



SAFEGUARDING CRAFTS

“An International Capacity-Building Programme for Mayors, Municipal Leaders, Professionals, Policymakers and Academics

23 NOVEMBER — 06 DECEMBER 2026

Jaipur, India

ITEC Multi-Country Course | Organised by the Indian Institute of Crafts & Design (IICD), Jaipur, with the support of the Ministry of External Affairs, Government of India, under the Indian Technical & Economic Cooperation (ITEC) Programme



The Indian Technical & Economic Cooperation (ITEC) Programme

The Indian Technical and Economic Cooperation (ITEC) Programme, instituted by the Ministry of External Affairs, Government of India in 1964, is India's flagship platform for international capacity building and South-South cooperation. It enables partner countries to access Indian expertise, institutional knowledge and practical experience through training and professional exchange, strengthening human-resource capacity and long-term development partnerships. ITEC today reaches more than 160 partner countries and remains an important instrument of India's development partnership and soft-power diplomacy.

In 2026, under this wider capacity-building partnership, the Ministry of External Affairs is joining hands with the Indian Institute of Crafts & Design (IICD), Jaipur, to offer a two-week multi-country programme on Safeguarding Crafts. The programme responds to a shared international challenge: how cities can sustain living craft traditions while strengthening the communities, institutions, education systems, markets and policies that enable them to endure.

IICD, Jaipur: Where Heritage Meets the Future

Situated in India's historic Pink City, the Indian Institute of Crafts & Design (IICD), Jaipur, was established by the Government of Rajasthan in 1995 as a catalyst for change in the craft sector. Since October 2007, it is being funded and managed by Ambuja Educational Institute (AEI) under a Public Private Partnership (PPP) model. The Institute, since then, evolved into a distinctive Centre of Excellence for crafts and design education, research, practice and innovation. Bringing traditional knowledge into dialogue with contemporary design, technology, sustainability and emerging livelihoods, IICD creates a space where education and impact move side by side, through material exploration, studios, master practitioners, field research, craft practice and engagement with artisans, communities and industry. Its vision extends beyond the preservation of inherited skills towards giving crafts continued relevance, vitality and possibilities for the future. The Institute's significance is also recognised internationally; UNESCO's official profile of Jaipur identifies IICD as the country's largest resource centre for crafts and design, undertaking cross-cutting research and offering residencies. For an international programme on Safeguarding Crafts, IICD therefore offers more than a classroom, it offers a living knowledge ecosystem where heritage meets innovation, policy meets practice, and craft is understood through education, community, culture and livelihoods, enabling participants to explore how craft knowledge and the people who sustain it can remain meaningfully woven into the future.

Capacity Building Programme: Safeguarding Crafts

Safeguarding Crafts is a **two-week international executive capacity-building programme** primarily designed for Mayors and Municipal Leaders **senior government and Municipal leaders, policymakers, professionals educators and researchers** to explore craft not merely as cultural heritage, but as a living ecosystem of knowledge, communities, livelihoods, enterprise and place.

Rooted in India's diverse craft traditions and drawing upon its experience in *craft policy, artisan and cluster development, education, technology, design, intellectual property, tourism and urban development*, the programme examines how cities and communities can safeguard living craft traditions while enabling their continued transmission, relevance, visibility and livelihood potential. Through a carefully integrated combination of expert sessions, policy perspectives, case studies, hands-on craft learning, field immersions and policy laboratories, participants will engage with the interconnected dimensions of Policy & Governance, Craft & Heritage, Livelihoods & Markets, and Education & Transmission. The programme ultimately seeks to equip participants to develop a context-specific **Craft Safeguarding Action Plan** for their respective countries, **supporting resilient craft ecosystems** where traditional knowledge can thrive, artisans can prosper, skills can be transmitted across generations, and crafts can contribute meaningfully to the cultural, social and economic vitality of cities and communities.



Aim

This capacity-building programme aims to enhance participants' understanding of the nuances of Intangible Cultural Heritage including living craft traditions, relevant policy frameworks, and practical interventions for safeguarding and strengthening craft heritage. It seeks to equip participants to contribute to an enabling ecosystem in their home countries where traditional crafts can thrive, artisans can prosper, knowledge and skills can be transmitted across generations, and crafts can contribute meaningfully to the cultural, social and economic vitality of cities and communities.

Objectives

By the end of the programme, participants will be able to:

1. Understand the concept and significance of safeguarding living craft traditions and the challenges faced by craft communities.
2. Examine India's policy frameworks, institutional mechanisms and good practices for safeguarding crafts and promoting artisan livelihoods.
3. Explore the role of education, technology, design, markets, tourism and urban development in sustaining and strengthening craft ecosystems.
4. Identify appropriate approaches and interventions that governments and other stakeholders can adopt to support crafts and artisan communities.
5. Learn from Indian craft clusters, artisans, institutions and field-based initiatives through experiential and hands-on engagement.
6. Develop a context-specific Craft Safeguarding Action Project addressing a craft-related challenge in their own city, region or country.

Who can Participate

1. Mayors & Municipal Leaders
2. Public Representatives
3. Administrators and Policymakers
4. Professionals from UNESCO Creative Cities Network (UCCN)
5. City Managers
6. Educators and Researchers in Crafts

Curriculum

The curriculum is structured around a central premise: safeguarding becomes meaningful when policy frameworks are connected to the people, places, skills and economic systems through which craft traditions remain alive. Each day therefore combines a forenoon component of policy, knowledge and dialogue with an afternoon of practice, immersion and exchange. This programme is based on following seven learning pillars

1. Understanding Crafts and the Culture of Making

What exactly are we trying to safeguard?

- Crafts as living cultural heritage, tacit knowledge systems and community practices
- Relationship between artisan, material, skill, technique, product and place
- Crafts for Sustainable Development
- Craft traditions, cultural identity and the culture of making
- Challenges to continuity: loss of skills, changing aspirations, raw materials, mechanization and changing markets
- Safeguarding versus preservation - keeping traditions alive while allowing them to evolve

2. Policy and Governance

What can governments do?

- India's policy and institutional framework for crafts and artisan development
- Government initiatives for skill development, cluster development, infrastructure, technology and artisan support
- Roles of national, state and local governments in safeguarding craft ecosystems
- Institutional convergence and stakeholder partnerships for craft development
- Policy instruments: infrastructure, finance, training, markets, social support, intellectual property and public programmes

3. People and Livelihoods

How can craft remain a viable and dignified livelihood?

- Artisans at the centre: skills, livelihoods, working conditions and social status
- Craft as a source of employment, entrepreneurship and local economic development
- Access to finance, raw materials, tools, infrastructure and social security
- Strengthening artisan enterprises through skills, design, business capabilities and institutional support and market access
- Women and youth: creating sustainable opportunities and encouraging the next generation to remain engaged with crafts

4. Technology and Innovation

How can technology strengthen crafts and artisans?

- Technology for documentation, preservation and dissemination of craft knowledge
- Digital tools for design development, prototyping and appropriate production technologies
- Technology for quality improvement, productivity and access to raw materials
- Digital platforms, e-commerce and digital storytelling for artisan and market access
- Opportunities and challenges of AI and emerging technologies in the craft sector
- Establishing provenance and authenticity

5. Designing, Marketing and Positioning Crafts

How can artisans reach better markets and earn better incomes?

- Understanding craft value chains, markets and changing consumer preferences
- Design, product development, quality and packaging for contemporary markets
- Branding, storytelling and positioning of crafts and artisan identity
- Geographical Indications, authenticity and protection against imitation
- Direct marketing, e-commerce, exhibitions, tourism and institutional procurement

6. Crafts, Heritage, Tourism and Cities

How can cities become partners in safeguarding crafts?

- Crafts as part of urban cultural identity, heritage and local economic development
- Craft clusters, historic craft neighbourhoods, markets and cultural spaces
- Role of municipalities in infrastructure, workspaces, public spaces and craft facilities
- Linking crafts with heritage tourism, craft trails, markets and cultural experiences
- Craft-friendly cities: integrating crafts into urban planning, tourism, city branding and local development

7. Knowledge and Education

How does craft knowledge move to the next generation?

- Inter-generational transmission of craft skills, knowledge and cultural meaning
- Master artisans, apprenticeship and learning-by-doing
- Documentation of tacit knowledge, techniques, materials and processes
- Role of schools, vocational education, higher education and design institutions
- Engaging youth and new generations in the future of traditional crafts

Programme Methodology

Learn • Experience • Engage • Apply

The programme adopts an **experiential, practice-oriented and participatory learning approach**, bringing together policy, expert knowledge, craft practice and field-based engagement. Participants will move between classroom learning, direct interaction with craft communities and applied project development.

- **Interactive Learning:** Lectures, expert sessions, policy dialogues and keynote addresses.
- **Craft Immersion:** Hands-on workshops and learning with artisans and craft practitioners.
- **Field Engagement:** Visits to craft clusters, studios, enterprises, museums and heritage sites.
- **Peer Exchange:** Comparative reflection and knowledge-sharing across participating cities.
- **Diagnostic Exercises:** Exploring real craft-sector challenges and identifying context-specific opportunities.
- **Applied Project Work:** Developing a **Craft Safeguarding Action Project** addressing a real craft-related challenge from the participant's city or country.
- **Action-Oriented Outcome:** Translating programme learning into a practical, locally relevant approach that can be adapted for implementation.

What Participants Will Experience

LEARN: Engage with Indian and international perspectives on craft safeguarding.

MAKE: Experience Indian craft traditions through hands-on workshops.

CONNECT: Interact with artisans, designers, educators, researchers and institutions.

APPLY: Explore approaches that can be adapted to participants' own cities and craft ecosystems.

Key Resource-Persons

1. Ayush Kasliwal, Co-founder designer & Managing Director, Ayush Kasliwal Furniture Design Studio
2. Dileep Baid, Dileep Industries
3. Max Miliano Modesty, Co-founder Kalhath Foundation/2mAteliers
4. Neelam Chibber, Co-Founder Industry Bangalore
5. Neeraj Gupta, Academic Advisor IICD
6. Nandita Srinath George, Co-founder Creative Dignity
7. Rajesh Kumar, President, Fair Trade Forum
8. Scott Frankum, Founder Economy3.org
9. Toolika Gupta, Director IICD
10. Tarun Bansal, Managing Director, Arya Niwas Hospitality
11. Yosha Gupta, Founder, MeMeraki
12. Yogesh Chaudhary, Jaipur Rugs

Programme Schedule

Day/ Date	Forenoon	Afternoon
Day 1 (Monday) 23 rd November 2026	Understanding Crafts and Culture of Making	Pottery workshop at IICD
Day 2 (Tuesday) 24 th November 2026	Policy and Governance	Block Printing Artisans Cluster Visit to Sanganer
Day 3 (Wednesday) 25 th November 2026	Designing, Marketing and Positioning Crafts	Tie & Dye Workshop at IICD
Day 4 (Thursday) 26 th November 2026	People and Livelihoods	Empowering Women in Rural Rajasthan Jaipur Rugs Visit
Day 5 (Friday) 27 th November 2026	Technology and Innovation	Digital Platforms for artisans and market access
Day 6 (Saturday) 28 th November 2026	Branding and Story Telling	Visit to AKFD & Anantaya Craft Studio
Day 7 (Sunday) 29 th November 2026	FREE DAY	
Day 8 (Monday) 30 th November 2026	Creating Sustainable Opportunities	Visit to Khanoom Pottery Studio
Day 9 (Tuesday) 1 st December 2026	Craft Heritage, Tourism and Cities	Visit to Rajasthan State Museum
Day 10 (Wednesday) 2 nd December 2026	Heritage Walk in Historic Craft Neighbourhoods	Visit to City Palace Museum and PDKF
Day 11 (Thursday) 3 rd December 2026	Knowledge and Education	Craft Safeguarding Project Work
Day 12 (Friday) 4 th December 2026	Intangible Cultural Heritage	Craft Safeguarding Project Work
Day 13 (Saturday) 5 th December 2026	Participants' Presentations	Experience sharing and valedictory
Day 14 (Sunday) 6 th December 2026	FREE DAY	

Experience Jaipur — A Living Craft City

Jaipur offers a unique setting in which to experience the living relationship between heritage, craft, design and urban life. Its historic walled city continues to retain longstanding commercial, artisanal and cooperative traditions, while its identity as a UNESCO Creative City of Crafts and Folk Art reflects the vitality of its craft ecosystem. From traditional craft neighbourhoods, artisan workshops and bustling markets to museums, cultural institutions and contemporary design spaces, the city offers diverse opportunities for learning and exchange. Through heritage walks, field visits and craft encounters, participants can explore how a city can sustain its cultural traditions while connecting them with contemporary livelihoods, creative enterprise and urban development.

Programme Mentor

- Prof (Dr.) Toolika Gupta, Director, IICD Jaipur
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- Prof. Neeraj Gupta, Academic Advisor, IICD Jaipur
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Contact Details

IICD, Jaipur Co-Ordinators

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IICD, Jaipur Details

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Website: www.iicd.ac.in

Micro-page: <https://www.iicd.ac.in/safeguarding-crafts/>