

# Swavalamban Karyashala

**Workshop for Art-Based Enterprises & Entrepreneurs/Micropreneurs**



Sponsored by: Small Industries Development Bank of India

Organized by: Entrepreneurship Development Institute of India Ahmedabad

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## Programme at a Glance

1.	<b>Name of Program</b>	Swavalamban Karyashala on Art Entrepreneurship & Art-based Enterprises
2.	<b>Workshop theme/subject</b>	Art-Entrepreneurship Development
3.	<b>Name of Sponsor</b>	SIDBI
4.	<b>Name of Organiser</b>	Entrepreneurship Development Institute of India (EDII) Ahmedabad
5.	<b>No. of Participants</b>	40-50 participants/Workshop
6.	<b>Workshop Location</b>	Kolkata, Varanasi, Mumbai and Chennai
7.	<b>Workshop Duration</b>	1 Day (7 Hours 30 Minutes)
8.	<b>Timing</b>	10:00am to 05:30pm
9.	<b>Programme Director</b>	Dr. Ishwar Kumar, Assistant Faculty, EDII Ahmedabad

# **Swavalamban Karyashala-Art Entrepreneurship Workshops**

**At**

**HARISHCHANDRA P. G. COLLEGE, VARANASI**

## **Contextual Background: The logic of transforming Artists into Artpreneurs**

India is a land of art and craft that is deep rooted in its culture. It is a land where classical melodies merge seamlessly with a mesmerising mosaic of exquisite paintings, ancient weaves and other handicrafts, divine dance forms, fascinating festivals and scintillating sculptures, etc. India promotes different forms of arts and crafts through its culture. With each of its states and union territories bursting with ethnic flavours that multiply at every turn, the country could boast for several artists, artisans and the vitality and vivacity in their work. However, with changing time, people are more inclined towards low cost, machine manufactured products, resulting in decreasing charm of hand made products. With passing time, the socio-economic condition of these artisans are not what it should be and therefore need to be uplifted to make them economically comfortable as compared with the mainstream population so that they are able to meet their livelihood and focus on providing exclusivity in the product of their art form that they are practising.

Entrepreneurship has been visualized as one of the strategic development interventions which can accelerate the socio-economic development process of artisans and art-based enterprises in India. In recent years, budding entrepreneurs are trying to devise new methods and means to develop better outreach and tap the global demand for art and craft through social media, apps, e-commerce websites, online exhibitions, etc., which can provide better economic means and employment option for the future generations of artisans. These artisans are trying hard to earn livelihood through their skills with the business development support from middlemen. But still there is a need to put more efforts and interventions to uplift them by making them capable of developing micro-enterprises and self-sustaining them. Therefore, capacity building through entrepreneurship training and development of micro-entrepreneurs out of these individual artisans can only bring economic development/sustainability in their life.

In view of the above, Entrepreneurship Development Institute of India (EDII), Ahmedabad being a national resource institute in the field of Entrepreneurship Education, Training, Research and Institution building had proposed to conduct one day workshops in different locations across India to understand the capacity building needs of the artisans for entrepreneurship development. These workshops would not only sensitize the prospective and the existing artisans toward entrepreneurship development but also develop a deeper understanding about the training requirements to uplift the socio-economic condition through well planned customized thematic training programmes which suit the need and requirement of prospective and existing art-based entrepreneurs. Thus, the main objective of these workshops was to sensitize the artisans for the development of micro/small ventures around their skill. EDII would conduct these workshops in association with local institutions having expertise in training and mentoring artisans/micro and small entrepreneurs.

### **About the Workshop**

As pointed above, because of innovation and new technologies it is now possible for an artist living in a remote village to reach out to a customer in cities within India and or any part of the globe. Therefore, it would be a strategic step to develop their entrepreneurial capabilities for self-enterprise management and free them from the clutches of middlemen.

With this objective of developing “Swavalamban” or Self-capability among the artists and artisans, a workshop was conceptualized with the help of SIDBI, DC-MSME and EDII to promote Art Entrepreneurship and Art Based Enterprises in India. These especially designed workshops were for capacity building of micro-entrepreneurs who have been or want to be in business because of their skills in art and craft but they did not have the benefit of formal training in small enterprise management prior to launching their ventures. By and large, such enterprises operate at or above break-even level and are yet to stabilize. Participation in these workshops would help them in improving their business performance and thus help them grow their business. Though there would be no condition for any minimum level of education, functional literacy was considered to be sufficient enough for the participants to understand various business concepts that would be discussed during these sessions.

These workshops were planned for one complete day consisting of 6-7 hours of inputs on different aspects of art entrepreneurship and enterprise management. It was aimed at creating awareness about art entrepreneurship and to motivate people to start/scale up their art based

enterprises across the country. The workshops were planned to be conducted in Mumbai, Kolkata, Chennai and Varanasi.

## **Target Group**

The workshop was specially designed for existing, budding & aspiring art-based entrepreneurs. Although, it was not mandatory, but the organizers have tried to promote due representation of women artisan and artists. The key target groups for these workshops were following:

- Existing entrepreneur who would like to diversify or want to scale-up their art based enterprises;
- Aspirants with qualification/experience willing to become 'swavalambi' in the area of art;
- Stakeholders in the entrepreneurship eco-system, relevant government departments and chamber of commerce and industry / industry associations, MSME promotion agencies/ institutions and consultants etc.

## **Workshop Duration**

Duration of the proposed workshop was for a day long duration (i.e. from 10:00 AM to 5:30 PM) consisting of 6-7 hours of inputs slated in 4 sessions during the day.

## **Mobilization of Participants**

Promotional activities for these workshops were carried out as per following details:

- Letter to the Principals of academic institutions, secretaries of art clubs and societies, art exhibition halls/art galleries, artist unions, NGOs, etc. in the target locations to nominate artists and artisans along with a request to spread the instructions to concerned beneficiaries.
- Letter to the Regional Directors of MSME-DI, DIC, DC (Handicraft), SIDBI office of concerned district to participate and nominate art entrepreneurs and spread the message among the target group.

- Tele-calling to potential candidates as per list prepared on the basis of information gathered from different sources.
- Publicity through Social Media.

## **Pamphlet Sample**

# स्वावलंबन कला-प्रतिभा कार्यशाला

**1**  
ONE DAY WORKSHOP  
*Art* BECOME an  
Entrepreneur

## PROGRAMME CONTENT

- Art Entrepreneurship- the Underpinning Rationale
- Preservation of tradition skill and art
- Business opportunities centered around art
- Deriving enterprise proposition from pure art forms
- Ways and Means of Promoting Art Based Enterprises
- Leveraging schemes for Art Based Enterprises
- Learning from 'Best Practices'

## TARGET GROUP

- Qualified artists aspiring to be an art based entrepreneur
- Existing entrepreneurs who want to grow their art based enterprise
- Professionals from MSME promotion agencies & consultants

## OBJECTIVE

- To explore ways and means of promoting Art based Enterprises
- Bolster effort for promoting entrepreneurship and creating enterprises in the domain of art

## FACULTY

- Subject matter experts in specialized fields will deliver sessions, Entrepreneurs of good performing enterprise will also interact with the participants.

Sponsored by :



Date : 21st March 2021

Time : 9:45 AM-5:15 PM

Venue:

Harish Chandra PG College,  
Maidagin Crossing, Daranagar,  
Kotwali, Varanasi, U.P. 221001

Contact for registration

Dr. Ishwar Kumar,  
Assistant Faculty, EDII.

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## The Institute



The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII began by conceptualising Entrepreneurship Development Programmes (EDPs), and subsequently launched a fine tuned and a tested training model for New Enterprise Creation, popularly known today as EDII-EDP model. EDII moved on to adopt the role of a National Resource Institute in the field, and today, together with three other exclusive national institutions, it is successfully backing about 12 state level entrepreneurship organizations by human resource development and by sharing research findings, new teaching techniques & learning material. Today this effort has

also been broad-based internationally with Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam and Uzbekistan, in addition to efforts in the process, in select African countries.

To enhance the impact of EDPs, the Institute, over the years, introduced the several development models. While the informal sector was majorly brought into the ambit of activities, rural and urban poverty alleviation also became a priority with the models getting widely replicated. Today EDII designed integrated programme for start-ups (Village Entrepreneurship) is being replicated nationally. EDII conducts a variety of programmes and projects under the Departments of Entrepreneurship Education; Policy Advocacy, Knowledge and Research; Projects; Business Development Services & National Outreach and Developing Economy Engagement.



### Entrepreneurship Development Institute of India

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## Sample Registration Form



स्वावलंबन कला-प्रतिभा कार्यशाला

**Workshop on Art Entrepreneurship and Art based Enterprises**

*Sponsored by Small Industries Development Bank of India*

**Registration form**

Place of Workshop \_\_\_\_\_

Name \_\_\_\_\_

Gender \_\_\_\_\_ Contact Number \_\_\_\_\_

E mail id \_\_\_\_\_ Date of Birth \_\_\_\_\_

Mother Tongue \_\_\_\_\_

Permanent address with Pin code

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Communication Address with Pin Code

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Education \_\_\_\_\_ Qualification in Art \_\_\_\_\_

Occupation \_\_\_\_\_

*For working professionals*

Employment type \_\_\_\_\_

Organization and year of experience \_\_\_\_\_

## Banner Sample

# SWAVALAMBAN KARYASHALA for Art-based Enterprise & Entrepreneurs / Micropreneurs



**21st March  
2021**



Harish Chandra PG College,  
Maidagin Crossing, Daranagar, Kotwali,  
Varanasi, Uttar Pradesh 221001

Time : 09:45 am to 05:15 pm

Supported by :



Contact Details :

**Dr. Ishwar Kumar,**  
Assistant Faculty, EDII

Ph. No.: 8105782039

Email ID : ishwar@ediindia.org

## Swavalamban Karyashala for Art Entrepreneurship and Art Based Enterprises

### Background

In India, skilled professionals like artists, designers and craftsmen have been acknowledged for their dexterity and brilliance since long. However, due to augmentations in the supply and demand of manufactured products, there have been challenges to the cost competitiveness of hand made products, and because of these challenges the community of artists and art-based entrepreneurs have suffered a lot in the past few decades. Moreover, globalization has acted as both barrier and enabler in the growth of art-based businesses. But, in recent years, due to growth in e-commerce and other technological innovations, there has been a revolutionary change in the performance of art-based enterprises and has given transactional benefits to the artist community.

Participation of artisans as entrepreneurs in the economic development of the country is becoming important as they have been successful in exhibiting their competence in setting up and managing micro and small enterprises. Participation of artisans in the business field is also substantial since many entrepreneurs have started their ventures successfully which are not only earning profits but are also earning name in the entrepreneurial fraternity. Perseverance, hard work, skills, knowledge, adaptability and practicality are some of the qualities which have made possible for them to turn their dreams into reality.

However, apart from the success stories, there are many such stories where initial efforts by artisans as entrepreneurs have been marred by a number of hindrances in the form of Business-Communication, Creativity, Problem Solving, Decision Making, Negotiations, Leadership, and Networking etc. Because of these barriers, even a good artist does not turn out to be an entrepreneur who can perform better. However, gradually it has been proven that entrepreneurial skills and talent are not innate qualities but that they can be inculcated within a potential entrepreneur and their efficiency enhanced through a number of interventions and training programs can sustain her/his enterprise in the longrun.

### Rationale

The success of a business depends upon the following:

- The efficiency of planning
- The viability and feasibility of the proposed strategies

- The implementation of the planned strategies

One needs a set of both hard and soft skills for successful delivery of all the stages of a business plan. Professional /academic qualification does provide an advantage, however an understanding of strategies is important for successfully carrying out these functions. Although artisans as entrepreneurs have surfaced in most areas of art and craft, yet they find many constraints and barriers in managing their business ventures and taking it to newer heights. A judicious mix of interventions and training in certain key areas of enterprise management can give boost to their ongoing programs and business policies and help them overcome all restraints for successful entrepreneurship.

### **Programme Objectives**

Following are the objectives of this programme;

- To create awareness about art entrepreneurship.
- To introduce participants to the best practices, role models, opportunities and constraints in managing existing art-based enterprises.
- To motivate participants to start/scale up their art based enterprises across the country.

### **Target Group & In-Take**

The target group consisted of existing entrepreneur who would like to diversify or want to scale-up their art based enterprises. It also consisted business aspirants with qualification/experience willing to become 'swavalambi' in the area of art, and other stakeholders in the entrepreneurship eco-system, relevant government departments and chamber of commerce and industry / industry associations, MSME promotion agencies/ institutions and consultants etc. the minimum intake for each programme was 40-50 participants.

### **Workshop Structure, Duration & Inputs**

Art entrepreneurship was the core component of the program. The pedagogy used for these workshops were case studies, lectures, group discussions, audio-visual presentations, and experience sharing with the successful entrepreneurs & program participants themselves.

EDII offers entrepreneurial training & education that is comprehensive, innovative, and inspiring. The unique features of this learning are:

1. Group wise Training for better understanding of strengths of group and leadership development.
2. Training for conceptual clarity and business applications.
3. Identification of the prospective Business and their Business Plans.

To create awareness about art entrepreneurship and motivate existing art based enterprises, inputs related to following topics were imparted;

- Indian culture, preservation & promotion of traditional skills of art through Entrepreneurship
- Identification of business opportunities & deriving enterprise proposition from art forms
- Techno-Economic Feasibility of starting and promoting art based enterprise & learning from 'best practices'.
- Schemes of assistance and support available from the Government, Banks & other Financial Institutions for Art based enterprise
- Awareness about Government Schemes which can lead to enterprise creation/growth of existing enterprises, particularly those started by artisans themselves.

The duration of the program was of 1 day each (6-8 hours). Each workshop had four sessions of one hour and fifteen minutes duration at least.

## Workshop Details

### **Kolkata Workshop**

#### **About the Workshop**

Swabalamban Karyashala-an Art-based Entrepreneurship Workshop was held on 13<sup>th</sup> March, 2020 at the conference hall of Academy of Fine Arts, Kolkata with the support from SIDBI to boost up art-based entrepreneurship in the eastern region. 75 participants from the art & painting, handicrafts, dance, drama, performing art and related field participated in the programme. 25% of the participants were pass out from Govt. College of Art, Kolkata, Viswa Bharati University, ATDC and Anthelian School of Arts and other institutions. 75% of the participants had started their professional career in the trade of art and culture.

The programme was inaugurated by Mr. Sanjeev Arora, AGM, SIDBI, Kolkata. Mr. Arora encouraged the participants to take up career in the field of art and culture and briefed the activities and support available from SIDBI through presentation in his inaugural speech. Besides, Mr. Pranab Naskar, GM, DIC, Kolkata and Mr. P K Satpathy, State Director, KVIC addressed the participants on the respective role of their departments in promotion of art-based entrepreneurship. Most of the participants also exhibited their products / work in the hall and explained the features to the guests andn participants.

In the technical session, speakers / experts from MSMEDI, Kolkata; DST, GoWB; Viswa Bharati Uiversity, Anthelian School of Art and e-commerce & digital marketing discussed on the respective topics. To start with Mr. Deepayan Banerjee, Director, Anthtelian School of Art highlighted the rich art and culture of Bengal and eastern region and their values. He also stressed on rejuvenation of ancient arts and heritage of Bengal and how it can be an important products in international and national market. Prof. Ashis Ghosh, faculty of Dept. of Shipla Sadana, Viswa Bharati discussed on the contemporary art forms and fusion of different materials to give an ethnic look. He deliberation was much appreciated as he stressed on fusion of different artisanal works to boost up livelihood of rural artisans. Smt. Rina Roy, Asst. Director, MSMEDI, Kolkata gave briefing on how MoMSE, Govt. of India can assist the aspiring entrepreneurs / start up entrepreneurs to develop art-based enterprise under the

scheme of PMEGP, MSE-CDP, SFURTI and ASPIRE. Mr. Sudhabrata Ganguly, guest faculty of Bhawanipur Education Society presented on how digital marketing plays in promoting art-based products marketing and power of online marketing to capture the global market. Mr. Amiya Kumar Kalidah, Sr. Scientist of DST, GoWB gave presentation on how to protect own innovation and creative skill through IPR and what is the mechanism of protecting owns' creation / innovation and why is so important in the present context.

The participants' response to the topic was much responsive and beneficial. In the question-answer session, most of the participants interacted with their need like how to start enterprise, how to get market, what are the strategies required for running a enterprise, where to get what, how to start own digital marketing platform, how can get benefit of IPR Act and what are hurdles underlying for a successful venture. Mr. Gautam Majumdar, Associate Professor of EDII and Mr. Subir Roy, Cluster Development Manager coordinated the entire programme and informed the participants on the role and activity of EDII in promotion of Art-based entrepreneurship. They also assured the participants to extend best possible support to the aspiring and start up entrepreneurs. Different case study was also presented before the participants for effective representation and motivation.

The participants and guests were served kit, tea & lunch during the break. Feedback on the workshop were taken at the end of day. Many of the participants appreciated the efforts of EDII and SIDBI in promoting art-based entrepreneurship and art-enterprise. This is a kind of special initiative to boost up energy level of new candidates to enter into this trade. Many participants informed that there is a need of such kind of workshop with specialized topics in continuous basis.

Mr. Subir Roy on behalf of EDII extended vote of thanks to the experts, guests and participants for their valuable contribution and being with EDII for holding the workshop successfully.



## Photographs of the Workshop



*Inauguration of workshop with lighting of lamp by Mr. Sanjeev Arora, AGM, SIDBI ; Mr. P K Saspathy, Director, KVIC; Mr. Deepayan Banerjee, Director, Anthelian School of ART and other dignitaries.*



*Welcome Address by Mr. Gautam Majumdar, Associate Faculty of EDII*



*Inaugural Address given by Mr. Sanjeev Arora, AGM, SIDBI in the workshop*



*Address by Mr. P K Satpathy, Director, KVIC in the inaugural session*



*Mr. Deepayan Banerjee, Director, Anthelian School of Art at the Technical session*



*Display of products and interaction by the participants in the workshop*



*Prof. Ashis Ghosh, Faculty of Viswa Bharati University addressing the participants in the Technical session*



*Mr. Sudhabrata Ganguly, ,guest faculty of Bhawanipur Education Society addressing the participants in the Technical session.*



*Mr. Amiya Kr. Kalidah, Sr. Scientist, DST, GoWB presenting on IPR Act to the participants in the Technical session.*



*Mrs. Rina Roy, Asst. .Director, MSMEDI, Kolkata addressing in the Technical session to the participants*



*Mr. Subir Roy, Cluster Development Manager, EDII extending vote of thanks to the experts, guests and participants*

## Attendance

## SWAVALAMBAN KALA PRATIVA KARYASHALA

## Attendance Sheet

Date : 13-03-2020

Sl.No.	Name	Contact No.	Email-ID	Category	Name of Enterprise / Institute	Signature
1	Diptarshi Sarker	9831964055 7003508398	naholi2011@gmail.com	GEN	NAHOLI	Diptarshi Sarker
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66	Sk. Angur	8001718138	angursk@gmail.com	GEN	CRP	Sk. ANRUP
67	Nilay Biswas	8981512885	nilaybiswad@gmail.com	SC	CAD Designer	Nilay Kumar Biswas
68	Soma Biswas Kapas	8001464988	soumaltcreations@gmail.com	SC	Boutique In Style	Soma Biswas Kapas
69	Ananya Dey	9831996603	beyondhorizon	GEN	RIELG	Ananya Dey
70	Suman Pilua	7908962092	pekuasuman@gmail.com	GEN	M.Des	Suman Pilua
71	Sayan Chowdhury	9038539912	savanindia2@gmail.com	GEN	X-linked Lethal	Sayan Chowdhury
72	Sourav Kumar Panda	9123051216	sourav.k.panda512@gmail.com	GEN	BVA	S. K. Panda
73	Payal Mitra	9903530708		GEN	Music	Payal Mitra
74	Tanmoy Nandy	9851975280	design.tanmoy@gmail.com	GEN	M.Des- Ceramic	Tanmoy Nandy
75	Amit Biswas	7872434030		SC	MFA	Amit Biswas



## **Varanasi Workshop**

### **About the Workshop**

Swabalamban Karyashala-an Art-based Entrepreneurship Workshop was held on 21<sup>st</sup> March, 2021 at the conference hall of Harish Chandra PG College, Varanasi with the support from SIDBI to boost up art-based entrepreneurship in the eastern region. 250 participants from the art & painting, handicrafts, dance, drama, performing art and related field participated in the programme. 25% of the participants were pass out from different departments related to Art from Colleges in Varanasi. 75% of the participants had started their professional career in the trade of art and culture.

The programme was inaugurated by Dr. T. N Singh, Vice Chancellor-Mahatma Gandhi Kashi Vidyapeeth, Padmshri Dr. Rajni Kant. The chief guest encouraged the participants to take up career in the field of art and culture in his inaugural speech. Besides, Mr. Abdulla, Regional Director-DC Handicrafts, Varanasi and Mr. M S Rana, Assistant Director-MSME-DI Varanasi along with other dignitaries addressed the participants on the respective role of their departments in promotion of art-based entrepreneurship. Most of the participants also exhibited their products / work in the hall and explained the features to the guests and participants. In the technical session, speakers / experts from MSME-DI, Varanasi; EDII, Harish Chandra College and guest faculty for e-commerce & digital marketing discussed on the respective topics.

The participants' response to the topic was much responsive and beneficial. In the question-answer session, most of the participants interacted with their need like how to start enterprise, how to get market, what are the strategies required for running a enterprise, where to get what, how to start own digital marketing platform, how can get benefit of IPR Act and what are hurdles underlying for a successful venture. Mr. Ishwar Kumar, Assistant Professor of EDII coordinated the entire programme and informed the participants on the role and activity of EDII in promotion of Art-based entrepreneurship. They also assured the participants to extend best possible support to the aspiring and start up entrepreneurs. Different case study was also presented before the participants for effective representation and motivation.

The participants and guests were given a kit containing study material, bag and basic stationery items, and tea & lunch were also served during the break. Feedback on the workshop were taken at the end of day. Many of the participants appreciated the efforts of EDII and SIDBI in promoting art-based entrepreneurship and art-enterprise. This is a kind of special initiative to boost up energy level of new candidates to enter into this trade. Many participants informed that there is a need of such kind of workshop with specialized topics in continuous basis.

## Programme Agenda

<b>SWAVALAMBAN KARYASHALA</b>	-	<b>An art based Entrepreneurship work shop organised by Entrepreneurship Development Institute of India and Deptt of Commerce H.C.P.G. College, Varanasi on 21-03-2021</b>
<b>Chief Guest</b>	-	<b>Prof. T.N. Singh, Vice Chancellor</b> Mahatma Gandhi Kashi Vidyapith Varanasi
<b>Guest of Honour (I)</b>	-	<b>Padam Sri Dr. Rajani Kant Ji</b> G.I. Expert
<b>Guest of Honour (II)</b>	-	<b>Sri Abdulla Ji</b> Assistant Director, Handi Craft Centre Varanasi
<b>Welcome Address</b>	-	<b>Dr. Jyotsna Chaturvedi</b> Principal, Harish Chandra P.G. College, Varanasi
<b>Key Note Speaker</b>	-	<b>Dr. Ishwar Kumar</b> Faculty Member – EDII
<b>Convener of Workshop</b>	-	<b>Dr. Ashok Kumar Singh</b> Deptt. of Commerce, H.C.P.G College, Varanasi
<b>Head of Department</b>	-	<b>Dr. Anil Pratap Singh</b> Deptt. of Commerce, H.C.P.G. College, Varanasi
<b>Presidential Address</b>	-	<b>Dr. O.P. Singh</b> Former Principal, H.C.P.G. College, Varanasi

Aloomba  
16/4/21

**Technical Session**

Speekers	-	1- Dr. Pradeep Kumar Srivastava 2- Dr. M.S Rana Manager MSME Vns 3- Dr. Prabhakar Singh Deptt. of Statistics, H.C.P.G. College, Varanasi
Vote of thanks	-	Dr. P.K. Pandey Deptt. of Commerce, H.C.P.G. College, Varanasi

**Experience Share****Name of Dignities honoured by 'National Awards' In different artigens**

Sri Rameswer Singh (Wood Toys)  
Sri Kunj Bihari Ji (Gulabi Meenakari)  
Sri Kaishal Amin Ansari (Bunkar)  
Sri Abdul Salam Ansari (Bunkar)  
Sri Acche lal Jee (Wood Toys)

Artists from different artigens	-	125
Teaching Staff	-	75
Research Scholars	-	50
Supporting Staff	-	25

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<b>Total Participants</b>	<b>-</b>	<b>275</b>
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*Ashok*  
16.4.21  
Dr.(Ashok Kumar Singh)  
Convener Workshop

*Jyotsna*  
Dr.(Jyotsna Chaturvedi)  
Principal H.C.P.G. College  
Varanasi  
Principal  
Harish Chandra P. G. College  
Varanasi

**List of Artisans/Participants**

<b>No.</b>	<b>Name</b>	<b>Mobile No</b>
1	Shri Babulal	9355980110
2	Govind Kumar	8960292610
3	Jaya Singh	9696376178
4	Pooja Singh	9369153469
5	Roshani Verma	9305535600
6	Munni Devi	9935159183
7	Anju Devi	6393155368
8	Anil Kumar Jaiswal	9336924183
9	Archana Vishwakarma	9305781705
10	Aman Prajapati	9305269649
11	Alam Shakir	6393286721
12	Haseem Ahamad	9990496470
13	Abdul Salam Ansari	9839056668
14	Sahil Singh	8433301160
15	Mohd Kaif	7071774264
16	Kuldeep Patel	9336338850
17	Darkhasa Rahman	9696301201
18	Irfan Ali	9307380510
19	Faija Rahman	9696301201
20	Mohd Sufiyan	8299475104
21	Bachche Lal Maurya	9695437525
22	Rohan Vishwakarma	-
23	Ghanshyam Sharma	9628556400
24	Taj Mool Hasan	-
25	Raj Kumar	-
26	Vaibhav Vishwakarma	8318296406
27	Sagar Singh	8433331160
28	Haider Ali	8299560886
29	Rasid Jamal	8303844914
30	Jainul Anodin	8896738943
31	Raj Kumar	8423769051
32	Somaru Vishwakarma	9333865657
33	Raj Kumar Vishwakarma	7985062184
34	Kailash Vishwakarma	7879551744
35	Sagar Vishwakarma	9198871901
36	Aishan Ahamad	7007312813

37	Rina Sharma	9129763688
38	Amit Kumar Vishwakarma	8314214118
39	Vinod Kumar Sharma	9889549558
40	Ranu Verma	9936820136
41	Satya Wati Ghos	7080322126
42	Shalini Yadav	6307251601
43	Kajal Yadav	9026972599
44	Haseen Ahamad	-
45	Dnesh Prasad	-
46	Ramesh Prasad	-
47	Budhi Sharma	-
48	Gulabo Devi	-
49	Bablu Jaiswal	7081584088
50	Jaheeruddin	9044443164
51	Baseeruddin	
52	Badruddin	
53	Nashirul Haq	
54	Ali Rahman Khan	
55	Mansoor Ali	
56	Jamaluddin	
57	Jiya Verma	9236426196
58	Laxmi Narain Maurya	7355980110
59	Prem Kumar	7275728093
60	Sajiwan Kumar	
61	Prem Kumar	7275728093
62	Km Soni	7518532198
63	Mohini Devi	
64	Kunj Bihari Singh	9450543990
65	Dinesh Bihari Singh	
66	Raj Kumar Singh	8960270095
67	Suresh Singh	
68	Hemant Kumar Vishwakarma	6375162595
69	Sudama Kumar Vishwakarma	
70	Sanjay Kumar Vishwakarma	99355660889
71	Ramashray Vshwakarma	6392425893
72	Ramesh Kumar Vishwakarma	9559691977
73	Jaya Vishwakarma	
74	Somesh Sharma	9935566868
75	Ghanshyam Sharma	
76	Mohd Shakeel	9169321872

77	Abdulla Shakeel	9169321872
78	Soraka	8004694750
79	Ramesh Yadav	-
80	Krishna Yadav	9628551705
81	Ranjana Singh	7007647008
82	Monu Gaur	-
83	Sonu Gaur	
84	Jatin Rai	8808590431
85	Mehtab Alam	9026256240
86	Sohrab Alam	
87	Baharu Alam	
88	Karan Kumar Gupta	9519873991
89	Rajan Kumar Gupta	-
90	Vishal Gupta	9369304556
91	Himanshu Gupta	8604255832
92	Rashid Jamal	8303844914
93	Roshan Jamal	
94	Jahida Begam	
95	Mohd Qumar	
96	Sagar Singh	8433301160
97	Amin Ansari	-
98	Saleem Ansari	-
99	Vinod Kumar Sharma	-
100	Zahiruddin Khan	9635369648
101	Rahul Kumar	-
102	Rita Devi	-
103	Sohit Kumar	-
104	Awadhesh Kumar Prajapati	8090335660
105	Manjeer Bari	-
106	Abdul Ahad	-
107	Shiv Bihari Tiwari	-
108	Mohd Mujamil Hassan	-
109	Pramod Vishwakarma	-
110	Brijnandan Singh	-
111	Medna Jaiswal	-
112	Faizal Khatoon	9450609048
113	Mubarak Ali	-
114	Sheeta Devi	-
115	Haider Ali	-
116	Ahshan Ahamad	-
117	Mohd Sufiyan Ansari	-
118	Munni Devi	-
119	Anju Devi	-

120	Raj Kumar	-
121	Diya Singh	
122	Nidhi Gupta	
123	Ankeela Devbanshi	
124	Devyani Gupta	
125	Priyansha Tripathi	
126	Stuti Singh	
127	Anugaya Singh	
128	Dr. Rahul Singh	
129	Mr. Ram Govind Jaiswal	
130	Mr. Devendra Gupta	
131	Mr. Sanjay Sharma	
132	Smt. Pooja Singh	
133	Smt. Risu Kesham	
134	Ms Anushka Keshari	
135	Mr. Suneel Kumar Yadav	
136	Mr. Mukesh Kumar Sharma	
137	Mr. Dhupendra Rai	
138	Mr. Naveen Mishra	
139	Mr. Alok Saxena	
140	Mr. Vivekanand Singh	
141	Mr. Dinanath Tripathi	
142	Mr. Akhilesh Srivastava	
143	Mr. Mukesh Chandra Srivastav	
144	Mr. Naveen Mishra	
145	Mr. Rupesh Kumar Mohle	

Photographs





## Mumbai Workshop

### About the Workshop

Swabalamban Karyashala-an Art-based Entrepreneurship Workshop was held on 22<sup>nd</sup> March, 2021 at the conference hall of Thane Small Scale Industries Association-Thane, Mumbai with the support from SIDBI to boost up art-based entrepreneurship in the eastern region. However, due to increasing number of cases due to COVID-19 pandemic, only 30 participants from the art & painting, handicrafts, dance, drama, performing art and related field participated in the programme.

The programme was inaugurated by Dr. Ninad Jaywant, President TSSIA, Dr. Rajeev Sharma-Faculty EDII and Mr. Mahesh Anjarlekar-an art-based entrepreneur. They encouraged the participants to take up career in the field of art and culture and briefed them regarding activities and support available from different institutions like SIDBI, MSME-DI, DC-Handicrafts, etc. through presentation in their inaugural speech. Most of the participants also exhibited their products / work in the hall and explained the features to the guests and participants.

In the technical session, speakers / experts from Dr. Ninad Jaywant, President TSSIA, highlighted on the different schemes of government which the artisans can avail and get benefitted. He also highlighted on the role of support institutions like financial institutions, business development institutions and industry representatives bodies in promoting art based enterprises. Dr. Rajeev Sharma-Faculty EDII in his technical session talked about the basic skills and competencies required to be a successful entrepreneur. Mr. Mahesh Anjarlekar-an art-based entrepreneur talked about his journey as an entrepreneur and discussed different avenues/business opportunities for art-based enterprises.

The participants' response to the topic was much responsive and beneficial. In the question-answer session, most of the participants interacted with their need like how to start enterprise, how to get market, what are the strategies required for running a enterprise, where to get what, how to start own digital marketing platform, how can get benefit of IPR Act and what are hurdles underlying for a successful venture. Mr. Rajeev Sharma of EDII coordinated the entire programme and informed the participants on the role and activity of EDII in promotion of Art-based entrepreneurship. They also assured the participants to extend best

possible support to the aspiring and start up entrepreneurs. Different case study was also presented before the participants for effective representation and motivation.

The participants and guests were served kit, tea & lunch during the break. Feedback on the workshop were taken at the end of day. Many of the participants appreciated the efforts of EDII and SIDBI in promoting art-based entrepreneurship and art-enterprise. This is a kind of special initiative to boost up energy level of new candidates to enter into this trade. Many participants informed that there is a need of such kind of workshop with specialized topics in continuous basis.


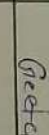
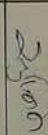
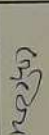

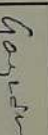
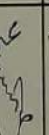
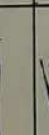
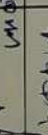
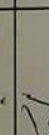
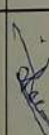


Mr. Rajeev Sharma on behalf of EDII extended vote of thanks to the experts, guests and participants for their valuable contribution and being with EDII for holding the workshop successfully.

## **Photographs**





## Participants

EDII -A Swavalamban Karyashala -Art Based Ent workshop					
Date : 22 Mar, 2021			Time : 10.00 a.m. to 5.00 p.m.		Venue : TSSIA House, Thane (W) - 400604
Sr. No.	Name of the Person	Name of the Company	Mobile No.	Email Id	Signature
13]	Suyen Mand	ctt chavak	9892265483	Suyenmand@gmail.com	
14]	Karande Gireetha	-	9987209186	-	
15]	Sunika Swarath	Empireal Parkway Show	9987774886	-	
16]	Surekha	-	-	-	
17]	Artana B.L.L	-	-	-	
18]	forgetlambha	-	-	-	
19]	Pandant-3	-	9987774886	-	
20]	Pradip	-	9703589369	-	
21]	Nikhil	Arcaart	9821078858 93210	mahesh.anjalekar@gmail.com	
22]	Shahis T. Joga	Shop keeper	905358852	-	
23]	Mousam	S.S. NATH	829101012	mousamjadhav50@gmail.com	
24]	Gulshan	Harwin Convent	9769928953	-	
25]	Babam Ghule	-	9892385779	-	

EDII - A Swavalamban Karyashala - Art Based Ent workshop					
Date : 22 Mar, 2021			Time : 10.00 a.m. to 5.00 p.m.		Venue : TSSIA House, Thane (W) - 400604
Sr. No.	Name of the Person	Name of the Company	Mobile No.	Email id	Signature
1]	Meera Hatelkar	Being Artist	9820042463	meerahatelkar@gmail.com	
2]	Shawwila Gupta	Being Artist / Blossom Trn	7059209111	beingartist9@gmail.com	
3]	S. Datta	A & T S. Datta & Co. Ltd.	9820625915	dattapiya3@gmail.com	
4]	Chandrabent Kadam	Being Artist	—	—	
5]	Hemant Kadam	—	8828289988	kadamhemant@gmail.com	
6]	दिग्गज किराड	किराड	9987240252	—	
7]	Shilpa Mohite	—	9833 933 843	shilpa10x@gmail.com	
8]	MABEL RODRIGUES	—	7138458958	mabel_rodreiff@gmail.com	
9]	Laxmikant Bhale	—	9005469780	laxmikantbhale@gmail.com	
10]	Chandan Padi	Remul.	9870003038	chandan.a.padi@yatel.com	
11]	Chhaya Shinde	Bridge of Hope	98667869006	chhayatei23@gmail.com	
12]	Sandip Shinde	—	8652509005	sandipshinde236@gmail.com	
(26)	Shaswitant Zagade	—	992040006	shaswitant@gmail.com	

## Chennai Workshop

### About the Workshop

Swabalamban Karyashala-an Art-based Entrepreneurship Workshop was held on 27<sup>th</sup> March, 2021 at the conference hall of SRM University, Chennai with the support from SIDBI to boost up art-based entrepreneurship in the eastern region. 48 participants from the art & painting, handicrafts, dance, drama, performing art and related field participated in the programme.

The programme was inaugurated by Mr. S. Sunil Kumar (DGM SIDBI Chennai) who encouraged the participants to take up career in the field of art and culture and briefed the activities and support available from SIDBI through presentation in his inaugural speech. The other dignitaries present at the workshop were Mr. M. Prabhakaran (RI, DC-Handicrafts, Southern Region); Mr. Amit Verma (Craft Designer, DC-Handicrafts Empanelled); Ms. Kalavathy GMT (Art-based Entrepreneur); Dr. Nisha Ashokan (Associate Professor, SRM University); Mr. Gunashekharan (NGO Representative). The dignitaries addressed the participants on the respective role of their departments in promotion of art-based entrepreneurship. Most of the participants also exhibited their products / work in the hall and explained the features to the guests and participants.

In the technical session, speakers / experts from DC-Handicrafts, Mr. Amit Verma (Craft Designer, DC-Handicrafts Empanelled); Ms. Kalavathy GMT (Art-based Entrepreneur); Dr. Nisha Ashokan (Associate Professor, SRM University); Mr. Gunashekharan (NGO Representative) discussed on the respective topics. They also stressed on rejuvenation of ancient arts and heritage of south India and how it can be an important products in international and national market.

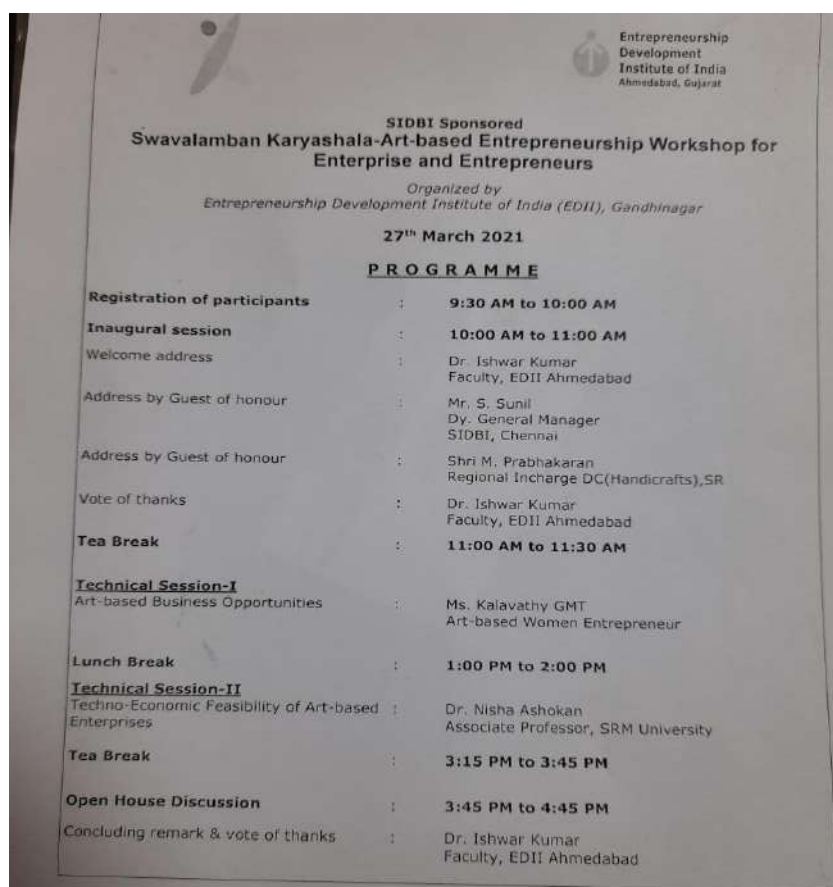
The participants' response to the topic was much responsive and beneficial. In the question-answer session, most of the participants interacted with their need like how to start enterprise, how to get market, what are the strategies required for running a enterprise, where to get what, how to start own digital marketing platform, how can get benefit of IPR Act and what are hurdles underlying for a successful venture. Dr. Ishwar Kumar of EDII coordinated

the entire programme and informed the participants on the role and activity of EDII in promotion of Art-based entrepreneurship. They also assured the participants to extend best possible support to the aspiring and start up entrepreneurs. Different case study was also presented before the participants for effective representation and motivation.

The participants and guests were served kit, tea & lunch during the break. Feedback on the workshop were taken at the end of day. Many of the participants appreciated the efforts of EDII and SIDBI in promoting art-based entrepreneurship and art-enterprise. This is a kind of special initiative to boost up energy level of new candidates to enter into this trade. Many participants informed that there is a need of such kind of workshop with specialized topics in continuous basis.

Dr. Ishwar Kumar on behalf of EDII extended vote of thanks to the experts, guests and participants for their valuable contribution and being with EDII for holding the workshop successfully.

## Programme Agenda





27 <sup>th</sup> March 2021	
PROGRAMME	
Registration of participants	: 9:30 AM to 10:00 AM
Inaugural session	: 10:00 AM to 11:00 AM
Welcome address	: Dr. Ishwar Kumar Faculty, EDII Ahmedabad
Address by Guest of honour	: Mr. S. Sunil Dy. General Manager SIDBI, Chennai
Address by Guest of honour	: Shri M. Prabhakaran Regional Incharge DC(Handicrafts),SR
Vote of thanks	: Dr. Ishwar Kumar Faculty, EDII Ahmedabad
Tea Break	: 11:00 AM to 11:30 AM
<b>Technical Session-I</b> Art-based Business Opportunities	: Ms. Kalavathy GMT Art-based Women Entrepreneur
Lunch Break	: 1:00 PM to 2:00 PM
<b>Technical Session-II</b> Techno-Economic Feasibility of Art-based Enterprises	: Dr. Nisha Ashokan Associate Professor, SRM University
Tea Break	: 3:15 PM to 3:45 PM
Open House Discussion	: 3:45 PM to 4:45 PM
Concluding remark & vote of thanks	: Dr. Ishwar Kumar Faculty, EDII Ahmedabad

## Photographs





Entrepreneurship  
Development  
Institute of India  
Ahmedabad, Gujarat

**SIDBI Sponsored**  
**Swavalamban Karyashala-Art-based Entrepreneurship Workshop for  
Enterprise and Entrepreneurs**

Organized by  
Entrepreneurship Development Institute of India (EDII), Gandhinagar

**27<sup>th</sup> March 2021**

**PROGRAMME**

10	S. KALAVATHY	9840267342	S. Kalavathy
21	J. ABRAHAM Ramani	7810863329	J. Abraham
3	L. KALAIMANI	9940826862	L. Kalaimani
4	S. MAHALAKSHMI	9003124549	S. Mahalakshmi
5	G. Rajitha	8012818946	G. Rajitha
6	J. Sharmila Rosy	9941313265	J. Sharmila Rosy
7	S. Sutha	9842204558	S. Sutha
8	B. Vijayalakshmi	9791324486	B. Vijayalakshmi
9	S. Karthick	8061044699	S. Karthick
10	A. Laila	9710888971	A. Laila
11	B. Vihitha	9344856502	B. Vihitha
12	S. menimeshvari	8056267101	S. menimeshvari
13	K. Shenbagam	8778173024	K. Shenbagam
14	S. SIVAKUMAR	9444514219	S. Sivakumar
15	Amanand	9789860920	Amanand
16	R. Sumathi	8675271632	R. Sumathi
17	R. Bharathi	8675271632	R. Bharathi
18	K. Sun	9994005949	K. Sun
19	V. Anitha	8110003686	V. Anitha
20	J. Kulaseni	8148347571	J. Kulaseni
21	S. Somitha	8124159838	S. Somitha

22	A. Saraswathi	7598266819	A. Saraswathi
23	B. Rekha	9047667518	B. Rekha
24	K. AMU	9940784275	K. AMU
25	P. Asha	9626961288	P. Asha
26	P. Venmathi	9688137293	P. Venmathi
27	M. Lelharani	9600981245	M. Lelharani
28	S. Rekha	9309555299	S. Rekha
29	P. Nivisha	9080518261	P. Nivisha
30	V. Nithiya	9500963933	V. Nithiya
31	T.V. Soudhakar	9095797667	T.V. Soudhakar
32	U. Rajathi	9790559796	U. Rajathi
33	S. Gowdhamir	9047944480	S. Gowdhamir
34	DR. NISHA ANOKAN	9500066579	Nisha
35	Dr. Thyagarajan	8072438259	Thyagarajan
36	Mr. Sowndar raja	9791319082	Sowndar raja
37	Mr. Rajesh	-	Rajesh
38	Mr. vivek shirkare	8959597978	Vivek shirkare
39	Mr. Durga Venkatesh	9884466406	Durga Venkatesh
40	Mr. S. Venkatanarayanan	9841063724	S. Venkatanarayanan
41	Mr. Venket Rama Krishnan	9713177388	Venket Rama Krishnan
42	Mr. Mohan Babu	9841876254	Mohan Babu
43	Mr. S. Dinakaran	8870963322	Dinakaran
44	Mr. Ajeet Babu	8682975600	Ajeet Babu
45	Mr. Imba SJ	9361879816 2682	Imba SJ
46	Ms. Vishwa Geetha	9787476564	Vishwa Geetha
47	Mr. D. Vinuth	9884237370	Vinuth
48	Mr. S Gantam	91760-00675	Gantam

## Feedback Analysis

Feedback of randomly selected participants were taken after completion of the workshops at the respective locations on key aspects related to the knowledge imparted, workshop arrangements, resource person, study material, etc. Point wise analysis of duly filled feedback forms was carried out. Brief of the analysis is as follows:

### Feedback of Candidate about Course Content and Material:

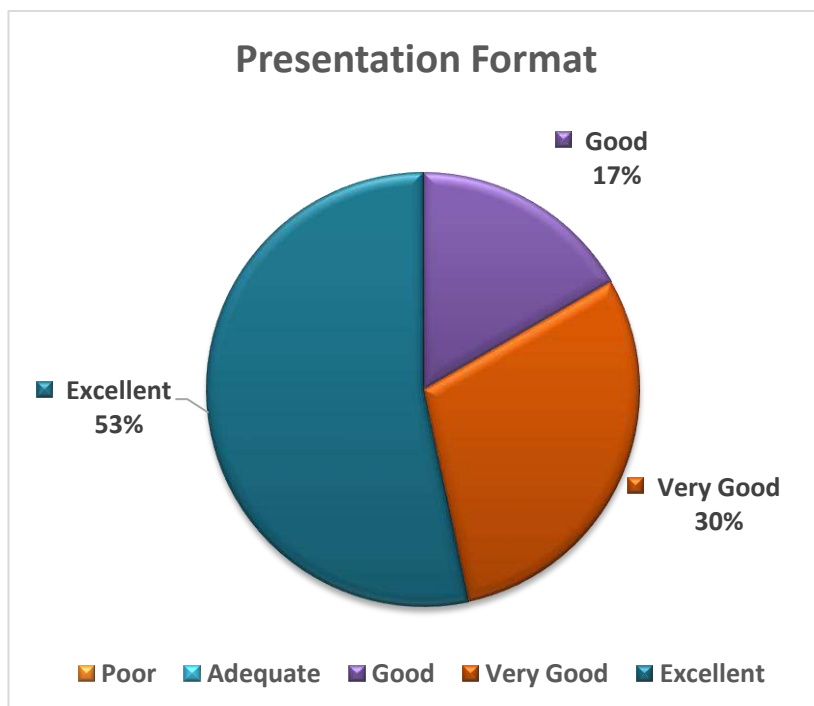
#### Knowledge and Skill Enhancement



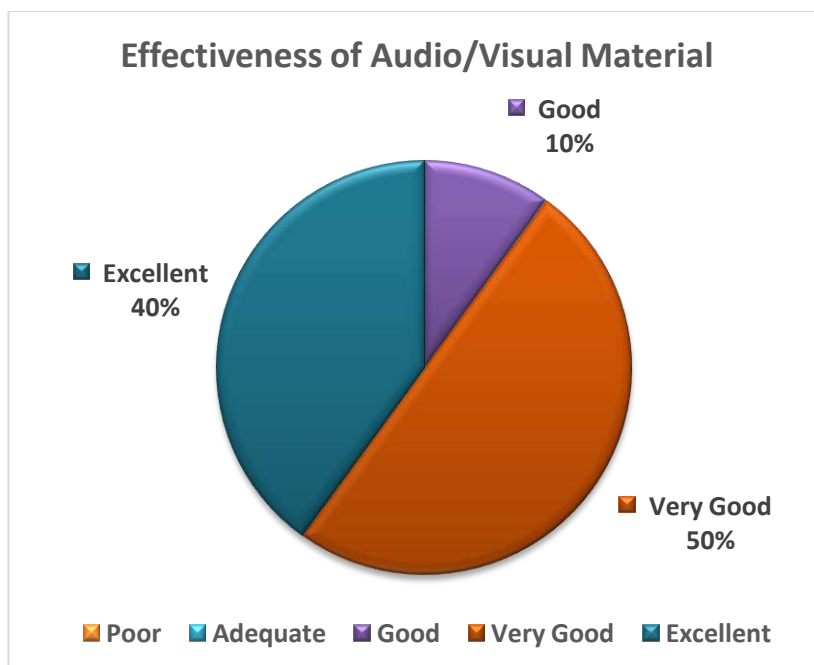
#### Relevant as Per Candidate's Requirement



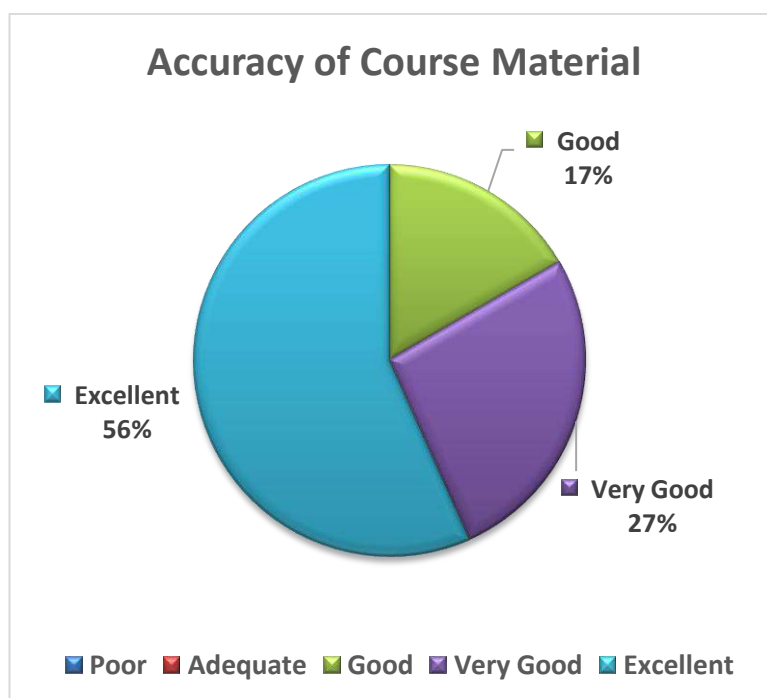
## Presentation Format



## Effectiveness of Audio/Visual Material



### Accuracy of Course Material



### Quality of Training Material



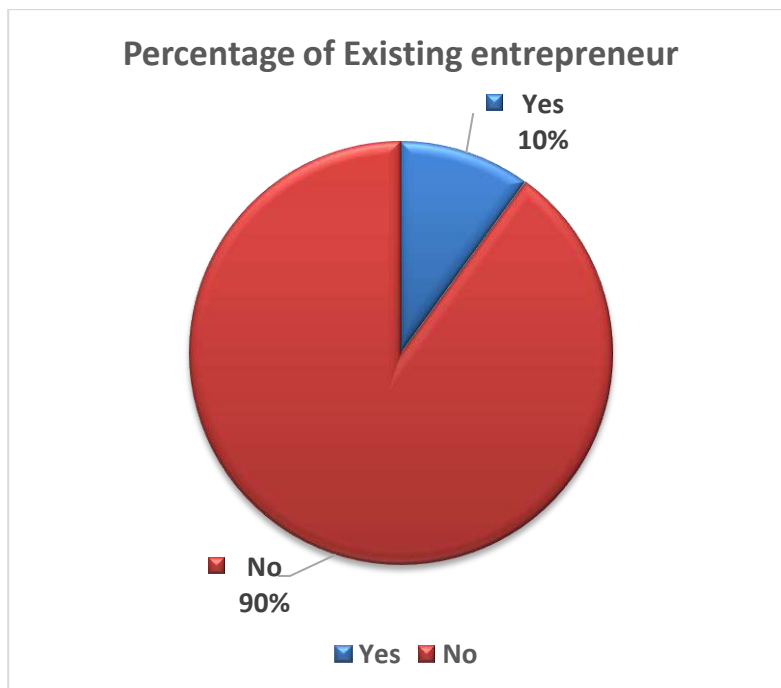
**Feedback of Candidate about Resource Person's Skills:****Subject Expertise****Attitude & Professionalism**

**Feedback of Participants about Training Venue:****Facility within the Training Room****Overall Training**

**Percentage of Candidates who want to recommend this training program for others:**



**Percentage of Existing entrepreneur attended the Program:**

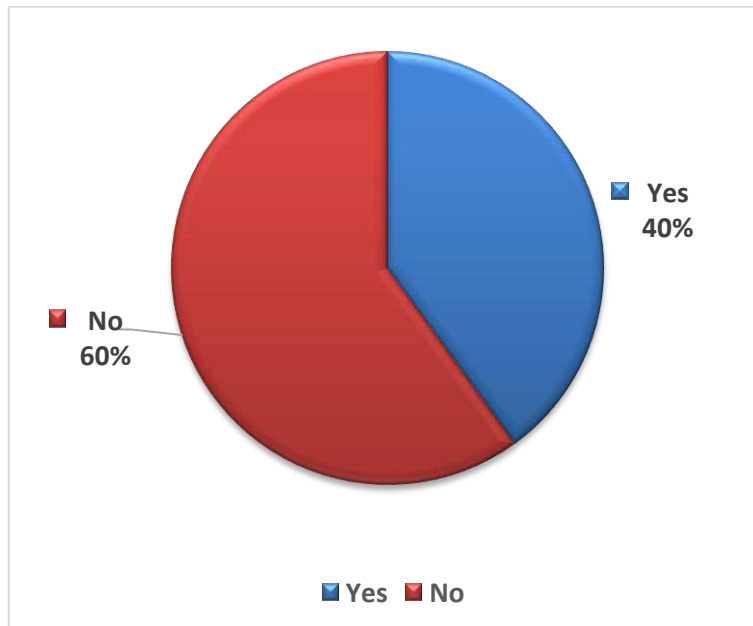




**Percentage of Candidates who were having awareness about the schemes of GOI and how it would help the artisans:**



**Percentage of Candidates who are aware of the benefits and advantages offered by various schemes under MSME and others:**



## Photographs of Workshops



**Inauguration of workshop with lighting of lamp by Mr. Sanjeev Arora, AGM, SIDBI ; Mr. P K Saspathy. Director, KVIC; Mr. Deepayan Banerjee, Director, Anthelian School of ART and other dignitaries.**



**Welcome Address by Mr. Gautam Majumdar, Associate Faculty of EDII**



**Inaugural Address given by Mr. Sanjeev Arora, AGM, SIDBI in the workshop**



**Address by Mr. P K Satpathy, Director, KVIC in the inaugural session**



**Mr. Deepayan Banerjee, Director, Anthelian School of Art at the Technical session**



**Display of products and interaction by the participants in the workshop**



**Prof. Ashis Ghosh, Faculty of Viswa Bharati University addressing the participants in the Technical session**



**Mr. Sudhabrata Ganguly, ,guest faculty of Bhawanipur Education Society addressing the participants in the Technical session.**



*Mr. Amiya Kr. Kalidah, Sr. Scientist, DST, GoWB presenting on IPR Act to the participants in the Technical session.*



*Mrs. Rina Roy, Asst. Director, MSMEDI, Kolkata addressing in the Technical session to the participants*



*Mr. Subir Roy, Cluster Development Manager, EDII extending vote of thanks to the experts, guests and participants*



*Participants of Varanasi Workshop at Harish Chandra PG College*



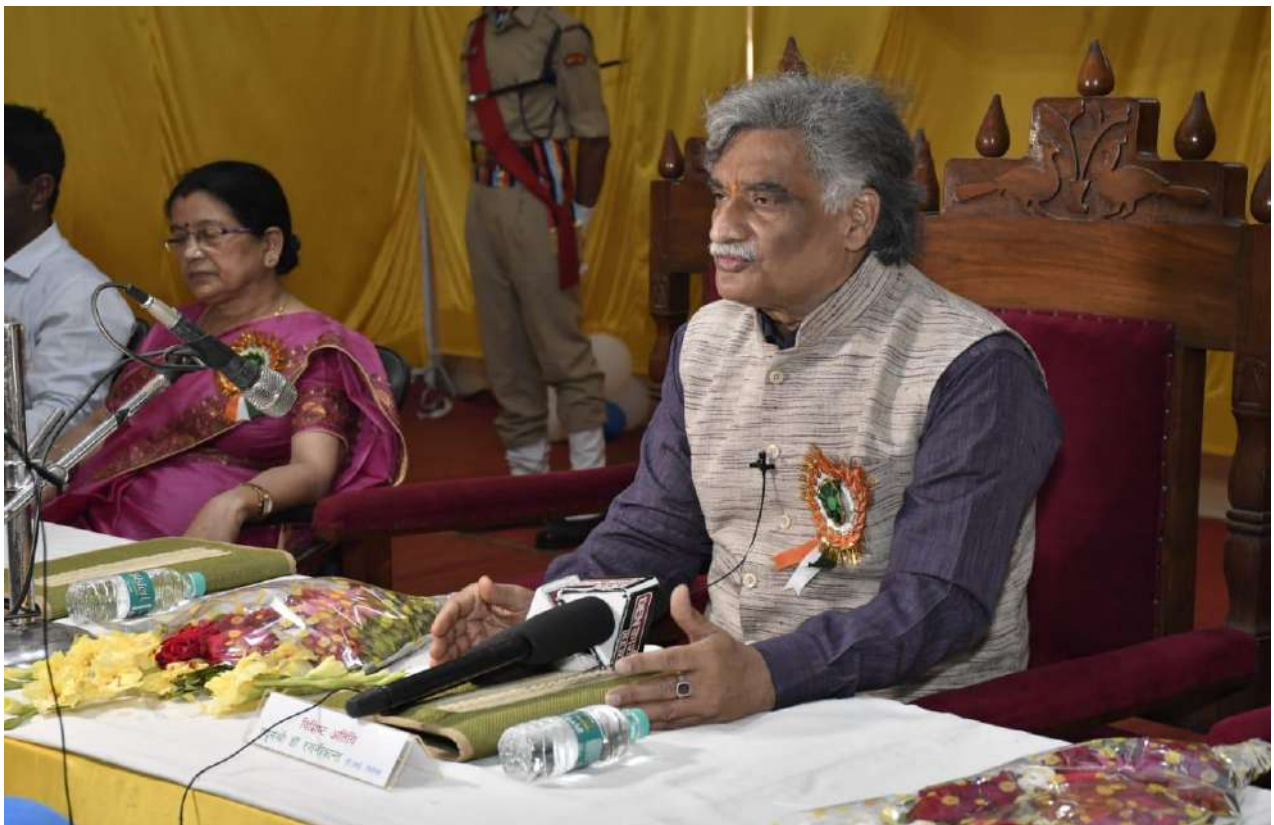
*Artisans Interacting with Dr. T. N. Singh, Vice Chancellor- Mahatma Gandhi Kashi Vidyapeeth, Varanasi*







*Dr. T. N. Singh Vice Chancellor- Mahatma Gandhi Kashi Vidyapeeth, Varanasi felicitated by the Artisans*



*Padma Shri Dr. Rajni Kant briefing media about the Workshop*



*Shri Dr. Rajni Kant briefing media about the Workshop*









