

'Gangotri', 3, Jalaram Society, Hospital Road, Bhuj – Kutch, Gujarat 370 001, India.

## EDUCATION

Graduate in Commerce and Laws.

Languages: English, Hindi, Gujarati, Kutchhi (dialect), Malayalam.

## PREVIOUS PROFESSIONAL EXPERIENCE

Over ten years experience in Stock Markets, Investments, and Small Business Consultancy.

## CURRENT PROFESSIONAL EXPERIENCE

Co-founder Qasab - an initiative for revival, revitalisation and reinterpretation of Embroidery Crafts for contemporary markets involving over 1200 craftswomen from 11 ethnic communities, across 65 villages in Kutch. Involvement continues.

Former co-founder at Khamir - an initiative set up for revitalising and re-positioning traditional crafts other than embroideries of Kutch after the devastating earthquake of 2001. Laid foundation, built and nurtured organization before departure in 2012.

Helped establish Shaam-e-Sarhad, a community based endogenous tourism project in Hodka, Kutch along with local NGOs, District Administration and community members.

Mentor for a year to help Welspun Global Brands Ltd. to set up a craft and livelihood development project called SPUN in Kutch.

Set up Craft Channel, an informal network group involving more than 500 artisans, designers, craft entrepreneurs, stores from different parts of India.

Perspective building on craft development and sharing of information related to crafts done on a regular basis among group members through *what's app* group and fb page. Helps members network with each other for business development and other issues related to craft practice. This network continues to grow and helps small artisans, designers and craft entrepreneurs develop their work.

Facilitator and artisan liason for Maiwa Handprints Ltd. working for over twenty years with traditional tribal communities in Kutch and with Banjara/ Lambani communities in central and southern India.

## GENERAL

More than twenty years of intense involvement with artisanal communities on the ground for development and revitalisation of traditional crafts in Kutch, Gujarat. The long term objective was to make traditional work viable in a contemporary market context in such a way that artisans and cultural identities are strengthened — artisans come to recognize and take control of the equity of their heritage.

Techniques and artisans included embroidery, Ajrakh block printing, batik, tie-dye, weaving, lacquer work, bell making, leather and many specialties in each of these areas.

Liason on a regular basis with artisans, designers, craft businesses, researchers and craft-lovers to engage with craft development.