

The Integrated Design & Technical development project

Craft: Handmade crochet lace

Venue: International Lace Trade Center, Narsapur

Date: 01.08.2016- 31.12.2016

(sanction order no.
J-12012/2015-16/DS/NR
Dated 04/03/2016)



Supported by

O/o Development commissioner of (Handicrafts)

Ministry of Textiles, Govt. of India



Organized by

Export Promotion Council for Handicrafts

Vasantkunj, New Delhi

Acknowledgement

The successful completion of this product development programme would be incomplete without the mention of the people who made it possible.

Many individuals exerted their direct and indirect influence upon the completion of the project.

With a deep sense of gratitude and indebtedness,
I sincerely thanks

Development Commissioner (Handicrafts)
for giving us this opportunity to work for
the “ INTEGRATED DESIN PROJECT AT NARSAPUR.

I sincerely thanks

Mr. Rakesh Kumar (E.D, E.P.C.H)

Mr. R K VERMA (Director, EPCH)

and all the Crafts Person of Narsapur Cluster
without whom this project wouldn't have gone as
possible.

I would like to thank all the persons who
took participation in this project for their constant cooperation,
understanding and also being so flexible.

Development commissioner (Handicrafts)



Development Commissioner (Handicrafts) Ministry of Textiles, Govt. of India

The Development Commissioner (Handicrafts) is the nodal agency in the government of India for craft and artisan based activities. It assist in the development, marketing & export of handicrafts and the promotion of crafts forms and skills.

The Handicraft sector plays a significant and important role in the country's economy. It provides employment to avast segment of crafts person in rural & semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage.

Handicrafts have great potential, as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also for the increasingly large number of new entrants in the crafts activity. Presently, handicrafts contribute substantially to employment generation and exports.

The office of Handicraft work for socio-economic upliftment of the artisans and supplement the efforts of the State government for promotion & development of handicrafts within the country and abroad. Development commissioner (handicrafts) has been implementing a cluster development scheme for sustainable development of cluster of handicrafts artisans through different implementing partners. The scheme is implemented in a projectised and need based mode for a period of 5 years with the aim to empower the artisans are given financial assistance for a package of social, technological, marketing & financial interventions depending on the need.

Export Promotion Council for Handicrafts (EPCH)

E.p.c.h was established under Companies Act in the year 1986-87 and is a non-profit organization, with an object to promote, support, protect, maintain and increase the export of handicrafts. It is an apex body of handicrafts exporters for promotion of exports of Handicrafts from country and projected India's image abroad as a reliable supplier of high quality of handicrafts goods & services and ensured various measures keeping in view of observance of international standards and specification. The Council has created necessary infrastructure as well as marketing and information facilities, which are availed both by the members exporters and importers. The export of handicrafts (other than hand knotted carpets) was merely Rs. 387.00 crores during the year of establishment of the Export Promotional Council for handicrafts of India i.e. 1986-87 rose to level of ` 12975.25 Crores in year 2011-12.

The Council is run and managed by team of professionals headed by Executive Director. The Committee of Administration consists of eminent exporters, professionals. The Export Promotion Council for Handicrafts has a rarest distinction of being considered as MODEL COUNCIL that is self-sustaining and where all the promotional activities are self-financed. Council's continued pursuit of excellence and the objective of achieving the hallmark of quality assurance by extending excellent services to all the members and stake holders has led the Council to become an ISO 9001 - 2000 certified organization.



The Integrated design and technical development project

Introduction

Being recognized as the birth place of Crochet lace almost 150 years back in Andhra Pradesh, a quaint town called Narsapur and the adjoining villages of East and West Godavari today is a fine example of how this art and craftsmanship has been preserved and nurtured.

Introduced by the wives of Christian Missionaries in 19th century in Narsapur, the lace work initially was taught to the marginalized women with an aim to provide them part-time livelihood. The finished products were sold in India and abroad in England, Ireland, Scotland, Australia, Canada, New Zealand etc. With an increase in orders the lace making art became regular industry in and around Narsapur.

Dominated mostly by women artisan, lace art has grown from a mere skill to full-fledged industry today catering to Indian and foreign market and giving employment to nearly two lakh women. Be it home furnishing from living room to bed room or fashion accessories to fashion garment Narsapur lace artisans expertise is unmatched in Athukupani (attached work), Chethipani (hand work) and Kajakuttu (lining work) designs.

In course of time crochet lace craft have evolved and witnessing difficulty in doing well in domestic and international market due to demand for hybrid products. With an advent of additional value added work of finishing, dying etc the design community is outsourcing the services, resulting the artisans to become a job worker fetching lower returns. To overcome such scenario there is a need for lace manufacturing industry to realign with the emerging trend in market, build and expand skills in terms of high end product development.

O/o Development Commissioner (Handicrafts), Ministry of textiles Govt. of India has sanctioned the Integrated Design and Technology Development Project to Export Promotion Council for Handicrafts. Under this project identified group of 40 artisans along with a Designer who can develop new product lines which are more marketable as per today's market needs. In the project starting with market research where we investigate kind of products are available in the market also to understand need for new products, so that our development can be on the same lines. Based on market research Designer will help artisan group to take inspirations, develop new motifs and styles, along with a new product line. These new products will be introduced to marketing event, where we can get first-hand experience from buyers. If needed according to their feedback after doing changes, product can be place in market. Also there will be involvement of an exporter who are members of EPCH, they can further take this collection and can provide more employment opportunity to the group.



The International lace trade center of EPC(H) in Narsapur



Crochet of Narsapur:


...poetry written with needles

The crochet of Narsapuram is no new name in the world of fashion and home decor. For more than a century the delicately and intricately knitted crochet in the small huts by the women of Narsapuram have adorned the interiors of some of the finest houses throughout the world. The little quiet village on the bank of river Godavari carved its space globally for the painstakingly hand knitted crochet products.

Narsapuram, the small town in West Godavari district of Andhra Pradesh state of India is lush green in nature. With an abundance of coconut trees and Mango groves that are grown in the fertile land that's watered throughout the year by river Godavari and Bay of Bengal, Narsapuram is full of life and beauty. It must be the same scenic beauty that might have inspired the Christian missionaries to make this place one of their main activity centres when India was under the rule of British.

The Christian missionaries have influenced Narsapuram and contributed to its cultural diversity in many ways. As a result, even today, we can see some beautiful churches and buildings in Narsapuram with fine architecture, influence of Western music, hospitals and schools.

But more than anything, if there is anything the missionaries have left behind that completely transformed Narsapuram and made this globally renowned, it's the hand crochet.





Demographics

As of 2011 census, the city had a population of 58,770. The total population constitute, 28,796 males and 29,974 females –a sex ratio of 961 females per 1000 males, higher than the national average of 940 per 1000. 29,974 children are in the age group of 0–6 years, of which 2,665 are boys and 2,456 are girls. The average literacy rate stands at 86.24% with 46,266 literates, significantly higher than the district average of 73.00%.

Governance

Civic administration

Narasapuram Municipality was constituted in 1956. It is a first grade municipality, which is spread over an area of 11.32 km² (4.37 sq mi) and has 31 election wards.



The Taylor High school of Narasapur. The great freedom fighter Abanindranath Tagore and world famous scientist 'Narasimha' Subrahmanyam studied in this school.

Education

Taylor High School is one of the major landmarks in Narasapuram showcasing the Dutch and the British buildings. The high school was founded by British Educationist and local Revenue Officer H. Taylor in 1852, and was later named after him. Chilakamarti Lakshmi Narasimham, a freedom fighter and a noted Telugu litterateur also attended the school.

Transport

Road

The Andhra Pradesh State Road Transport Corporation operates bus services from Narasapuram bus station. National Highway 216 connects NH 5 near Ongole, a short route for Kolkata – Chennai route.

Railways

Narasapuram railway station is a terminal station located on the Bhimavaram–Narasapuram branch line in Vijayawada railway division of South Central Railway zone. It is classified as a B–category station in the Vijayawada railway division of the South Central Railway zone.

Airways

The Nearest airports are in Rajahmundry and Vijayawada



Economy

Crocheted lace Industries

Handmade crochet lace-work is one of the most common form of industry in the town

There are many industries in and around the town such as International Lace Trade Centre, Oil and Natural Gas Corporation of India, Central Industrial Security Force, Central Marine Fisheries Research Institute, AWS (Automatic Weather Station) installed and commissioned by IMD.

Aquaculture

Fishery is one of the main occupation which generates good amount of revenue for the fisherman. It involves cultivation of a variety of estuarine fish called Pulasa.



The famous Pulasa fish



Devotees at Pushkaralu

Culture

Godavari Pushkaram is celebrated every twelve years in Narasapuram to take a holy dip in the Vasista Godavari River.

This river is said to have been brought in by the famous Maharishi Vashishtha, one of the seven great sages of the Hindu Mythology. The place draws people from the world over throughout the year. Antarvedi, the merging of the Bay of Bengal and Vasista River, which is a tributary of the River Godavari. The place of confluence of the ocean and river is called the "Sapta Sagara Sangam Pradesam".



Adikesava emberumaanaar temple

Religious destinations

Some of the religious destinations in the town are, AdiKesava Emberumaanaar Temple; a Vaishnavite temple of 300 years old which was constructed by translator of the British East India Company, Prasannagresara Puppala Ramanappa Naidu; Christ Lutheran Church is in the Andhra Evangelical Lutheran Church and a member church of West Godavari synod.

Crochet- *the craft& history*

Crochet is a process of creating fabric from yarn, thread, or other material strands using a crochet hook.

The word is derived from the French word "crochet", meaning hook. Hooks can be made of materials such as metals, woods or plastic and are commercially manufactured as well as produced by artisans. Crocheting, like knitting, consists of pulling loops through other loops, but additionally incorporates wrapping the working material around the hook one or more times. Crochet differs from knitting in way that only one stitch is active at one time Over the years crochet fashion and trends have evolved.



The process:

Crocheted fabric is begun by placing a slip-knot loop on the hook (though other methods, such as a magic ring or simple folding over of the yarn may be used), pulling another loop through the first loop, and repeating this process to create a chain of a suitable length. The working yarn is brought around the hook to make a loop and is pulled

through the loop of the slip knot. This makes one chain stitch and a loop remains on the hook. The process is repeated to create a chain. The chain is either worked in rows or joined end to end and worked in rounds. A slip stitch joins both ends of a row of chain stitches to create a ring or circle. The chain is either turned and worked in rows, or joined to the beginning of the row with a slip stitch and worked in rounds. Rounds can also be created by working many stitches into a single loop. Stitches are made by pulling one or more loops through each loop of the row with a slip stitch and worked in rounds. Rounds can also be created by working many stitches into a single loop. Stitches are made by pulling one or more loops through each loop of the chain. At any one time at the end of a stitch, there is only one loop left on the hook .



Crochet craft is an inexpensive craft that requires very basic raw materials and can be easily worked at home. The only raw material required is the yarn or thread used. A range of yarns can be used - vegetable dyed hand spun yarn, local wool, cotton, synthetic and other natural fibers like Banana, Jute etc.



Crochet in other parts of the world...

The exact origin and date of crochet is in great doubt. Some believe it goes back to before the time of Christ, but there is no record of this form of needle art before the 1800's and it was not until the 1840's that written instructions began to be published. Crochet has been handed down from generation to generation through family and friends .



Crochet in Europe seems to have developed independently in two quite different milieus. As with knitting, this technique was used to create insulating woolen clothing for use in inclement climates such as Scandinavia and Scotland, where an early-nineteenth-century version of crochet, known as shepherd's knitting, worked with homemade hooks improvised from spoons or bones. Through wear or design, these items became felted, offering further protection against the elements. Simultaneously, in the more leisured climate of the female drawing room, another form of the craft was developing out of a far older type of needlework called tambou



This latter form of crochet developed in Europe and the United States during the nineteenth century, primarily as a women's activity. Numerous crochet patterns appear in women's magazines of this period, ranging from conventional clothing applications such as collars, bonnets, scarves,

blouses, slippers, and baby wear to such fantastical creations as birdcage covers.

Museum collections contain a wealth of crocheted purses and bags from the second half of the nineteenth century. Some of the finest are miser's bags, worked with fine colored silks and tiny glass or steel beads. These bags were rounded at both ends or curved at one end and square at the other and had a small opening through which coins would fit.

Tunisian Crochet

By the middle of the nineteenth century, patterns for Tunisian crochet began to appear. This was a hybrid knitting/crochet technique capable of producing a firm, stable structure for clothing such as shawls, waistcoats, and children's dresses. The technique



was also called Afghan stitch and is still practiced in southeastern Europe, suggesting other geographic avenues for further research into crochet's origins and dissemination.

While crochet was a pursuit of the leisured classes, it was also a cottage industry, providing economic relief in rural areas from the effects of industrialization and displacement. The most famous example of this industry, which produced some outstanding examples of

cotton over thicker threads, and joined together with fine mesh to produce a lacelike structure often of great intricacy and delicacy. During the potato famine (1845-1850) Irish crochet provided a form of sustenance to hundreds of Irish peasant families. As with many cottage industries of this period, it was organized by upper-class philanthropic women who arranged classes and distribution (through agents) of inexpensive and widely fashionable Irish crochet collars, cuffs, and accessories. Irish crochet's success and dissemination through international exhibition led to its practice as an industry in several European countries such as France, Austria, and Italy, and clothing of Irish crochet was imported into the United States and Canada.



During the first part of the twentieth century interest in crochet waned; the ubiquitous crocheted plant holders and hot water bottle covers, often executed in heavy, coarse yarns, were indicative of a foundering creativity where repetition of form was matched by a decline in technical skill. As might be anticipated, though, the craft revival of the late 1960s and 1970s inspired renewed experimentation. Fiber artists realized that by crocheting in the round, crocheting free-form rather than by working in rows, and building up three-dimensional forms from the surface of the fabric, they could produce elaborate wearable sculpture. The increasing range of alternative yarns

and the production of often imaginative and humorous garments led to an appreciation of the art form as a vehicle for self-expression.

Radical Crochet

At the same time, crochet's perceived status as an undervalued women's activity, and its accumulated associations with amateurism, were countered head-on by the conceptual art movement. Crochet became radicalized. Perhaps its best-known proponent in this field was Robert Kushner, who crocheted clothing to be used as performance art.



Artist Robert Kushner and his work



Crochet on Ramp

Unlike knitting, crochet has never become fully mechanized. Hence, it has not been a popular form of construction for ready-to-wear clothing. Discrete crocheted edging sometimes appears on the work of fashion designers best known for their knitwear, such as Adolfo. Otherwise, crochet has been used to great effect as part of the armory of couture techniques. The Irish designer Lainey Keogh uses knitting and crochet to celebrate a sensuous femininity. Vivienne Westwood has absorbed crochet into her stable of elaborate embellishment techniques and used it with aplomb on her reworkings of historical costume. Jean Paul Gaultier has combined knitting and crochet in

ways that celebrate and subvert traditional patterns. Crochet is an outstandingly versatile technique whose applications have ranged from the most basic utilitarian to haute couture. Over the past two centuries it has cycled in and out of fashion, but its potential for creative experimentation has regenerated attention from those who engage in it as a leisure pursuit, as well as professional designers.

The Crochet Cult-re



Today, crochet is at an all-time high in popularity. There is an endless supply of crochet patterns and yarn stores are offering how to crochet classes in addition to the traditional knitting classes. It's not necessarily your grandmother's crochet anymore.

Crochet works of art, from snuggly children's toys to funky wall hangings are always inspiring. Crochet took an evolution change and more people started picking up the skill. Going from exclusivity of just nuns, it went into the hands of posh upper class. Crochet circles have been noted as a past time for upper class ladies to perform the skills. In the early 1900's,



the skill had been evolving and again the crochet was noted to deplete again in skill level. As yarns have changed, so has the level of what you can do with the yarn. Patterns continuing to simplify and many yarns started to get much thicker and hooks increasing in sizes to accommodate the new yarns selections

The Lace history of Narsapuram

“Behind every great tree, is a small seed laid by someone with hope and faith.”

This above statement should be able to describe the story of Narsapur lace craft's origin and growth effectively. When the christian missionaries of Irland started teaching the poor women of Godavari delta reg-ion how to use the crochet needles, they might not have imagined that it will grow to be one of the most pricticed crafts by women in this region and would create entreprenuers out of orinary people for centuries. An act of kindness and a skill that's passed by these missionaries became the seed that was sown which became a great tree and became a shelter for many. Today in and around Narsapuram it's rare to find a woman or a young girl who doesnt know how to crochet and this beautiful craft helped these women who are too conservative to step put of their homes to do any other job, an extra income to run their families sitting in their hiomes. Which is one of the main reasons for the survival and growth of this craft.



Crochet: the Eco friendly craft

It's not easy to beleive that this quite place with a slow life has exported crochet products worth millions to the nook and corner of the world. Any other craft with such mas production would have turned this place into a restless industrial hub. That's the beauty of crochet. Crochet is spread in a radius of 35 kilo meters in and around Narsapur

35 kilo meters in and around Narsapur and practiced in around 50 villages as it fits perfectly into the priorities of life of the wome here. For Women here, family comes first. And then comes career. A woman from Narsapur would look after the needs of her husband and kids first. After the husband leaves to work and kids to school, she would take her needles into her hand and while watching TV or listening to Radio or gosspping with neighbourhood ladies very casually creates beautiful peices of art.





Some of the villages around Narsapuram where crochet is practiced are **Mogaltur, Palakol, Yelamanchili, Turpu vipparru, Arjunudu palem, Bheemavaram, Relangi, Veeravasaram, Tanuku, Peravali, Akanavari thota, Rustumbada, Mandavaripeta, Vardhanam, Doddipatla, Valluru, Kanchu stambam palem, Achanta, Ramannapalem, Abbaraju palem, Jinnuru, Vedangi, Penugonda** and many more.

The lace craft of Narsapur is completely run by women artisans. But what they get in return for making such intricate art peices is very low compared to the profits the exporters make . The turnover of the Narsapur lace cluster in 2007-08 was INR 60 crores through exports alone. More than 80% of this artwork is exported to USA, Europe and Japan. Major domestic markets include Mumbai, Delhi, Colcatta and Tirupur. But the artisans make just Rs 2000- 3000/-.



The state government of Andhra pradesh and the Government of India are doing a lot to protect the artisans from being exploited with cheap wages by encouraging the artisans to become entrprenuers. Every artisan can avail an artisan card given by Development commissioner of handicrafts [DC(H)] with which they can avail a free stall in DC(H) exhibitions, in the exhibitions organized by AP State handicrafts organization; Lepakshi, and other exhibitions like Craft council of AP etc. and sell their products directly to consumers and get orders from buyers.

The evolution of Narsapur lace Business:

the fascinating story

In the 19th century, Missionaries connected with Baptist congregation mission, taught lace making patterns to the newly converted women. To help these women who were facing discrimination from the society to have a financial security, they gave these women yarn and lace patterns and would collect the finished products and would send them to the friends, family and dignitaries and dignitaries back home in Scotland, England and Ireland as Christmas gifts. So in the beginning, Lace in Narsapur wasn't organized in commercial lines but was a non profit activity aimed at soliciting donations for missionary work.

By the 20th century, things have become little more organized and commercial. Two former teachers at The mission High school, Jonah and Joseph, stepped into organize and expand Lace production for exports. They introduced the classical Putting-out system into lace making, which was already known to Indian Businessmen during 16th and 17th century. Orders and designs were obtained from foreign sources, initially for collars, cuffs and attached lace. They distributed the work through a selected group of female agents who would visit the women artisans to give them the thread and designs, and would subsequently come to collect the crochet pieces. Some of the women were also employed to starch and sort out lace in the exporter's house. The method of payment employed by Jonah and Joseph was the piece rate system.



The evolution of lace making industry in this century is rather uneven, atleast till the 1960. During the period between two world wars, and again immediately after second world war, the exports of lace expanded considerably. The list of countries that became customers of Narsapur lace grew steadily, and by 1953 the market value of the lace goods produced reached a record Rs 6 million. Yet after this peak, the industry

faced a set back which was mainly due to the Quotas imposed by the importing countries and to the machine made lace in foreign market. Also due to the lack of government's support till 1960. In 1960, Handicrafts advisory board was found and a sub committee that investigated the lace industry of Narsapur gave a report that mentioned around 1,00,000 women are engaged in the industry who are earning less than Rs 15 month on an average and about 1 million lace is being exported every



from Narsapur. In spite of the difficulties faced by the industry in 1950, the lace industry had emerged as, by far, the biggest handicrafts industry in the state in terms of production, exports, workers and commercial establishment. The measures the Government took after realizing the potential Narsapur lace industry got, boosted the production capacity and the exports.



A dress designed in crocheted and khadi by Indian designer Aravind Jashnani



Narsapur lace achieved its third round of dynamic growth in the 1970s. Due to extremely low production costs, lace goods and other Indian handicrafts became mass consumer goods available in the big super markets of Europe, Australia and the US. Arab countries with their petro dollars also became important customers to Narsapur merchants. In 1976 the total lace production of Narsapur lace was estimated to be RS 8-9 millions and there was potential for further growth.

Narsapur Lace today:

Change is the need of the hour

The Hand made lace of Narsapur is going through a state of stagnation and facing tough competition from machine made laces of China. To regain its glory, the manufacturers and exporters of



Narsapur lace need to add the power of design to their skills, as it's difficult to compete with machine made lace in terms of price and perfection. Also, instead of looking only at overseas market, they should be able to capture the domestic market as Indian market today, is no less than any international market. The application of their skills to products that suit the changing lifestyle and constant upgradation of knowledge about design and market can bring back the golden days to Narsapur hand lace.

Narsapur should concentrate more on market viable products

Crochet in India

In India crochet has been practiced for the last 300-400 years. Portuguese missionaries introduced it in Goa, Tamil Nadu and Kerala. Goa is considered the oldest center for crochet craft in India. ... Its cultural use Crochet and embroidery is available in almost every part of India.

GOA



With time crochwt developed fast and found its way in almost every house of Goa. It will be not be unfair to say that crochet and embroidery is now a traditional craft of Goans:

Crochet has a traditional market in Goa since ages. At the time of marriage, a few pieces of embroidered linen and crochet are given to the bride as part of dowry. It is customary in Goa with both, Christians and Hindus to display before the guest the crochet and embroidery items the bride has brought with her at the time of marriage. This perhaps is to demonstrate the skill of the bride in crochet and embroidery work. The craft of crocet and embroidery is thus passed on from one generation to another, improving in the quality and design from time to time.

Tamilnadu



Srs. Mercy showing the belgian lace work.

Exquisite Belgian lace table cloths, dresses, veils and handkerchiefs made by the women of the village of MULagamudu define the elegance and style in the days of theRaj. Till today Belgian lace is a cherished part of the convent embroidery tradition, which includes many other specialised embroidery forms the nuns taught. Among them were cut-work executed with delicacy and finesse, nuanced embroidery with scattered English rose, poppy, cornflower and pansy on dresses and table and bed linen, Carrickama cross borders, Venetian lace etc. Thanks to the convents; they are a part of the craft tradition of many villages in Tamil Nadu and Kerala for the past 100 years.

Gujarat

This traditional craft and has been practised in India for the last three to four centuries. The oldest centre, Jamnagar in Gujarat, has involved the womenfolk in this craft since the time of the Mughal Emperor Aurangzeb



The lace and other crafts of Gujarat

Kerala



Nimble art Women making lace at the Eravipuram



Kerala was the first landing site for Western nations, who eventually set up their colonies and missionaries in these lands. Since then, Christianity and many of the western traditions have amalgamated with the customs and practices of Kerala, over time. One of these is the art of embroidery and lace making; first records of embroidered cloth come from that of the first Syrian Christian colony in Kerala. Today this art is spread all over Kerala, with Thrissur, Kannur, Kottayam, Changanassery, Eravipuram, Pala and Parashala being notable centers, producing high quality embroidered clothes and laces. It is a belief of knowledgeable locals that the present tradition of embroidery has its origin in the London Mission Society, which started working during the first decades of the 19th century. Household linen and fancy clothing is the main substance of the embroidery industries in Kerala. Mainly done by hand, the bedspreads, handkerchiefs, curtains and so on are excellent example of handicraft of the adept artisans, who are predominantly women. The delicate and intricate arts of fine spider lace and crochet work, are the specialty of the lace and embroidery tradition of Kerala. The stylistic elements of the various patterns used in these needle-works, are remnants of the Portuguese style. Many artist use woven lace together with embroidery to created some of the most beautiful ornamentations on a fabric, these are more common over linen, while the saris are only embroidered.

The techniques used for creating intricate labyrinths of thread in lace and embroidery are the traditional freestanding and cutwork techniques. The process for creating fine lacework involves wooden pegs used to channel minute threads around the lace designs. This design is first drawn on a stencil, is used and the wooden pegs are fixed with pins that line the design borders. The threads used are multicolored - with every thread having a smoothly varying shade, giving an exquisite gradient to the finished work. The festival of Christmas call for greeting cards and cards in Kerala are special as the designs of the Christmas tree and other seasonal motifs are embroidered on them. This is a unique tradition among the Christian communities in Kerala. Nowadays, machines are involved in the manufacturing processes although the local and tourist customers insist on authentic handmade laces. The handmade caps from Talangara in Kasaragod are popular in the Middle Eastern markets.

Other Crafts in the region

Handlooms :

Narsapur has many weavers who weave cotton sarees on handlooms with zari in the borders. With little butis by using doobby attachment.



Coir products :

Coir is abundantly available in and around Narsapuram as there are lot of coconut trees in this region. There are many small scale industries that make coir rope and products like door mats using coir.

Brass craft :

Ajjaram is a small village near Tanuku which is around 40 km away from Narsapuram. The artisans here make house hold utensils and temple related articles with Brass and Copper.



Banana Fiber :

Other than coconut trees, Banana also is cultivated videly in this region . In Amalapuram, which is around 40 Km from Narsapuram storage bins, mats and few other products are made using Banana fiber.

Carpets of Eluru:

ELURU WAS FAMOUS for natural colour carpets in white,black,brown and semiblack or grey,woven with a low density of knots,which were mainly exported to the United kingdom.These were known as Harham carpets and have been gradually replaced with multiple colours by designers.Carpet weavers from Iran are believed to have introduced carpet weaving to Machilipatnam and the skills later moved to Eluru.According to oral accounts,the reason for moving to Eluru was because the farmers had a luxuriant supply of a shrub called tangellamudi from which yellow dye was extracted.Indigo and majistha were also locally grown.The designs of carpets are named after the person who created them.Thus,very often they are called HussainKhani,Amarkhani,Tabriz and Kiraman.Designs are also named after flowers,creepers or plants-gul-e-abbasi,gulab khani.



Toys of Etikoppaka

Etikoppaka is a small village near Narsipatnam in Visakha patnam district . It's famous for its wooden vegetable dyed lac toys.

Kondapalli toys

Kondapally Toys are the toys made of wood in Kondapalli of Krishna district, a village nearby Vijayawada which is of around 100 Km distance from Narsapur.



The Integrated Design & Technical Development Project

The integrated design and technical development project is a 5 month long program which is conducted by Export promotion council(handicrafts) in International lace trade center, Narsapur in coordination with both the exporters and the artisans. As a part of the survey the designer has met the exporters and discussed their requirements and the demands.



On 9th July 2016 The lace exporters of Narsapur met in ILTC and discussed the 5 month long Design and technical development project. Again on 16th September 2016 a panel including Mr. Manoj, HPO, DC(H), Vijayawada, Mr. Rahul Ranjan from

EPCH and the Designer Jashuva selected 40 lace artisans who would be trained for 3 months in new products which are aesthetically appealing and of better quality.



The Designer explaining the exporters of Narsapur the need of design and innovation

As a part of the market survey, the designer has visited the malls and the fashion designers in Hyderabad and studied the existing trends and demands of the clients. He also discussed with the designers if there's any particular product the lace artisans of Narsapur can make. An initiation for business is made with them which can convert into orders once the products are made.

The local markets of Narsapur and Bhimavaram were also visited and the probable need for lace products is analyzed. The designer also visited few kalamkari artisans and handloom suppliers and makers of Banana yarn.



The designer doing market survey with a khadi samstha in Hyderabad



The designer with one of the lace exporters of Narsapur

The designer also simultaneously was in touch with the lace exporters of Narsapur and checked with them about their current production of products and the enquiries they receive from the buyers during their exhibitions in India and abroad. After carefully understanding their need and also the demands of the market, the designer came up with the products to be designed in the project.

Inauguration of the program

The three month long training program was inaugurated in the presence of Sri. GVK Ramarao, President All India Lace exporters association; Sri. Tulasi convener, EPCH; Sri. Rahul Ranjan Program manager, EPCH, the designer Jashuva and the 40 lace artisans.



From left to right: Sri Rama rao, Sri. Tulasi, Sri Rahul Ranjan and Sri. Jashuva



Sri. Rama Rao shared his experiences in the lace enterprise and encouraged the artisans to make use of the training program for the up gradation of their skills. Sri Tulasi spoke about the need of change in the design and quality in lace products.

Sri Tulasi stressed on the need of the hour for design and innovation in lace and hoped that the 3 months long training program would enable the artisans to learn trendy and market viable products. The designer highlighted the eco-friendliness of hand crochet and talked about his plans for the program.

The questions raised by the artisans were answered and the program began.



Sri Rama Rao addressing the artisans

Training the artisans



In the first week of the training program the artisans were asked to create something they knew well and something they love to do. Based on what they made, the designer tried to understand the strengths and weaknesses of their work.



The designer interacting with artisans

Crochet of Narsapur: ...poetry written with needles



artisan do habitually, some exercises were given where the artisans were challenged to try new motifs. The artisans are very good with motifs that are symmetrical, now were asked to try asymmetrical.



Traning in Elements of Design

SHAPE



The artisans have been creating crochet products almost from their childhood. Yet their association with crochet has been more mechanical. They execute the given designs following specifications without actually knowing the design or Trend. I felt if the artisans understand the evolution of design, the artisans can enjoy the process of creating crochet products better and also can create designs of their own. So the designer explained the artisans the elements of design i.e. 1) Shape 2) Color 3) Line & 4) Texture.

Lot of exercises related to Shape were given to artisans> the artisans have been creating crochet products that are symmetrical like Round, square, Rectangle etc. When they were given asymmetrical motifs and designs, though they struggled initially, quickly adapted the skill. The designer helped the artisans to apply their skills in creating motifs that are new to the artisans.



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Traning in Elements of Design

SHAPE



Some of the exercises with shape the artisans were given and the result.

The sub collector's visit



The designer explaining the Sub collector the project and the products. Also seen are Mr. Manoj from DC(H), Mr. Rahul Ranjan from EPCH, MR. Tulasi convenor, ILTC.



The sub- collector addressing artisans.



Sri Manoj, Development officer, DC(H) vijayawada interacting with artisans

On 26-09-2016 The sub collector of Narsapuram, Sri. Dinesh kumar visited ILTC and interacted with the lace artisans. Sri Manoj of DC(H) vijayawada, Sri Tulasi, convenor ILTC, Sri Rahul Ranjan, project manager EPCH Narsapuram, Designer Jashuva explained him the products developed and the purpose of the project. Later the sub collector Sri. Dinesh assured the artisans of government scheme's support for the craft. Sri. Manoj encouraged the artisans to become entrepreneurs and make use of schemes.

color



The artisans were given a basic understanding of primary colors and color wheel and were given exercises with different color combinations. The artisans enjoyed playing with colors. Some motifs related to nature, and kid's wear related motifs were developed in these exercises.



color



The crochet products of Narsapur have been predominantly made in white and off white. Even the export orders were majorly in pastels and neutral colors. To explore the domestic & International kid's wear and Kid's home furnishings market, the designer encouraged the artisans to create motifs that can be used in the segment.



Training in elements of Design **LINE & Texture**



The other design elements the artisans trained in are Line and Texture . The artisans were exposed to different types of stitches to create texture and different colors were used to create lines. Small utility items like cell phone pouches, small bags for children were created using the design elements.



Team Building activity

To make the training more productive and to make the artisans learn personality development skills, the artisans were asked to play few games through which they were taught the skills necessary for overall personality growth.



Mr. Rahul Ranjan ,
Program manager ILTC
and designer Jashuva
with artisans.

Through this game called "lead your partner" the artisans learnt the importance of sharing information, trusting the team mate and how to deliver the given work facing the challenges.

Natures Geometry

Fall/ winter 2017

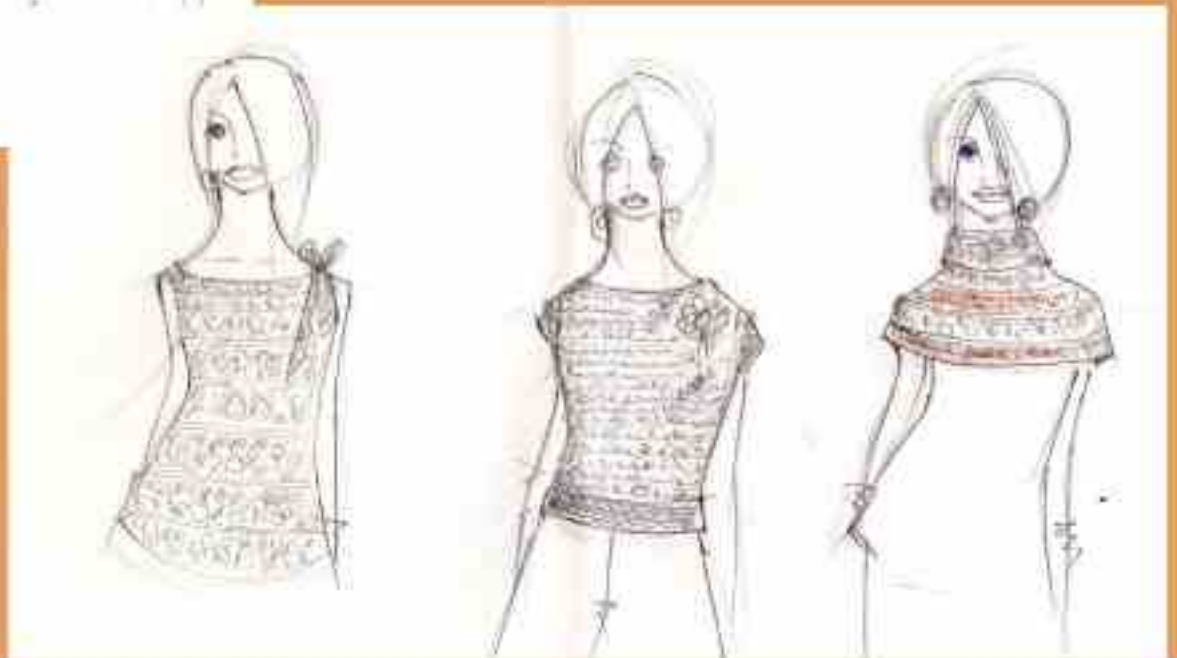


Women's wear

Season : Fall/ winter 2017

Product range: Apparel, Home furnishings, Accessories

Market : Urban Domestic market & Export



Indi-gala



A celebration of Indian spirit through it's unique architectural details like Jalis archs and blocks. As unique as India's association with Indigo the dye.

Indigo Blue

Season: Spring/ summer
2017

Category: home
furnishings& apparel

Market: Export&
Domestic



Cushion covers



Crochet with linen fabric

Stoles



After the assessment of the skills and exposure towards the Design elements like Shape, Color, Line and Texture, The artisans were directed towards following specifications of a given design and making products according to the pattern given.

The artisans were informed about the importance of Design and keeping up with International design trends. Mr. Rahul Ranjan, Project manager shared his views on need of design in handicraft sector.





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Artisans executing the Design following specifications



Artisans executing the Design following specifications



The room was filled with activity, enthusiasm and creativity.
(Below) An artisan with her finished product.





The room was filled with activity, enthusiasm and creativity.
(Below) An artisan with her finished product.



Month

5

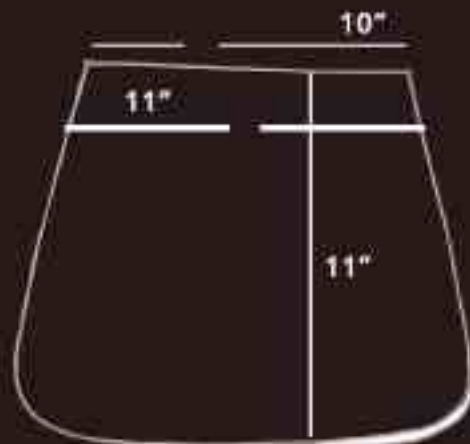
1st December-31st December

Product: Bag

Code: NSP-Bg-01

Description: Chrome yellow with Brown color Ox head.

1



Product: Bag

Code: NSP-Bg-02

Description: Black with chrome yellow Geometrical shape designs.

2



Product: Bag

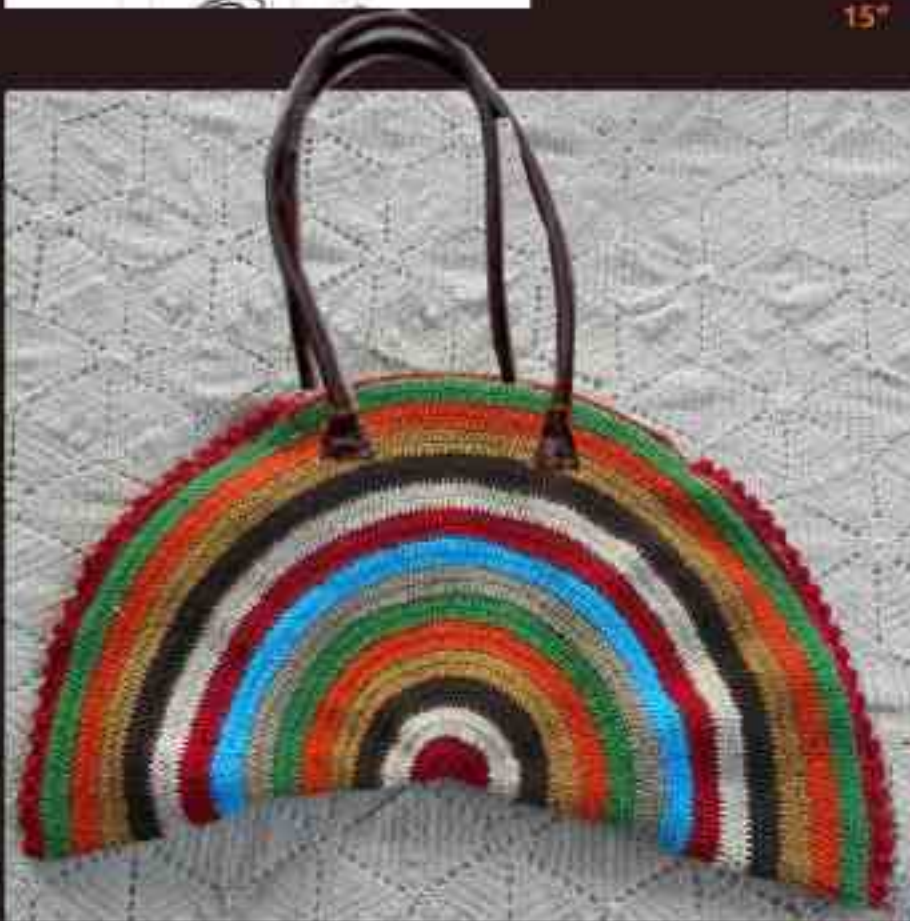
Code: NSP-Bg- 03

Discription: A half circle bag in multicolors.

3



15"

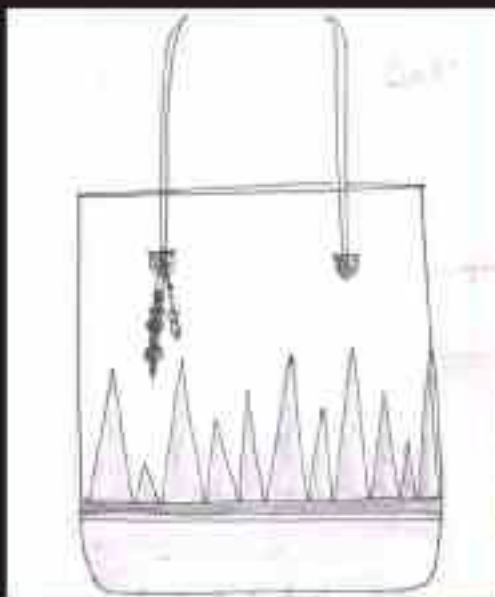


Product: Pouch

Code: NSP-Bg-04

4

Description: Light brown/ Beige
pouch with dark brown & orange
geometrical pattern.

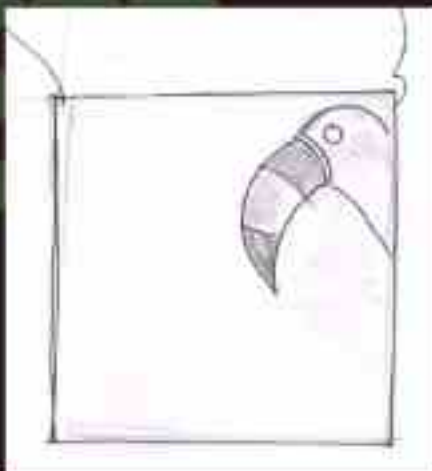


5

Product: Pouch

Code: NSP-Bg-05

Description: Orange color pouch with Bird head motif.

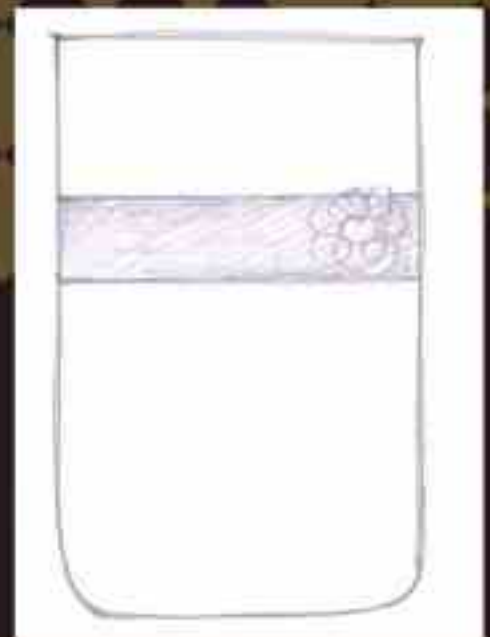


Product: Cell phone pouch

Code: NSP-Bg-06

Discription: With green band in the middle and a floral motif.

6



7

Product: Stole
Code: NSP-St-07
Discription: Stole
with Pinapple
motifs.



60"



9"

8

Product: Stole

Code: NSP-St-08

Description: An asymmetric stole with Peacock feather colors.



9



60"

9"

Product: Stole

Code: NSP-St-09

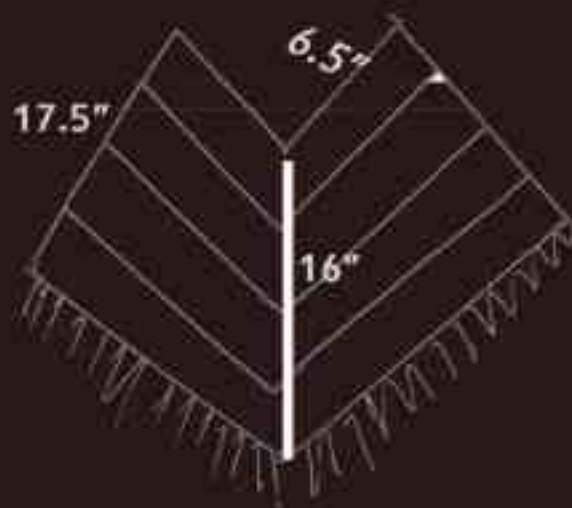
Description: Stole in off white with embossed motifs.

10

Product: Poncho

Code: NSP-Pc-10

Description: A poncho in stripes .



11



Product: Sleeveless top

Code: NSP-Tp-11

Product: Sleeveless top
with floral motifs.



Product: Tube top

Code: NSP-Tp-12

Description: Off shoulder top
with Pinapple motifs.

12



13

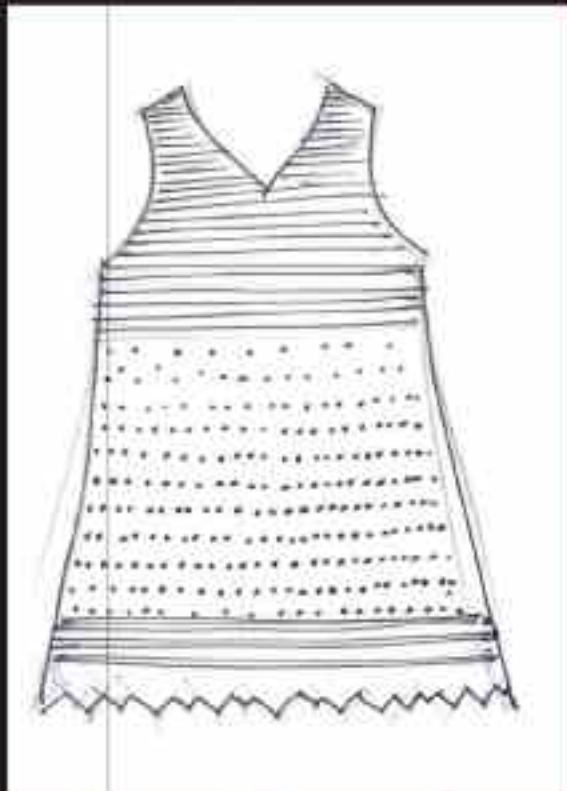
KID'S TOP



Product: Kid's top

Code: NSP-Tp-13

Description: A kid's
frock with
asymmetric hem.



14

Product: Kid's skirt

Code: NSP-Sk-14

Description: A layered Skirt
with assymteric hem.



15

Product: Halterneck top

Code: NSP-Tp-15

Description: Halter neck top with lotus motif detail.



16

Product: Crop Top

Code: NSP-Tp-16

Description: A crop top in
monochrome with
geometrical pattern.



17

Product: Utility basket

Code: NSP-Ub-17

Description: A coir and cotton
crochet combined basket.



18

Product: Utility Basket

Code: NSP-Ub-18

Description: A hand crocheted jute with a cotton crochet motif.

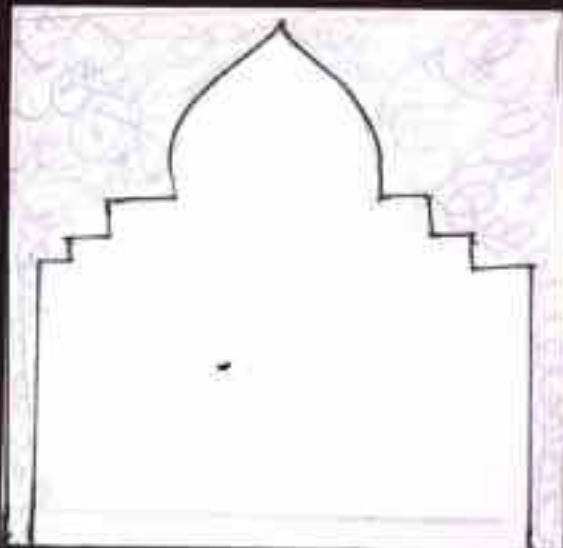


Product: Cushion cover

Code: NSP-Cc-19

Description: Cushion cover with Arch pattern.

19



20

Product: Cushion cover

Code: NSP-Cc-20

Description: Cushion cover with tribal motifs.



16"

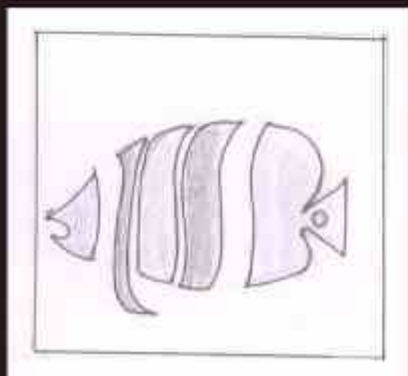
16"

Product: Cushion cover

Code: NSP-Cc-21

**Description: Cushion cover with
Fish motif.**

21



Product: Cushion cover

Code: NSP-Cc-22

Description: Cushion cover with
Cactus motif.

22

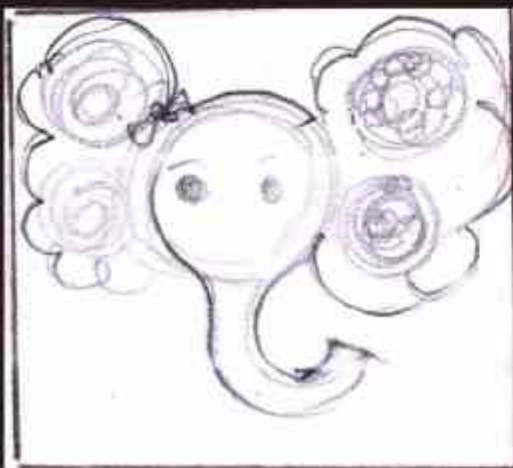


Product: Cushion cover

Code: NSP-Cc-23

**Description: Cushion cover with
Elephant head motifs.**

23

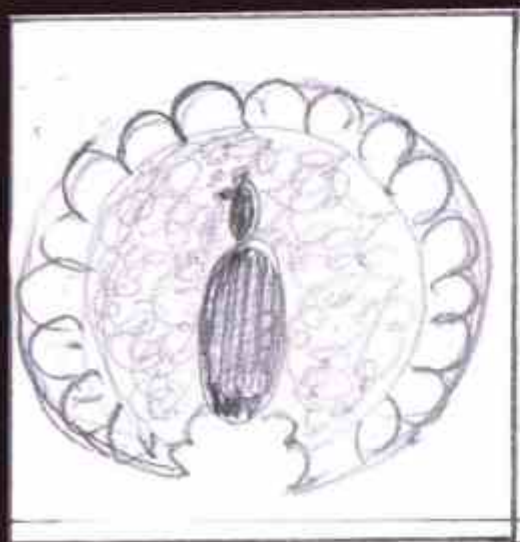


24

Product: Cushion cover

Code: NSP-Cc-24

Description: Cushion cover with peacock motifs.

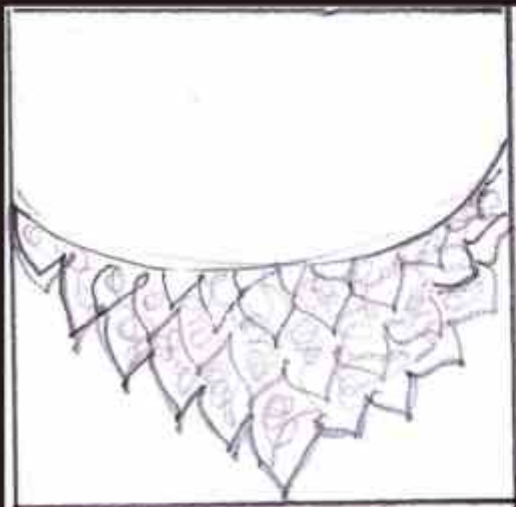


Product: Cushion cover

Code: NSP-Cc-25

Description: Cushion cover with Peacock feather motif.

25



Prototypes Details

Products list

Integrated Design & technical development training project on Hand crochet craft , Narsapur, W.G. District, Andhra Pradesh. From 01-08-2016 To 31-12-2016.

S. no	Product	Product code	Dimensions	Price	Quantity
01	Bag- chrome yellow with brown color Ox head	NSP- Bg- 01		Rs 1000/-	1
02	Bag- black with chrome yellow geometrical shape designs	NSP- Bg-02		Rs 825/-	1
03	Bag- half circle shaped in multicolours	NSP- Bg-03		Rs 750/-	1
04	Pouch- beige coloured with dark brown and orange geometrical shapes	NSP- Bg-04		Rs 600/-	1
05	Pouch – with bird's head	NSP- Bg-05		Rs 550/-	1
06	Cell phone pouch in beige with leaf green band	NSP-Bg-06		Rs 400/-	1
07	Stole-beige color with pineapple motifs	NSP-St-07		Rs 1200/-	1
08	Stole – Asymmetric in peacock colors	NSP-St-08		Rs 1250/-	1
09	Stole in off white with embossed motifs	NSP-St-09		Rs 1400/-	1
10	Poncho in chrome yellow & brown	NSP-Pc-10		Rs 1200/-	1
11	Top- sleeveless- in off white floral motifs	NSP-Tp-11		Rs 1400/-	1
12	Tube top in grey & brown	NSP-Tp-12		Rs 1250/-	1
13	Kid's top	NSP-Tp-13		Rs 825/-	1
14	Kid's skirt	NSP-Sk-14		Rs 1200/-	1
15	Halter neck Top	NSP- Tp-15		Rs 1290/-	1
16	Crop top	NSP-Tp-16		Rs 1375/-	1
17	Coir utility basket	NSP-Ub-17		Rs 300/-	1
18	Jute utility basket	NSP-Ub-18		Rs 300/-	1
19	Cushion cover with arch design	NSP-Cc-19		Rs 500/-	1
20	Cushion cover with tribal motifs	NSP-Cc-20		Rs 500/-	1
21	Cushion cover with Fish motif	NSP-Cc-21		Rs 500/-	1
22	Cushion cover with red cactus and sun	NSP-Cc-22		Rs 500/-	1
23	Cushion cover with Elephant head motif	NSP-Cc-23		Rs 500/-	1
24	Indigo handloom with off white peacock	NSP-Cc-24		Rs 500/-	1
25	Cushion cover with blue, green peacock lace	NSP-cc-25		Rs 500/-	1

Suggestions



- 1) The exporters need to target not just the market abroad but also the domestic market and have products designed with the help of professional designers.
- 2) A comprehensive approach to exports, with a marketing team that constantly promoting both in online and also physical presence in International and national fairs will help get more orders.
- 3) Need to make use of the government's Mega cluster program efficiently to get facilities like dying units so that time won't be wasted in travel to other places to get yarn dyed.
- 4) Develop products not only in 100% crochet, but also in combination with fabrics and explore the domestic garment market.

Suggestions



To Artisans:

- 1) The artisans should increase their exposure of the world by reading news papers and TV programs related to Fashion, Design, Marketing & women empowerment.
- 2) They should make use of the schemes like Master designer selection, National award for artisans, taking a stall in exhibitions given by Dc (H) & EPCH to display their products, interact with customers and deliver the products.
- 3) The above needs the women to shed their inhibitions and become bold in nature to be self sufficient.
- 4) They can form a society or an NGO to receive funds from Government & corporate sector and start their own brands in the foot steps of Lizzat papad and Amul.

Strengths Of Narsapur Lace cluster

1)Eco friendly& ethical:

Narsapur lace is a 100% eco friendly& ethical handicraft with zero industrial pollution.

2)Exclusive: As Narsapur lace is a completely handmade craft, it's exclusive in terms of appearance, can meet even small quantities and has a clientele that appreciates handmade products

3)The work force: There are around 1 lack lace artisans to meet order of any quantity.

4) A history of exporting lace for decades: Narsapur lace has been exported to various parts of the world for decades and thus easily recognised like a brand.

5) Competitive pricing: Because the lace artisans are flexible with their pricing, Narsapur lace can compete even with machine made lace/crochet.



The training program was finished on 16th December 2017. Ms. Suvarchala, Hpo, DC(H) Vijayawada visited the training program and distributed the artisans certificates. She checked the products developed and appreciated the artisans for their skill.



The Sub- collector of Narsapuram, Sri. Sumit kumar Gandhi also visited the training program and interacted with the designer and the artisans. He extended his support and encouraged the artisans to make use of the schemes government offering and be self sufficient.



Designer showing the products to an Exporter from Narsapuram.



Designer with the artisans.

Performance cum Achievement Report

- In this 3 months training program, the lace artisans were trained in the design elements like Shape, Color, Line& Texture.
- They were taught to follow patterns with respect to specifications in given time.
- They were taught to combine various design elements. They were exposed to the trends, and making of various products like Bags, Caps, Stoles, Pouches Tops etc.
- At the end of the training program, The artisans were more confident, professional and inspired.



Product submission Report



भारत सरकार

Government of India

वस्त्र मंत्रालय

Ministry of Textiles

टेली फैक्स / Tele Fax: 0866 – 2551652

ईमेल / Email: hmsecvja-ap@nic.in

विकास आयुक्त (हस्तशिल्प) कार्यालय, हस्तशिल्प विपणन एवं सेवा विस्तार केन्द्र,
O/o the Development Commissioner (Handicrafts), Handicrafts Marketing & Service Extension Centre,
4 मंजिल, सीजीओ परिसर, ऑटो नगर, विजयवाड़ा -520007, ए.पी.
4th floor, C.G.O. Complex, Auto Nagar, Vijayawada-520007, A.P.

No. 50028/4/DTU/EPCH/IDDP/2016-17 2438

Date: 10.03.2017

CERTIFICATE

Certified that 25 Nos. of prototypes received on 10.03.2017 from M/s EPCH, New-Delhi through Mr. Jashua Babu, Empanelled Designer towards the Integrated Design Development Workshop organized from 01.08.2016 to 31.12.2016 at ILTC, Narsapur, AP in Crochet Lace craft against sanction Order No. J-12012/227/2015-16/DS/NR dated 04.03.2016.

It is also certified that the prototypes submitted by M/s EPCH, New-Delhi are innovative and marketable.

(A. Krishnamoorthi)
Assistant Director (H)

A. KRISHNAMOORTHI
ASSISTANT DIRECTOR (H)
Hd & Sec., C.G.O. Complex,
4th Floor, Autonagar,
VIJAYAWADA-520 007, A.P.

Artisans profiles

Integrated Design and Technical Development Project
In Lace and Crochet Craft
 *AT ETC, NARASIPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO.J-12012/2015-16/DB/HR DATED 04030016

REGISTRATION FORM

Duration of the Project: 3 Months
 Venue: ETC, Narasipur

(1) NAME OF PARTICIPANT > K. KALPANA
 (2) FATHER NAME/HUSBAND NAME > RAMASUBRAMANIAM
 (3) CATEGORY: GEN/SC/ST/OBC > OC
 (4) DATE OF BIRTH > 4 11 1992
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > S-20, MAHARAJA VEERU STREET,
 BULLAMMA, WEST GODAVARI,
 A.P.
 (7) PHONE/MOBILE > 944056242
 (8) ARTISAN CARD NO > 510114201301
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > STATE BANK OF INDIA
 BRANCH > NARASIPUR
 ACCOUNT NO:- 3153725804411
 IFSC CODE > SBIN00NARS
 (11) AADHAR CARD NO > 455744604702

I hereby understand that the particulars given above are true to the best of my knowledge.

K. Kalpana
 (Signature of participant)

Integrated Design and Technical Development Project Project Starting Date: 1st August 2016

Integrated Design and Technical Development Project
In Lace and Crochet Craft
 *AT ETC, NARASIPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO.J-12012/2015-16/DB/HR DATED 04030016

REGISTRATION FORM

Duration of the Project: 3 Months
 Venue: ETC, Narasipur

(1) NAME OF PARTICIPANT > KALPANA KALPANA
 (2) FATHER NAME/HUSBAND NAME > NARAYAN RAO
 (3) CATEGORY: GEN/SC/ST/OBC > OC
 (4) DATE OF BIRTH > 01 04 1986
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > S-20, MAHARAJA VEERU STREET,
 BULLAMMA, WEST GODAVARI, ANDHRA PRADESH,
 A.P.
 (7) PHONE/MOBILE > 99467406
 (8) ARTISAN CARD NO > 510114201301
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > Bank of India
 BRANCH > NARASIPUR
 ACCOUNT NO:- 8666101110001136
 IFSC CODE > BIAD00NARS
 (11) AADHAR CARD NO > 497084598104

I hereby understand that the particulars given above are true to the best of my knowledge.

Kalpana Kalpana
 (Signature of participant)

Integrated Design and Technical Development Project Project Starting Date: 1st August 2016

Integrated Design and Technical Development Project
In Lace and Crochet Craft
 *AT ETC, NARASIPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO.J-12012/2015-16/DB/HR DATED 04030016

REGISTRATION FORM

Duration of the Project: 3 Months
 Venue: ETC, Narasipur

(1) NAME OF PARTICIPANT > K. KALPANA
 (2) FATHER NAME/HUSBAND NAME > RAMASUBRAMANIAM
 (3) CATEGORY: GEN/SC/ST/OBC > OC
 (4) DATE OF BIRTH > 01 03 1992
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > S-20, MAHARAJA VEERU STREET,
 BULLAMMA, WEST GODAVARI,
 A.P.
 (7) PHONE/MOBILE > 9946722548
 (8) ARTISAN CARD NO > 510114201301
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > ANDHRA BANK
 BRANCH > BULLAMMA
 ACCOUNT NO:- 7756101000024172
 IFSC CODE > ANBR000242
 (11) AADHAR CARD NO > 780645696202

I hereby understand that the particulars given above are true to the best of my knowledge.

K. Kalpana
 (Signature of participant)

Integrated Design and Technical Development Project Project Starting Date: 1st August 2016

Integrated Design and Technical Development Project
In Lace and Crochet Craft
 *AT ETC, NARASIPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO.J-12012/2015-16/DB/HR DATED 04030016

REGISTRATION FORM

Duration of the Project: 3 Months
 Venue: ETC, Narasipur

(1) NAME OF PARTICIPANT > KALPANA KALPANA
 (2) FATHER NAME/HUSBAND NAME > NARAYAN RAO
 (3) CATEGORY: GEN/SC/ST/OBC > Gen
 (4) DATE OF BIRTH > 11 11 1992
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > S-20, MAHARAJA VEERU STREET,
 BULLAMMA,
 A.P.
 (7) PHONE/MOBILE > 9946722548
 (8) ARTISAN CARD NO > 510114201301
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > BANK OF INDIA
 BRANCH > NARASIPUR
 ACCOUNT NO:- 86661051000024172
 IFSC CODE > BIAD00NARS
 (11) AADHAR CARD NO > 780645696202

I hereby understand that the particulars given above are true to the best of my knowledge.

K. Kalpana
 (Signature of participant)

Integrated Design and Technical Development Project Project Starting Date: 1st August 2016

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*AT ITC, NARASIPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO U-12012/2015-16/DB/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 3 Months
 Venue: ITC, Narasipur

(1) NAME OF PARTICIPANT > ANITA KATTA
 (2) FATHER NAME/HUSBAND NAME > SHITIBABU
 (3) CATEGORY: GEN/SC/ST/OBC > SC
 (4) DATE OF BIRTH > 24 5 1966
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 5-26, MANDALAKOTA, RUSTHURU
 (7) PHONE/MOBILE > 989808711
 (8) ARTISAN CARD NO > 521010001518
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > State of India
 BRANCH > Narasipur
 ACCOUNT NO: 566610110004122
 IFSC CODE > SR00001111
 (11) AADHAR CARD NO > 202463751627

I hereby understand that the particulars given above are true to the best of my knowledge.

Anita Katta
(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*AT ITC, NARASIPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO U-12012/2015-16/DB/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 3 Months
 Venue: ITC, Narasipur

(1) NAME OF PARTICIPANT > ANJITHA MUDUGUTHA
 (2) FATHER NAME/HUSBAND NAME > Ch. Venkataratnam
 (3) CATEGORY: GEN/SC/ST/OBC > GEN
 (4) DATE OF BIRTH > 1 8 1966
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 7-1423, KATHAKALUVA, RUSTHURU
 (7) PHONE/MOBILE > 989808711
 (8) ARTISAN CARD NO > 521010001518
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > STATE BANK OF INDIA
 BRANCH > RUSTHURU
 ACCOUNT NO: 30698025185
 IFSC CODE > SR00001111
 (11) AADHAR CARD NO > 461959592768

I hereby understand that the particulars given above are true to the best of my knowledge.

A. Multhatta
(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*AT ITC, NARASIPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO U-12012/2015-16/DB/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 3 Months
 Venue: ITC, Narasipur

(1) NAME OF PARTICIPANT > KUREDDA SAKHAI SUDHAKAR
 (2) FATHER NAME/HUSBAND NAME > N. Subbarao
 (3) CATEGORY: GEN/SC/ST/OBC > GEN
 (4) DATE OF BIRTH > 1 8 1966
 (5) SEX(MALE/FEMALE) > Male
 (6) ADDRESS > 5-3-274, KUREDDA SUDHAKAR, RUSTHURU
 (7) PHONE/MOBILE > 989808711
 (8) ARTISAN CARD NO > 521010001518
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > State of India
 BRANCH > Narasipur
 ACCOUNT NO: 39690100003846
 IFSC CODE > SAR0001111
 (11) AADHAR CARD NO > 057127727254

I hereby understand that the particulars given above are true to the best of my knowledge.

K. Sakhai Sudhakar
(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*AT ITC, NARASIPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO U-12012/2015-16/DB/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 3 Months
 Venue: ITC, Narasipur

(1) NAME OF PARTICIPANT > LONA SAKHAI
 (2) FATHER NAME/HUSBAND NAME > Siva
 (3) CATEGORY: GEN/SC/ST/OBC > GEN
 (4) DATE OF BIRTH > 13 10 1966
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 12-1-867, KUREDDA SUDHAKAR, RUSTHURU
 (7) PHONE/MOBILE > 989808711
 (8) ARTISAN CARD NO > 521010001518
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > State of India
 BRANCH > Narasipur
 ACCOUNT NO: 566610110004122
 IFSC CODE > SR00001111
 (11) AADHAR CARD NO > 43437756811

I hereby understand that the particulars given above are true to the best of my knowledge.

L. Sakhai
(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT LTC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2015-16/DR/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: LTC, Narapur

(1) NAME OF PARTICIPANT > CHITRALA NARAYAN
 (2) FATHER NAME/HUSBAND NAME > SATHEESH NARAYAN
 (3) CATEGORY: GEN/SC/ST/OBC > GEN
 (4) DATE OF BIRTH > 27 12 1993
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 14-2-35, Kothamreddy Road, Narapur
 (7) PHONE/MOBILE > 9696460039
 (8) ARTISAN CARD NO > SP/ART/NTW/1672
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > Andhra Bank
 BRANCH > NARAPUR
 ACCOUNT NO: 2756101100003420
 IFSC CODE > ANDB0002226
 (11) AADHAR CARD NO > 691742122222

I hereby understand that the particulars given above are true to the best of my knowledge.

Chitra Devi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT LTC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2015-16/DR/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: LTC, Narapur

(1) NAME OF PARTICIPANT > ANALAPATI S. S. DEVI
 (2) FATHER NAME/HUSBAND NAME > V. S. R. KUMAR
 (3) CATEGORY: GEN/SC/ST/OBC > SC
 (4) DATE OF BIRTH > 1 1 1978
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > Kothamreddy, Narapur, NARAPUR
 (7) PHONE/MOBILE > 9676460039
 (8) ARTISAN CARD NO > SP/ART/NTW/1672
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > State of Andhra
 BRANCH > NARAPUR
 ACCOUNT NO: 5676101100002424
 IFSC CODE > ANDB0003666
 (11) AADHAR CARD NO > 664601624696

I hereby understand that the particulars given above are true to the best of my knowledge.

A. S. Devi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT LTC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2015-16/DR/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: LTC, Narapur

(1) NAME OF PARTICIPANT > ANAND SATHYANARAYAN
 (2) FATHER NAME/HUSBAND NAME > SANJEEV RAO
 (3) CATEGORY: GEN/SC/ST/OBC > SC
 (4) DATE OF BIRTH > 11 5 1989
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 5-35, Kothamreddy Road, Narapur
 (7) PHONE/MOBILE > 929440214
 (8) ARTISAN CARD NO > SP/ART/NTW/1913
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > State of Andhra
 BRANCH > NARAPUR
 ACCOUNT NO: 2646101100001141
 IFSC CODE > ANDB0002226
 (11) AADHAR CARD NO > 612222944403

I hereby understand that the particulars given above are true to the best of my knowledge.

Anand Sathy
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT LTC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2015-16/DR/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: LTC, Narapur

(1) NAME OF PARTICIPANT > VEERABHATTI ANNA DEVI
 (2) FATHER NAME/HUSBAND NAME > V. S. RAO
 (3) CATEGORY: GEN/SC/ST/OBC > GEN
 (4) DATE OF BIRTH > 20 3 1978
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 5-35, Kothamreddy Road, Narapur
 (7) PHONE/MOBILE > 9957080063
 (8) ARTISAN CARD NO > SP/ART/NTW/1913
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > Andhra Bank
 BRANCH > NARAPUR
 ACCOUNT NO: 2756101100003068
 IFSC CODE > ANDB0002226
 (11) AADHAR CARD NO > 672126427400

I hereby understand that the particulars given above are true to the best of my knowledge.

V. Anna Devi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
*AT ITC, NARAPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2018-18/D8/NR DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > ANJALAKSHI LADIMANI
(2) FATHER NAME/HUSBAND NAME > NAGARAJU
(3) CATEGORY: GEN/SC/ST/DBC > SC
(4) DATE OF BIRTH > 1 1 1988
(5) SEX(MALE/FEMALE) > Female
(6) ADDRESS > 13-1-200 KOTI PADALI VILLAGE
PUTTURUDEGA
(7) PHONE/MOBILE > 991822823
(8) ARTISAN CARD NO > 581A/1200/1200
(9) CRAFT PRACTICED > Crochet Lace
(10) BANK DETAIL
BANK NAME > ANANDRAJAY
BRANCH > PUTTURUDEGA
ACCOUNT NO > 27661010000007617
IFSC CODE > ANR0002356
(11) AADHAR CARD NO > 243515570167

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
*AT ITC, NARAPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2018-18/D8/NR DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > VEENA ANANTHIA LADIMANI
(2) FATHER NAME/HUSBAND NAME > CHANDRABABU
(3) CATEGORY: GEN/SC/ST/DBC > SC
(4) DATE OF BIRTH > 20 05 1988
(5) SEX(MALE/FEMALE) > Female
(6) ADDRESS > 5-6681 ANANDRAJAY
PUTTURUDEGA
(7) PHONE/MOBILE > 9949757308
(8) ARTISAN CARD NO > 581A/1200/1200
(9) CRAFT PRACTICED > Crochet Lace
(10) BANK DETAIL
BANK NAME > STATE BANK OF INDIA
BRANCH > NARAPUR
ACCOUNT NO > 4666105100000096
IFSC CODE > SBIN0000366
(11) AADHAR CARD NO > 932628647729

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
*AT ITC, NARAPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2018-18/D8/NR DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > KALPA ANANDRANI
(2) FATHER NAME/HUSBAND NAME > CHANDRABABU
(3) CATEGORY: GEN/SC/ST/DBC > SC
(4) DATE OF BIRTH > 9 12 1972
(5) SEX(MALE/FEMALE) > Female
(6) ADDRESS > 5-18 ANANDRAJAY
PUTTURUDEGA
(7) PHONE/MOBILE > 957320999
(8) ARTISAN CARD NO > 581A/1200/1153
(9) CRAFT PRACTICED > Crochet Lace
(10) BANK DETAIL
BANK NAME > STATE BANK OF INDIA
BRANCH > NARAPUR
ACCOUNT NO > 5666105100001726
IFSC CODE > SBIN0000366
(11) AADHAR CARD NO > 651895614562

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
*AT ITC, NARAPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2018-18/D8/NR DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > CHANDRABABU KALLABABU
(2) FATHER NAME/HUSBAND NAME > VIJAYA KALLABABU
(3) CATEGORY: GEN/SC/ST/DBC > SC
(4) DATE OF BIRTH > 15 4 1970
(5) SEX(MALE/FEMALE) > Female
(6) ADDRESS > 5-30 ANANDRAJAY
PUTTURUDEGA
(7) PHONE/MOBILE > 960084995
(8) ARTISAN CARD NO > 581A/1200/1198
(9) CRAFT PRACTICED > Crochet Lace
(10) BANK DETAIL
BANK NAME > STATE BANK OF INDIA
BRANCH > NARAPUR
ACCOUNT NO > 31573203755
IFSC CODE > SBIN0000366
(11) AADHAR CARD NO > 466373364363

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*KT I.T.C. NARSAIPUR, WEST ODDAVARU, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2018-16/DB/WR DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months

Venue: ITC, Narsapur

- (1) NAME OF PARTICIPANT > ANANDHARAJU K. SURESH
- (2) FATHER NAME/HUSBAND NAME > ANANDHARAJU K. SURESH
- (3) CATEGORY: GEN/SC/ST/OBC > GEN
- (4) DATE OF BIRTH > 15 5 1996
- (5) SEX(MALE/FEMALE) > Female
- (6) ADDRESS > S-38, MAHARAJA VEE PETA, NARSAPUR
- (7) PHONE/MOBILE > 9849066585
- (8) ARTISAN CARD NO > 3212/1/2018/522
- (9) CRAFT PRACTICED > Crochet Lace
- (10) BANK DETAIL

BANK NAME > Bank of India
 BRANCH > NARSAPUR
 ACCOUNT NO- 8666105110002491
 IFSC CODE > BIIN0008666
 (11) AADHAR CARD NO > 957651234203

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*KT I.T.C. NARSAIPUR, WEST ODDAVARU, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2018-16/DB/WR DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months

Venue: ITC, Narsapur

- (1) NAME OF PARTICIPANT > ANANDHARAJU K. SURESH
- (2) FATHER NAME/HUSBAND NAME > ANANDHARAJU K. SURESH
- (3) CATEGORY: GEN/SC/ST/OBC > GEN
- (4) DATE OF BIRTH > 15 5 1996
- (5) SEX(MALE/FEMALE) > Female
- (6) ADDRESS > S-38, MAHARAJA VEE PETA, NARSAPUR
- (7) PHONE/MOBILE > 9849066585
- (8) ARTISAN CARD NO > 3212/1/2018/522
- (9) CRAFT PRACTICED > Crochet Lace
- (10) BANK DETAIL

BANK NAME > Bank of India
 BRANCH > NARSAPUR
 ACCOUNT NO- 866610511000031117
 IFSC CODE > BIIN0008666
 (11) AADHAR CARD NO > 42765265031

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*KT I.T.C. NARSAIPUR, WEST ODDAVARU, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2018-16/DB/WR DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months

Venue: ITC, Narsapur

- (1) NAME OF PARTICIPANT > ANANDHARAJU K. SURESH
- (2) FATHER NAME/HUSBAND NAME > ANANDHARAJU K. SURESH
- (3) CATEGORY: GEN/SC/ST/OBC > GEN
- (4) DATE OF BIRTH > 15 5 1996
- (5) SEX(MALE/FEMALE) > Female
- (6) ADDRESS > S-38, MAHARAJA VEE PETA, NARSAPUR
- (7) PHONE/MOBILE > 9849066585
- (8) ARTISAN CARD NO > 3212/1/2018/522
- (9) CRAFT PRACTICED > Crochet Lace
- (10) BANK DETAIL

BANK NAME > Bank of India
 BRANCH > NARSAPUR
 ACCOUNT NO- 86661011100007474
 IFSC CODE > BIIN0008666
 (11) AADHAR CARD NO > 220652076066

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*KT I.T.C. NARSAIPUR, WEST ODDAVARU, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2018-16/DB/WR DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months

Venue: ITC, Narsapur

- (1) NAME OF PARTICIPANT > ANANDHARAJU K. SURESH
- (2) FATHER NAME/HUSBAND NAME > ANANDHARAJU K. SURESH
- (3) CATEGORY: GEN/SC/ST/OBC > GEN
- (4) DATE OF BIRTH > 15 5 1996
- (5) SEX(MALE/FEMALE) > Female
- (6) ADDRESS > S-38, MAHARAJA VEE PETA, NARSAPUR
- (7) PHONE/MOBILE > 9849066585
- (8) ARTISAN CARD NO > 3212/1/2018/522
- (9) CRAFT PRACTICED > Crochet Lace
- (10) BANK DETAIL

BANK NAME > Bank of India
 BRANCH > NARSAPUR
 ACCOUNT NO- 022610111000081114
 IFSC CODE > BIIN0008666
 (11) AADHAR CARD NO > 220652076066

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT ILTC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2018-16/DB/RK DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ILTC, Narapur

(1) NAME OF PARTICIPANT > Chikkala Lakshmi
 (2) FATHER NAME/HUSBAND NAME > PHOOLIAIDU
 (3) CATEGORY: GEN/SC/ST/OBC > OC
 (4) DATE OF BIRTH > 1 1 1991
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 3-3, K. Narasimha
Subbarao
 (7) PHONE/MOBILE > 9854542020
 (8) ARTISAN CARD NO > 32101201000000000000
 (9) CRAFT PRACTICED > Crochet lace
 (10) BANK DETAIL

BANK NAME > Andhra Bank
 BRANCH > Eastim Bazar
 ACCOUNT NO- 57561012000000000000
 IFSC CODE > ANDBR0002258
 (11) AADHAR CARD NO > 793654212651

I hereby understand that the particulars given above are true to the best of my knowledge.

Chikkala Lakshmi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT ILTC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2018-16/DB/RK DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ILTC, Narapur

(1) NAME OF PARTICIPANT > Yerra Sita Devi
 (2) FATHER NAME/HUSBAND NAME > Chinnamuri
 (3) CATEGORY: GEN/SC/ST/OBC > Gen
 (4) DATE OF BIRTH > 1 2 1991
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 2-12, Yerramuri Subbarao
Eastim Bazar
 (7) PHONE/MOBILE > 9896503979
 (8) ARTISAN CARD NO > 32101201000000000000
 (9) CRAFT PRACTICED > Crochet lace
 (10) BANK DETAIL

BANK NAME > Bank of Baroda
 BRANCH > Eastim Bazar
 ACCOUNT NO- 54110100000000000000
 IFSC CODE > BARB0002258
 (11) AADHAR CARD NO > 890109312935

I hereby understand that the particulars given above are true to the best of my knowledge.

Y. Sita Devi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT ILTC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2018-16/DB/RK DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ILTC, Narapur

(1) NAME OF PARTICIPANT > Devarajulu Lakshmi Devi
 (2) FATHER NAME/HUSBAND NAME > ADURU SURESH
 (3) CATEGORY: GEN/SC/ST/OBC > Gen
 (4) DATE OF BIRTH > 1 1 1992
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 2-24/1, Yerramuri Subbarao
Eastim Bazar
 (7) PHONE/MOBILE > 9896503222
 (8) ARTISAN CARD NO > 32101201000000000000
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > Bank of Baroda
 BRANCH > Eastim Bazar
 ACCOUNT NO- 54110100000000000000
 IFSC CODE > BARB0002258
 (11) AADHAR CARD NO > 461923322062

I hereby understand that the particulars given above are true to the best of my knowledge.

Devarajulu Lakshmi Devi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT ILTC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2018-16/DB/RK DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ILTC, Narapur

(1) NAME OF PARTICIPANT > Yerramuri Sita Devi
 (2) FATHER NAME/HUSBAND NAME > Chinnamuri
 (3) CATEGORY: GEN/SC/ST/OBC > Gen
 (4) DATE OF BIRTH > 1 2 1992
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 11-2, Akana Subbarao
Eastim Bazar
 (7) PHONE/MOBILE > 8796502505
 (8) ARTISAN CARD NO > 32101201000000000000
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL

BANK NAME > State Bank of India
 BRANCH > Eastim Bazar
 ACCOUNT NO- 30920986187
 IFSC CODE > SBIN0002258
 (11) AADHAR CARD NO > 450212911998

I hereby understand that the particulars given above are true to the best of my knowledge.

Sita Devi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT ITC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2018-16/DB/RK DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > Chikkala Sridharani
 (2) FATHER NAME/HUSBAND NAME > PHOOLIAIDU
 (3) CATEGORY: GEN/SC/ST/OBC > OC
 (4) DATE OF BIRTH > 1 1 1991
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 3-3, K. Vengal Rao Street, Narapur
 (7) PHONE/MOBILE > 9654542020
 (8) ARTISAN CARD NO > 32101201000000000000
 (9) CRAFT PRACTICED > Crochet lace
 (10) BANK DETAIL
 BANK NAME > Andhra Bank
 BRANCH > Narapur
 ACCOUNT NO: 57561012000000000000
 IFSC CODE > ANDBR0000000
 (11) AADHAR CARD NO > 793654212651

I hereby understand that the particulars given above are true to the best of my knowledge.

Chikkala Sridharani
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT ITC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2018-16/DB/RK DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > Yerra Sridevi
 (2) FATHER NAME/HUSBAND NAME > Chinnu
 (3) CATEGORY: GEN/SC/ST/OBC > Gen
 (4) DATE OF BIRTH > 1 2 1991
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 2-12, Yerra Sridevi Street, Narapur
 (7) PHONE/MOBILE > 98495039
 (8) ARTISAN CARD NO > 32101201000000000000
 (9) CRAFT PRACTICED > Crochet lace
 (10) BANK DETAIL
 BANK NAME > State Bank of India
 BRANCH > Narapur
 ACCOUNT NO: 54110100000000000000
 IFSC CODE > SBIN0000000
 (11) AADHAR CARD NO > 890109312935

I hereby understand that the particulars given above are true to the best of my knowledge.

Y. Sridevi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT ITC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2018-16/DB/RK DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > Devarajula Lakshmi Devi
 (2) FATHER NAME/HUSBAND NAME > Devarajula Lakshmi Devi
 (3) CATEGORY: GEN/SC/ST/OBC > Gen
 (4) DATE OF BIRTH > 1 1 1992
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 2-24/1, Yerra Sridevi Street, Narapur
 (7) PHONE/MOBILE > 984950322
 (8) ARTISAN CARD NO > 32101201000000000000
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > State Bank of India
 BRANCH > Narapur
 ACCOUNT NO: 54110100000000000000
 IFSC CODE > SBIN0000000
 (11) AADHAR CARD NO > 46192322262

I hereby understand that the particulars given above are true to the best of my knowledge.

Devarajula Lakshmi Devi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft
 AT ITC, NARBAPUR, WEST GODAVARI, ANDHRA PRADESH
 SANCTION ORDER NO J-12012/2018-16/DB/RK DATED 04/03/2018



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > Yerra Sridevi
 (2) FATHER NAME/HUSBAND NAME > Chinnu
 (3) CATEGORY: GEN/SC/ST/OBC > Gen
 (4) DATE OF BIRTH > 1 2 1992
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 11-2, Yerra Sridevi Street, Narapur
 (7) PHONE/MOBILE > 8796023505
 (8) ARTISAN CARD NO > 32101201000000000000
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > State Bank of India
 BRANCH > Narapur
 ACCOUNT NO: 30920986187
 IFSC CODE > SBIN0000000
 (11) AADHAR CARD NO > 450212911998

I hereby understand that the particulars given above are true to the best of my knowledge.

Y. Sridevi
 (Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*AT ITC, NARIPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2015-16/DE/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 5 Months
Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > SRANA MAJUMDAR
(2) FATHER NAME/HUSBAND NAME > Subhasree
(3) CATEGORY: GEN/SC/ST/OBC > GEN
(4) DATE OF BIRTH >

1	1	1990
---	---	------

(5) SEX(MALE/FEMALE) > Female
(6) ADDRESS > 11-27, ARANA VARATHA
KARNAMATHA JAGATI, TELANGANA
(7) PHONE/MOBILE > 79718799
(8) ARTISAN CARD NO > SO,AD/VT/027
(9) CRAFT PRACTICED > Crochet Lace
(10) BANK DETAIL

BANK NAME > STATE BANK OF INDIA
BRANCH > SPETHADARA PIPRA
ACCOUNT NO:

3	5	2	6	0	2	7	4	6	3	1
---	---	---	---	---	---	---	---	---	---	---

IFSC CODE > SBIN0024496
(11) AADHAR CARD NO >

9	5	9	6	2	3	1	6	4	5	2	6
---	---	---	---	---	---	---	---	---	---	---	---

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project Project Starting Date: 1st August 2016

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*AT ITC, NARIPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2015-16/DE/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 5 Months
Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > PRANALI MAJUMDAR
(2) FATHER NAME/HUSBAND NAME > PRASAD Rao
(3) CATEGORY: GEN/SC/ST/OBC > GEN
(4) DATE OF BIRTH >

1	1	1995
---	---	------

(5) SEX(MALE/FEMALE) > Female
(6) ADDRESS > 11-26, ARANA VARATHA
KARNAMATHA JAGATI, TELANGANA
(7) PHONE/MOBILE > 965122948
(8) ARTISAN CARD NO > SO,AD/VT/025
(9) CRAFT PRACTICED > Crochet Lace
(10) BANK DETAIL

BANK NAME > STATE BANK OF INDIA
BRANCH > SPETHADARA PIPRA
ACCOUNT NO:

2	3	2	9	6	9	2	6	6	4	5
---	---	---	---	---	---	---	---	---	---	---

IFSC CODE > SBIN0024496
(11) AADHAR CARD NO >

6	9	5	4	1	5	6	3	1	6	4	2
---	---	---	---	---	---	---	---	---	---	---	---

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project Project Starting Date: 1st August 2016

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*AT ITC, NARIPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2015-16/DE/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 5 Months
Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > SRANA MAJUMDAR
(2) FATHER NAME/HUSBAND NAME > Subhasree
(3) CATEGORY: GEN/SC/ST/OBC > GEN
(4) DATE OF BIRTH >

1	1	1990
---	---	------

(5) SEX(MALE/FEMALE) > Female
(6) ADDRESS > 11-26, ARANA VARATHA
KARNAMATHA JAGATI, TELANGANA
(7) PHONE/MOBILE > 965122948
(8) ARTISAN CARD NO > SO,AD/VT/026
(9) CRAFT PRACTICED > Crochet Lace
(10) BANK DETAIL

BANK NAME > STATE BANK OF INDIA
BRANCH > SPETHADARA PIPRA
ACCOUNT NO:

2	6	0	5	6	2	6	1	2	6	2
---	---	---	---	---	---	---	---	---	---	---

IFSC CODE > SBIN0024496
(11) AADHAR CARD NO >

7	3	1	6	5	2	1	5	8	4	3
---	---	---	---	---	---	---	---	---	---	---

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project Project Starting Date: 1st August 2016

Integrated Design and Technical Development Project

In Lace and Crochet Craft

*AT ITC, NARIPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO J-12012/2015-16/DE/RR DATED 04/03/2016



REGISTRATION FORM

Duration of the Project: 5 Months
Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > SRANA MAJUMDAR
(2) FATHER NAME/HUSBAND NAME > VEERA RAO
(3) CATEGORY: GEN/SC/ST/OBC > GEN
(4) DATE OF BIRTH >

1	1	1990
---	---	------

(5) SEX(MALE/FEMALE) > Female
(6) ADDRESS > 11-26, ARANA VARATHA
KARNAMATHA JAGATI, TELANGANA
(7) PHONE/MOBILE > 965122948
(8) ARTISAN CARD NO > SO,AD/VT/026
(9) CRAFT PRACTICED > Crochet Lace
(10) BANK DETAIL

BANK NAME > STATE BANK OF INDIA
BRANCH > SPETHADARA PIPRA
ACCOUNT NO:

2	0	1	8	7	2	6	9	2	0	0
---	---	---	---	---	---	---	---	---	---	---

IFSC CODE > SBIN0024496
(11) AADHAR CARD NO >

8	3	9	2	6	6	0	4	5	7	6	0
---	---	---	---	---	---	---	---	---	---	---	---

I hereby understand that the particulars given above are true to the best of my knowledge.

(Signature of participant)

Integrated Design and Technical Development Project Project Starting Date: 1st August 2016

Integrated Design and Technical Development Project

In Lace and Crochet Craft

TAT ITC, NARAPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO. J-12012/2018-16/DS/NB DATED 04/03/2018

33



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > S. PHANIDEVI Narapur
 (2) FATHER NAME/HUSBAND NAME > Ramesh
 (3) CATEGORY: GEN/SC/ST/OBC > GEN
 (4) DATE OF BIRTH > 1 2 1991
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 12-1-215, Narapur
West Godavari District
 (7) PHONE/MOBILE > 9676611291
 (8) ARTISAN CARD NO. > SR/AP/12/1/215
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > Andhra Bank
 BRANCH > Narapur
 ACCOUNT NO. > 042910100046732
 IFSC CODE > ANDR0004673
 (11) AADHAR CARD NO. > 969106033856

I hereby understand that the particulars given above are true to the best of my knowledge.

S. Phani Devi
(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

TAT ITC, NARAPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO. J-12012/2018-16/DS/NB DATED 04/03/2018

33



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > M. H. Sreedevi Narapur
 (2) FATHER NAME/HUSBAND NAME > M. H. Sreedevi
 (3) CATEGORY: GEN/SC/ST/OBC > SC
 (4) DATE OF BIRTH > 1 8 1966
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 5-2883, Narapur
West Godavari District
 (7) PHONE/MOBILE > 984928385
 (8) ARTISAN CARD NO. > SR/AP/12/1/215
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > Andhra Bank
 BRANCH > Narapur
 ACCOUNT NO. > 0429101000102064
 IFSC CODE > ANDR0004673
 (11) AADHAR CARD NO. > 423662539319

I hereby understand that the particulars given above are true to the best of my knowledge.

M. H. Sreedevi
(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

TAT ITC, NARAPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO. J-12012/2018-16/DS/NB DATED 04/03/2018

33



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > S. ANANT DURGA Narapur
 (2) FATHER NAME/HUSBAND NAME > Ravi
 (3) CATEGORY: GEN/SC/ST/OBC > SC
 (4) DATE OF BIRTH > 2 3 1984
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 13-1-215, Narapur
West Godavari District
 (7) PHONE/MOBILE > 98919413
 (8) ARTISAN CARD NO. > SR/AP/12/1/215
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > Andhra Bank
 BRANCH > Narapur
 ACCOUNT NO. > 042910100102030
 IFSC CODE > ANDR0004673
 (11) AADHAR CARD NO. > 434728216868

I hereby understand that the particulars given above are true to the best of my knowledge.

S. Anant Durga
(Signature of participant)

Integrated Design and Technical Development Project

In Lace and Crochet Craft

TAT ITC, NARAPUR, WEST GODAVARI, ANDHRA PRADESH
SANCTION ORDER NO. J-12012/2018-16/DS/NB DATED 04/03/2018

33



REGISTRATION FORM

Duration of the Project: 5 Months
 Venue: ITC, Narapur

(1) NAME OF PARTICIPANT > K. KALA Narapur
 (2) FATHER NAME/HUSBAND NAME > Durga Prasad
 (3) CATEGORY: GEN/SC/ST/OBC > SC
 (4) DATE OF BIRTH > 12 4 1962
 (5) SEX(MALE/FEMALE) > Female
 (6) ADDRESS > 1-65, AT: Narapur
West Godavari District
 (7) PHONE/MOBILE > 96030885
 (8) ARTISAN CARD NO. > SR/AP/12/1/215
 (9) CRAFT PRACTICED > Crochet Lace
 (10) BANK DETAIL
 BANK NAME > Andhra Bank
 BRANCH > Narapur
 ACCOUNT NO. > 090310100006442
 IFSC CODE > ANDR0004673
 (11) AADHAR CARD NO. > 668626653818

I hereby understand that the particulars given above are true to the best of my knowledge.

K. Kala
(Signature of participant)

ARAVIND JASHUVA

(JASHUVA BABU.G)



Educational Qualification:

Fashion Designing (National institute of fashion Technology (NIFT), Hyderabad)

Work Experience: Worked as Principal Designer, Emma's dresses, Maryland, USA.

- Founder designer, Thrithvaa khadi& Craft. A ethical and eco friendly prêt label based in Hyderabad, India.
- Costume designer and Stylist in Telugu Film Industry since 2003
- Guest faculty at NIFT,Hyderabad.
- Guest faculty at Annapurna International school of Film making(AISFM), Hyderabad.
- Worked as product designer for Design development projects with handicrafts like Bamboo, Brass, Crochet, Wooden toys, hand embroidery etc.

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