

1) Shilpkatha- An annual craft initiative at SID



One of the best practices is of our institute is “**Shilpkatha**” - **An annual craft initiative at SID with objective to bring about product diversification of heritage Indian crafts.**”

The students of SID take up a craft and explore the history associated with it. Artisans from these places also participate in this event for exhibition and demonstrations.

It helps to facilitate social awareness through education by participation and reflection of potential of the students through myriad ways of empowerment and competence building.

1. Objective:

- To promote the development of social and moral responsibility through design education.
- To provide social awareness through education by participation and reflection
- To provide services to the society through user centric design research.

2. The Context:

Key challenge for a design institute like SID was:

To use its core competency to create an impact through design in the social scenario and tackle it creatively. This simply cannot be achieved through classroom teaching, but has to be achieved through collective participation in meaningful activities.

3. The Practice:

By 2030, India will be amongst the youngest nations in the world. With nearly 140 million people in the college-going age group, one in every four graduates in the world will be a product of the Indian higher education system and her 70 million student population is a

force to reckon with. At the same time it is important that this global pool moving through Indian higher education system has the necessary values to recognize the global social responsibilities and act as global citizens who hold good morals and are able to distinguish the good from the bad.

The practice adopted at institute recognizes this challenge and understands that moral education and education per se is the same thing as they both involve the use of reason to resolve issues. It ensures that curriculum and course design structure do not model and enforce authoritarian social relations, thereby ensuring effective learning environment. The institute addressed this by introducing course on craft documentation in its third year of design. The course is specifically designed for fulfilling design requirements of crafts and NGO's.

In order to undertake projects the students are given the detailed design brief and after carefully reading and knowing the requirements the students approach faculties with the itinerary. Only once the students have an understanding towards the project and their compatibility they register under their mentorship to undertake the craft documentation projects.

Institute has always taken an initiative to work with various NGO's and craft clusters. In the course of doing so *ShilpKatha* is one such initiative that is now almost a part of the institute's culture. It is an amalgamation of more than six months of efforts put in by the students and curated by the faculty at S.I.D, who have shown a corroborating interest in nurturing the dying crafts of India. The course is designed in a way that the students spend time with the craft family and brings back the colors to the institute. The event pans throughout the country in the form of an exhibition along with the filming of documentaries made by the students during their visit. The Craftsmen's who helped the students get acquainted to the marvels of our country are also specially invited for the event to demonstrate and brief the audience about the nuances of these crafts.

5. Evidence of Success

The Craft documentation has been well planned, designed and executed by the team of faculty mentors and students. There have been numerous projects that have been undertaken by the institute and helped the underprivileged communities. Now in its 11th year

of Shilpkatha, there have been almost more than 85 crafts that have been visited by the students under craft documentation.



The event held in 2019-20 was graced & inaugurated by Dr.S.B Mujumdar-Founder& Chancellor, Symbiosis Group of Institutes, Dr. Rajani Gupte- Vice Chancellor, Symbiosis International University, Prof.Sanjeevani Ayachit- Officiating Director, SID, and Industry Guests- Mr.Anthony Lopez, Mr.Ghatit Laheru & Ms. Malvika Shetty.



‘Odisha’, a state that emanates culture and tradition, with its array of temples, its innumerable tribes, its weaves and textiles and not to forget its sweets, was the theme of craft documentation this year. The students discovered, explored and got a chance to unearth its rich history. Despite the occurrence of cyclone Fani, the artisans supported and facilitated the students during the entirety of the project even though their livelihood was affected.

The two day annual Craft Sustenance initiative “Shilpkatha” has an institutional objective of conserving and bringing about a product diversification of heritage Indian crafts. In year 2018-19, Students from all the four disciplines i.e. Communication Design, Industrial Design,

Fashion Design and Fashion Communication visited Maharashtra, Karnataka, Telangana etc. and explored the various crafts practiced in those regions.



Some of the crafts covered this year were Phool Patti from Uttar Pradesh, Pipli from Odhisa, Soof from Gujrat, Phulkari from Punjab, Nakshi Kantha from West Bengal, Thusi from Kolhapur, Dokra from Bastar, Lacquer work from Jaipur, Rose wood inlay from Jaipur, Blue pottery from Rajasthan etc.

The annual Craft Sustenance initiative titled Shilpkatha in the academic year 2017- 2018 was scheduled on 6th and 7th October, 2017 at the SID campus.



Some of the crafts covered this year were Phool Patti from Uttar Pradesh, Soof from Gujarat, Phulkari from Punjab, Chamba Rumal from Himachal Pradesh, Rosewood inlay, Mysore, Karnataka etc.

As an extension to this activity, this year we are hosted a seminar and panel discussion on the theme, 'Crafts: Design, Luxury Compatibility and Management' for which esteemed speakers working for craft sustenance had been invited. Dr. SB Mujumdar along with Toolika Gupta and Sanjeevani Ayachit inaugurated the exhibition.

The annual Craft Sustenance initiative titled Shilpkatha in the academic year 2016- 2017 was scheduled on October 14th and 15th at the Symbiosis Institute of Design campus. Some of the crafts covered are Pochampally and Gollabama sarees from Andhra Pradesh, Kolhapuri Chappals from Maharashtra, Netti pattam and Chettinad sarees from Tamil Nadu, and so on.

An exhibition showcasing the process panels, garments and promotional collaterals developed using the crafts studied was put up in the atrium and the exhibition hall.



This year, in tune with our endeavor to do something different with the event every time, we hosted a cultural performance by Yakshagana artists from Karnataka, an Odissi dance performance by internationally acclaimed **Odissi dancer** Ms. Meera Das and much more.

Prof (Dr) Anjali Karolia graced the occasion as chief guest for the event. She is the Head, Department of Clothing and Textiles, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.

To convince the artisans to use newer, better and faster techniques becomes a challenge at times. Also adaptation of contemporary motifs/ designs does not relate to their traditional craft skills.

Accommodation for the students-

Most of these craft clusters are in the remote interiors of our country where transport, accommodations and basic facilities becomes a hindrance in reaching them.

This notable practice of SHILPKATHA has been working on the effort to “Reaching Out: Strengthening Ties with the Community”. It helps to cultivate a sense of social responsibility in the students and inspire community work that would also help in bridging the theory-praxis divide. This entails taking teaching beyond books and text and bringing it closer to context.





Students regularly take to working for organizations and various NGOs, while also undertaking academically driven research projects of applied nature. Various departments of the college affiliate themselves and work in collaboration with nationally acclaimed associations. The students here are empowered through educational and co-curricular tasks alike to be better citizens and leaders in fast-changing culture of the country

Apart from these we also inculcate sensitivity and responsibility towards environment in our students