

# Indian artisans making their living by using traditional methods

Indian artisans making their living by using traditional methods of woodwork, glasswork, embroidery etc have been given a helping hand and a boost to income by 7 young volunteers from an organisation called 'Art for Activism'. In a project lasting 4 months, the young volunteers identified artisans in need in the Punjab province of India, raised funding to buy raw materials for them and organised a collective exhibition and sale of the products.

The need for this project was felt as these traditional craft forms do not provide sufficient income for the artisans and are not being learnt by a new generation and are thus in danger of being eradicated. The project aimed to work with the artisans to create designs to appeal to a younger market as well to address modern day issues. Funding was used to purchase raw materials, rent a studio to enable the artisans to work together and to rent the hall in which the exhibition and sale took place.

The money generated from the sale of the gift items were given to the artisans. Following the exhibition, the remaining products were placed for sale in gift shops around the city of Delhi. The sustainability of the project has been ensured by young people aged 15-25 from slum areas being offered scholarships upon completion of a 6-8 month apprenticeship with the artisans.

