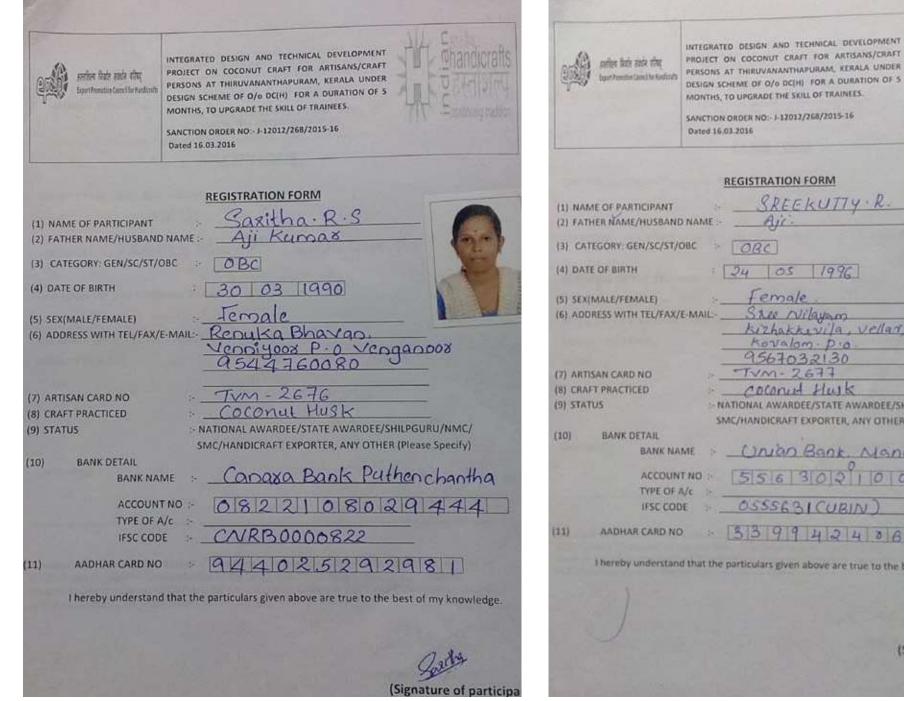
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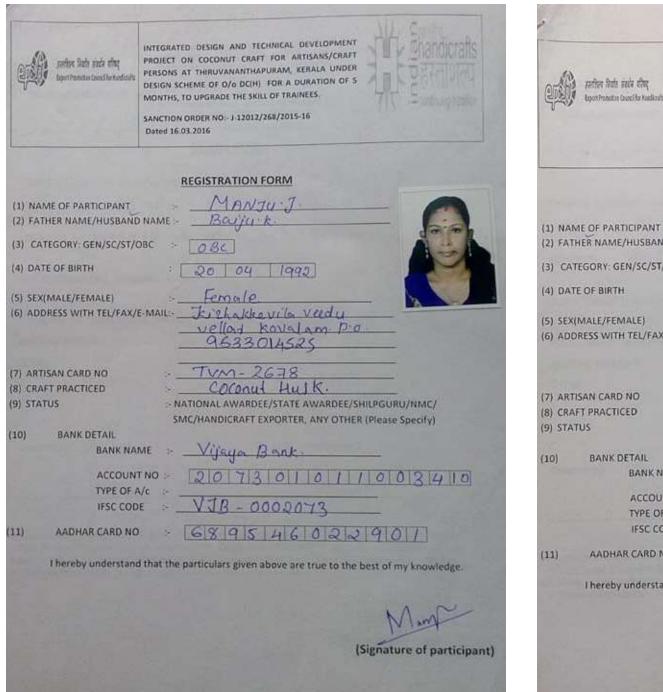
(Signature of participant)





**REGISTRATION FORM** (1) NAME OF PARTICIPANT - <u>SREEKUTTY R</u> (2) FATHER NAME/HUSBAND NAME - <u>Ajr</u> ORC 1996 05 Female (6) ADDRESS WITH TEL/FAX/E-MAIL- Ste Nilayan Kizhakkevila, vellar, Kovalom. Dia 9567032130 TVM-267 Coconut Husk - NATIONAL AWARDEE/STATE AWARDEE/SHILPGURU/NMC/ SMC/HANDICRAFT EXPORTER, ANY OTHER (Please Specify) : Unian Bank Manacaudu ACCOUNT NO: 55630210007341 OSSS631CURIN 339942408293

(Signature of participant)



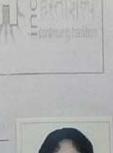
MONTHS, TO UPGRADE THE SKILL OF TRAINEES. SANCTION ORDER NO:- J-12012/268/2015-16 Dated 16:03.2016 **REGISTRATION FORM** : DEEDA J

INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT

PROJECT ON COCONUT CRAFT FOR ARTISANS/CRAFT

PERSONS AT THIRUVANANTHAPURAM, KERALA UNDER

DESIGN SCHEME OF O/o DC(H) FOR A DURATION OF 5

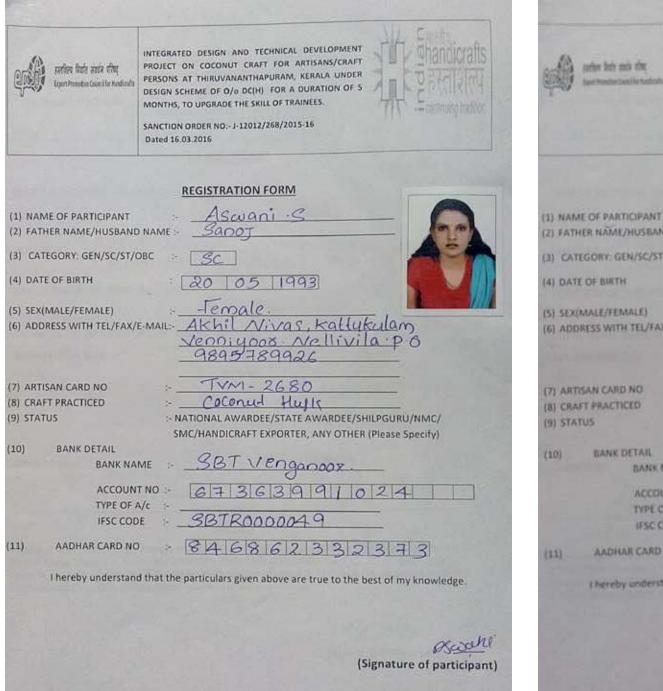


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j.	- TVM-2679
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	NATIONAL AWARDEE/STATE AWARDEE/SHILPGURU/NMC/
	SMC/HANDICRAFT EXPORTER, ANY OTHER (Please Specify)
AL.	
NKNAME	- Kerala Gramero Bank
COUNT NO	× 40379101026591
PE OF A/c	*
SC CODE	: KCGB 0040379.

AADHAR CARD NO

= 408112971139.

Thereby understand that the particulars given above are true to the best of my knowledge.

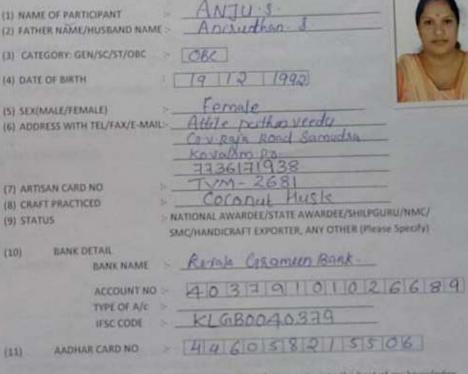




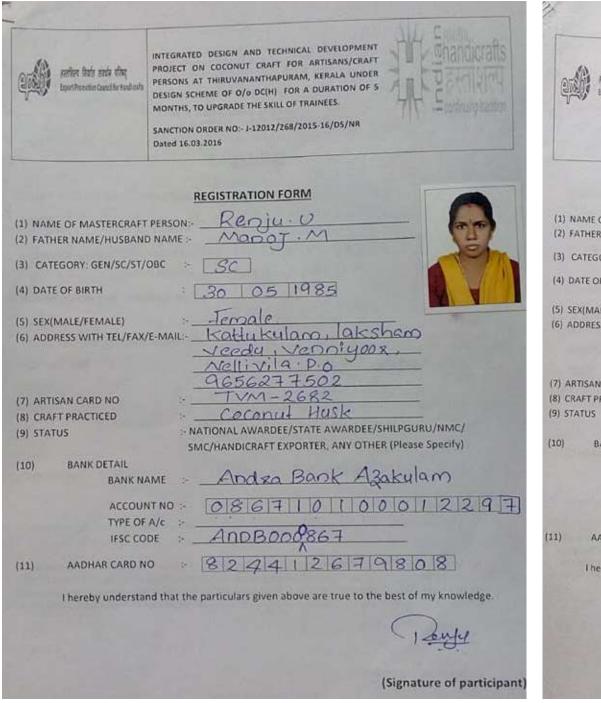
INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT PROJECT ON COCONUT CRAFT FOR ANTISANS/CRAFT PERSONS AT THIRDVANANTHAPURAM, KERALA UNDER DESIGN SCHEME OF O/O DCHI FOR A DURATION OF S MONTHS, TO UPGRADE THE SKILL OF TRAINEES.

SANCTION ORDER NO: - 1-12012/268/2015-16

### **REGISTRATION FORM**



I hereby understand that the particulars given above are true to the best of my knowledge.







INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT PROJECT ON COCONUT CRAFT FOR ARTISANS/CRAFT PERSONS AT THIRUVANANTHAPURAM, KERALA UNDER DESIGN SCHEME OF O/o DC(H) FOR A DURATION OF 5 MONTHS, TO UPGRADE THE SKILL OF TRAINEES.



(Signatore of participant)

SANCTION ORDER NO:- J-12012/268/2015-16

#### **REGISTRATION FORM**

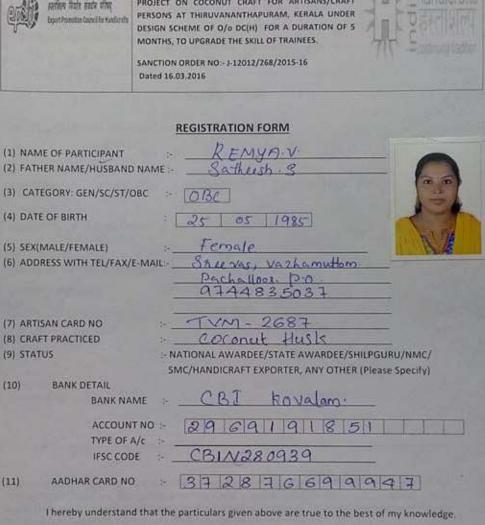
Pushpangathar SC 04 1982 Temale Kovalam . P.O.

Szeenilgsom K.S Road 0744444319 TVM-2684 Coconut Husts - NATIONAL AWARDEE/STATE AWARDEE/SHILPGURU/NMC/ SMC/HANDICRAFT EXPORTER, ANY OTHER (Please Specify)

BANKNAME : Central Back Kovalam 3263351833 CBIN280939 AADHAR CARD NO - 894711060304

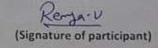
I hereby understand that the particulars given above are true to the best of my knowledge.





INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT

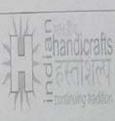
PROJECT ON COCONUT CRAFT FOR ARTISANS/CRAFT







INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT PROJECT ON COCONUT CRAFT FOR ARTISANS/CRAFT PERSONS AT THIRUVANANTHAPURAM, KERALA UNDER DESIGN SCHEME OF O/o DE(H) FOR A DURATION OF 5 MONTHS, TO UPGRADE THE SKILL OF TRAINEES.



SANCTION ORDER NO:- 1-12012/268/2015-16 Dated 16.03.2016

### **REGISTRATION FORM**

(1) NAME OF PARTICIPANT Sujatha. B. (2) FATHER NAME/HUSBAND NAME Shaji. V (3) CATEGORY: GEN/SC/ST/OBC :-DEC 08 06 1983 (4) DATE OF BIRTH (5) SEX[MALE/FEMALE] - Jenale (6) ADDRESS WITH TEL/FAX/E-MAIL- TC G7 2370, Sygmala Pachalloox P.D 7736376182 TVM-2690 (7) ARTISAN CARD NO (8) CRAFT PRACTICED (9) STATUS BANK DETAIL

Coconut Hysix - NATIONAL AWARDEE/STATE AWARDEE/SHILPGURU/NMC/ SMC/HANDICRAFT EXPORTER, ANY OTHER (Please Specify)

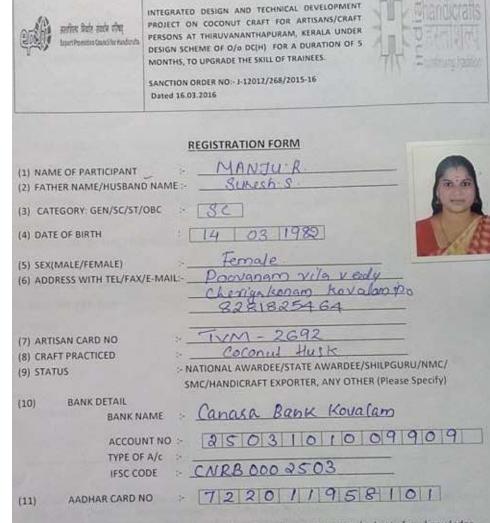
BANKNAME Canaza Bank Kovalam ACCOUNT NO: 2503108010435 TYPE OF A/c :-

AADHAR CARD NO

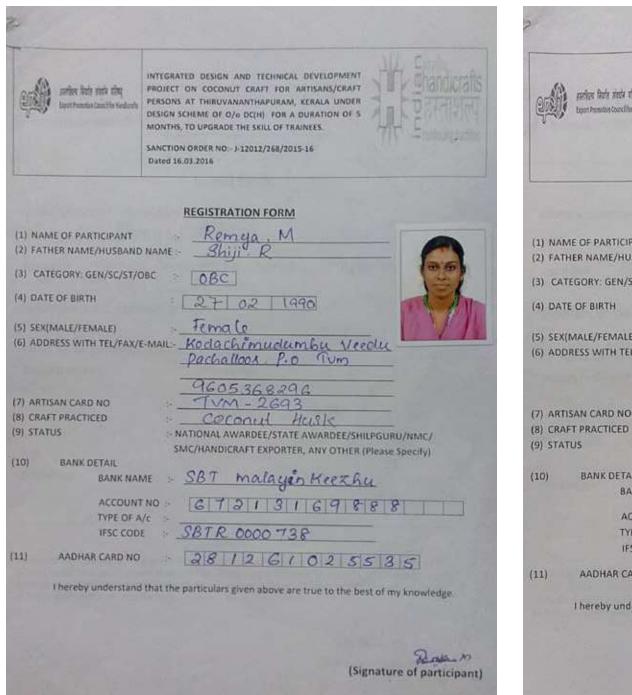
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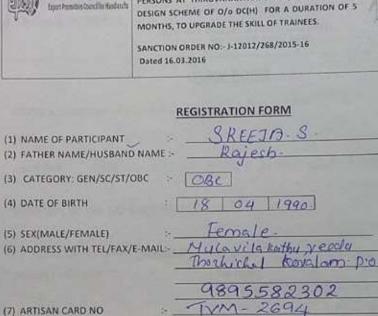
(Signature of participant)

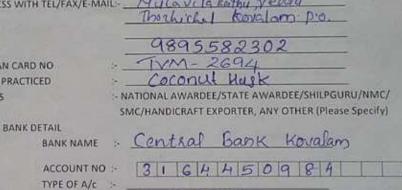




(Signature of participant







INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT

PROJECT ON COCONUT CRAFT FOR ARTISANS/CRAFT

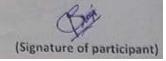
PERSONS AT THIRUVANANTHAPURAM, KERALA UNDER

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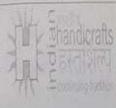
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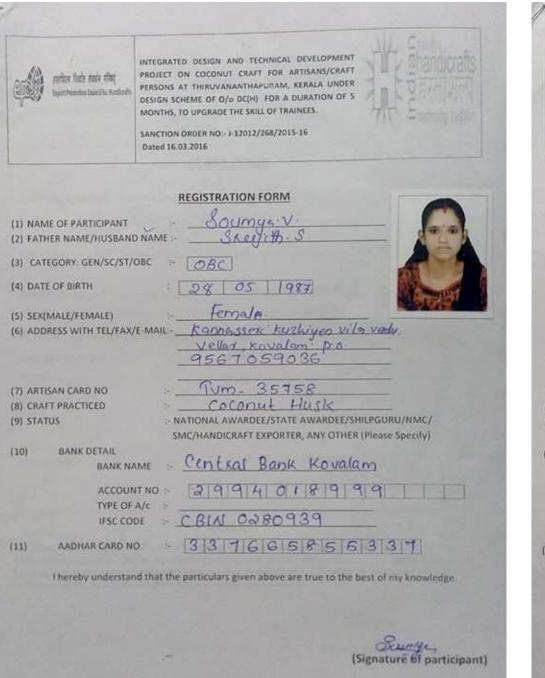
contractor factor and a state of the contractor function function	INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT PROJECT ON COCONUT CRAFT FOR ARTISANS/CRAFT DESIGN SAT THIRUVANANTHAPURAM, KERALA UNDER DESIGN SCHEME OF 0/o DC(H) FOR A DURATION OF 5 MONTHS, TO UPGRADE THE SKILL OF TRAINEES. SANCTION ORDER NO:- J-12012/268/2015-16 Dated 16.03.2016	anther finds sinte the topen remotes tower the moderate	INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT PROJECT ON COCONUT CRAFT FOR ARTISANS/CRAFT PERSONS AT THIRUVANANTHAPURAM, KERALA UNDER DESIGN SCHEME OF O/o DC(H) FOR A DURATION OF 5 MONTHS, TO UPGRADE THE SKILL OF TRAINEES. SANCTION ORDER NO: J-12012/268/2015-16 Dated 16.03.2016
<ul> <li>(7) ARTISAN CARD NO</li> <li>(8) CRAFT PRACTICED</li> <li>(9) STATUS</li> <li>(10) BANK DETAIL BANK N ACCOU TYPE OF IFSC CC</li> <li>(11) AADHAR CARD N</li> </ul>	$\frac{1}{12} \frac{1}{12} \frac$	TYPE OF IFSC CC (11) AADHAR CARD M	D NAME - BIJU D 10BC - OBC : 18 9 1981 - Female /E-MAIL Kuzhivilakam Kut <u>Viedu Vazhamutlo</u> <u>Pachalloov Po</u> <u>8137098455</u> - TVM - 2697 - COCOUL Huss - NATIONAL AWARDEE/STATE AWARDEE/ SMC/HANDICRAFT EXPORTER, ANY OTH AME - CANASA BADK KOVA NT NO - 2503101010 - A/C - DDE - CNRB 0002503

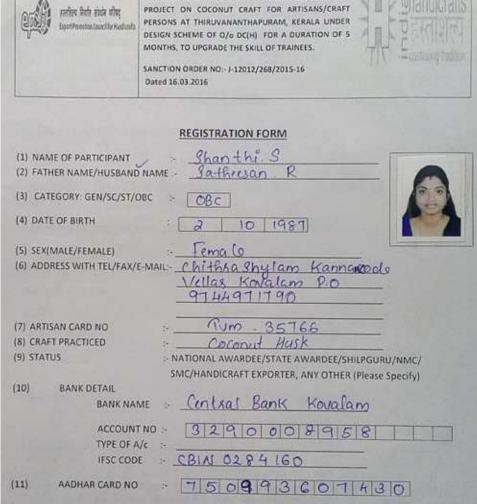




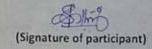
ven above are true to the best of my knowledge.

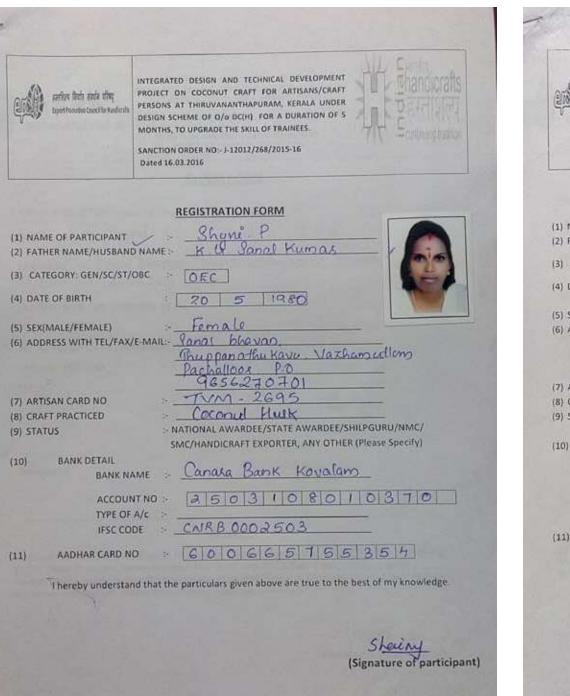
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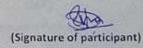
INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT



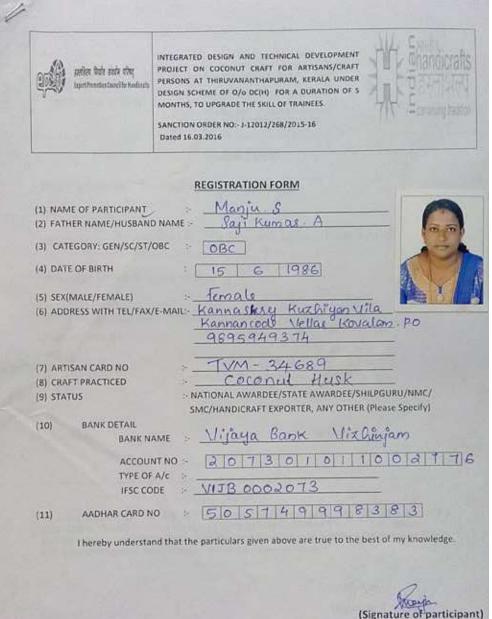


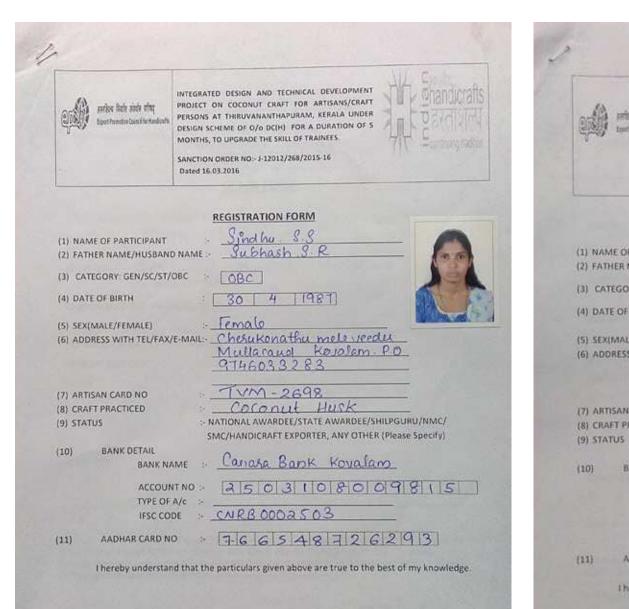


INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT









DESIGN SCHEME OF O/o DC(H) FOR A DURATION OF 5 MONTHS, TO UPGRADE THE SKILL OF TRAINEES. SANCTION ORDER NO:- J-12012/268/2015-16 Dated 16.03.2016 **REGISTRATION FORM** Sandhya S (1) NAME OF PARTICIPANT udhayakumar. J (2) FATHER NAME/HUSBAND NAME :-(3) CATEGORY: GEN/SC/ST/OBC DBC 28 10 1981 (4) DATE OF BIRTH . Female (5) SEX(MALE/FEMALE) (6) ADDRESS WITH TEL/FAX/E-MAIL Manaluvila House (p.v. Raja soud Vellas Kovalam. p.o 94 000 87709 TVM-34684 (7) ARTISAN CARD NO Coconut Husk (8) CRAFT PRACTICED: NATIONAL AWARDEE/STATE AWARDEE/SHILPGURU/NMC/ SMC/HANDICRAFT EXPORTER, ANY OTHER (Please Specify) BANK DETAIL Kesala Gramin Bask BANK NAME 40379101001194 ACCOUNT NO -TYPE OF A/C KLGB 0040379 IFSC CODE 733705323706 AADHAR CARD NO

INTEGRATED DESIGN AND TECHNICAL DEVELOPMENT

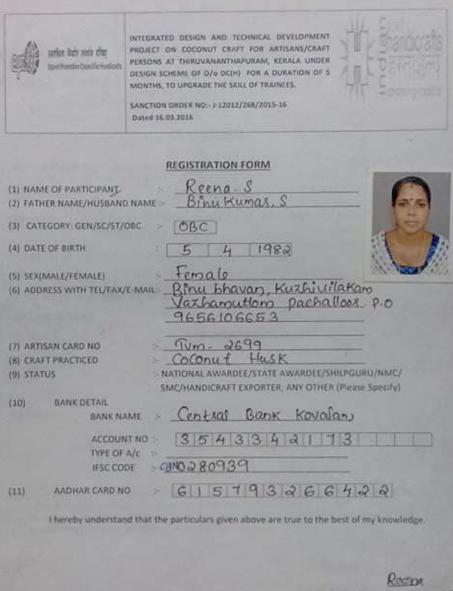
PROJECT ON COCONUT CRAFT FOR ARTISANS/CRAFT

PERSONS AT THIRUVANANTHAPURAM, KERALA UNDER

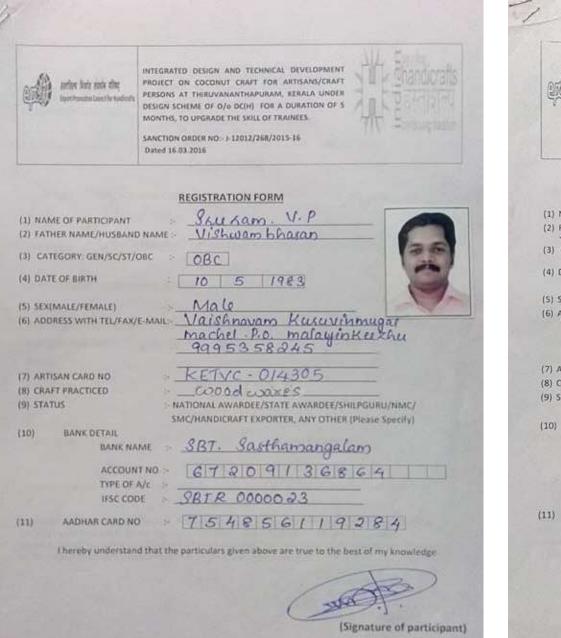
राहित विक्री संग्रेश होया

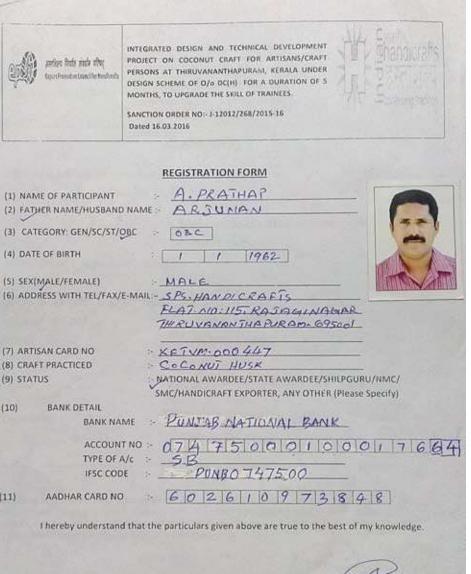
participant)





(Signature of participant)





(Signature of participant)

