

Progressive Report of USTTAD Craft- Bloc Printing

Project Duration- 04 Month (15 Jan 2017 to
15 May 2017)



USTTAD (Upgrading the Skills and Training in
Traditional Arts/Crafts for Development)

Submitted To

Ministry Of Minority Affairs, New Delhi

Submitted By-

Shri Krishna Gramothan Samiti, Morena (M.P)

USTTAD (Upgrading the Skills and Training in Traditional Arts/Crafts for Development)

Ministry Of Minority Affairs

About USTTAD Scheme?

The scheme “Upgrading the Skills and Training in Traditional Arts/Crafts for Development (USTTAD) was launched in May, 2015 and following activities have been taken up to assist the artisans:

(i) “Shilp Utsav” component of the scheme has been implemented through ”National Minorities Development and Finance Corporation (NMDFC) to provide support to minority craftsmen/artisans for marketing their products. NMDFC has held 8 exhibitions in the States of Haryana, Karnataka, Gujarat, West Bengal, Uttar Pradesh, Maharashtra and Delhi, including a “Hunar Haat” in the India International Trade Fair (IITF) 2016, and assisted 719 artisans to enable them to establish national and global market linkages.

(ii) The Ministry has also engaged Knowledge Partners viz. National Institute of Fashion Technology (NIFT) and National Institute of Design (NID) to work in various clusters for design intervention; product range development; packaging; exhibitions, fashion shows and publicity; tying up with e-marketing portals to enhance sales; and brand building. Both the institutions have identified total 36 craft clusters with 20-30 artisans in each cluster for their capacity building.

The Central Government is committed to development of traditional artisans of the city and to restore the glory of Varanasi. This was stated by Shri Mukhtar Abbas Naqvi, the Union Minister of State for Minority Affairs & Parliamentary Affairs last evening in Varanasi at the launching of ‘USTTAD’ scheme, in Varanasi (on 14.5.2015). The scheme will be helpful in this effort as the ensuring growth of lakhs of traditional artisans of the city.

Addressing a gathering during launch of the “USTTAD” (Upgrading the Skills and Training in Traditional Arts/Crafts for Development) scheme, Shri Naqvi said Varanasi has been famous for its ‘ghats’, temples, Banarasi saree, and traditional arts/crafts and silk weavers in the entire world but unfortunately the city’s glory has been affected during last few years as the city and its. Shri Naqvi said a large section of minority community is engaged in traditional arts/crafts for several generations. The scheme has been launched to preserve rich heritage of traditional arts/crafts of minorities and build capacity of traditional artisans/craftsmen. The scheme will also establish linkages of traditional arts/crafts with the national and international market and ensure dignity of labour. The scheme, which will be funded by the Central Government, will prepare skilled and unskilled artisans and craftsmen to compete with big companies Shri Naqvi expressed confidence that the scheme will provide employment opportunities and a better future to the youths belonging to the minority community.

About Ujjain and Dhar

Ujjain

Ujjain is the largest city in Ujjain district of the Indian state of Madhya Pradesh. It is the fifth largest city in Madhya Pradesh by population and is the administrative centre of Ujjain district and Ujjain division.

An ancient city situated on the eastern bank of the Kshipra River Ujjain was the most prominent city on the Malwa plateau of central India for much of its history. It emerged as the political centre of central India around 600 BCE. It was the capital of the ancient Avanti kingdom, one of the sixteen mahajanapadas. It remained an important political, commercial and cultural centre of central India until the early 19th century, when the British administrators decided to develop Indore as an alternative to it. Ujjain continues to be an important place of pilgrimage for Shaivites, Vaishnavites and followers of Shakta.

Ujjain has been selected as one of the hundred Indian cities to be developed as a smart city under PM Narendra Modi's flagship Smart Cities Mission.

Geography

Ujjain is located in the west-central part of India, and is north of the upper limit of the Vindhya mountain ranges. Located on the Malwa plateau, it is higher than the north Indian plains and the land rises towards the Vindhya Range to the south. Ujjain's co-ordinates are 23°10'N 75°46'E with an average elevation of 494 m (1620 ft). The region is an extension of the Deccan Traps, formed between 60 and 68 million years ago at the end of the Cretaceous period. The city is on the bank of the river Shipra which flows into the nearby Chambal. The tropic of cancer also passes through a temple named Karkoteshwar, located near Harsiddhi Mandir in Ujjain.

Demographics

According to the 2011 census, Ujjain has a population of 515,215, 264,871 of whom were male and 250,344 female. The sex ratio is 945 per 1000 males, and the child sex ratio is 929 girls per 1000 boys. The city has 58,972 children under the age of six. There were 30,573 boys and 28,399 girls, which formed 11.45% of the total population of the city.

The total literates in the city were 385,193, of whom 210,075 were males and 175,118 were females. The average literacy rate of the city is 84.43 percent. Male and female literacy were 89.66 and 78.90 percent, respectively.

Culture

Ujjain is considered one of the holiest cities in India, and is a popular pilgrimage centre. Some of the notable sacred places in the city include:

Mahakaleshwar Jyotirlinga

Mahakaleshwar Jyotirlinga (महाकालेश्वर ज्योतिर्लिंग) is one of the most famous Hindu temples dedicated to Lord Shiva and is one of the twelve Jyotirlingams, which are supposed



to be the most sacred abodes of Lord Shiva. It is located in the ancient city of Ujjain in the state of Madhya Pradesh, India.

Chintaman Ganesh temple

Chintaman Ganesh is the biggest temple of Lord Ganesha in Ujjain.



Bherugarh

Bherugarh is a Village in Ujjain Tehsil in Ujjain District of Madhya Pradesh State, India. It belongs to Ujjain Division. It is located 12 KM towards West from District head quarters Ujjain. The total population of this village is 25000 (approx). Bherugarh is well known for its Block Printing and tradition art and craft work. One of the famous printing work which known as “BHERUGARH PRINT” printed here.

Dhar

Dhar is a city located in the Malwa region of western Madhya Pradesh state in central India. It is the administrative headquarters of Dhar District, and was the capital of the Rajput DharState as **Dharanagar** from 1732 (previously the Raja had his seat at Multhan from 1728). The town is located 33 miles (53 km) west of Mhow, 559 m (1,834 ft) above sea level. It is picturesquely situated among lakes and trees surrounded by barren hills, and possess, besides its old ramparts, many interesting buildings, some of them containing records of cultural, historical and national importance.

Demographic

As of 2001 India census Dhar had a population of 75,472. Males constitute 52% of the population and females 48%. Dhar has an average literacy rate of 70%, higher than the national

average of 59.5%: male literacy is 76% and, female literacy is 63%. In Dhar, 14% of the population is under 6 years of age.

Culture

✚ Kamāl Maula Campus

Kamāl Maula is a spacious enclosure containing four tombs, the most notable being that of Shaykh Kamal Maulavi or Kamal al-Din (*circa* 1238-1330). He was a follower of Farīd al-Din Gañj-i Shakar (*circa* 1173-1266, see Fariduddin Ganjshakar) and the famous Chishti saint Nizamuddin Auliya (1238–1325). Some details about Kamal al-Din are recorded in Muḥammad Ghauthi's *Azkar-i Abrar*, a reliable hagiography of Sufi saints composed in 1613.

✚ Bhoj Shala

The hypostyle hall immediately next the tomb of Kamal Maula is made of re-cycled temple columns and other architectural parts except for the Mihrab and Minbar which were purpose-built for the monument. It is similar to the Laṭ Masjid though earlier in date as an inscription of A.H. 795/C.E. 1392 found nearby records repairs by Dilāwar Khan.

Bagh

Bagh is a Village in Kukshi Tehsil in Dhar District of Madhya Pradesh State, India. It belongs to Indore Division. It is located 80 KM towards south from District head quarters Dhar. The total population of this village is 5000 (approx). Bagh is famous for block printing it's known as "BAGH PRINT". Bagh has a notable presence in traditional art and craft in India.

About NGO

Shri Krishn Gramotthan Samiti is a registered 'society' under the Societies' Registration Act, XXI of 1860 with Registration No.1915, dated 26-03-1997. To foster its growth and to specialize in rural tribal development programs, SKGS registered under the under Section-6(I) of the Foreign Contribution (Regulation) Act, 1976 by the Ministry of Home Affairs, Govt. of India for receiving foreign contributions. It is also registered under section-80(G) (5)(vi) of the income Tax Act, 1961 by the Director of income Tax (Exemptions), Morena with PAN NO AAFTS5788N.

Shri Krishn Gramotthan Samiti has been working for the integral development of the people. Integral development means much more than financial development or well-being. It certainly means the total development of the facilities of the individual and the society. Shri Krishn Gramotthan Samiti had such vision, mission and scope. It can achieve through mutual collaboration, collective effort and hard work for the goodwill of the society. The formation of Self Help Group, Federation, cooperative society, water and sanitation etc.

Vision

To create opportunities for the marginalized and the under privileged groups for their socio-

economic development to mainstreams without discrimination of cast, creed, language, race and religion

Mission

Through building local level institutions, capacities of poor and needy youth, women, dalits, tribes and small and marginal farmers with special reference to Education, health & natural resource management.

Key Interventions Program

- Social integration and rehabilitation of target group
- Education for Children Empowerment

- People's participation (Children, Youth & Women)

- Empowerment of the marginalized youth and women

- Policy advocacy, support and information dissemination

- Training and developmen
- Urban poverty and livelihood

- Resource mobilization and social marketing

Aim and objective of the Training Programme

- The aim is to introduce, promote and encourage different form of Traditional Handicraft among the people living in the rural area of Madhya Pradesh.
- The objective is to present a well dignified way of earning livelihood to the people who are not aware of their own skills.
- The objective is to educated people about the up gradation taken place in the world of Craft.
- The aim is to explore the skills, talent, and Zeal handing among the people situated in such places like Ujjain, Indore city.
- The objective was to train people new pattern of craft to match up with current scenario and demand.
- The objective is to create awareness of the value of traditional handicraft which in term of value is touching skies.

Introduction of Bloc Printing

Block printing is a technique for printing text, images or patterns used widely throughout East Asia and originating in China in antiquity as a method of printing on textiles and later paper.

Block printing involves carving the desired pattern onto a large block, covering that design in ink or dye, and stamping it onto the fabric. While blocks could be made from stone, they were most commonly made of wood.

It's actually very similar to the way that the first printed books were created. This may sound simple, but keep in mind that each block can only be covered in ink or dye of a single color. Every different color must be applied with a block containing only the part of the overall design utilizing that color.

This is an ancient technique, dating back at least to the ancient civilizations of India, Egypt, China, and Assyria, but used widely throughout history around the world.

Block printing has been a method of reproducing images and text on both paper and fabric for over 2,000 years. Learn the history of this technique as well as the various methods and materials used over time in this lesson.

The Value of Block Printing

Imagine for a moment that you live in the year 1,000 C.E. and you have an idea you want to write down and share with others. Maybe you have important news to spread, or just a really funny anecdote. But you have no internet, no computers, and no copy machines. You are left with two options:

1. Write your document over and over, a tedious and time-consuming task, or
2. Create a block print, where you produce the page once on a block of wood and print it as many times as desired.

Techniques of Block Printing

Stamping

Used for many fabrics, and most early European woodcuts (1400–40). These items were printed by putting paper or fabric on a table or a flat surface with the block on top, and pressing, or hammering, the back of the block.

Rubbing

Apparently the most common for Far Eastern printing. Used for European woodcuts and block-books later in the 15th century, and very widely for cloth. The block is placed face side up on a table, with the paper or fabric on top. The back of the paper or fabric is rubbed with a "hard pad, a flat piece of wood, a burnisher, or a leather frotton".^[2]

Printing in a press

"Presses" only seem to have been used in Asia in relatively recent times. Simple weighted presses may have been used in Europe, but firm evidence is lacking. Later, printing-presses were used (from about 1480). 1465 had "unum instrumentum ad imprintendum scripturas et ymagines cum 14 aliis lapideis printis" ("an instrument for printing texts and pictures with 14 stones for printing") which is probably too early to be a type printing press in that location.

Methodology

The main purpose of the organization should be to develop products that are not only marketable for the artisans but also create value to be higher level for this the organization is expected to make best use of the skills and infrastructure with available resources and craftsman and artisans. The organization are give our best and make full use of the artisan's skills & the raw materials provided to him.

Methodology, development techniques

The work was undertake the following sequence

- Identification of the area where the block printing work done previously.
- Selecting the area where project take place in identify area.
- Identification of the artisans cluster and selecting artisans in the area in other words we can Mobilization of the trainee.
- After mobilization of trainee identify and study the existing skills of the artisans.
- Upgrading their existing skills through Upgrading training programme of Block printing craft.
- Familiarization with present technology & equipment with help of available infrastructure.
- Testing the craftsman through hand on training with equipment and lectures.
- Obtaining feedback on prototype products.
- Analysis of feedback.
- Developing final prototype on the basis of market feedback.
- Marketing these products.

Training programme schedules and progress time to time

S.No.	Date	Time(In days)	Work	Description
1	01/01/2017	1 days	Inauguration	First day of programme started from

			of training Programme	the inauguration. In this sequence all craftsmen/ master trainer & trainee/ Artisans and organization coordination and some other people present.
2	02/01/2017 to 15/01/2017	14 days	Master trainer and trainee Orientation Programme	14 days Master trainer and trainee orientation programme taken places from 02/01/2017 to 15/01/2017 . The main purpose of this programme is that informed master trainer about the whole scheduled of training programme which given by ministry and informed about new techniques & pattern of block printing and also take their comment and suggestion for how they assist or trained trainee during the whole training programme. And meanwhile trainee introduction and orientation also take place in this orientation programme trainee know about what is USTTAD , How the training programme going to take place in 04 menthe. Organization coordinator takes a session and tells about Self Help Group to

				trainee. Like that whole 14 days programme take places and different –different speaker come and entertain to trainee and master trainer
3	16/01/2017 to 15/03/2017	2 Months	Training programme	02 Months training from 15/01/2017 to 15/03/2017 and this programme going point to point as following:

16/01/2017 to 15/03/2017 training programme

S.No.	Time (Days)	Work	Description
1	02 days	Washing	First of all washing of fabric to make soft.
2	02 days	Sanchora	Application of castore oil & Hareda Powder solution.
3	03 days	Khera kashing	Preparation of color with Alum solution.
4	03 days	Coloring	Preparation of past of color. Mix different –different color for printing.
5	10 days	Normal color Printing	In 20 days schedule master trainer tell about normal printing to trainee. 6 hours training take places in a day. In 6 hours 2 hours theoretical and 04 hours practical take place.
6	08 days	Wax printing	In this 08 training trainer tell to trainee about wax printing. It is form of block printing in this the artisan print design and pattern from Wax (MOM). This techniques use for artisan hand prints actually design of

			pattern.
7	20 days	Color Printing	20 days printing done by trainee from the “PAKKA” Color. This type printing when artisan done basic printing have some amount of experience. Because this color is not wash from the fabric. This color only when final touch gives to product.

Formation of Self Help Group(SHG's)

Self Help Group

Self-Help Group (SHG) is a small voluntary association of poor people, preferably from the same socio-economic background. They come together for the purpose of solving their common problems through self-help and mutual help. The SHG promotes small savings among its members. The savings are kept with a bank. A SHG may be registered or unregistered. It typically comprises a group of micro entrepreneurs having homogeneous social and economic backgrounds; all voluntarily coming together to save regular small sums of money, mutually agreeing to contribute to a common fund and to meet their emergency needs on the basis of mutual help. They pool their resources to become financially stable, taking loans from the money collected by that group and by making everybody in that group self-employed. The group members use collective wisdom and peer pressure to ensure proper end-use of credit and timely repayment. This system eliminates the need for collateral and is closely related to that of solidarity lending, widely used by micro finance institutions. To make the bookkeeping simple, flat interest rates are used for most loan calculations.

Advantages of SHG's

- An economically poor individual gains strength as part of a group.
- Besides, financing through SHGs reduces transaction costs for both lenders and borrowers.
- While lenders have to handle only a single SHG account instead of a large number of small-sized individual accounts, borrowers as part of an SHG cut down expenses on travel (to and from the branch and other places) for completing paper work and on the loss of workdays in canvassing for loans.
- Where successful, SHGs have significantly empowered poor people, especially women, in rural areas.

Formation of SHG by the organition

Organization formed 10 SHG's in Bharugarh (Ujjain) and 5 SHG in Bagh (Dhar). All SHG has 20 members. 3 people have the signatory authority in these SHG (1 president, 1 secretary, 1 treasurer). The bank account of SHG opens in bank with name of signatory authority.

Photograph group and programme

Inauguration Day:

