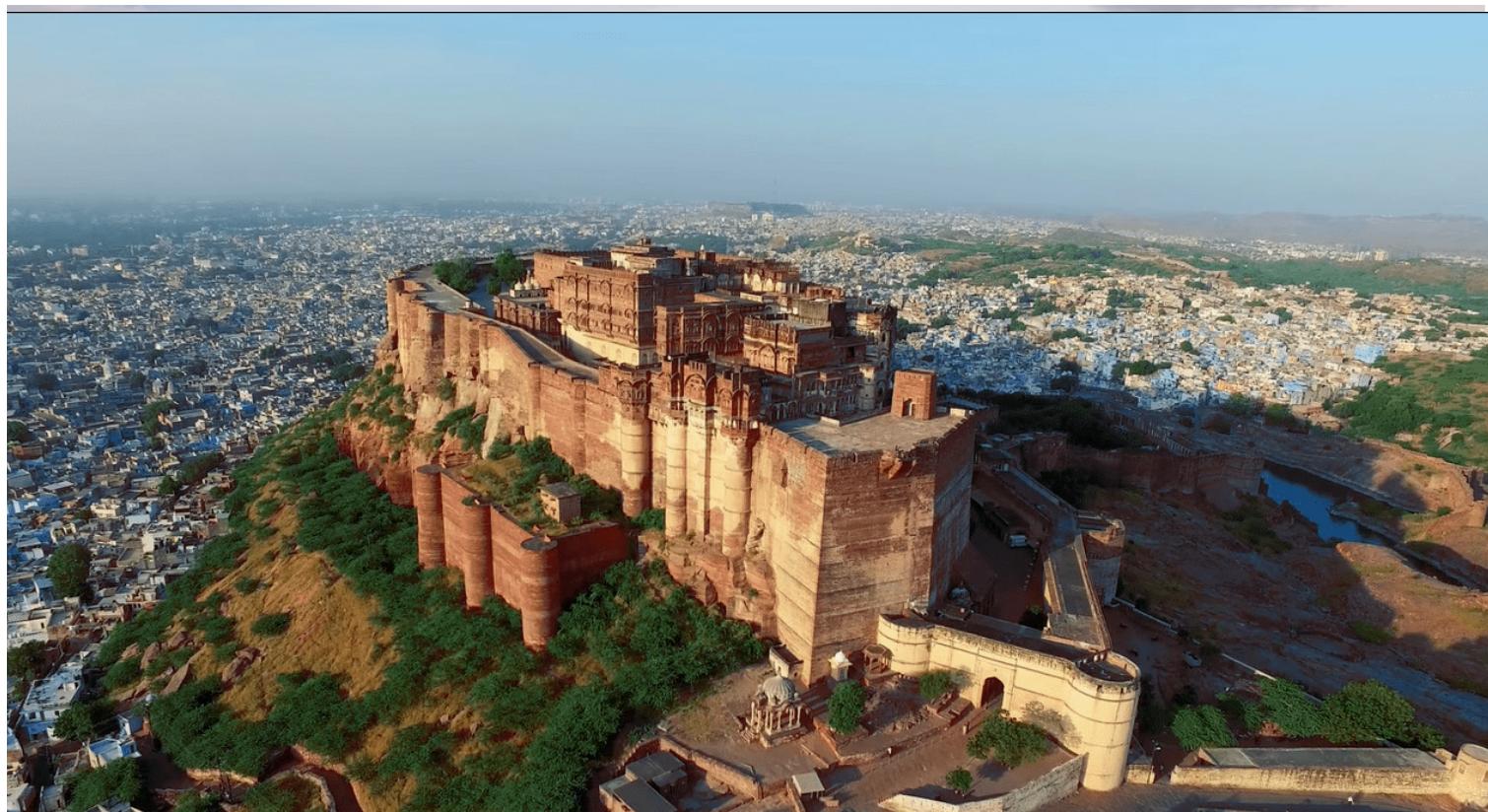




COMPENDIUM ON EMPOWERING ARTISANS THROUGH DIGITAL COMMERCE & INNOVATION

Featuring “Kalaanubhav.in”
A Digital Marketplace for Craft Communities



अजय के. सूद

भारत सरकार के प्रमुख वैज्ञानिक सलाहकार

Ajay K. Sood

Principal Scientific Adviser to the Govt. of India



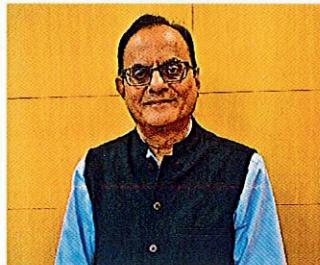
कर्तव्य भवन 3, जनपथ, नई दिल्ली - 110001

Kartavya Bhavan 3, Janpath, New Delhi-110001

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Foreword – Kalanubhaav

India's innovation ecosystem is entering a dynamic phase, where scientific research, entrepreneurship, and technological advancement are converging to strengthen sectors critical to national development. Technologies that empower livelihoods have become a key focus, with start-ups, research institutions, and industry partners collaboratively developing solutions that are practical, scalable, and sustainable. With increasing attention on India's initiatives for livelihood enhancement, there are opportunities for indigenous technologies to support development efforts more broadly, while also allowing international solutions to be adapted and tested within India's varied socio-economic settings.

The Science and Technology (S&T) Clusters initiative of our Office plays a pivotal role in fostering cross-sectoral and cross-border collaboration. Designed as integrated regional ecosystems, the Clusters bring together academia, industry, startups, and government to address local priorities, drive multidisciplinary innovation, and advance socio-economic development aligned with India's national and global competitiveness and the vision of Atmanirbhar Bharat. Within this coordinated framework, the Clusters connect scientific capabilities with entrepreneurial drive, accelerating technology maturation, strengthening data-driven evaluation, and improving pathways for deployment. Moreover, the Clusters function as key platforms for international engagement, facilitating collaboration with global partners on joint research, co-development, and technology transfer, thereby further integrating India into the global innovation landscape.

This Technologies Empowering Livelihood compendium focuses on the Kalanubhaav digital platform, highlighting its role in transforming the lives of local artisans. It presents a curated view of how Kalanubhaav has created measurable impact by enhancing skills, expanding market access, and increasing income opportunities for local artisans. The platform exemplifies a commitment to strengthening sustainable livelihoods, promoting inclusive economic growth, and supporting India's broader contribution to community-driven development by enabling artisans to showcase their craftsmanship and connect directly with customers for improved visibility and long-term sustainability.

The contributions of the participating Cluster are acknowledged for their dedication and for showcasing solution that reflect the strength of India's innovation ecosystem in empowering livelihoods. This compendium aims to provide policymakers, researchers, industry leaders, and ecosystem enablers with a reference point for understanding the evolving landscape of livelihood-enhancing technologies in India and the emerging opportunities for inclusive growth and broader socio-economic impact.

(Ajay K Sood)

Date: 21st November 2025

डॉ. (श्रीमती) परविन्दर मैनी

वैज्ञानिक सचिव

Dr. (Mrs) Parvinder Maini

Scientific Secretary



भारत सरकार के

प्रमुख वैज्ञानिक सलाहकार के कार्यालय
कर्तव्य भवन 3, जनपथ, नई दिल्ली - 110001

Office of the Principal Scientific Adviser
to the Government of India

Kartavya Bhavan 3, Janpath, New Delhi-110001



Message

Empowering livelihoods through digital interventions has become a key focus in India's development agenda, enhancing economic inclusion, skill development, and the socio-economic well-being of local artisan communities. By leveraging technology to showcase skills, expand market access, and facilitate direct engagement with customers, these initiatives are transforming traditional livelihoods. They address critical challenges such as limited visibility, restricted income, and constrained market opportunities, while improving operational efficiency, supporting informed decision-making, broadening reach, and generating tangible socio-economic benefits for artisans and community-based enterprises.

Launched in 2020, the S&T Clusters, a flagship initiative of the Office of the Principal Scientific Adviser (OPSA), function as demand-driven, collaborative ecosystems that bring together academia, industry, startups, MSMEs, government bodies, and civil society. By building interconnected innovation networks, the clusters accelerate the development and deployment of technology-driven solutions that tackle regional challenges while advancing national priorities. At present, we have eight S&T Clusters across India working in diverse sectors and delivering transformative outcomes through technological innovation, public-private partnerships, and implementation frameworks.

This Compendium on Technologies Empowering Livelihood focuses on the Kalanubhaav platform and its transformative impact. It highlights how Kalanubhaav has created meaningful opportunities for artisans by providing market access, showcasing their craftsmanship, and enabling direct engagement with consumers. The platform exemplifies the commitment of India's innovation ecosystem to strengthen sustainable livelihoods, promote inclusive economic growth, and support the development of resilient, future-ready artisan communities.

I commend the participating Cluster for their sustained efforts in advancing livelihood-enhancing technologies and for showcasing impactful, scalable, and forward-looking solutions that reinforce India's growing leadership in technology-driven empowerment of artisan and community-based livelihoods.


(Parvinder Maini)

Dated : 21st November, 2025

प्रो. अविनाश कुमार अग्रवाल
निदेशक आईआईटी जोधपुर और
अध्यक्ष बोर्ड ऑफ डायरेक्टर जेसीकेआईएफ
Prof. Avinash Kumar Agarwal
Director IIT Jodhpur &
Chairman BoD JCKIF



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Message from the Directors Desk

India's rich craft heritage stands as a testament to the creativity and skill of millions of artisans who have preserved traditional knowledge across generations. In alignment with the national vision of leveraging science, technology, and innovation for socio-economic development, the Jodhpur City Knowledge & Innovation Foundation (JCKIF) has been working to strengthen the livelihoods of artisans in the region through meaningful, technology-enabled interventions.



The Science & Technology Cluster at Jodhpur, initiated under the Office of the Principal Scientific Adviser to the Government of India, has played a pivotal role in addressing local challenges by fostering collaboration among academic institutions, R&D organizations, industries, and community stakeholders. Within this framework, JCKIF has focused on uplifting artisans from the unorganized craft sector by integrating digital tools, design innovation, and market linkages into their traditional ecosystem.

A key outcome of this effort is Kalaanubhav.in, a dedicated digital marketplace that empowers artisans to directly showcase and sell their products to customers nationwide. By enabling a seamless direct-to-consumer (D2C) model, Kalaanubhav.in not only enhances market access but also restores dignity and recognition to the artisan as a creator. The platform serves as a bridge between heritage crafts and contemporary consumers, ensuring artisans receive fair compensation while expanding the reach of Jodhpur's vibrant craft clusters.

This compendium, "Empowering Artisans through Digital Commerce & Innovation," highlights the collective progress made through these initiatives. It documents the transformative journey of artisans who have embraced digital commerce, improved design competitiveness, and strengthened their entrepreneurial capacities through JCKIF's sustained support.

I extend my sincere appreciation to all artisans, partners, institutions, and team members whose contributions have shaped this endeavour. Their commitment reflects our shared belief that technology, when guided with empathy and purpose, can create inclusive and sustainable development pathways.

As we move ahead, JCKIF remains dedicated to expanding opportunities, nurturing innovation, and building an ecosystem where traditional artisans thrive in the digital economy.

Prof. Avinash Kumar Agarwal
Chairman
Board of Directors, JCKIF

ACKNOWLEDGEMENT

This compendium represents the collective efforts, collaboration, and shared commitment of all those dedicated to strengthening India's traditional craft sector through digital commerce and innovation. The Science and Technology Clusters established by the Government of India continue to play a vital role in addressing local challenges and enhancing livelihoods. This document highlights the impact of such initiatives undertaken in the Jodhpur Cluster.

The preparation of this compendium has been supported by numerous individuals from academia, industry, and management, whose contributions we gratefully acknowledge.

We extend our sincere gratitude to Prof. Ajay Kumar Sood, Principal Scientific Adviser to the Government of India, and Dr. (Mrs.) Parvinder Maini, Scientific Secretary, for their continued support and encouragement.

We acknowledge the unwavering support and participation of all the local craft artisans and associated partners of the Jodhpur cluster, as well as all stakeholders, institutions, organisations, and the local & state administration, for their guidance, motivation, and collaboration.

We also take this opportunity to sincerely appreciate the valuable insights and continued support of our Board of Directors and the Project Advisory Committee.

This document stands as a testament to the collaborative spirit that drives the empowerment of artisans and rural communities through Science & Technology and innovation.

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Jodhpur City Knowledge and Innovation Cluster

*established under the aegis of the
Office of the Principal Scientific
Adviser (PSA)*

INTRODUCTION

The City Science & Technology Clusters is a flagship initiative launched in 2020 by the Office of the Principal Scientific Adviser to the Government of India on the recommendation of the Prime Minister's Science, Technology, and Innovation Advisory Council (PM-STIAC). The objective is to tackle local challenges through S&T interventions by bringing together academia, R&D institutions, industries, startups and local governments.

There are eight Science and Technology (S&T) clusters set up across the country namely Bengaluru, Bhubaneswar, Chandigarh, Delhi, Hyderabad, Jodhpur, Pune and Vishakhapatnam with an objective of (i) Creation of a shared ecosystem, (ii) Becoming a regional solution provider, (iii) Becoming nationally and globally competitive.

Jodhpur City Knowledge and Innovation Foundation is a Section-8 company (Not-for-profit) was established on March 31, 2021, under the Companies Act 2013 to carry out and sustain the activities of the Jodhpur City Knowledge and Innovation Cluster (JCKIC) which was initiated on July 29, 2020. The Indian Institute of Technology Jodhpur (IITJ) is the nodal institute for both Jodhpur City Knowledge and Innovation Cluster & Foundation.

JODHPUR CITY KNOWLEDGE AND INNOVATION FOUNDATION

Section-8 company (Not-for-profit) was established on March 31, 2021, under the Companies Act 2013 to carry out and sustain the activities of the Jodhpur City Knowledge and Innovation Cluster (JCKIC)

JCKIF acts as a facilitator for Jodhpur Cluster to create strong linkages among major Academic Institutions, R & D Institutes, National & State Research Laboratories, Government Agencies and Industries of the city of Jodhpur and its surroundings. The cluster has been actively working for the local artisans of handicrafts & handlooms from the unorganized sector, by leveraging Science & Technology interventions. The projects include the application of Augmented & Virtual Reality in an E-commerce platform, and a 3D Experience Center & immersive space. The other verticals of JCKIF include Medical-Technologies and Rain Water Harvesting & Conservation.

VISION

"To enable innovation for accelerated growth of local industry, to generate new initiatives in entrepreneurship and develop solutions for the critical problems of the city of Jodhpur and areas around"

MISSION

To create a collaborative platform that brings together academia, industry, government, and communities to harness knowledge, develop advanced technologies, and foster innovation. It aims to build state-of-the-art infrastructure and an enabling ecosystem that supports the sustainable and systematic development of the Jodhpur region.



PM NARENDRA MODI

"Scientific efforts can transform into great achievements only when they move beyond the laboratory, reach the ground, and create an impact from the global level to the grassroots."

"The Government of India has taken numerous measures to boost science, research and innovation. Science is at the core of our efforts towards socio-economic change."

THEMATIC VERTICALS

01

HANDICRAFTS & HANDLOOMS

Enhancing the craft sector through digital literacy, design innovation, technology integration, market linkages, e-commerce enablement, product standardization, and intellectual property protection. The work spans twelve craft clusters across Western Rajasthan, directly supporting artisan communities and strengthening traditional economies.



02

MEDICAL TECHNOLOGIES

Supporting innovators, researchers, and early-stage MedTech ventures in prototyping, design improvement, clinical validation, and technology translation. JCKIF provides seed support, consumables for research, mentoring, and access to institutional expertise to accelerate affordable healthcare solutions.



03

RAIN WATER HARVESTING & CONSERVATION

Implementing sustainable water conservation, rainwater harvesting systems, and community awareness programs across rural and semi-urban regions. The vertical focuses on climate resilience, environmental technologies, and scalable models for water security.



INTRODUCTION TO THE CRAFT SECTOR IN RAJASTHAN



Artisans play a vital socio-economic role, especially in rural and semi-urban communities where craftwork provides both employment and cultural continuity. Many artisan families operate in the unorganized sector, depending on seasonal markets and limited local demand.

Despite their skills and creativity, they often face barriers such as inconsistent income, lack of direct market access, minimal design protection, and limited exposure to new technologies.

In a fast-digitizing world, digital empowerment has become essential for artisans to grow and sustain their livelihoods. Training in digital tools, product cataloguing, branding, and online selling enables artisans to reach customers directly, improve visibility, and benefit from transparent, year-round markets.

Rajasthan is celebrated worldwide for its diverse and vibrant craft heritage, and Jodhpur stands at the heart of this creative landscape. The region hosts dynamic craft clusters such as block printing, tie & dye, leather mojari, bone and horn craft, Salawas durry weaving, and various wooden and metal crafts. These traditions, practiced for generations, reflect a deep cultural legacy and form a key pillar of Jodhpur's identity.

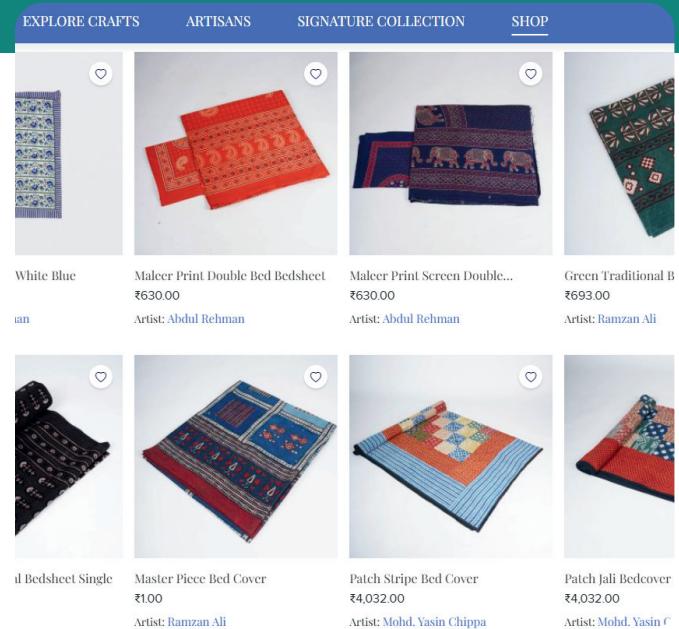
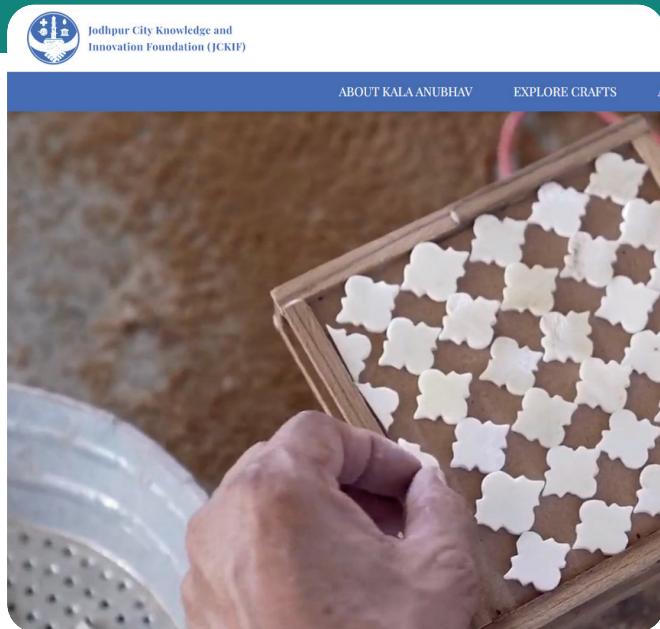
Platforms like Kalaanubhav.in bridge this gap by offering a modern marketplace that connects traditional craftsmanship with contemporary e-commerce opportunities.

Today, both national and international markets show increasing preference for authentic, handcrafted, and sustainably made products. With proper digital integration, quality enhancement, and market linkages, Jodhpur's artisan communities are well-positioned to meet this growing demand and establish a strong presence across global value chains.



KALAANUBHAV.IN

Revitalising Crafts Through Technology & Market Access



KalaAnubhav.in is a transformative digital commerce initiative designed to empower artisans from the handicrafts and handloom sector, particularly those working in unorganised clusters across Rajasthan. By integrating immersive technology, innovative marketplace design, and direct market linkages, the platform bridges India's rich craft heritage with contemporary global demand.

Launched by JCKIF under the support of the Office of the Principal Scientific Adviser to the Government of India, the initiative enables artisans to showcase their creations to national and international customers without intermediaries, ensuring fair income, transparent pricing, and long-term livelihood security.



Bone & Horn



Block Print



Leather Mojari



Salawas Durry



Economic Empowerment & Increased Market Access

- Direct-to-consumer model has removed middlemen, enabling artisans to retain full pricing control and earn higher margins.
- More than 1000 handcrafted products from 400+ artisans are now live on the platform, covering Bone & Horn Craft, Block Printing, Mojari, Salawas Durry, and Tie & Dye.
- Year-round digital visibility has led to higher sales volumes, reducing seasonal dependence and improving financial resilience for artisan households.

Technological Transformation of Craft-based Livelihoods

- The platform integrates 3D product views, offering customers a 360° experience that builds trust and enhances engagement.
- Digitized cataloguing, automated inventory tracking, and streamlined order management have improved operational efficiency.
- Faster processing, consistent quality checks, and transparent delivery systems have significantly strengthened customer satisfaction and repeat purchases.

Preservation of India's Cultural & Craft Heritage

- KalaAnubhav.in plays a pivotal role in reviving disappearing craft traditions through global visibility.
- Each product is showcased with the artisan's story, lineage, and craft process, thus turning every purchase into a journey of cultural discovery.
- Customers worldwide can now easily explore authentic handmade crafts, learn about the creative processes and have an increased awareness of India's rich artisanal legacy.

Strengthening Atmanirbhar Bharat

- By enabling artisans to independently run and scale their businesses, the project directly contributes to the national mission of self-reliance.
- Local production, fair compensation, and sustainable livelihoods together create a model that supports inclusive rural economic growth.



Key Functionalities

Artisan-Centric Digital Identity

Kalaanubhav.in provides artisans with a formal and visible digital identity, enabling them to showcase their craft expertise, design skills, and cultural heritage to a global audience. Each artisan has a personalized profile that highlights their background, skills, and signature products, building credibility and brand recognition.

★ THE ARTIST ★



Salawas Durry Artisan

MALARAM MUNDEL

He is a fourth-generation durry weaver who presently works with NIFT and is very happy to create new designs and implement unique ideas. Malaram's talent has been recognised with numerous district, state, and regional awards.

Company Name: M/S Shree Balaji Durry Udyog

[Watch The Artist's Story](#)



MALARAM MUNDEL

He is a fourth-generation durry weaver who presently works with NIFT and is very happy to create new designs and implement unique ideas. Malaram's talent has been recognised with numerous district, state, and regional awards.



MULTI-GENERATION

★ ARTIST'S CATALOGUE ★



 "Through Kalaanubhav.in, our products are reaching homes across India. It feels good to have our work recognized."
Mr. Malaram Mundel
Salawas Durry Artisan

Preservation of Traditional Knowledge

The platform supports the documentation of craft processes, techniques, tools, and artisan stories through digital content, photos, and videos. This ensures that indigenous knowledge, which is often passed down orally, is preserved for future generations and remains accessible for learning, research, and innovation.



Salawas Durry



Leather Mojari



Tie & Dye



Bone & Horn

TRADITIONAL CRAFT CATEGORIES



Block Print



★ BLOCK PRINT ★

History

Material

Creativity

Tradition

Occupation

Your Role

A Legacy of Artistic Expression and Cultural Exchange

The roots of this craft can be traced back to 3rd-century China, where the tradition of block printing first emerged. It rapidly spread worldwide, including to India, where it thrived and gained fame.

It involved carving designs or patterns onto a block of material, such as wood or metal.

Ink or dye was applied to the block's surface to transfer the design.

This technique allowed for the mass production of textiles, books, and artwork.

The craft played a significant role in the spread of knowledge, art, and cultural



CRAFT STORIES AND PROCESS DOCUMENTARIES

Immersive 3D and AR Product Experience

Kalaanubhav.in integrates advanced 3D product viewing and AR experiences, allowing customers to rotate, zoom, and interact with items virtually. This transparent display of craftsmanship builds buyer confidence, enhances online decision-making, and bridges the sensory gap in digital shopping for handmade products.



Direct Market Linkage & Transparent Pricing

The platform enables direct artisan-to-consumer commerce by eliminating middlemen, ensuring fair value for artisans and authentic products for buyers. Transparent pricing mechanisms allow artisans to decide and display the true worth of their handcrafted items, improving profitability and dignity in trade.

Business Enablement Tools

User-friendly modules help artisans manage their digital businesses efficiently, including product uploading, inventory tracking, order processing, and integrated logistics for doorstep delivery. These digital tools strengthen artisans' entrepreneurial capabilities and reduce their dependency on external support.



Secure Digital Payments

Integrated secure payment gateways ensure smooth and reliable financial transactions with money directly reaching artisans' bank accounts. This builds financial independence while also encouraging the adoption of digital finance among craft communities—enhancing accountability and economic empowerment.



Increased Market Reach & Global Visibility

Kalaanubhav.in enables national and international visibility for diverse Indian craft clusters, helping artisans connect to a wider customer base beyond local markets. Through storytelling and digital discovery, artisans gain sustained demand, recognition, and long-term livelihood enhancement while Indian crafts reach appreciative audiences worldwide.

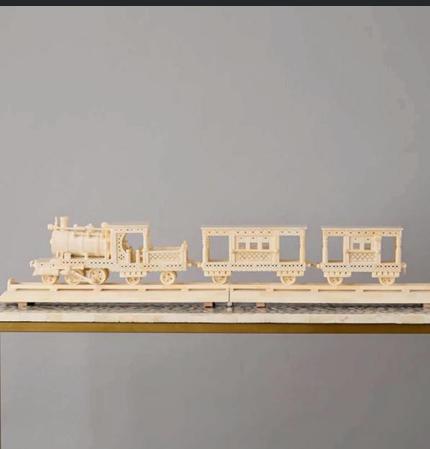
Signature Collection

A Signature Collection item includes the artisan's name, craft background, and personal story, helping customers know exactly who created the product. This turns the artisan from an unseen maker into a recognised creator. For example, the platform features unique pieces like the "Palace on Wheels," a bone-and-horn artwork handcrafted by an experienced artisan over many years.



Bone and Horn Craft

This intricate craft form, unique to Rajasthan, involves the skilled transformation of camel bones and animal horns into beautiful decorative and utility items such as jewellery boxes, figurines, lamp stands, and inlaid furniture. The artisans use traditional hand tools and fine carving techniques passed down through generations. The craft not only represents Rajasthan's ingenuity in using locally available materials but also symbolizes its sustainable ethos where every part of the camel, an animal integral to desert life, is respected and repurposed artistically.



Block Printing Craft

Rajasthan is globally acclaimed for its block-printed textiles, where natural dyes and hand-carved wooden blocks bring intricate motifs to life. JCKIF has taken up the showcasing of the Bagru and Sanganeri prints, known for their floral patterns and earthy tones, along with Ajrakh and Barmeri prints, rich in geometric symmetry and indigo hues. Each fabric piece narrates a story of tradition blended with sustainability, as artisans continue to use eco-friendly dyes and organic cotton fabrics. The products also highlight contemporary innovations that merge traditional designs with modern apparel and home décor trends.



Leather Mojari

"Mojari" the traditional handcrafted leather footwear of Rajasthan is a perfect fusion of comfort, culture, and craftsmanship. Made from genuine leather and embellished with colourful threads, beads, and embroidery, Mojaris are entirely hand-stitched by skilled artisans. Kalaanubhav showcases these unique mojaris, which are a combination of both traditional and modern designs, representing the craftsmanship of Jodhpur's leather artisans who have kept this legacy alive for centuries. This craft also aligns with sustainable fashion practices by promoting biodegradable materials and slow, ethical production methods.



Salawas Durry Craft

Originating from the Salawas village near Jodhpur, these handwoven durries are internationally recognized for their vibrant geometric patterns, durability, and eco-friendly production using cotton and wool yarns. Each durry is woven manually on pit looms, reflecting the weaver's artistry and creativity. The distinct Salawas Durry features strong colour contrasts and symmetric motifs, and is a signature of Jodhpur's textile heritage. Kalaanubhav presents a curated collection of rugs, symbolising sustainable rural livelihood and design excellence.

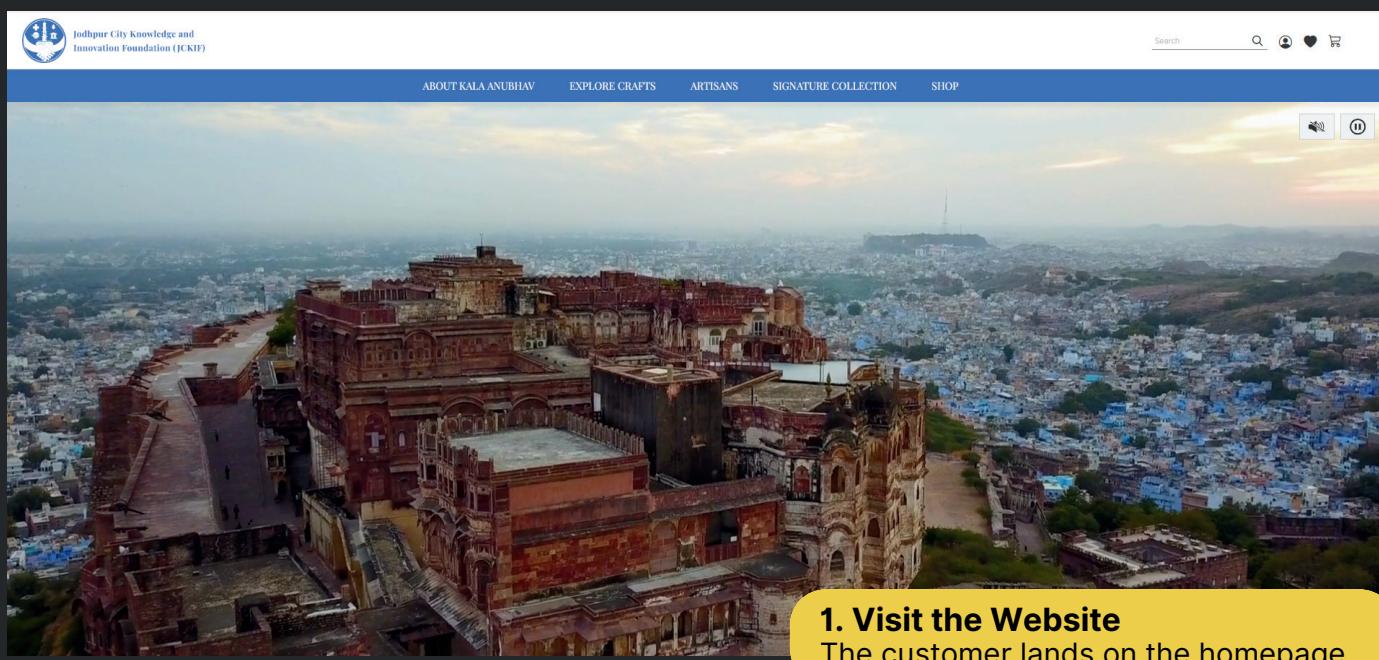


Tie & Dye Craft

Originating from the rich textile traditions of Jodhpur, the Tie & Dye (Bandhej) craft is renowned for its intricate resist-dyeing technique and vibrant colour patterns. Artisans skillfully tie sections of fabric using fine threads, creating delicate dots, waves, and motifs once the cloth is dyed. Practiced on cotton, chiffon, and silk, each Bandhej piece reflects the artisan's precision and mastery of traditional dyeing methods. The distinctive Jodhpur Bandhej, celebrated for its detailed discharge work and vivid hues, stands as a hallmark of Rajasthan's cultural identity. Kalaanubhav presents a curated collection of handcrafted textiles, representing sustainable artisanal livelihood and the timeless elegance of this heritage craft.

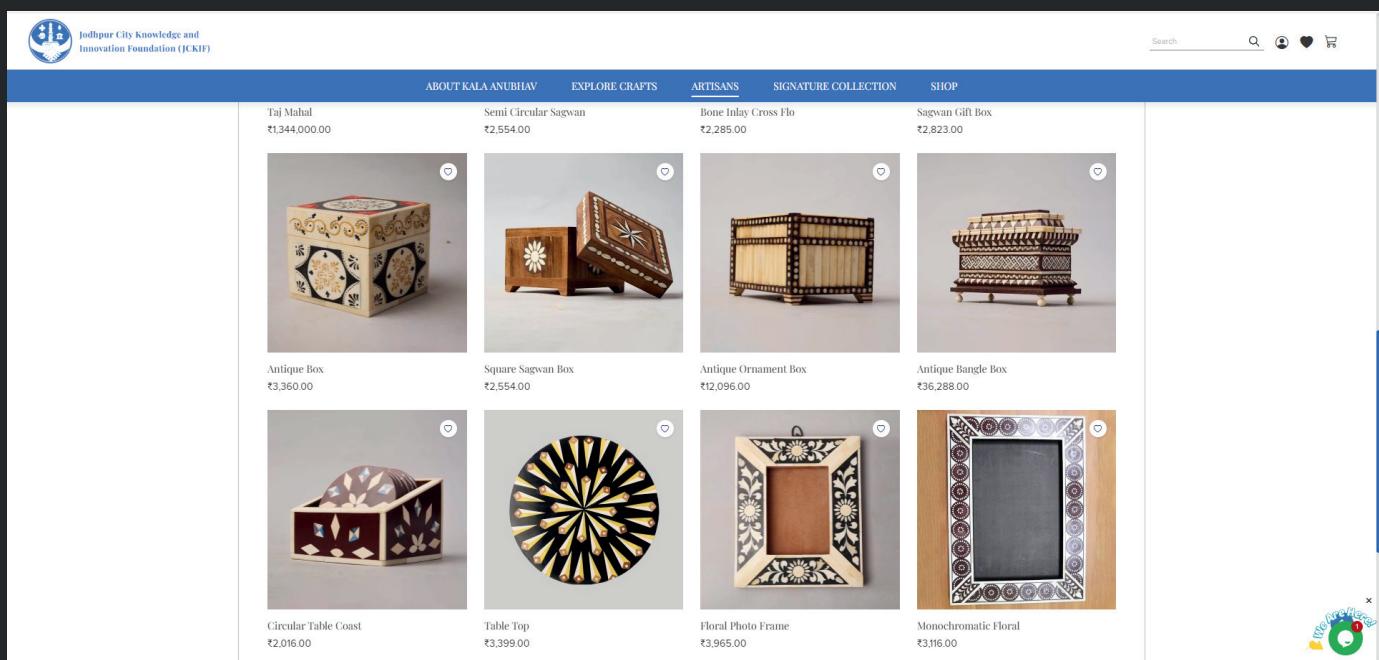
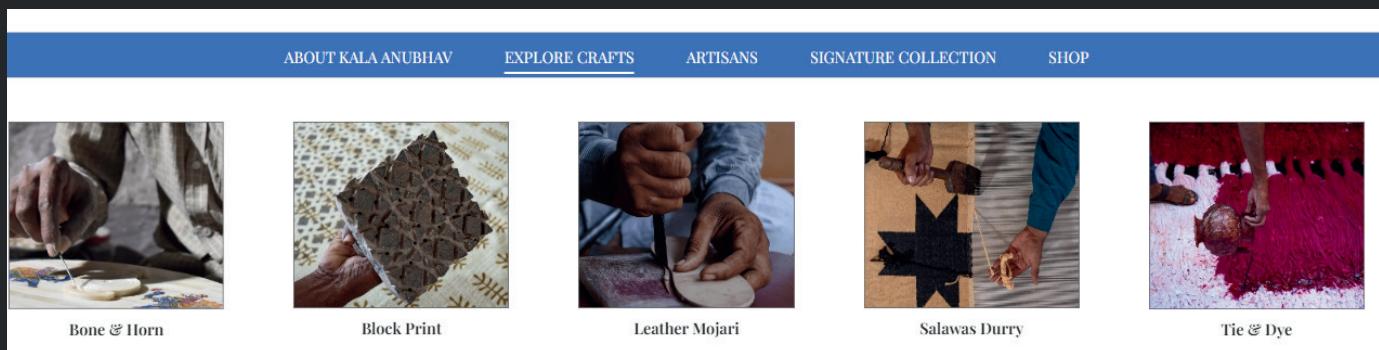


Purchasing Journey



2. Browse Craft Categories & Products

They explore categories or search for a specific item



3. Select a Product

Click on the product and open the product detail page

★ PRODUCT DETAILS ★



360°



Check Delivery Service Availability

Enter Pincode **CHECK**

Quantity: **1** **ADD TO CART** 

Size: 4 x 4 Inches

Availability: Pre Order

SKU: JD-BH-01-001

Category: Bone & Horn

Artist: Chauhan Brothers



Bone & Horn
CHAUHAN BROTHERS

[Read The Artist's Story →](#)

4. View Cart

Review the items added to the cart and click Proceed to Checkout

★ SHOPPING CART ★



Square Sagwan box

₹2,554.00

⚠ We don't have as many quantity as you requested, but we'll back order the remaining 1.

Quantity: **1** **X**

Continue Shopping **Update Shopping Cart**

Cart Total

Subtotal	₹2,554.00
Shipping (Free Shipping - Free)	₹0.00
Total	₹2,554.00

Proceed to Checkout

5. Enter Shipping Details

Name,Address, Phone number & Email

★ CHECKOUT ★

Shipping Address

Email Address: jd@gmail.com

First Name: Jaipur City Knowledge & Innovation Foundation

Last Name: IT Jaipur

Street Address: Meen Institute of Technology, Jaipur, 302022 Jaipur, Rajasthan

Country: India

State/Province: Rajasthan

City: JAIPUR

Zip/Postal Code: 342001

Phone Number: +91234567890

Order Summary (1 Item)

	Square Sagwan box	₹2,554.00
<small>⚠ We don't have as many quantity as you requested, but we'll back order the remaining 1.</small>		

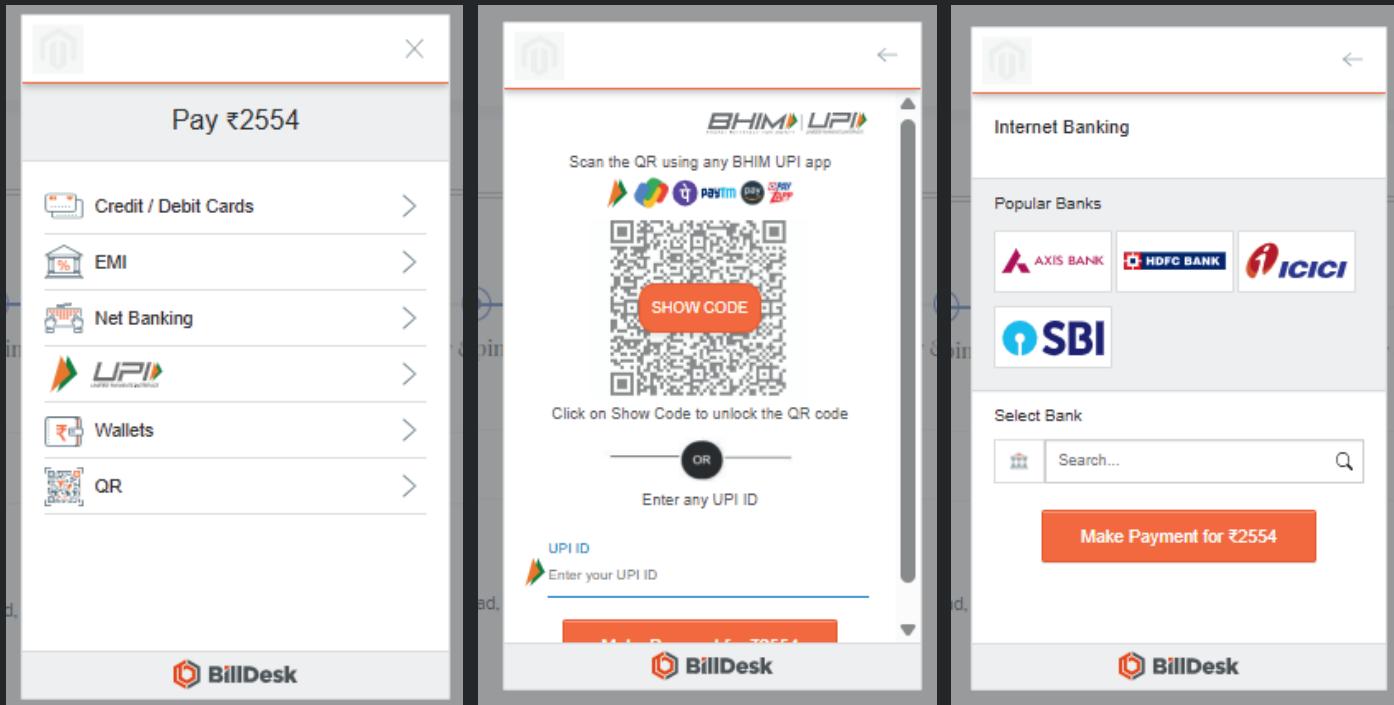
Shipping Methods

<input checked="" type="radio"/>	₹0.00	Free	Free Shipping
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Next

6. Select Payment Method

Options like: UPI, Debit/Credit Card, Net Banking & Wallets



7. Receive Order Confirmation

A confirmation page appears displaying the following:

Order ID
Payment receipt
Confirmation SMS / Email

Order ID: 1234567890
Order Date: March 13, 2024
Delivery To: Jodhpur City Knowledge and Innovation Foundation, E-6 Berm, IIT Jodhpur Campus, NH 62, Nagaur Road, Karwar, Jodhpur - 342030
Purchase Sales: P.O#: PO00000028
Created At: March 13, 2024
Status: Pending

Items Ordered												
Product	SKU	Supplier SKU	Qty	Qty Received	Qty Transferred	Qty Returned	Qty Billed	Purchase Cost	Tax(%)	Discount(%)	Amount	
Ambassador Car	JD-BH-03-007	Chauhan car	1	0	0	0	0	₹3,000.00	18.0000	0.0000	₹3,540.00	
Semi Circular Sagwan Box	JD-BH-01-002		1	0	0	0	0	₹500.00	18.0000	0.0000	₹590.00	

Sales Totals

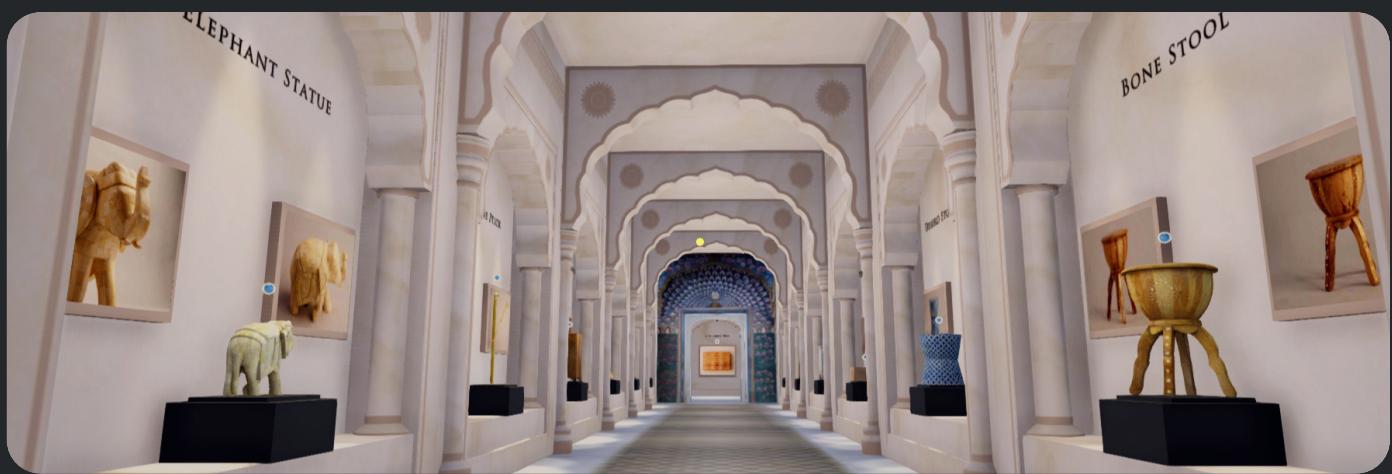
Subtotal	₹3,500.00
Shipping Cost	₹0.00
Discount	₹0.00
Tax	₹630.00
Grand Total (excl. Tax)	₹3,500.00
Grand Total (incl. Tax)	₹4,130.00

Thank you, JODHPUR CITY KNOWLEDGE AND INNOVATION FOUNDATION

Kalaanubhav: AR,VR Interface and Immersive Virtual Space

Technologies like Augmented Reality and Virtual Reality are being used to build a digital archive dedicated to traditional crafts. The idea is to preserve local heritage while promoting handmade textiles and handicrafts.

Through this virtual platform, visitors can explore and interact with craft traditions and artisan-made pieces. It offers an immersive experience that not only highlights the beauty of the work but also shares the stories and history behind each item. By bringing culture into a digital space, the initiative helps people connect more deeply with the craft, the heritage, and the artisans who keep these traditions alive.



Phygital Mueseum "Dharohar"

An unique repository located at JCKIF Premises, IIT Jodhpur Campus that seamlessly blends the physical and digital realms. Exploring the physical museum, one can encounter a diverse array of craft products, from Bone & Horn creations to Block printing, leather Mojari, Salawas Durry, and Tie & Dye craft products. Each showcased item comes with a QR code, to scan and unlock the captivating story behind the craft and the product with just a swipe of fingertips, one can even rotate the item for a 3D view enhancing immersive journey into the world of traditional craftsmanship.



Process of scanning code to interact with product and behind the story of craft and product

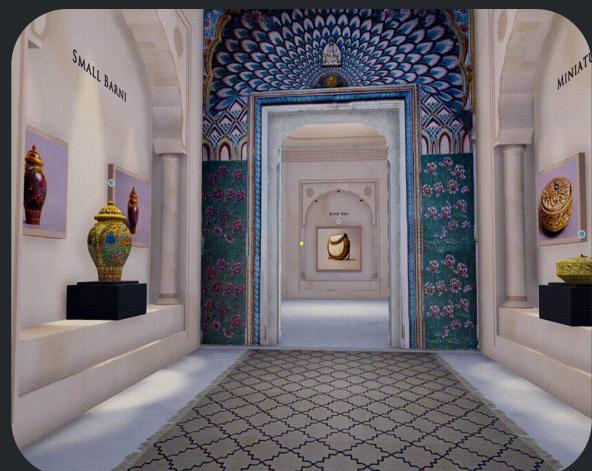
3D Virtual Space

The 3D Immersive Virtual Space under Kalaanubhav is a dynamic and interactive virtual environment designed to redefine how people engage with traditional crafts. This digital space seamlessly blends the physical and virtual worlds, enabling users to explore, interact with, and appreciate handcrafted products in an entirely new way.



Within this immersive platform, users enter a 3D environment, move around freely, and view craft items from multiple perspectives just as they would in a real gallery or museum. Every object is detailed with high-resolution textures and true-to-life dimensions, allowing visitors to inspect products up-close and understand the craftsmanship behind them.

The experience goes beyond simple viewing. It acts as a virtual bridge between artisans and audiences worldwide, showcasing the heritage, stories, and cultural significance embedded in each craft item. By offering an engaging and intuitive interface, the 3D Experience Centre enhances user connection to the craft, supports educational exploration, and promotes informed appreciation of local cultural heritage.



Patents & Design Registrations for Artisans

JCKIF has undertaken a significant initiative to support artisans in Jodhpur's craft sector by facilitating the registration of their product designs with the Government of India. Through this effort, artisans engaged in block printing, leather juti, tie-and-dye, Salawas durry, and bone & horn crafts are empowered to protect their creative work through formal recognition and documentation. This step not only safeguards their intellectual property but also strengthens the visibility, credibility, and long-term preservation of traditional craftsmanship. By helping artisans integrate into the formal economy, the initiative contributes to advancing sustainability and nurturing an enabling environment for indigenous artists.



Artisans & their Products for Design Copyright

Total of 19 Design Registrations Obtained from GOI for the Artisans



Block Print & Tie & Dye



Mohd. Yasin

Mohd. Asif



Salawas Durry



Malaram Mundel

Babu Lal Prajapat



Leather Juti



Mohan Lal Gujar

Mahendra Songara

Kailash Panwar



Bone & Horn

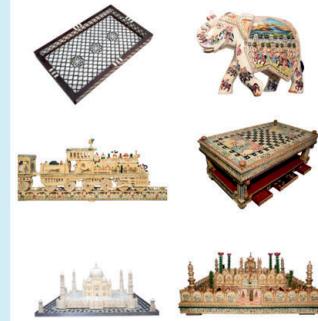


Rahmat Ali

Suresh Chauhan



Jakir Hussain

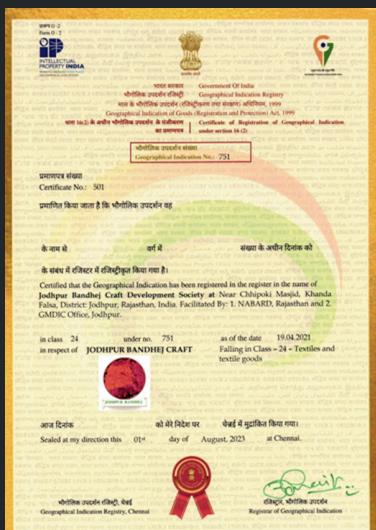


Under this initiative, JCKIF has facilitated product designs created by 10 artisans to be duly registered through the Intellectual Property Office, Chennai, resulting in the issuance of 19 design registration certificates. To honour this achievement, certificates were awarded to the artisans on November 25, 2024, at IIT Jodhpur. The ceremony was graced by the Esteemed Chief Guest, Maharaja Gaj Singh Ji, in the presence of Prof. Avinash Kumar Agarwal, Director IIT Jodhpur; Dr. Goverdhan Dutt Puri, Director AIIMS Jodhpur; Dr. Vinod Gupta, philanthropist and businessman; and distinguished faculty members of IIT Jodhpur.

Geographical Indication Tag: Bandhej (Tie & Dye)

Preserving an Ancient Craft Tradition

Bandhej, commonly known as Tie and Dye, is one of Rajasthan's oldest and most celebrated resist-dyeing traditions, and JCKIF has been able to successfully facilitate the Geographical Indication tagging of the same. The craft involves skillfully tying selected sections of fabric with materials such as nails, beads, or grains to prevent dye penetration, resulting in distinctive patterns once the cloth is colored. This intricate technique is practiced on various textiles including cotton, chiffon, and silk, creating delicate dots, motifs, and flowing wave-like designs.



In Jodhpur, the Bandhej holds a place of high cultural significance. Local artisans produce a diverse range of garments such as sarees, Jodhpuri coats, traditional Rajasthani dresses, salwar-kameez sets, and vibrant yardages used for turbans. Craftsmen in the region are especially known for their mastery in crafting detailed discharge patterns set against rich, vivid backgrounds.

To safeguard this heritage craft, the Jodhpur Bandhej Craft Development Society, in collaboration with JCKIF and IIT Jodhpur, has successfully obtained a Geographical Indication (GI) tag for the traditional Tie & Dye craft of the region. This recognition not only protects the authenticity of Jodhpur Bandhej but also helps revive an art form that has been at risk of fading away, ensuring that the skill, identity, and legacy of its artisans continue to thrive.

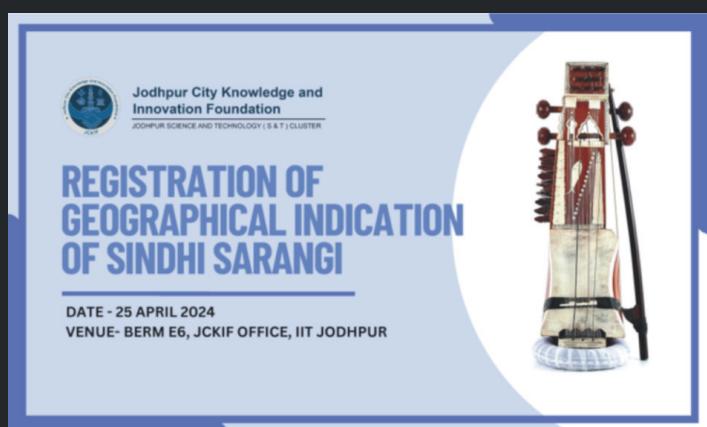


Geographical Indication Tag: Sindhi Sarangi

A Heritage Musical Instrument of Western Rajasthan

The Sindhi Sarangi is a traditional short-necked bowed fiddle played by the Langa community, known as the sarangiya langas, of Western Rajasthan. Revered for its soulful, voice-like resonance, the instrument is primarily used to accompany their folk singing traditions.

Crafted entirely by hand, the Sindhi Sarangi is carved from a single block of tali or seesham wood, shaped into a slightly waisted rectangular body. The instrument comprises four key components: the pegbox, an unfretted neck, the hollow resonating body, and the lower string holder. The body is covered with painted goat skin, enhancing both its acoustic quality and its aesthetic appeal.



To preserve this culturally significant instrument, JCKIF is facilitating the process of securing a Geographical Indication (GI) tag for the Sindhi Sarangi. This recognition will help safeguard its authenticity, honor the deep-rooted identity of the Langa community, and ensure that the artisans and musicians who sustain this tradition receive greater visibility and protection.

"Navsrijan" – Design Innovation Workshop

Jodhpur City Knowledge and Innovation Foundation (JCKIF), IIT Jodhpur, organized the two-day "Navsrijan" Design Innovation Workshop on 30–31 October 2025 at the Jodhpur Club, IIT Jodhpur Campus. Conducted in collaboration with IIT Jodhpur, the National Institute of Fashion Technology (NIFT) Jodhpur, and the Footwear Design and Development Institute (FDDI) Jodhpur, the workshop brought together a total of 100 artisans—50 from textile crafts and 50 from leather crafts. The workshop involved hands-on mentorship for the aforesaid artisans and guidance to help them blend modern design trends with the traditional craft heritage.



The event was inaugurated in the presence of esteemed dignitaries, including Chief Guest Dr. Ruma Devi, renowned social activist and traditional craft entrepreneur; Prof. Avinash Kumar Agarwal, Director, IIT Jodhpur & Chairman BoD JCKIF; Mr. Anil Kumar, Executive Director, FDDI Jodhpur; Prof. Sampat Raj Vadera, Advisor to the Director, IIT Jodhpur; Prof. Shree Prakash Tiwari, PI JCKIC; Dr. Akanksha Choudhary, In-charge JCKIF; along with faculty experts from IIT, NIFT, and FDDI.

"Navsrijan" Takeaways

Navsrijan offered artisans a structured platform to learn and innovate through expert-led lectures and hands-on sessions covering design thinking, consumer behaviour, market trends, digital design tools, AR/VR-based visualization, and machinery-supported production techniques. The initiative exposed artisans to contemporary design processes, modern aesthetics, and efficiency-enhancing practices, equipping them with the skills needed to meet evolving market demands.

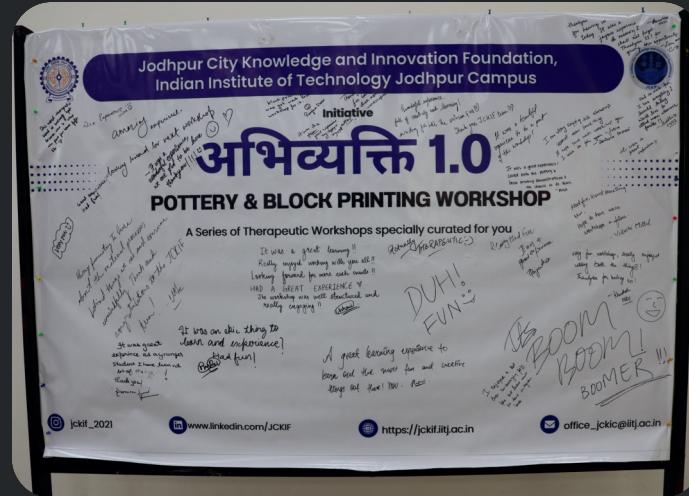


"Abhivyakti" Therapeutic Craft Workshops

Jodhpur City Knowledge & Innovation Foundation (JCKIF) launched "अभिव्यक्ति – A Series of Therapeutic Workshops" at IIT Jodhpur, an initiative designed to promote creativity, cultural engagement, and holistic well-being. These workshops offer participants an immersive space to experience traditional crafts in a calming, reflective, and interactive environment.



The inaugural edition, Abhivyakti 1.0, featured hands-on sessions in Block Printing and Pottery, conducted by skilled master artisans. A total of 48 participants including students and faculty from IIT Jodhpur, NIFT Jodhpur, and FDDI Jodhpur engaged with the history, techniques, and artistic nuances of these crafts while creating their own handcrafted pieces.



The workshop also recognised outstanding creativity by awarding the participants for their innovations and enthusiasm shown during the workshop. More than just skill-building, "Abhivyakti" emphasised the history of our rich craft legacy and the need for reconnecting with our indigenous art forms.

Visit of Shri Om Birla Ji, Hon'ble Speaker of the Lok Sabha to JCKIF Handicraft Exhibition

We were honoured by the presence of Shri Om Birla Ji, Hon'ble Speaker of the Lok Sabha, at the JCKIF Handicraft Exhibition held at Indian Institute of Technology Jodhpur, on 09 June 2025.



Visit of Shri Bhajan Lal Sharma, Hon'ble Chief Minister of Rajasthan to JCKIF Handicraft & Handloom Exhibition

Shri Bhajan Lal Sharma Ji, Hon'ble Chief Minister of Rajasthan, was welcomed at the JCKIF Handicraft & Handloom Exhibition during the Convocation Day celebrations at IIT Jodhpur, on 26 June 2025.



“

“I appreciate JCKIF's dedicated efforts in uplifting Rajasthan's artisans through innovation and opportunity.”

*Shri. Bhajan Lal Sharma
Hon'ble Chief Minister of Rajasthan*

”

Providing a platform to the artisans at the State-Level

JCKIF facilitated the participation by several artisans along with their signature products in the State-Level Independence Day celebrations on August 14, 2025, at Ashok Udhyan, Jodhpur. The exhibition was greatly appreciated by Shri Bhajan Lal Sharma Ji, Hon'ble Chief Minister of Rajasthan, Shri Sudhanshu Pant, Chief Secretary of Rajasthan, and several other dignitaries during the event.



Hosting of International Conference

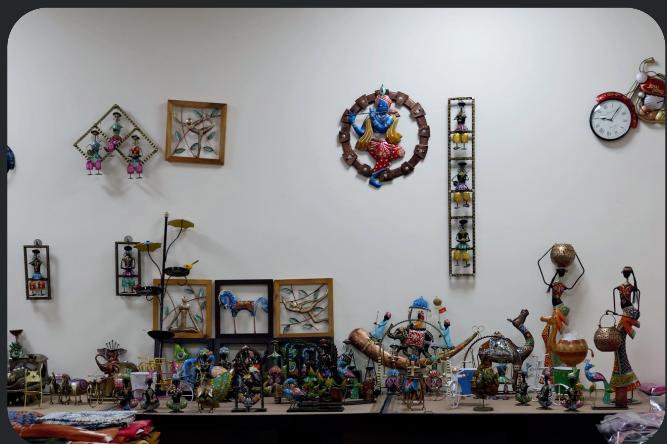
An International Conference on Tradition and Transition: Sustaining Indigenous Skills and Socio-Economic Mobility – Road to Viksit Bharat@2047 was hosted at JCKIF, IIT Jodhpur.



Fieldwork

A Glimpse of the Kalaanubhav Craft Store at JCKIF

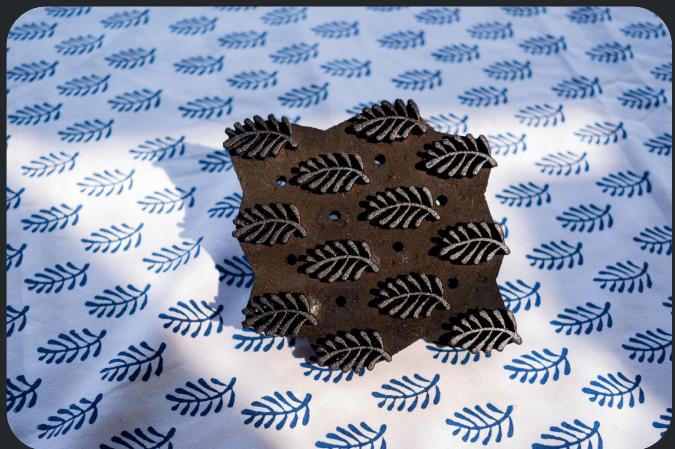
The Kalaanubhav Craft Store at JCKIF offers a vibrant showcase of Jodhpur's traditional craftsmanship, providing visitors with an authentic experience of the region's handlooms and handicrafts. Located within the IIT Jodhpur campus, the store has become a popular stop for delegates attending national and international conferences, workshops, and seminars at the IIT Jodhpur campus, who often explore and purchase artisan-made products as souvenirs. It also serves as a valued space for the IIT Jodhpur campus community, including faculty, students, and staff, to access authentic craft products. By drawing diverse visitors to the store and showcasing the work of skilled artisans, JCKIF continues to work towards strengthening cultural appreciation and creating new market opportunities for the local artisans.



Craft Clusters under the JCKIF Umbrella



Salawas Durry



Block Printing



Tie & Dye



Leather Mojari



Bone & Horn



Meenakari Craft

Craft Clusters under the JCKIF Umbrella



Art Metal Craft



Jute Craft



Wooden Craft



Beads jewellery



Applique Craft



Coir Craft

VALUED ARTISAN TESTIMONIALS

Mr. Abdul Rehman Block Printing Artisan

"पहले हमारा काम सिर्फ द्यानीय बाजारों तक सीमित था। Kalaanubhav.in के माध्यम से अब मेरे डिज़ाइन पूरे देश तक पहुँच रहे हैं। पहली बार लोग मुझे निर्माता के रूप में पहचानते हैं।"



Mr. Jakir Hussain Bone & Horn Artisan

"हमारा शिल्प लुप्त हो रहा था। जेसीकेआईएफ के प्रशिक्षण और ऑनलाइन प्लेटफॉर्म से जुड़ने के बाद, मैं उचित दामों पर अपनी अनूठी कलाकृतियाँ बेच पा रहा हूँ। डिज़ाइन पंजीकरण मेरे काम की सुरक्षा भी करता है।"



Mr. Mohan Lal Gujar Leather Mojari Artisan

"नवसूजन डिज़ाइन इनोवेशन वर्कशॉप ने मुझे अपने पैटर्न को आधुनिक बनाने और फिलिंग में सुधार करने में मदद की। मेरी कमाई ज्यादा स्थिर हो गई है, और ग्राहक अब मेरे हाथ से बने मोजरी की गुणवत्ता की सराहना करते हैं।"



Mr. Malaram Mundel Salawas Durry Artisan

"हमने कभी नहीं सोचा था कि हमारी दरियाँ राष्ट्रीय मंच पर दिखाई देंगी। कलाअनुभव.इन पर फोटोथूट और 3डी इमेजिंग ने ग्राहकों को असली शिल्प कौशल की सराहना करने में मदद की।"



VALUED ARTISAN TESTIMONIALS

Mohd. Irfan **Tie & Dye Artisan**

"मैंने नए रंग संयोजन और पर्यावरण-अनुकूल रंगार्ड तकनीकें सीखीं। अब खरीदार हर उत्पाद के पीछे की मेहनत को समझते हैं, और मेरे उत्पादों की कीमत भी बढ़ रही है।"



Mr. Kamal K. Soni **Bone & Horn Artisan**

"जेसीकेआईएफ के सहयोग से, मैंने उत्पाद की फिनिशिंग और पैकेजिंग में सुधार किया। कलाअनुभव डिन से प्राप्त खरीदारों की प्रतिक्रिया से मुझे बाजार की माँग को बेहतर ढंग से समझने में मदद मिली।"



Mrs. Durga **Applique Craft Artisan**

"जेसीकेआईएफ ने मुझे एक उद्यमी की तरह सोचने का आत्मविश्वास दिया। आज, मैं खुद ऑफर मैनेज करती हूँ और दूसरी महिलाओं को सिलाई के गुरु सिखाती हूँ।"



Mr. Manoj Soni **Meenakari Craft Artisan**

"पहले, हमारे पास मीनाकारी के काम को प्रदर्शित करने के लिए बहुत कम जगहें थीं। जेसीकेआईएफ के माध्यम से मेरे उत्पाद अंततः अधिक ग्राहकों तक पहुँच रहे हैं, और लोग अब हमारे पारंपरिक शिल्प का मूल्य जानते हैं।"





JODHPUR CITY KNOWLEDGE AND INNOVATION FOUNDATION

Jodhpur City Knowledge and Innovation Foundation (JCKIF), is a Section-8 company (Non-Profit Organization) established on 31st March, 2021 under the Companies Act 2013 to carry out and sustain the activities of Jodhpur City Knowledge and Innovation Cluster (JCKIC).

JCKIC is an initiative of the Office of the Principal Scientific Adviser (PSA) to the Government of India on the recommendation of the Prime Minister's Science, Technology and Innovation Advisory Council (PM-STIAC) to create an Atmanirbhar Bharat through Science & Technology. The Indian Institute of Technology Jodhpur (IITJ) is the nodal agency for JCKIF.

JCKIF is acting as a facilitator for the Jodhpur Cluster to create strong linkages among major Academic Institutions, R & D Institutes, National & State Research Laboratories, Government Agencies and Industries of the city of Jodhpur and surrounding areas.

JCKIF CONTINUES TO BE A CATALYTIC AGENT FOR KNOWLEDGE AND INNOVATION-DRIVEN INCLUSIVE AND SUSTAINABLE GROWTH OF JODHPUR AND ITS ADJOINING AREAS.

JODHPUR CITY KNOWLEDGE AND INNOVATION FOUNDATION



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