

I am a proud Indian



I believe India has a lot of experience and expertise that the world can benefit from.



However, most of our artisans are undervalued and underpaid.



“This craft has given me nothing...” - Babu, Pavaratty expert

Traditional Arts and Crafts of India Are Dying Slowly

Handicrafts : Highly skilled but underpaid workforce

Perishing Indian traditional artisans and snoozing Government bodies

Unfortunately, given that they not only preserve our heritage but are our global comparative advantage

The global market for handicrafts is \$400 billion with India's share below 2%, representing a tremendous growth opportunity.



How do we ensure that the original and historical 'Make in India' products are revived?



The Pavaratty Effect

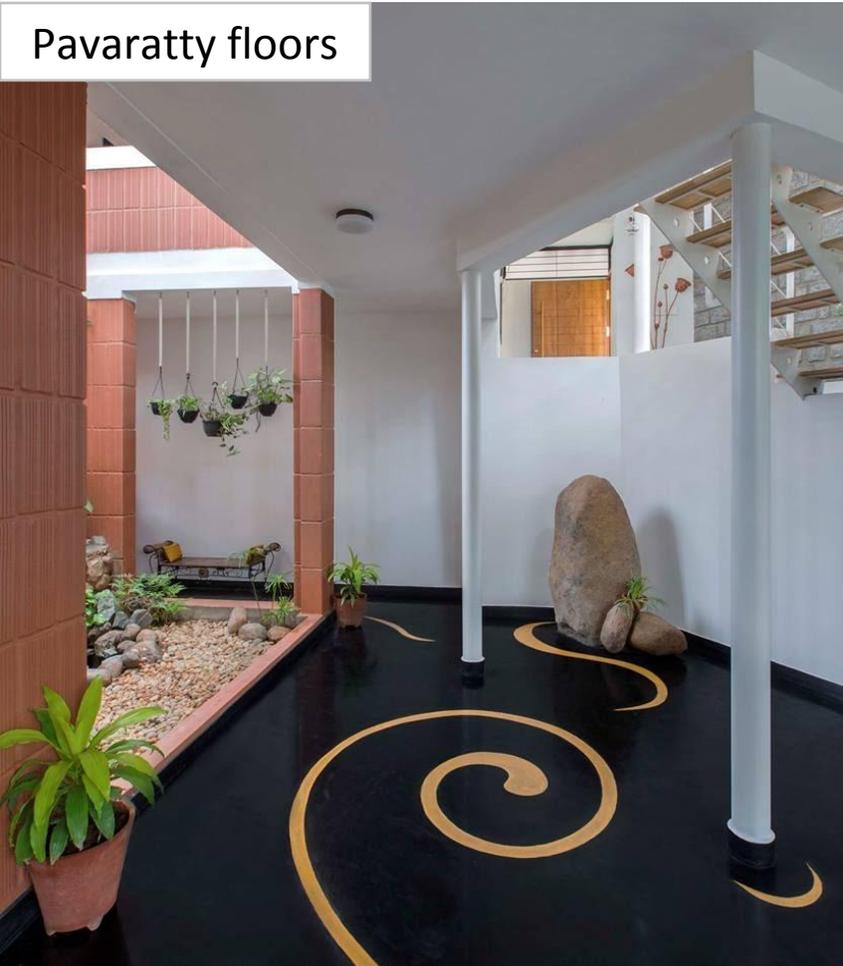
The renaissance of a dying art form

A project by Pranav Premkumar

Inventure Academy

Pavaratty finish is the technique of providing cement surfaces with a rich marble texture.

Pavaratty floors



Introduced by Italian priests over a 100 years ago, this art form was perfected by craftsmen from Pavaratty in Thrissur district of Kerala.

However, with the arrival of a multitude of flooring materials this art form fell out of popularity.



Given the potent combination of beauty and cost-effectiveness, Pavaratty Finish is a prime candidate for revival.



A three step approach to reviving Pavaratty



Train craftsmen to adopt modern techniques

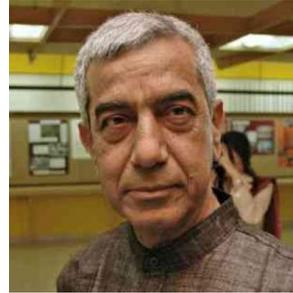
Build awareness among potential customers



Diversify

Partnering with the Hampi Center for Design

The Hampi Center is a collection of leading eco-conscious architects from across India.



The Pilot

November 2018

A key realisation



- **The artisan needs to be convinced about the benefits of the project**
- **Building trust is critical**

A robust framework aimed at building trust with the artisans



Collaboration with Hampi Center for Design. Key agreements:

- **Ensure improvement of livelihood of existing artisans** (*10 artisans, 10 projects* per artisan, minimum income of INR 6 lacs per annum, a 4 fold improvement from current earnings*)
- **Ensure design and implementation guidance via workshops with architects and product designers**



**projects = buildings and/or home-décor products*

Date: 29/11/2018

TO WHOMSOEVER IT MAY CONCERN

The **Hampi Center for Design – Incubation Cell** is an attempt to identify indigenous Indian Crafts which are facing a challenge of modernization. The Center attempts to document such crafts and also support the existing master craftsmen, to train and spread the craft to more people. Along with it, the Incubation Cell intends to support the craftsmen by identifying projects for the same and look into potential growth of the craft.

The present project of **Pavaratty Finish Workshop** along with **Mr. Pranav Premkumar** is an effort to have a series of workshops where the craft is introduced to local artists, architects and students of architecture and also to parallelly identify local craftsmen who can learn the craft and become part of the Incubation Cell's venture to support the particular craft. We intend to train 10 local artisans along with master craftsmen and spread the word among architects and students of Architecture to see that it becomes a project by itself. On an average we are addressing close to 10 projects for each craftsmen - every year. That is about 100 projects to be ensured and seen through in the coming year. This increases the income capacity for the craftsmen and financially support them along the fair trade policy.

The overall project cost for the workshop would be **50,000 ₹** to support the **10 artisans** to attend the workshop. Ar. K. Jalsim of Jalsim - Fountainhead, Ar. Vinu Daniel of Wall Makers, Ar. Prathima Seethur of Wright Inspires, Ar. Chitra Vishwanath of Biome Environmental Solutions are some of the architects we will collaborate with to promote and support the craft.

We also intend to come out with new range of products using this craft as a technique and create an alternative business model for the same craft to survive.

Thank you.

Ar. K.S. Chetan
Founder
Hampi Center for Design

Yet another means of establishing trust is to work on their terms and on their turf.

Product prototype workshop at Pavaratty (Nov 25-28)



Results



1. **Agreement to further the project from 2 groups of artisans from Pavaratty (10 artisans)**

Results



2. Prototype of 3 home-décor products

Results



3. Video recording of process for awareness sessions for architects and publicity

Next steps



- **Final edit of the following videos:**
 1. **Publicity video for innovation pod**
 2. **Pavaratty process documentation**
- **First innovation pod/workshop between artisans and architects in Bangalore on December 20 2018**
- **A 3 week home-décor product prototype workshop in collaboration with HCD and Mudfingers starting mid Jan 2019**



I request for...

Innovation Pod

- **INR 60000** for training session of 10 craftsmen @ cost of INR 6,000 per person

Expected output: 100 projects in 2019

Prototype sessions

- **INR 70,000** for a 10-day session
Artisan payment: INR 45,000
Material cost: INR 15,000
Food, travel, stay: INR 10,000

Expected output: Products amounting to INR 75,000 minimum

Expected impact

Dec 2018

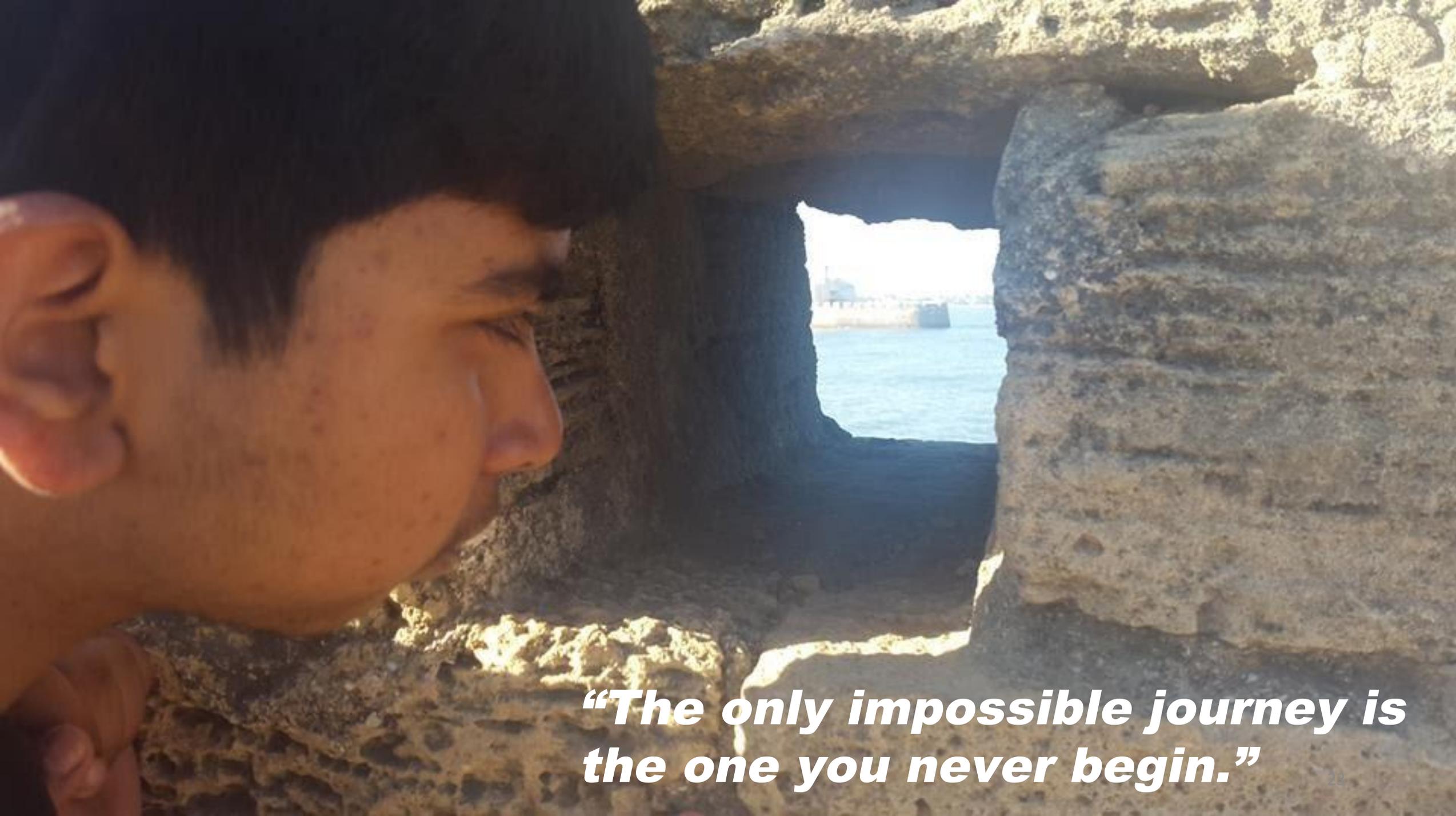


- **Earns INR 1 lakh per annum**
- **80% of earning from laying tiles as a daily-wage labourer**
- **Practices traditional Pavaratty techniques learnt from his elders**

Dec 2019



- **Earns a minimum of INR 6 lacs per annum**
- **100% of earning from being a Pavaratty Finish expert**
- **Exposed to modern techniques**



“The only impossible journey is the one you never begin.”