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PRESS RELEASE

Exclusive store for handcrafted products launched at IIT (ISM); Products of rural artisans trained by IIT (ISM) ACIC Foundation, including ceramic jewellery, organic soaps, blue pottery, bamboo handcrafted products to be sold at the IIT (ISM) shop.

No need to visit remote rural corners to purchase the bamboo products like lampshades, ceramic potteries or Dokra art products as one can get such handcrafted products by visiting the Central Library of IIT (ISM).

All this, as a new shop, meant to sell the handcrafted products of rural artisans trained by community innovation hub of IIT (ISM), Atal Community innovation Centre was launched today below the Central Library of the institute near the Barista Shop

Prof JK Pattanayak, Director IIT (ISM) who carried out the formal inauguration of the shop in presence of a host of dignitaries including, Prof Dheeraj Kumar, Deputy Director; Bhuwan Bhaskar, Assistant Director of Handicrafts, Ministry of Textiles; Akansha Sinha, Chief Executive Officer (CEO) ACIC and Camelia Chaudhary, Manager ACIC etc lauded the ACIC initiative and said it will help in the marketing of the products made by the rural artisans.

Notably, wide range of products like customized memento, shawl and bamboo handcrafted products, blue pottery, ceramic jewellery, organic shops, herbal oil and traditional outfits made by rural artisans trained by ACIC IIT (ISM) foundation, who are working as ACIC incubated startups are up for sale in the shop which will remain open from 10 a.m. to 6 p.m. from Monday to Saturday.

The day also marked the valedictory function of two day " हस्तशिल्प कौशल सम्मान प्रतियोगिता" organized by ACIC Foundation from July 18 and 19 on the 3rd and 4th floor of i2h building of the institute during which altogether 120 artisans from different parts of Bihar and Jharkhand participated in a handicraft making competition.

The artisans who were engaged in making of wide range of products during the event, like Sculpture, Lac Bangles, Madhubani Art, Dhokra Art, Dikki Art; Kantha Stitch, Fabric painting Embroidery and so on were felicitated during the function.

The first prize for the competition went to Bhola Kumar Pandit, for his terracotta sculpture of Lord Shiva while the second prize went to Nizam Jadupetia who made Dokra art product. The third prize was bagged by a group of Kamini Sinha and Sweety who made a painting out of waste products based on theme of Global Warming.

Speaking during occasion, Prof JK Pattanayak said "By witnessing the ongoing development of products during the competition I came to know that how much effort is involved in making such products".

Prof Dheeraj Kumar, Deputy Director during his address spoke at length about the journey of ACIC that started in 2020 and lauded the innovative research as well as training carried out at the centre. He also expressed hope that it will soon self became self sufficient in terms of funds generation.

The participating artisans registered for the event as part of 40 teams, each comprising of three members belonged to different places like Madhubani, Ranchi, Dumka, Deoghar, Dhanbad, Maithon, Koderma, Simdega, Sindri, Giridih, Hazaribagh, Parasnath and Gomoh etc.

Madhu Kumari, one of the participating artisans of the **हस्तशिल्प कौशल सम्मान प्रतियोगिता** who made a designer wall clock using resin art said, "I have decorated the clock using natural flowers besides ear of wheat etc" and added that resins and paints have poured on the top of the flowers etc to create a thick and flossy protective coat"

Ved Prakash, a Madhubani painter, making a painting along with two other team members Anjali Kumari and Supriya Kumari said " Through the painting, we are depicting the gradual progress of science and technology that took place in our country from the initials days to recent time when Chandrayan was launched successfully by our scientists"

He also praised the initiative taken by IIT (ISM) to organize the **हस्तशिल्प कौशल सम्मान प्रतियोगिता** which provided a platform to rural artisans to showcase their talent.

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