

APPENDICES

APPENDIX I

Interview schedule: Scholar

I.....give my consent to participate in the survey.

Profession: Academician/Historian/Curator/Government Officials/Art Collectors/Writers/Any Other

Date: ____

Place _____

Signature of the partic_____

I. Background Information:

IA. Personal and Professional

S. No	Information Sought	Answer
1	Name	
2	Age (in years) and Gender	
3	Profession	
4	Experience	
5	Present Designation	
6.	Present organization	

IB. Educational:

1. Tick whichever is applicable:

S.N	Education	Choose
1	Graduate	
2	Postgraduate	
3	Polytechnic/ITI	
4	Any Design Course	

II. Knowledge of Craft and its present status

1. In your knowledge, when and under what conditions did zardozi embroidery come to Bhopal?
2. What products were traditionally made in Bhopal with zardozi embroidery?
3. What was the role of the begums in the development of this craft in Bhopal?
4. Who are the people involved in the business and trading of the craft?
5. Who are the artisans involved in it?
5. In which areas of the city and state is this craft practiced?
6. What is the present status of the craft?
7. What are the changes in the status of the craft and artisans?
8. Do you think it can be converted into a sustainable livelihood option?
9. Please give reasons for your answer to the above question?

III. Sources for Details on Zardozi Embroidery:

1. What are the sources which can provide authentic information about the craft?
- 2.. The craft has been the identity of the city still there is a lack of research and documentation about the craft? Why?
3. Do you think documentation and study is required on zardozi embroidery of Bhopal? Give reasons for your answer?

IV. Training and Policies:

1. Do you think enough is being done to save the glory of Bhopal zardozi embroidery?
2. What all initiatives in your knowledge are being done?
3. Do you think training can help in preserving the craft?
4. What kind of training do you think can help the Bhopal zardozi artisans?
3. What else can be done to preserve and promote the craft?
4. What should be the government's role in preserving this craft in Bhopal?

APPENDIX II

Interview Schedule: (Zardozi Artisan)

I,.....give my consent to participate in the survey.

Date: _____

Place: _____

Signature of the participant

I Background Information:

IA: Personal

S. No	Information Sought	Answer
1	Name	
2	Age (in years) and Gender	
3	Marital Status	
4	Age at Marriage	
5	Religion	
6	Ward	
7	Years of Stay in Bhopal	
8	Birth Place	

IB Educational: Tick whichever is applicable:

S.No	Education	Choose
	Illiterate but can count and sign	1
	Literate	2
	Fill 5	3
	Fill 8	4
	Fill 10	5
	Fill 12	6
	Graduate	7
	Postgraduate	8
	Polytechnic/ITI	9
	School/College dropout	10

Please specify the reason if school dropout/college dropout:

IC Languages known:

Language	Speak	Read	Write
Hindi			
Urdu			
Punjabi			
English			
Any other:			

I.D. Family Composition:

1. Type of family: Nuclear/ Joint/ Extended/ Separated/ Single / Divorcee

S. no.	Family Size (Total no of family members with name of relations for ex mother, father, child) Total no. ()	Age (yrs.)	Earning (E) / Dependent (D)	Educational Qualification: Illiterate/Semilliterate/ Primary/Middle/10 th /12 th / Graduate/PG/ITI/Pol ytechnic/Schooldropou t	involved in fulltime Zardozi work (presently or previously*)	involved in part-time Zardozi work (presently or previously)
1						
2						
3						
4						
5						
6						

* Size of Family: Small (below 5) / Medium (5-10 members) / Large (above 10 members)

Semi-literate—can sign, count, little reading

2. Children go to—Private / Government / any other School/college
3.a. Are children availing any scholarship?
Yes/no, if yes then details: (amount and organization)

3. Was anybody in your family a zardozi artisan? Yes / No

4. If yes, then who? Grandparents / Siblings / other relatives / friends / neighbors/any other

5. Do you want your children to pursue this profession?

Remark	Very Strongly Agree	Strongly Agree	Agree	Can not say	Disagree	Strongly Disagree	Very Strongly Disagree
Yes							
No							
Only if something else does not work out							

I.E. LIVING CONDITIONS:

1. Type and condition of the house:

	Kachcha	Semi Pukka	Pukka
Rented			
Own (self purchased)			
Ancestral / Family			
Provided by the Employer			

2. House amenities

- Electricity connection
- Water connection
- Attached washroom/Toilet
- Dish / cable
- Broadband
- Landline/ mobile
- Gas connection
- Gated community and well-maintained campus

3. Which gadgets and appliances are owned and used by you:

- Music system
- TV (Size, type, brand)
- Computer
- Laptop/ tablet
- Telephone/ Mobile
- Washing Machine
- Fridge
- Microwave/Oven
- Inverter
- Generator
- Bicycle
- Smart phone/ mobile
- Number of two wheelers
- Number of 4 wheelers (light weight/ heavy weight)
- Any other (please specify): _____

4. Recharging of data pack: Bimonthly / Monthly/ Any other

5. Do you have?

a separate workshop outside or near your house for zardozi embroidery / work from home with no separate premises / Work from home but separate workshop inside the house / Any other _____

6. Tick the ones you are using:

S.No		Yes	No
I	Bank Account		
Ii	Aadhaar Card	1	2
Iii	PAN Card	1	2
Iv	Ration Card	1	2
V	Any other	1	2

II: ECONOMIC CONDITION:

1. Is zardozi your part-time or main occupation?

S. n.	Occupation type	Yes (1)	No (2)
i	Main		
ii	Part time		

2. What is your approximate monthly salary from zardozi?

S. n.	Salary	Tick whichever is applicable
i	0-5000	
ii	5000-10000	
iii	10000-15000	
iv	15000-20000	
v	20000-25000	
vi	25000-30000	
vii	Above 30000	

3. If No, then what is your main occupation? And what is your salary from your occupation?

S. n.	Main Occupation	Salary
i		

4. If you are a part-time zardozi artisan than did you shift to other profession because:

S. n.	Occupation	S.A.	A	N	D	S.D.
i	zardozi embroidery has low income					
ii	health problems due to long working hours in zardozi embroidery					
iii	Long working hours in zardozi embroidery					

5. If you are a full time zardozi artisan then how many hours are spent by you during

S. n.	Season / Time of year	Peak season	Normally and not in peak season
i	8-10 hours		
ii	10-12 hours		
iii	12-14 hours		
iv	14-16 hours		

6. Who is the Chief Bread Earner of the Family:

S. No.	Variable	Particular	Tick the Applicable
1	Chief Earner of house	Self	
		Other family members	
		Total	

7. Monthly Family income including the income from zaradozi embroidery:

Variable	Particular	Tick applicable
Total monthly household Income including income from <i>zaradozi</i> embroidery	5000-10000	
	10001-15000	
	15001-20000	
	20001-25000	
	25001-30000	
	More than 30000	
	Total	

8. Are you saving any amount on monthly basis?

		Tick the Applicable
Are you a member of any monthly saving scheme?	Yes	
	No	
	Total	

9. Monthly household savings in INR and mode of saving:

Monthly household savings	Bank deposits	Beesi/anjuman	Sharemarket	Chitfund	Post office	sip	Any other
No saving							
100-500							
500-1000							
1000-1500							
1500-2000							
Above rs 2000							

10. Do you have any kind of loan? Yes / No

11. If yes, then name the source of your loan-

Bank / Cooperative society / Friend or family member / local baniya / gold loan /your contractor or employer / any other

12. Mention the type of loan that you have taken-

House loan /Car loan/ two-wheeler loan /Personal loan /Education /Any other; please specify /No loan

13.How do you repay your loan?

EMI / Lumpsum / not able to repay /pay as and when Im able to save some money/ any other

14. Are you using: Debit (ATM card) / Credit Card / Online payment such as UPI, Pay tm / Any other

III. CRAFT DETAILS

IIIA Entry into Craft

1.Age of Learning the craft

	Variable	Age in Years	Tick the applicable
1	Age of starting Learning Zardozi	10-14	
		15-19	
		20-24	
		25-30	
		Total	

2. Age of starting to earn from Embroidery:

Variable	Age in Years	Tick the applicable
Age at which individual started earning from craft	10-14	
	15-19	
	20-24	
	25-29	
	30-34	
	35-40	
	above 40	

3. Have you inherited the craft or learnt the craft as first generation? Yes / no

4. You have learnt this craft:

S.No		Source	Tick which is applicable
4	Source of learning <i>Zardozi</i> Embroidery	Family and relatives	
		Formal Training	
		Master craftsmen	
		Any other (on job training, learning with incentive)	
		Grand Total	

III B Craft Process:

1. Do you apply any finishing in the end? Give details
2. Do you perform any quality check or control in the end? Give details

III. C Product and Design:

1. What products do you generally make? (list with name and size)

S.No	Product Name	Traditional Name	Size	No of days for zardozi	No of Hours

2. Which product / products have maximum orders in your workshop?

S.No.		80-100%	60-80%	40-60%	20-40%	5-20%	0-5%
	Batua						
	Potli						
	Ladies Kurta / Kurti						
	Gents Kurta						

	Gents Sherwani						
	Dupatta						
	Shawls						
	Stole						
	Gharara set						
	Sharara set						
	Ghaghra Choli						
	Saree						
	Jackets						
	Jewellery						
	Cushion covers						
	Curtains						

IIID. Management of Raw Material and Ready Products:

1.The raw material for Zardozi embroidery is purchased by:

S.No.		Always	Almost Always	Sometimes
	Workshop / boutique owner			
	Contractor			
	Customer			
	Middle men			
	Artisans / you			

2.The fabric for Zardozi embroidery is purchased by:

S.No.		Always	Almost Always	Sometimes
	Workshop / boutique owner			
	Contractor			
	Customer			
	Middle men			
	Artisans / you			

3.The design for zardozi embroidery is decided by:

S.No.		Always	Almost Always	Sometimes
	Workshop / boutique owner			
	Contractor			
	Customer			
	Middle men			
	Artisans/you			

4. Who pays for the maintenance of the Tools?

Sr. No	Variable	Particular	Tick the applicable
7	Who pays for the maintenance of the tool	Self	65
		Employer	28
		Total	93

5.The zardozi embroidered products are prepared:

S.No.		80-100%	60-80%	40-60%	20-40%	5-20%	0-5%
	On confirm order by retail customer						
	On confirm bulk order by shopkeeper						
	On confirm order by government emporiums						
	On orders by Middle men						
	For other designers or boutiques						

III E. Orders and Payments

5. Mode of Payment:

Sr. No	Variable	Particular	Tick which is applicable
5	Mode of Payment	Cash	
		Digital Payment/UPI/Paytm	
		Any other	

6. Frequency of Payment:

Sr. No	Variable	Particular	Tick which is applicable
5	Frequency of Payment	Daily	
		Weekly	
		Fortnightly	
		Monthly	

III. Technology Usage:

1. Do you have and use a Mobile Phone:

Sr. No	Variable	Particular	Tick the applicable
2	Use of mobile	Yes	
		No	
		Total	

2. Type of Mobile phone owned and used:

Sr. No	Variable	Particular	Tick the applicable
1	Type of Mobile	Simple Phone	2
		Smart Phone	91
		Total	93

3. Knowledge of Basic Computer Programmes like word, Powerpoint

4	Knowledge of computer	Yes	38	41%
		No	55	59%
		Total	93	100.0%

5	Use of email	Yes	28	30%
		No	65	70%
		Total	93	100.0%

4. Social Media Usage (Facebook Usage, Whatsapp Usage, Instagram and Pinterest :

Sr. No	Variable	Particular	Tick the applicable	Business/Personal/Both
3	Social Media	Facebook		
		WhatsApp		
		Instagram		
		Pinterest		

IIIF Innovative Craft Practices

1. Have you done?

S.No	Product Name	Yes	No	Remarks
	Any innovation in technique of zardozi			
	Any changes in the adda			
	Developed any new tool			
	Developed any special packaging			
	Develop any logo for your work			
	Mixed zardozi with any other embroidery			
	Got website develop for your work			
	Trained any other person			

2. For what occasions do you embroider the products?

Marriage / Festival / Party / Officewear / Daily wear / Gifts / Any other

IV. Awareness, Readiness and Skill upgradation:

IV.A. Awareness and Readiness of Government Schemes

1. Are you registered with any of the following:

S. n.	Agency	Yes (1)	No (2)	Year of Registration if yes	Benefit Received
A	Development Commissioner Handicrafts (DCH)				
B	Sant Ravidas Hastshilp evam Hathkargha Samiti M.P.				
C	Rural Industries Department				
D	KVIC				
E	Skill Development Department				
F	Panchayat evam Mahila Bal Vikas				
G	State Emporium-Mrignaynee				
H	Non-Govt. Organization				
I	Self Help Group				
J	Co operative				
K	Any other				

2. Have you availed any of these govt. benefits?

S.No	Benefit / Scheme	Yes	No	Remark
1	Handicrafts Helpline No 18002084800			
3	Design development workshop			
4	Artisan Identity Card			
5	Design and Technology Development Workshop			
6	Assistance to exporter and entrepreneur for design prototype			
7	Handicrafts training program			
8	Training through Guru Shishya Parampara			
10	Urban Haat			
12	Design Banks			

13	Craft Based Resource Center			
14	Raw Material Depot			
15	Gandhi Shilp Bazaar/Craft Bazars			
16	Exhibitions			
17	National Handicrafts Fair			
18	Demonstration programme			
19	Participation in international fairs and exhibition abroad			
20	Buyer seller meet			
24	Support to artisans in indigent circumstances			
25	Financial Assistance for supply of tools, safety equipment etc.			
26	Margin Money			
28	Pradhan mantrijeevanjyotibima yojana (pmjjby)			
29	Pradhan mantrisurakshabima yojana (pmsby):			
30	Mega Clusters / Comprehensive Handicrafts Cluster Development Scheme (CHCDS).			

IV. B. Training and Skill Upgradation

1. Have you attended any training programs?

S. n.		
I	Yes	1
Ii	No	2

2. If yes, then how many training programs have you attended? give details.

S. n.	Organized by (govt./NGO/ any other)	Number of days	Number of hours per day	Remuneration received (yes / no)	If yes then remuneration amount per day	Certificate issued(yes/no)

3. Were you able to get any benefit from the training programs?

S. n.		
I	Yes	1
Ii	No	2

4. If yes then what benefits did you get from the training or skill upgradation?

S. n.	Benefit	V.S.A	S.A.	A.	N	D	S.D.	V.S.D
	Learnt zardozi craft							
	Able to get a steady job							
	Improved my work and speed and so my salary increased							
	Improved quality of my work							
	got more orders and work							
	Understand Customer Demands							
	gained more confidence							
	Design new products							
	Able to use computer, online marketing for my work							

	Increased my earnings from sales of zardozi products							
	Start my own zardozi business							
	Get more customers							
	How to market my products so that I get good price							
	Any other							

5. What can be the reasons of not getting desired or intended benefits from the training program:

S. n.		S.A.	A.	N	D	S.D.
	It's a very time-consuming process					
	Lot of paperwork is required					
	Not much benefit despite registrations and paper work					
	Only people with contacts, big traders and designers are able to get benefit in the name of artisans					
	Lack of education is a barrier in availing the benefits					
	We can not go to offices as we are busy with our work					
	Despite training and exhibitions my products are not sold					
	The benefit we get is very less and not worth our time and energy					
	Not able to use computer, online form filing					
	These schemes don't get us any confirm orders or work					
	The schemes are good but its difficult to avail them					
	Any other					

6. What can be included more in the training programs?

S. n.		S.A.	A.	N	D	S.D.
	Colour Combinations					
	Making new designs					
	Making good quality products					
	Understanding customer requirements					
	Able to open our own business					
	Getting a well-paid job in zardozi					
	How to be able to make products and sell like designers					
	How to improve working condition					
	How to use computer for designing					
	Preparing a catalogue of our work					
	Speaking confidently					
	Any other					

7. Should the training be in one complete module without breaks? Yes / no, give reasons

8. Should there be some breaks in between the training modules? Yes / no, give reasons

V. Union / guild / club/ unity in artisans

1. Is there any union working for the welfare and upliftment of the zardozi artisans?

S.No.		
I	Yes	1
Ii	No	2

2. If, yes then please give details of its working.
3. If no, then who takes care of the demands and welfare of the workers? Give details.
4. Do you think zardozi artisans of Bhopal are united and help each other?

VI. Prospects:

1. Your suggestions for the
- Government–
- Consumers–
- Any other
2. In your opinion what should be done to continue the craft?
3. In your opinion can artisans themselves do something for the craft? Yes / No
4. If yes then what?
-

APPENDIX III

Interview schedule: (Zardozi Entrepreneurs)

I.....give my consent to participate in the survey.

Name of the shop/enterprise/studio.....

Tick whichever is applicable: *zari* centre / *batua* and *zardozi* shop / design studio

Date:

Signature of the participant: _____

III. Background Information:

IA. Personal

S. No	Information Sought	Answer
1	Name	
2	Age (in years) and Gender	
3	Marital Status	
4	Religion	
5	Mobile	
6	E-mail	

IB. Educational:

2. Tick whichever is applicable:

S.N	Education	Choose
1	Illiterate but can count and sign	
2	Literate	
3	Till 5	
4	Till 8	
5	Till 10	
6	Till 12	
7	Graduate	
8	Postgraduate	
9	Polytechnic/ITI	
10	School/College dropout	

IC. Languages known:

Language	Speak	Read	Write
Hindi			
Urdu			
Punjabi			
English			

Any other:			

IV. Information Regarding Craft Business:

S. No	Information Sought	Answer
1	Years of existence of the workshop / boutique / store	
2.	Who started the shop?	
3.	Years of your involvement /working in the shop/ business?	
4.	Did you work somewhere else also before starting the shop?	

III. Information about the craft:

- As per your knowledge how old is the craft of *zardozi* in Bhopal?
- How was it started in Bhopal?
- What products were traditionally made by Bhopal *zardozi*?
- What products are in demand and made now?
- In your opinion in the last 10 years the popularity of the *zardozi* craft has:

S. No	Popularity of the craft in consumers and connoisseurs has:	Yes	No
1	Increased		
2	Decreased		
3	Can Not Say		

- In your opinion in the last 10 years the workmanship and quality of *zardozi* products available in the market has:

S. No	Workmanship and quality of the product has:	Yes	No	Cannot Say
1	Increased			
2	Decreased			
3	Cannot say			

IV Initiation into Zardozi Business:

- Was the business started by?

S. No	Business started by	Yes	No
1	You		
2	Family Business		
3	Any other		

2. Are you trained in zardozi?

S.No.	Trainng in Zardozi	
I	Yes	1
Ii	No	2

3. If yes than, what type of training did you take in zardozi?

S. No		Yes	No
1	Inherited from the family		
2	was a zardozi artisan and then opened the shop		
3	friends and extended family		
4.	formal training in any institute		
5.	apprenticeship under a senior artisan or shop		
6.	government training program		
7.	Online		
8.	myself as a hobby		
	Any other (please specify):		

4. If you have started the shop as a first generation than what made you start the shop?

S. No		Yes	No
1	I have seen zardozi in my family so it was easy for me		
2	was a zardozi artisan and then opened the shop		
3	Interest in this business		
4.	This was the only thing I could do		
5.	Was not getting job so opened the shop		
6.	Forced by circumstances		
7.	Pays well		
8.	Any other (please specify)		

V.Artisans:

1. Location of zardozi workshop:

S.No.	Location	Yes	No
i	With the shop/store	1	2
ii	Away from the shop/store	1	2

2. How many artisans are employed by you?

S. No	Type of artisans	No. of artisans
i	Full-time wage artisans at the workshop	
ii	Part-time wage artisans at the workshop	
iii	Home based artisans	

3.Mode of payment to artisans:

S.N	Mode of Payment	No. of artisans
I	Cash	
Ii	Account Transfer	
Iii	Any Other	

4. Frequency of Payment:

S.N	Frequency of Payment	No. of artisans
I	Daily	
Ii	Weekly	
Iii	Fortnightly	
Iv	Monthly	
V	Piece basis	

VII. Product and Design:

1. What all products are sold or embroidered in your shop/store/workshop?

S.N	Product Name

2. Do you make products:

S.N	Products	Yes	No
i	On confirm order only		
ii	In anticipation of order or demand / readymade		
iii	A mix of both		

3. Do you make products for?

S.N	Type of Customers	Yes	No
i	Local Customers		
ii	NRI/Visiting Customer		
iii	Both		
iv	Any other		

4. What types of motifs are mostly used for doing the embroidery?

1. Animal motifs 2. Human figures 3. Leaf 4. Bird motifs 5. Floral motifs 6. Geometrical shapes 7. Any other, please specify

5. What is the most preferable layout for the embroidery?

6. What are the various sources of design?

VIII. Manufacturing:

1. Do you manufacture all the products sold by you? Yes / no
2. If no then what percentage of products is outsourced or bought from others?
3. If you are manufacturing some / all of the products yourself then?
 - a. you have a workshop
 - b. you subcontract the work
 - c. outsource the work to home based artisans

IX. Packaging:

1. Do you use any special packaging for your products? Yes / No
2. If yes then what type of? Cardboard box / fabric bag / Ziplock bag / any other
3. Do you attach any care label or instructions with your product? Yes / No

4. Do you have your own brand name, logo and specially designed packing with your logo?
Yes / no

X. Marketing:

1. Are you using any of the following for business?Instagram / Facebook / WhatsApp /
Newspaper / Billboards / pamphlets
2. If you don't advertise than howdo your customers locate your shop?

XI. Present Status and Prospects:

1. In your opinion the demand for zardozi has
Increased
Decreased
No change
2. Availability of skilled artisans
Easily available
Not available easily
Artisans moving to other professions
3. Do you think the craft has seen revival in last 5 years? Yes / no

APPENDIX IV

FOCUS GROUP DISCUSSION

Zardozi Connect-Raag Bhopali Campus

October 2022

Topic: Craft Conversations: Part II

1. Arrival and Seating
2. Lighting of the lamp 5 min
3. Introduction to the craft 5 min

It gives us immense pleasure to welcome you all here at Raag Bhopali Campus, Bhopal for

Craft Conversations: Part II titled

Revitalizing, Reinterpreting and Renewing the craft of Zardozi Embroidery and Batuas of Bhopal for Livelihood Creation

Craft Conversations is a series of events aimed at strengthening the efforts for revival and promotion of the local crafts for sustainable livelihood generation. Crafts are a goldmine and India has a huge repository of handicrafts and handlooms. Each state has its own traditional weaves and crafts which have been handed down over generations through oral traditions. However today the existence of these crafts is in danger because of fast fashion, cheaper machine-made products, imitation products and host of other issues.

Bhopal, known as the city of lakes, is the capital of the central Indian state of Madhya Pradesh and is famous for its delicately adorned zardozi batuas. The art has been in existence here since almost 200 years now. Patronized by the Begums it was also a tool for women empowerment since olden times. However today it is struggling hard for survival owing to changing markets and consumers, lifestyles and so on and so forth. Bhopal has a large artisan base and zardozi is a potential livelihood skill. Taking cognizance of the situation the government has initiated many steps.

AS THEY SAY IT TAKES A VILLAGE TO RAISE A CHILD

Similarly, it will take a lot of stakeholders, repeated dialogues and sustained efforts in revitalizing this heritage craft from Bhopal. And it is for this purpose that we have the august gathering of eminent speakers and stakeholders with us today who have already initiated actions for the revitalization of the craft.

4. We have with us:
 - a.
 - b.
 - c.

- d.
 - e.
 - f.
 5. Introduction and felicitation of the Panelists 20 min (slide for each panelist to be flashed on projector along with oral introduction by the moderator)
 6. PM and CM video clipping on Skill Development 5 min
 7. Moderated Session with pre-decided and informed question for each panelist
-

1. Somewhere along the line MP came to be known more for its Chanderi, Maheshwari, Bagh and Gond. Once a prominent center of Zardozi, Bhopal could not keep up as much in the race despite sincere and persistent efforts. What is your take on this?
2. Potential of *zardozi* embroidery as a sustainable and viable livelihood option:
3. Various organisations and policies for the welfare, skill development and capacity building of zardozi artisans of Bhopal for present and future
4. Experiences of policy implementation for the Bhopal zardozi artisans
5. Requirements and Needs for Effective Policy Implementation
6. The government is making sincere and persistent efforts for the upliftment and betterment of our artisans. Even for zardozi of Bhopal. What role is it that you as a government representative feel the artisan should play to meet you half through this? We have the schemes, training programs, startup programs, what is it that the artisan should do on their part to make these truly relevant?
7. Craft Traditions have continued across generations and centuries. Today the younger generation does not want to continue with these? The reasons vary from payments, status, amount of efforts required. What is being thought to make the craft an interesting and attractive option to the younger generation?
8. Bhopal also has a very large number of women artisans, in fact it is said that the craft was started for empowering women but we don't see them on forefront, they are not visible in zardozi work and work silently from home. Then how do you ensure that benefits are reaching them? Who are your stakeholders in making the benefits reach the home-based worker?
9. Way Forward:

Vote of Thanks

Group Photograph

Concluding Remarks

APPENDIX V

To,

Subject: - Expert Opinion on Capsule Training Programme

Dear Sir/Madam,

It is my pleasure to share that I, Meeta Siddhu, am working on my Doctoral research titled, " **Sustenance of Zardozi Embroidery of Bhopal through Documentation, Training and Product Development**" and have planned to:

1. develop a capsule training programme
2. test the effectiveness of the training programme.

We are honored to seek your help as an expert considering your experience, expertise and knowledge in the area of education, training and research. Further we request you for giving your valuable response in identifying areas of training and judging the relevance of the training programme and its content. The programme has been developed by the researcher on the basis of review of literature, field interactions and available expertise. The developed training programme is attached for your perusal. You are requested to give preferential rank to

The present training programme has been developed after a field research on various aspects and present status of Zardozi Embroidery of Bhopal and is part of my PhD research titled "A STUDY ON THE EVOLUTION AND PRESENT STATUS OF ZARDOZI EMBROIDERY OF BHOPAL AND DEVELOPMENT OF AN EFFECTIVE TRAINING MODULE FOR ITS SUSTAINABILITY" .

This program has been specifically developed keeping in mind the needs of home based women zardozi artisans of Bhopal as despite possessing skill and training they are not being able to use their skill optimally. Thus this programme has been developed as a low cost training capsule which can be used as an add on to the existing training programmes and can be taken up in different localities and organizations as a reinforcement.

Warm Regards

Meeta Siddhu
Research Scholar,
Department of Clothing and Textiles, F.F.C.Sc.
The Maharaja Sayajirao University of Baroda, Vadodara , Gujarat

One of the vital aspects of preserving the intangible cultural heritage is dissemination of knowledge and accessibility to knowledge. Crafts represent our cultural heritage and community identity of artisans. Thus for the continuation of our handicraft traditions it is very important to ensure a continuing series of dialogues, discussions, and interactions with various stakeholders. Training programs thus form an important tool of knowledge dissemination and promotion.

‘We believe in the tremendous power that a woman, specifically a mother, possesses and provides. Allow her to flourish and grow – and she’ll pass it on’ (Akola 2021).

Akola. 2021. “Who We Are.” <https://akola.co/pages/who-we-are>

Women with an income are respected, experience less domestic violence, have better mental health, send their daughters to school, advocate for women’s rights.

<https://zardozi.org>

TEZ – Training in Entrepreneurship through Zardozi **(Basic Training Programme)**

Introduction:

Thus with the above thoughts and the findings of the research and after careful analysis the researcher has developed a capsule training programme which is low cost, vernacular in instruction and suited to requirements of artisans.

I. Training Beneficiaries:

1. Women Artisans
2. Low-income group households (less than 20000 Rs)
3. Already skilled in zardozi embroidery but not able to utilize it
4. 30-50 years age group (this age group is not covered in USTAAD)
5. Low-educational background (less than 12th)
6. Language Barriers
7. Cultural Barriers
8. Tied up with household responsibilities

II. Training Objectives:

To enable the respondents:

1. To know the history/socio-cultural importance of zardozi and build awareness of and pride in their culture, tradition, and handicrafts
2. To analyze the increasing value of zardozi embroidery in fashion industry
3. To know about the latest material, tools and equipment required for embroidery.

4. To know about the traditional and contemporary motifs, layouts and products.
5. To develop the skill of choosing correct fabric and raw material as per specific customers and products
6. To develop a sense of color schemes and color combinations for products.
7. To be aware about the right posture/seating style, handling of tools, use of material required for embroidery.
8. To be able to create an attractive, finished, defectfree embroidered article
9. To understand the vocational / economical value of zardozi embroidery
10. To enable artisans to significantly improve their standard of living, socio-cultural and economic status
11. To create catalogs of their work within available resources and minimum cost using phone camera
12. To increase their employability and enable artisans to increase their income without necessarily increasing the cost of time and materials.

III. Training Methods:

- Lecture
- Demonstration
- Discussion
- Action learning / Activity
- Study Trip
- Expert Talks
- Project
- Exhibition

IV. Training Need Assessment (TNA):

For assessment of training needs the guidelines prepared by Vidhale, C.N. were used which are as follows:

[Training need assessment is the process of identifying what participants need to learn.]

- Visiting proposed trainees and training areas.
- Identifying training areas/tasks needed.
- Determination of knowledge, skill and attitude about zardozi
- Observation of trainees' situations and obtaining background information.
- Finalizing trainees characteristics probably affecting training results.
- Obtaining opinion of participants regarding training aspects i.e. Venues, time, duration, other training facilities.

V. Training Program:

Day	Module Title	Topics	Duration	Teaching Methods	Teaching Aid
1.	History, Importance, Scope of Zardozi Pre Analysis	1.Introduction 2.Icebreaking activity 1. 3.Building Self Esteem 2. 4.History and Heritage behind Zardozi in Bhopal 3. 5. Present Status and Demand 4. 6. Traditional and Contemporary Products	60 min + 5 hrs action project	Lecture cum Discussion Presentation Activity	White Board Television Laptop Board Pen Powerpoint Presentation Chromecast Device Expert Talk
2.	Introduction to Product Development Basics of Product Development	1. Good Design and Bad Design 2. Features of Good Design 3. Elements of Design 4. Colour Harmonies 5. Emphasis 6. Creating awareness about traditional raw material 7. Effect of Embroidery on different fabrics 8. Effect of Embroidery Using Different Yarns	60 min + Action Learning (4 hrs)	Presentation Discussion Product Development Product Analysis	Lecture cum Discussion White Board Zardozi Products and Pictures of Museum Pieces
3.	Ensuring Workmanship and Quality	1. Meaning of Quality 2.Importance of maintaining Quality 3.Ensuring a Quality Product: <ul style="list-style-type: none"> ● Raw Material ● Techniques ● Colour Combinations ● Neatness ● Embroidery Defects ● Checking Products for Quality 	90 min + 3 hrs action project	Demonstration Lecture Expert Talk Discussion Expert Talk	White Board Projector Zardozi Products Raw material samples

4.	Types of Markets	1.Types of Markets-Export, Domestic, Local 2.Handicraft markets and demands 3.Understand flexibility of the term “market demand”- 4.Demand Creation 5.Value Addition	60 min + 3 hrs action project	Demonstration Lecture Product Development	Lecture cum Discussion White Board Zardozi Products and Pictures of Museum Pieces
5.	Understanding Customers and Customer Segmentation	1.Types of Customers 2.Need for customer connect 3.Ways of building customer connect 4.Understanding Product Requirement of Customers	60 min + 3 hrs action project	Demonstration Lecture Product Development	Lecture cum Discussion White Board Zardozi Products and Pictures of Museum Pieces
6.	Developing Products as per Customers Lifestyle and Demands	1.Basics of Design Thinking 2.Design Process 3.Relationship of Material to Product	60 min + 5 hrs action project	Demonstration Lecture Product Development	Lecture cum Discussion White Board Zardozi Products and Pictures of Museum Pieces
7.	Marketing Channels	1.Brick and Mortar Stores 2.PopUps 3.Exhibitions and Fairs 4.Ecommerce Websites 5.Social Media for Business and 6.Promotion Social enterprise	60 min + 3 hrs action project Activity-Analyzing websites and Instagram for marketing and advertising	Demonstration Lecture Expert Talk Product Development	Lecture cum Discussion White Board Zardozi Products and Pictures of Museum Pieces

8.	Sampling Pricing Payment Gateways Making a catalog	1.Awareness of personal expenses Pricing 2.Understanding difference between cost, price and value 3. Factors affecting Pricing 4. Value Addition 5. Using Payment Gateways	60 min + 4 hrs action project Activity-Product Catalog Preparation	Demonstration Lecture Product Development	Lecture cum Discussion White Board Zardozi Products and Pictures of Museum Pieces
9.	Setting up a Home Studio Human Factors and Ergonomics Soft Skills	1.Introduction to Home Studio 2. Ergonomics and Its relation to Health-Posture, Lighting, Workspace 3. Soft skills, communication , presentation with customers, 4.Customer care and ethical behavior 5.Work Ethics	60 min + 5 hrs action project	Demonstration Lecture Product Development	Lecture cum Discussion White Board Zardozi Products and Pictures of Museum Pieces
10.	Identifying and Overcoming various social, cultural, economic and personal barriers	1.Meaning of Barriers 2.Type of Barriers 3.Overcoming barriers for personal growth and economic independence	60 min + 4 hrs action project	Demonstration Lecture Product Development	Lecture cum Discussion White Board Zardozi Products and Pictures of Museum Pieces
11.	Vocational Guidance for Setting up self employment and small business in zardozi Feedback and Closing Ceremony	1. Introduction to various government schemes 2. using social media for setting up small businesses 3. Post Analysis	60 min + 5 hrs action project	Powerpoint Presentation Discussion	Lecture cum Discussion White Board Zardozi Products and Pictures of Museum Pieces
12.	Exhibition cum Interaction	1. Consumer Interaction 2. Expert Opinion	One Day	Photography and Product Exhibition by Invite	Panel Discussion

**EVALUATION SHEET FOR CAPSULE TRAINING PROGRAMME FOR
HOME BASED WOMEN ARTISANS OF BHOPAL**

1. Very Appropriate 2. Appropriate 3. Neutral 4. Somewhat Appropriate 5. Inappropriate

In case of 3/4/5 - Please suggest changes or alternatives

Topic	Appropriateness of the Module Title					Relevance of the module content to the training objectives					Relevance Of the Subtopics to the main Module					Relevance Of the Subtopics to the training objectives					Order / Flow of the topics					Appropriateness of the Teaching Methodology					Appropriateness of the teaching aids					Remarks
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
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Module 12																																				

Feedback/Suggestions: