

The Core Functions of the CCI

CCI Vision

To provide the Indian artisan community with an environment where craft is valued and respected.

CCI Mission

- To provide Indian artisans with sustainable livelihoods through crafts
- To educate, train, and care for the artisans and their families
- To provide the artisan with marketing systems and technology in touch with current trends
- To formally document the artisan's processes based on research and reliable knowledge bases

Background / History

Modernization and shifting market trends have increasingly ravaged the Indian craft sector. Artisans have been powerless in the face of new technology and the public's growing preference for commercial (as opposed to handmade) crafts. Already voiceless and marginalized by society, these artisans have often been forced to other means of livelihood, thus threatening the survival of their rich heritage.

Added to this, Indian crafts have historically been promoted either as a source of foreign exchange or as heavily subsidized village industries. The viability of reviving the crafts on an entrepreneurial basis has been ignored.

CCI recognizes this, and the need to encourage the crafts into a respected and valued sector. CCI's vision is clear: to nurture the artisan community and to provide sustainable livelihoods through crafts. For this, successful entrepreneurship is key.

CCI's main focuses are on:

- Training and education schemes for craftspeople and their family
- Innovative use of materials and technology
- Efficient marketing in tune with current trends
- Setting up of retail outlets and trade with focused professionals

The need

CCI has a five-year forward plan to mobilize the craft communities. Focal points of the plan are:

- Capacity building through integrated development of technology and design (specifically in stone, wood crafts, handlooms and lead-free pottery). Craftspeople will learn about changing market needs and better production techniques.
- Capacity building through education, including scholarships for children of craftspeople, mentoring of young craftspeople, advanced training in contemporary areas, and entrepreneurship education.
- Capacity building through market linkages. Opening of retail outlets, trade with focused professionals and follow-up of craft trade enquiries are three areas of focus.
- Training in tapping and securing business opportunities and efficient implementation, i.e. strengthening supply chain.
- Engaging the government in active dialogue on the importance of crafts to the country.

With this five-year plan, CCI continues its tireless efforts to sustain the craft community in India.

Funds requirement

CCI's fund requirements are of three kinds –

- For marketing related programmes which are by and large self sufficient
- For specific development programmes (as described in the other individual inserts within this brochure)
- For core functions such as project coordination, monitoring and support tasks

Invitation

We invite individuals and organisations like you to help support the functions of the Crafts Council of India through donations to the corpus fund of the organization. We need your support to fulfill our mission.

For more information, contact us at...