

Exploring Certification: The Craftmark Model
An Alliance for Artisan Enterprise Working Group Roundtable
Wednesday, June 12, 2013

Introduction to the Craftmark Model

Presented by:

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Craftmark is part of the All India Artisans and Craftworkers Welfare Association (AIACA)

Founded in March 2003, AIACWA began as an informal association of Craft NGOs and producer organizations spread throughout India. AIACA's work in the initial years saw that providing policy inputs was not adequate as the need for many producer groups was first access to markets and to technical inputs. Hence, the focus of AIACA's work expanded to create programs and platforms that would assist craft producers to showcase their products and become commercially sustainable organizations.

AIACA's Mission

The handloom and handicraft sector represent an important source of livelihood in India, especially in rural areas. After agriculture, handicrafts is the second largest employer in rural India, with many agricultural communities depending on it as secondary form of income generation during times of drought, lean harvests and famines. Despite a significant contribution to the national GDP and export earning, little effort has been made to enhance the incomes of craftworkers at a macro level.

The All India Artisans and Craftworkers Welfare Association (AIACA) is a membership-based apex body for the handloom and handicraft sectors. AIACA seeks to represent a range of organizations in these sectors and to engage in policy advocacy activities aimed at increasing the domestic and international market for handloom and handicraft products along with improving the standard of living of craft workers and to explore new and commercially sustainable models of livelihood promotion.

For more about the AIACA, visit: <http://www.aiacaonline.org/>

About Craftmark

The Craftmark initiative helps Indian craftworkers connect to mainstream markets.

The Craftmark initiative helps denote genuine Indian handicrafts, develop sector-wide minimum standards and norms for labeling a product as a handicrafts product, and increase consumer awareness of distinct handicraft traditions. Under this initiative, AIACA will license the Craftmark logo for use by Craft-based businesses, cooperatives and NGOs for use on product tickets and labels.

For details on Craftmark membership, services, and processes, read more on Craftmark's [website](#).

Presenter Bios



Amita Arora Puri, Executive Director

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Amita Puri has worked both for the for-profit and not-for-profit sector. After completing her Masters in Business Management, Amita joined Standard Chartered Bank where she worked for eight years across retail and corporate banking functions. She joined CRY, India's leading child rights organization and worked with them for nine years first as Head of Global Operations and then as General Manager, Resource Mobilisation. She was CEO of Charities Aid Foundation from April 2009 - April 2012.

She is an advisory group member of Asian Venture Philanthropy Network and a frequent resource person for South Asian Fund Raising Group and Resource Alliance.



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Arushi Chowdhury Khanna is an economics graduate from St Xavier's College, Mumbai and a post graduate from NIFT. Through varied assignments with organizations such as the SGSY Project in Gujarat, Adiv-Pure Nature Exports, e-commerce site craftsvilla.com and WomenWeave, she has worked on creating sustainable artisan-based enterprises across the commercial, governmental as well as non-profit sectors.