

J.D. BIRLA INSTITUTE
A UNIT OF VIDYA MANDIR SOCIETY
(Affiliated to Jadavpur University)
Departments of Science, Commerce & Management

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Unit of Vidya Mandir Society
(Affiliated with Jadavpur University)
11 Lower Rawdon Street, Kolkata-700020
Department of Textile Science, Clothing & Fashion Studies

**A Celebration on
All India Handicrafts Week**
Empowering Crafts of India
MY HANDS

Mapping Ajrakh Textile Traditions through
Contemporary Art and Craft: The Art of Shelly Jyoti
(Film Screening & Lecture)

on Zoom
15th December, 2021, 11:00 A.M onwards

Display on "Indian Handicrafts" in Central Courtyard (14th & 15th December, 2021)

Dress Code for Students: Indian handcrafted/ handloom attire (Prize for the best dressed student)

Title of the Event: Celebration on All India Handicrafts Week

Event Category: Academic

Organizing Department: Textile Science, Clothing & Fashion Studies

Date: 14th & 15th December, 2021 (Exhibition and Film Screening and Special Lecture only on the last day)

Time: 9:30 AM onwards (Exhibition); 11:00 AM. to 12:30 PM (Film Screening and Special Lecture)

Venue: Central Courtyard of Main Campus (Exhibition) and Special Lecture (Virtual through Zoom)

About the Event (in 150 words): An exhibition on Indian handicrafts, screening of a film and hosting a special lecture on '*Mapping Ajrakh Textile Traditions through Contemporary Art and Craft*' was organized to commemorate the All India Handicrafts Week (8th to 14th November). With an objective to raise awareness and understanding of Indian traditions, students collected a variety of Indian handicrafts and handlooms from all parts of the country and displayed (exhibited) them in the form of an exhibition after categorizing them into four sections, east, west, north and south. Ms. Shelly Jyoti, a known visual & textile artist, fashion designer, poet and curator deliberated on Ajrakh textiles and linked it with contemporary art styles. She showed some of her works that have been influenced by India's material and socio-political history. Her work focuses on iconographic aspects within the cultural setting of modern Indian history and contemporary times, with a particular emphasis on Gandhi's theories for creating moral and peaceful societies. She further illustrates the complex process of Ajrakh making through her film.

Objective/s (intended outcomes in 100 words): All India Handicrafts week is celebrated with great enthusiasm in every state of the country. The entire week of celebration is a special time all the artisans across the country as they get a chance to get focused and exposed for their great work. The week is celebrated in the country with an objective to provide support to the craftsmen of different indigenously handicrafts by increasing popularity and create awareness through talks and exhibitions. The primary objective of this event was to keep alive the rich tradition and culture of India and to

make students aware of the rich cultural tradition and arts and craft of India besides making them conscious of their roots.

Content (Contextual features and challenging issues in 150 words): Handicrafts have a great potential to provide employment opportunities to millions of artisans spread over length and breadth of the country, as most of the artisans have inherent art to be converted in to occupation. The Handicrafts Sector plays a significant role in the economy of India. It provides employment to a vast segment of artisans and generates substantial foreign exchange for the country, while preserving its cultural heritage. Further, most commercialized craft aims for quick, standardized and low cost replication. The strength of hand craft, artistic vision involved and handmade quality are forgotten. The net result is that even when artisans can earn a living by producing contemporary versions, most do not wish their children to be artisans. Surely, some approach must be altered to enable the artisan to be economically and socially powerful so that they can sustain and propagate the Indian cultural heritage from generation to generations till the centuries.

Details of Resource Persons, if any:

Name	Ms. Shelly Jyoti	
Designation	Visual & Textile Artist, Fashion Designer, Poet, Independent Curator	
Organization	<i>Independent</i>	
Country & City	New Delhi, India	
Mobile	9582252062	
Email	shellyjyoti12@gmail.com	

Highlights of the event: All students of the department participated in the two-day event with great enthusiasm. They all wore the Indian attire, saris draped in different styles on both the days and prizes were given to all for their efforts. The Principal also gave a special presentation on different Indian saris and interacted with the students to infuse a spark and encourage students to take up projects and careers that shall keep these traditional crafts alive.

Number of Participating Students/Faculty & Staff:

CLASS	FSNM	TCFS	ID	HD	COM	MANG
Students						
1 st year UG	--	15	--	--	--	--
2 nd year UG	--	20	--	--	--	--
3 rd year UG	--	27	--	--	--	--
1 st year PG	--	07	--	--	--	--
2 nd year PG	--	03	--	--	--	--
TOTAL	--	72	--	--	--	--
Faculty	--	05	--	--	--	--
Administrative Staff	--					--
Group-D Staff	--					--
GRAND TOTAL		77				

Feed Back Summary of Participants:

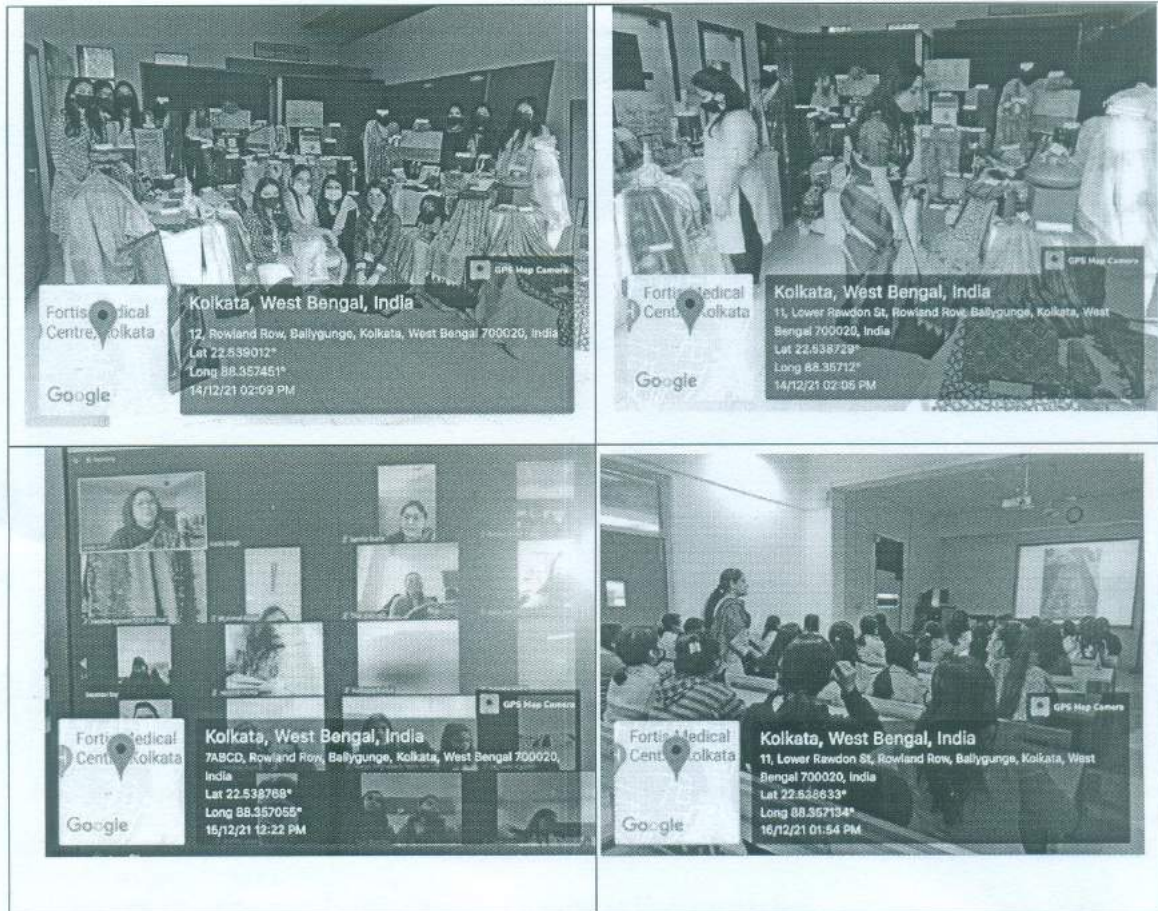
Quality Parameter	Total Numbers			
	Excellent	Good	Average	Bad
Organization of the event	19	12	04	00
Quality of resource persons	21	12	02	00
Relevance to course of study	15	17	03	00
Excellent take back	YES - 25		NO - 10	
Can be repeated	YES - 25		NO - 10	

Evidence of success (in 200 words): The success of the session could be observed from the feedback from the participants where majority believed that the session conducted was highly effective and relevant. Feedback by the participants indicated that the overall experience of the session was excellent (sixty-five percent). They opined that such events should be repeated. Almost seventy-percent of the students found the quality of resource person to be excellent.

Resources used and amount spent, if any: NIL

Problems encountered, if any: NIL

Note (any other information that is relevant in 150 words): NIL



In-charges/Coordinators

Samita Gupta
16.12.2021
Signature with date

Name: Mrs. Samita Gupta
Designation: HoD & Assistant Professor