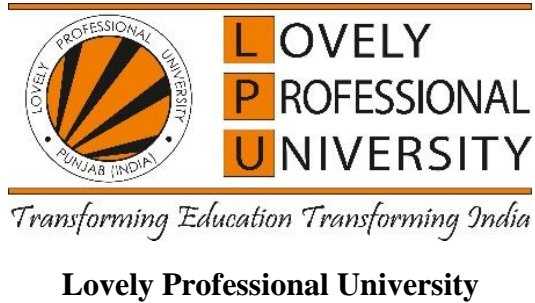


A walk to extinct heritage of Himachal Pradesh

A walk to extinct heritage of Himachal Pradesh



A WALK TO EXTINCT HERITAGE OF HIMACHAL PRADESH

A Dissertation

Presented to the Faculty of the Lovely School of Architecture & Design

Lovely Professional University

In Partial Fulfilment

**Of the Requirements for the Degree of
Masters in Interior and Furniture Design**

By

PURTI

November, 2017

CERTIFICATE

This is to certify that **PURTI** bearing Registration Number **11608588** has completed her Dissertation Project titled, “A walk to extinct heritage of Himachal Pradesh” under my guidance and supervision.

To the best of my knowledge, the present work is the result of the original investigation and study. No part of the project has ever been submitted for any other degree at any university.

This paper is fit for submission and the partial fulfilment of the conditions for the award of the degree of Masters of Interior and Furniture Design.

Signature and Name of the Research Supervisor

Miss Sonia Suri

Designation: Asstt. Professor

School: Lovely School of Architecture & Design

Lovely professional University

Phagwara, Punjab

Date:

CANDIDATE'S DECLARATION

This is to certify that the work is entirely my own and not of any other person, unless explicitly acknowledged (including citation and referencing of published and unpublished sources). I, the student of Masters of Interior and Furniture Design under Lovely School of Architecture and Design, Lovely Professional University, Punjab, hereby declare that all the information furnished in this report is based on our own intensive research and is genuine. .

PURTI

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Date: -

This is to certify that the above statement made by the candidate is correct to the best of my knowledge.

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ABSTRACT

Himachal Pradesh is well known for its cultural, heritage values as well as its climatic conditions which attracts tourists to stay. The statement is so true for its rich handloom societies where the language and craftsmanship of every district are diverse. Canvases and skills that indicates Himachal Pradesh are fur works, rugs, stoles, canvases, brass ware, and carpentry. Kullu shawls are so on demand not only in state but on national and international level also. There are so many tribes which works purely on handicrafts like making handmade tools, ceremonial pitchers and idols, golden and silver jewelry.

Except Agriculture and Horticulture some of the primary occupations in Himachal are Handicrafts and Handlooms. State has many tribes where mostly tribal people are so skilled in handicrafts which is further delivered to new generation and these skills helps them to earn money also but with passing time some of the local crafts are looking for hand of help because of poor conditions of artisans and cultural values of crafts among new generation. To support and recover, a number of helpful societies are carrying out work in the Kullu, Manali and Kinnaur Valley.

There are many organizations which are working to save such crafts but are less in number to provide help to each and every dying craft. At this time actions taken towards saving crafts are the need of dying culture thus government must take strong actions or steps in terms of saving, promoting and keeping the crafts alive.

Key words: *Traditional, Handlooms and Handicrafts.*

CHAPTER1: INTRODUCTION

1.1 INTRODUCTION

The traditional ethnicities and cultures of Himachal Pradesh are unique to the world and are in contrast. Himachal Pradesh is well known for its cultural, heritage values as well as its climatic conditions which attracts tourists to stay. The statement is so true for its rich handloom societies where the language and craftsmanship of every district are diverse. Canvases and skills that indicates Himachal Pradesh are fur works, rugs, stoles, canvases, brass ware, and carpentry. Kullu shawls are so on demand not only in state but on national and international level also. There are so many tribes which works purely on handicrafts like making handmade tools, ceremonial pitchers and idols, golden and silver jewelry.

Except Agriculture and Horticulture some of the primary occupations in Himachal are Handicrafts and Handlooms. State has many tribes where mostly tribal people are so skilled in handicrafts which is further delivered to new generation and these skills helps them to earn money also but with passing time some of the local crafts are looking for hand of help because of poor conditions of artisans and cultural values of crafts among new generation. To support and recover, a number of helpful societies are carrying out work in the Kullu, Manali and Kinnaur Valley.

There are many organizations which are working to save such crafts but are less in number to provide help to each and every dying craft. At this time actions taken towards

saving crafts are the need of dying culture thus government must take strong actions or steps in terms of saving, promoting and keeping the crafts alive.

1.2 RESEARCH QUESTIONNAIRE

- What is the importance of craft and handicraft?
- Why people are not interested in opting handicrafts?
- What are the tourism statistics in saving of extinct crafts?
- What are approach of people toward handicraft in day to day life?
- Will the economy status of state improve with the restoration of handicrafts?

1.3 AIM

To study and analyze the ongoing processes towards saving of extinct crafts and handicrafts in terms of tourism, wellbeing of artisans and economic growth of state.

1.4 OBJECTIVE

The main purpose of this paper is to study about the extinct or almost vanished crafts of Himachal Pradesh and give a proposal to HP tourism for providing a place to display, exhibition, and workshop to sell the products.

- i. Studying about the tribal handicrafts and give proposal to save extinct crafts to promote them globally.
- ii. To check and study about the raw material market in available in surroundings.
- iii. To give a path to artisans to highlight their talent on national and international level.

- iv. Further check and analyze the validity of the given proposals by conducting questionnaire and surveys.
- v. To evaluate the provided support to the SHG's and NGO working on craft saving clusters and provide them desired support from government.

1.5 SCOPE AND PARAMETER

This dissertation is the study of extinct crafts and craft saving clusters presently running in Himachal Pradesh. It will discuss the proposals made for untouched areas and artisans in terms of economy and promotions of extinct crafts.

1.6 RATIONALE AND JUSTIFICATION

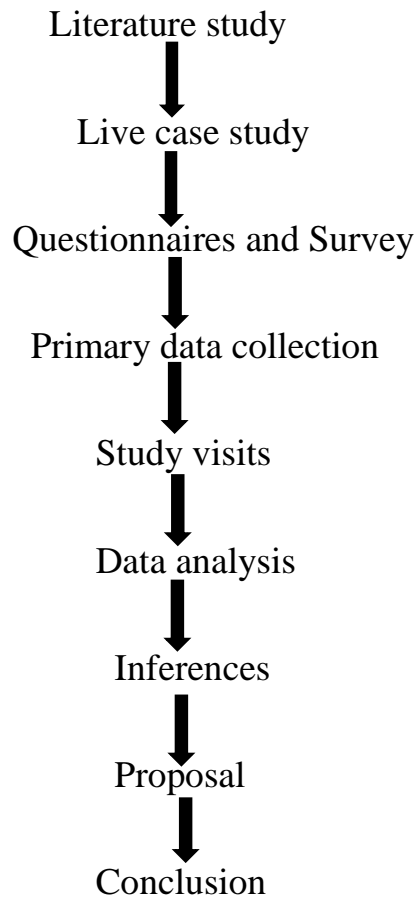
The motives of selecting this topic is to spread information about the extinct handicrafts which played a vital role in culture and history. The scenario of the handicrafts are that such crafts are standing on the edge of rock to die so this is an alarming stage for government to save and promote it to save nationally and internationally. This paper totally focuses on the importance of ancient handicrafts and find out the ways to sustain it for generations.

1.7 LIMITATION

There are no papers and detailed information available on this topic which are required to save, promote and help future researchers to give information.

1.8 METHODOLOGY

It is an approach for the compilation of the research.



CHAPTER 2: LITERATURE REVIEW

2.1 STUDY OF EXTINCT CRAFTS OF HIMACHAL PRADESH

Manali and Kullu have a mainly antique handloom values. Himachal is frequently mentioned by fabulous manuscripts to be the home for Gandharvas (Holy Angels) and spiritual artists. Past declares that the state played a dominant part in the long skill way among China and Central Asia. The long route are broken by attack of Tibet. In the early development of khadi, The Loom focused by needle came forward as a handloom and allowed the wild fabrication of goods. Rampur and Busheher donated with their decorative handiworks. They involved cultural as well as ordinary colors. HP is a state of culturally beautiful heritage of worth watching ones in life time. Its cultural values has already stolen so many hearts on national and international level too.

Kullu, globally famous for shawls and construction (kath khuni also an extinct craft of decorating or carving timber with nature motives). (tourism, 2015)

- i. Weaving
- ii. Metal ware
- iii. Wooden craft

Weaving: People from cool areas in HP required to wear warm stuff such as muffler, sweater, thermals, stoles, woolen gloves etc. That's the reason ever house has a pit-loom in cold areas. Wool is easy to knit thus people from cool areas are always busy in knitting stuffs to gift their beloved ones. Where kullu shawls are famous for big and beautiful boarders at the bottom.

Pahari caps are beautifully made with unique patterns inspired from nature and mostly from mountains and sun. Rampuri shawl is also very famous among other stoles. Because of winter everyone can be seen with beautifully decorated or knitted warm stuff on their body to keep them cozy. Patterns on blankets, stoles, quilts are quite interesting to learn and to know.

Wood craft: Timber is abundantly available in HP thus it played a vital role in terms of making structures either to stay, worship or made for animals. Mostly found trees are black mulberry, deodar, and walnut. Timber from such trees are perfect to do carpentry stuff and carving hence timber used in construction is beautifully carved and used on outer structure too. Such decoration can also be seen on doors, windows and staircases made up of same timber. (tourism, 2015).

Metal craft: Items made with metals justify the ceremonial desires of Himachalis. Old style metallic statues in the temple has shown numerous features. The sculptures of deities and idol also appear in metallic panels.

Popular metalcraft in the area raised around holy zones. Repousse techniques (of metalwork hammered into relief from the reverse side.) can be seen in doors of Vajeshwari dham, Jwalamukhi at Jwala ji in Kangra, Bhimakali temple in Sarahan and Chandrika temple in Kinnaur district.

Where the example of fantastic metal work is done on the dome which purely gilded at the Jwalamukhi temple is remembered as a gift of Akbar to temple. Where Kinnaur has showed the great metallic work with special combination of Buddhism and Hinduism scriptures. Along with the gold and silver brass has also been used frequently in terms of

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making bif utensils which are famously found in Reckong Peo, Jogindernagar, Chamba, Bilaspur, Rohru, and Sarahan.

2.2 PROBLEMS

HP is mother of handicrafts like earthen Pottery, leather embroidery, chamba rumal, silver jewellery etc. from which half are already vanished and half are going to die soon.

Reason being:

- i. No market
- ii. No value
- iii. Old tradition
- iv. No technology
- v. No information or knowledge
- vi. No workshops
- vii. No place to explore
- viii. No govt. support
- ix. No interest
- x. People are either doing jobs outside the HP or farming where ladies have time to work and make money.

2.3 CRAFTS SAVING CLUSTERS

A cluster is well-defined as a topographical attention (town/few neighboring village/ a city and their connecting areas) of divisions crafting near similar merchandises and fronting mutual chances and pressures. In a craft clusters, maximum designers repeatedly

belong to an old-style community, manufacturing the vintage products for generations.

Truly, numerous artisan groups are ages old Artisan.

Table 1 showing cluster name and number artisans working.

S.No	Cluster Name	State/District/Cluster	Working Agency	Artists/SHG
1	Sera	Kullu Sera	The Mahadev society of handloom and handicrafts society Ltd Kullu	0 / 0
2	Gushaini	Kullu Gushaini	The Mahadev society of handloom and handicrafts society Ltd Kullu	0 / 0
4	Manali	Kullu Manali	The Manu weavers handloom and handicraft kullu	120 / 10

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5	Sainj	Kullu Sainj	The Himshakti handloom and handicrafts society Ltd kullu	0 / 0
6	Ropa	Kullu Ropa	The Himshakti handloom and handicrafts society Ltd kullu	0 / 0
7	Gahar	Kullu Gahar	The Gahar mahila handloom and handicrafts society Ltd kullu	0 / 0
8	Denchi	Kullu Denchi	Bhutti weavers handloom and handicrafts society Ltd kangra	0 / 0
9	Kangra	Kangra Kangra	The Chamunda handloom and handicrafts society Ltd Kangra	192 / 14

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10	Dharshala	Kangra Dharshala	The Chamunda handloom and handicrafts society Ltd Kangra	192 / 14
11	Babeli	Kullu Babeli	The trishala mahila handloom and handicrafts society Ltd Kullu	0 / 0
12	Doumkari Ghar	Kull Doumkari Ghar	The Shallang woman handloom and handicrafts society Ltd Kullu	0 / 0
13	Lugvallay	Kullu Lugvallay	The GanpatiThe Chamunda handloom and handicrafts society Ltd Kangra Ganapati Handloom & Handicraft & Weavers Kullu	0 / 0

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14	Bhulang Valley	Kullu Bhulang Valley	The Ganpati handloom and handicrafts society Ltd Kullu	0 / 0
15	Bajaura	Kullu Bajaura	The Ganpati handloom and handicrafts society Ltd Kullu	0 / 0
16	Bohranalia	Kullu Bohranalia	Hillqueen welfare society of handloom and handicrafts society Ltd Kullu	0 / 0
17	Palchan	12	The Manu weavers society of handloom and handicrafts society Ltd Kullu	120 / 0
18	Block Ani	Kullu Block Ani	State society of handloom and handicrafts society	0 / 0

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			Ltd Kasumpati Shimla	
19	Block ANI	Shimla Block ANI	Himbunkar bhawan society of handloom and handicrafts society Ltd Shimla	0 / 0
20	Balakrupi	Himachal Pradesh Kangra Bal akrupi	New Himalaya weaver society of handloom and handicrafts society Ltd Palampur kangra	105 / 10
21	PanthaGhat i	Panthagati Shimla	Dubbing handicrafts society of handloom and handicrafts society Ltd Panthagati Shimla	200 / 120

22	Lahoul	Kullu Lahoul	Tribal weavers society of handloom and handicrafts society Ltd Kullu Spiti	0 / 0
23	Spiti	Kullu Spiti	Tribal society of handloom and handicrafts society Ltd Kullu	0 / 0
			Total	929/178

(Textiles, craftclustersofindia, 2010)

2.4 PRESENTLY RUNNING SCHEMES

Typical items made by Cluster Artisans crosswise over India has been highlighted by Handiworks emporiums, Ministry of Textiles by government of India. To uplift the handicrafts craftsmen are provided with marketing/techniques know-how to make such items more valuable. These clusters showcases 35312 items under 32 exclusive arrangements. The Customer can buy the item through Product/Sub – Product, Craft/Sub-Craft and Region. Once the item is delivered costumer can see all the details about the product, name of artisan and the place where the item was really made. It is providing a

market linkage to these Clusters/Artistes so exporters/customers can easily in case of any inquiry or additional details. (HP)

Some of the presently running schemes are:

2.4.1 AMBEDKAR HASTASHILP VIKAS YOJANA (AHVY):

It was launched in 2001-02 for the development of handicraft sector and artisans. This organization is paying a lot to provide employment and export but is facing many issues like lack of knowledge, wealth, no exposure to new techniques and unorganized system, no market intelligence and poor authorized plans. This project mainly focused on a development plan, requirement based outline for growth of promising handiworks clusters. This scheme visualize a package of provision to the craft saving cluster which includes basic inputs and infrastructure to enhance the target market values.

2.4.2 BHUTTICO:

This is craft based society made by few young artisans from Kullu, Himachal which has done a praiseworthy job in the field of saving handicrafts. It has further branches to develop more and more awareness among young artisans and generation to understand the value of their own craft and heritage. People related of these societies are earning well and have been seen on ultimate growth. This society accept the unbelievable task of taking handlooms of Himachal into Global competition and further working for the value of crafts in the market and novelty. (Handicrafts)

CHAPTER3: LIVE CASE STUDY

Live case study has been conducted to understand the work plan of the emporiums, actions / schemes / craft saving societies work plans, problems of the artisans of related field.

3.1 HIMACHAL PRADESH TOURISM EMPORIUMS

3.1.1 HIMACHAL PRADESH STATE HANDICRAFTS & HANDLOOM

CORPORATION LIMITED:

Is located in 2 SDA Commercial Complex, Kasumpti, Shimla Himachal Pradesh. This handloom came into existence in year 1974 with the goal to support and promote the welfares of the poor weavers and craftsperson of the state. The Organization provided secure job to artisans and weavers by giving training, raw material, introducing new techniques, reviving the extinct crafts and linking them to market which helped to make a chain of stores located inside and outdoor the state. Corporation incorporated rapidly changing preferences and styles which further played an important role in generating new proposals. The designers appointed from NIFT to teach artisans new trends and skills with the economic maintenance and support of the Ministry of Textiles, Government of India, New Delhi. The cluster development scheme in Kulllu (Himachal Pradesh) is also comes under the same Corporation. Some of the products made by artisans under cluster schemes are:

- i. Pahari cap
- ii. Footwear

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- iii. Chamba rumal
- iv. Shawl
- v. Neckless
- vi. Pullan (special warm footwear)



Pahari Cap



footwear



Chamba rumal



Shawl



Pullan



Neckless

Figure: 1 to 6 (source (HP))

Such societies exposes the variety of cultures, tradition, art and heritage of the state under a single roof to the traveler, young generation or costumer to have knowledge about the early Himachal. It also displays about the rich fabrication of timber statues, crafts in

handlooms, apparatuses, stone containers, building, and other day to day work of life.

(HP)

3.1.2 HP EMPORIUM SHIMLA:

The ministry of textile is running many emporiums in Himachal Pradesh to save sell and promote handicrafts of the state where HP emporium Shimla is one of the example of such emporiums and is located on Mall Road, Shimla, HP. Shop has numerous variety of decorated ornaments, shawls, suits and sculptures, many of the item in store can be purchased on less prize because of no fixed prize on items. Every item has unique attraction values to attract customers. Creatively made jewelry stuffs, attractive Kinnauri Shawls, mysterious earthenware, brightly colored wooden artifacts and unique woolen items are the few example of work items. The emporium remains open on all days of the week because of tourist and is one of the most-frequented place with easy access to reach. (singh, 2014)

3.1.3 QUESTIONNAIRE

i. What is your name?

.....

ii. What is your age?

A) 10-20

B) 20-30

C) 30-40

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D) 40-50

E) Above 50

iii. What do you do for living?

A) Weaving

B) Job

C) Emporium worker

D) Others

iv. What is your monthly income?

A) 600-2000

B) 2000-3000

C) 3000-4000

D) Seasonal

v. Do you do anything else except weaving for living?

.....

vi. Are your whole family also doing the same work?

.....

vii. Why people are not interested in doing this work?

A) No idea

B) Do not like this profession

C) Less money

D) Seasonal income

E) Other reason

viii. Do you know about government schemes for saving this craft?

Yes

No

ix. What do you think government should take steps to save it for generation?

.....

x. If government will provide you workshops to learn more and new techniques would come to learn?

Yes

No

May be

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xi. Do you want to make this emporium under people or government?

Under people Under government No idea

xii. Are you satisfied with your income?

Yes No

xiii. Is Workshops required to learn new techniques of handicrafts?

Yes No May be

xiv. Any Knowledge about craft saving cluster?

Yes No idea

xv. Are craft saving cluster helpful to save handicrafts?

Yes No No idea

xvi. Have you ever attended any craft saving workshop to save and promote it?

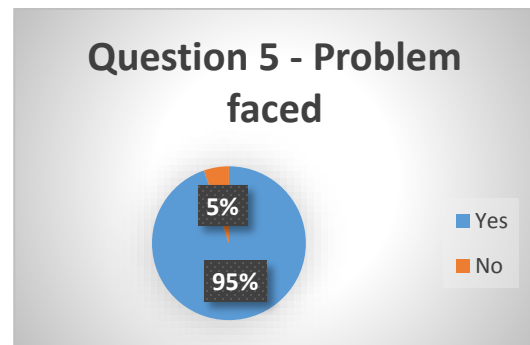
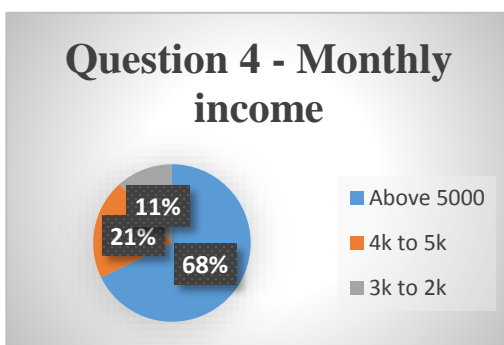
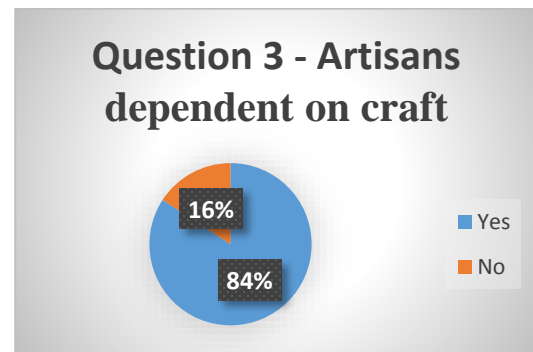
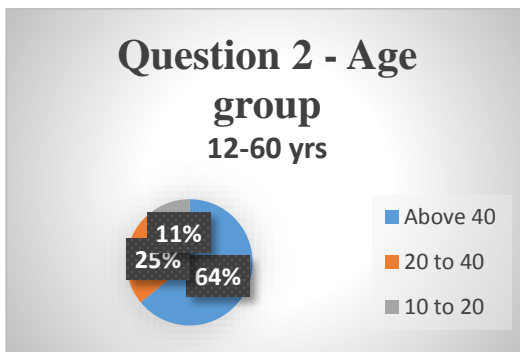
.....

xvii. What steps government should take to save and promote handicraft?

.....

3.1.4 QUESTIONNAIRE ANALYSIS

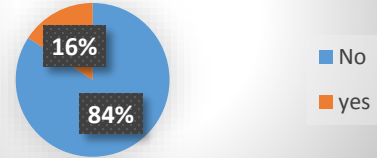
On the basis of conducted questionnaires and surveys, the data of objective type questions was analysed and is graphically presented in the form of pie charts.



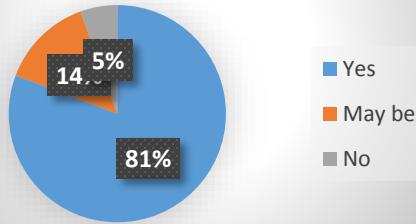
Question 6 - Knowledge about workshops



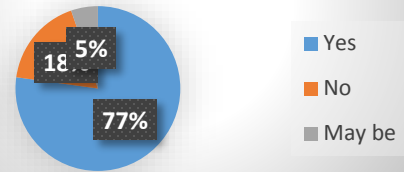
Question 7 - Workshops attended



Question 8 - Workshops required

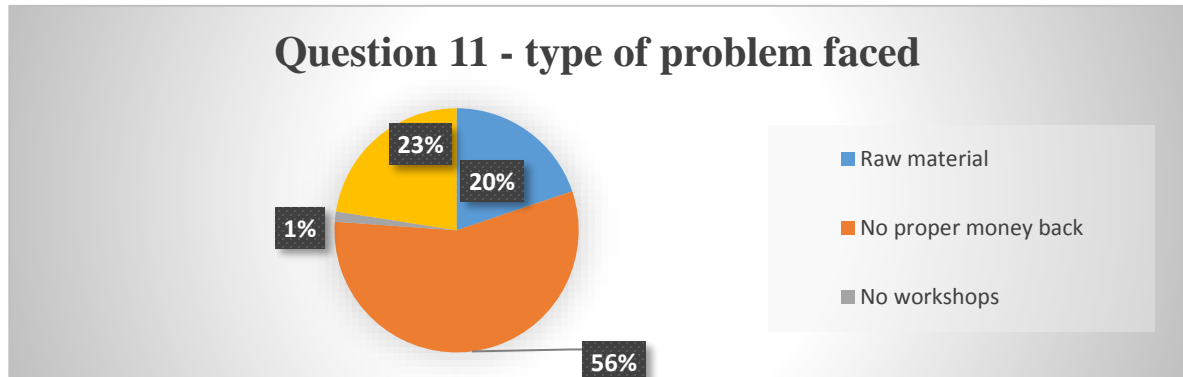


Question 9 - Handicraft as profession



Question 10 - Are craft saving clusters helpfull?





3.1.5 QUESTIONNAIRE ANALYSIS

On the basis of data collected from the questionnaires and survey following issues are need to be sorted out for the wellbeing of extinct crafts, artisan and growth of clusters made by government.

- i. People from selected region have knowledge about handicrafts and its values.
- ii. People does not the benefits of local handicrafts.
- iii. Very few have attended workshops because lack of promotions and distance from house to workshop places.
- iv. No enhancement is done to put value additions.
- v. Very selected workshops are delivered in whole year.
- vi. No one is satisfied with the income of their valuable craft.
- vii. People are mostly facing problem in exporting raw materials.
- viii. People hesitate in taking handicrafts as profession because of old styles and patterns which further create problems in selling products.

3.2 ONLINE CASE STUDY OF HIMACHAL AND CRAFT SAVING CLUSTERS

3.2.1 HIMACHAL PRADESH:

Is a Northern Indian state and spread over 55,670 Km. Himachal Pradesh has twelve districts named as

- Bilaspur
- Chamba
- Hamirpur
- Kullu, Kinnaur,
- Kangra
- Lahaul Spiti
- Mandi
- Sirmaur
- Solan
- Shimla and Una.

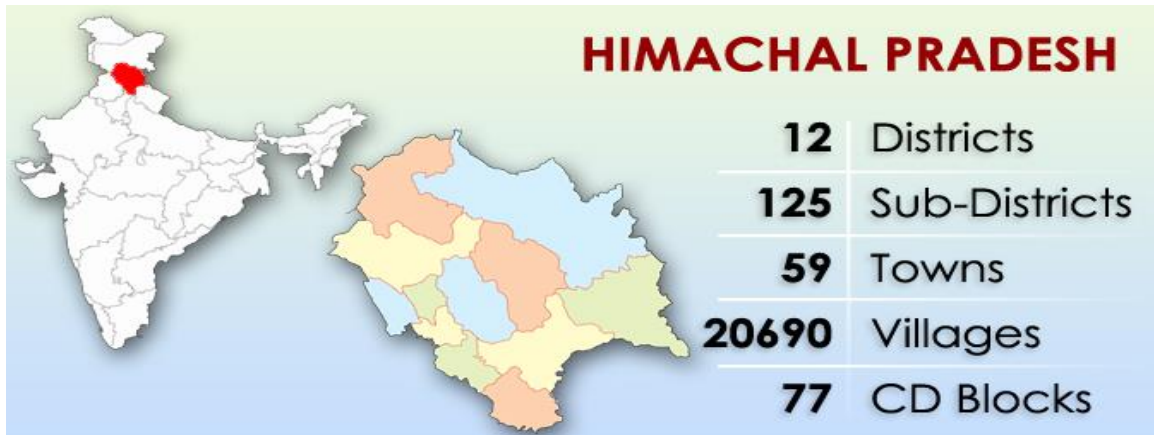


Figure 7: Position of Himachal Pradesh in map on India (source (HP))

Classification of districts according to the altitude from sea level to ground level.

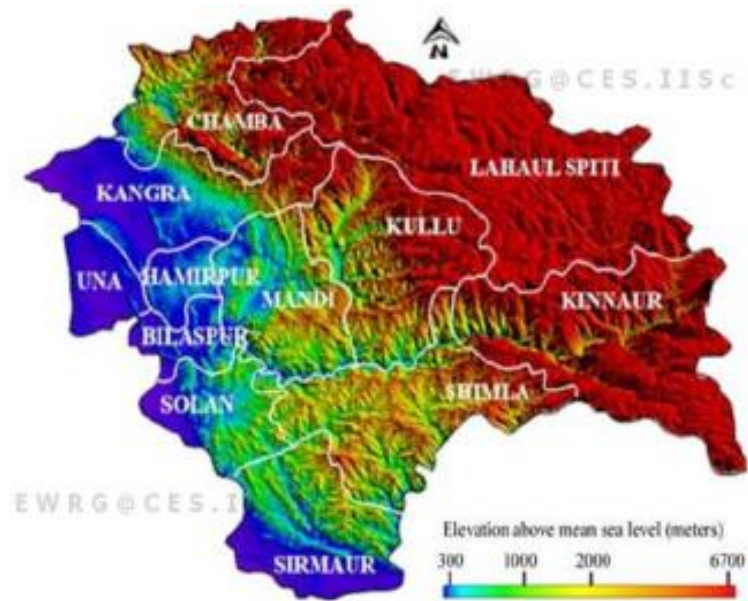


Figure 8: Position of Himachal Pradesh in map on India (source (HP))

A walk to extinct heritage of Himachal Pradesh

Where Kangra, Solan, Hamirpur, Bilaspur, Una, Mandi and Sirmour lies in lower altitude (Plain area) and comes under hot area which effects construction and day to day lifestyle

too. For example:

- In kangra people make flat roof houses and shelters even houses are brightly coloured.
- Crafts are also inspired from climate condition such as basketry because of tea garden in Palampur, Kangra.
- Clay pottery because earthen pots are helpful to keep water cool during hot weather.
- Pahari (madhubani) paintings created by women folk of Kangra during telling folk tales in ancient times
- Chamba rumal from Chamba chaugaan etc.

And Chamba, Kullu, Shimla, Kinnaur, Lahaul Spiti lies on higher altitude (hilly area) and comes under cool areas which effects construction style, day to day lifestyle and

handicrafts too. For example:

- Sloppy style roofs with slates system which includes beautiful attics.
- Stone and wooden structure because timber stays warmer than concrete or other materials and stone is considered as a strongest construction material as hilly areas of the state comes under earthquake prone area so stone construction stays for ages and can be seen through old temples and construction.
- Handicrafts are also evolved through culture and the weather conditions of the districts.

A walk to extinct heritage of Himachal Pradesh

- Biggest examples are making Kullu shawls because kullu is one of the coolest place in HP and people use stoles to cover during winter.
- Woolen trousers and Himachali cap are the another example of and Woolen footwear (Pullan) because of cool weather people are more into making woolen or warm handicrafts which make their life easy and cozy.

3.2.1 ACTIVE CRAFT SAVING CLUSTERS IN HP ON MAP

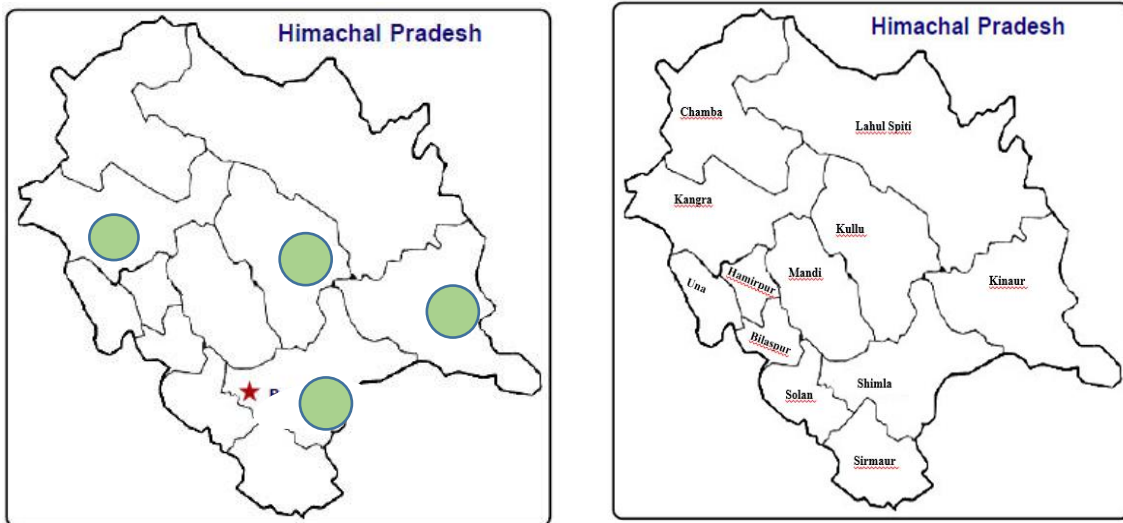



Figure 9 and 10: Position of Himachal Pradesh in map on India (source (HP))

S.NO.	Name of district	Color coding	Percentage of work	Total Atisans

A walk to extinct heritage of Himachal Pradesh

1	Kullu		90%	192
2	Kinnaur		70%	120
3	Shimla		60%	200
4	Kangra		40%	105
			Total	671

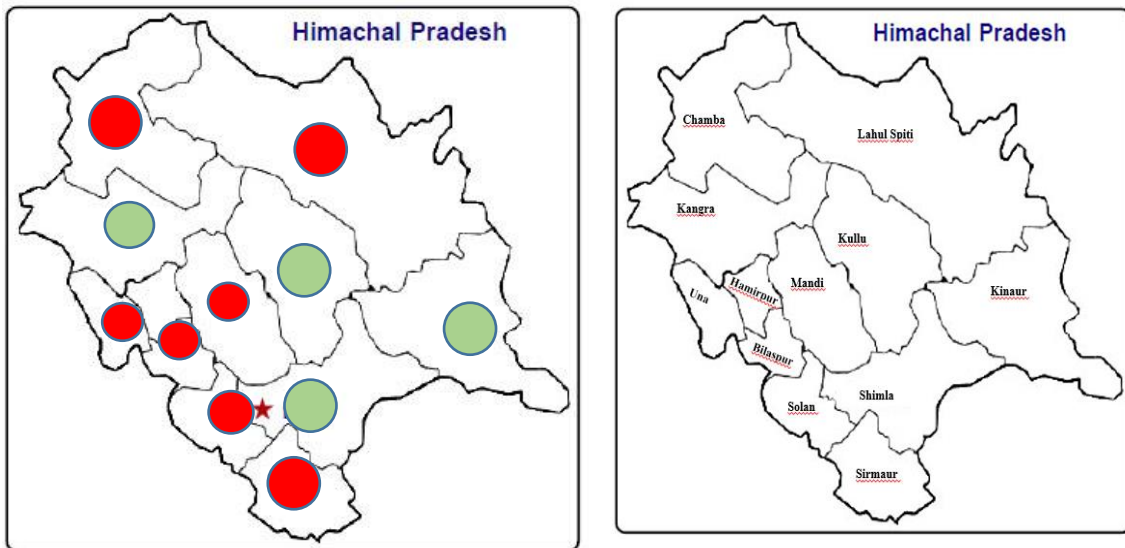




Figure 11 and 12: Position of Himachal Pradesh in map on India (source (HP))

Red dots showing red alert for dyeing handicrafts of the particular district.

S.No.	Color coding	Active Craft saving Clusters	No Active Craft saving Clusters
1		Kullu, Kinnaur, Shimla and Kangra	
2			Bilaspur, Una, Chamba, Hamirpur, Solan, Sirmaur, Mandi and Lahul Spiti

3.2.3 CRAFT IDENTIFIED TO SAVE

S.No.	District name	Identified Crafts to save
1	Bilaspur	Painting, wooden carving
2	Una	Paintings, Embroidery work
3	Chamba	Kilta, Pinjara, Chhatrory, Binna, Chattai, Kandi and lost metal work.
4	Bilaspur	Rumal embroidery work
5	Hamirpur	Meatl antiques and Silver jewellery
6	Solan	Wooden carving, Painting, Stone sculptures
7	Sirmaur	Weaving, Stone carving, Beads jewellery
8	Mandi	Dupatta zari gotta work, Rumal folk tales work
9	Lahul Spiti	Weaving, Wooden carpentry work, Paintings

Hence by getting all the data through online and live studies/ surveys one can see there are so many crafts to save which are still untouched in case of preservation for future generation. Once the strong steps are taken to preserve such crafts economy of state will also be boosted up thus state has to take steps forward to save it to save cultural values of handicrafts of HP.

CHAPTER4: INFERENCES

The ongoing craft saving clusters cannot be named as successful programs made to save crafts thus there are many points lacking behind to keep in mind to make dying crafts healthy. Therefore inferences of the ongoing craft clusters can be briefly described as-

- i. There are many craft saving clusters run by state government of HP but there is no international or national level committees connected with this particular state to enhance its valuable crafts thus the time has come to take steps forward to make new committees and organizations to save dying crafts.
- ii. Extinct handicrafts such as lost wax craft, kilta making etc. has so much of cultural value But just because of poor funds these crafts are going to die soon where such crafts has potential to produce funds for other craft saving projects in the state once it is saved strongly. These crafts needs long term conservation actions.
- iii. There is an urgent need of one common shelter strategy and maintenance teams to work on.
- iv. There is a need to guide and educate young generation and encourage them to learn such crafts from villagers to keep them motivated for doing new experiments in case of value additions. People of Himachal Pradesh must be educated about their own valuable cultural property.
- v. Employment and educating new generation in terms of folk art will help to save showcase variety of crafts internationally.

CHAPTER5: PROPOSAL

5.1 PROPOSAL FOR ADMINISTRATION

Handicrafts are an essential part of Himchal Pradesh's culture. If the right steps are not taken soon than we might lose the existence of valuable handicraft's in no time. So one must show interest to find ways to save the cultural importance of such crafts and spread the importance of crafts among others. By doing this visit of tourist will automatically be going to increase which will further lead an increase in economic growth of not only the artisans the state too. Moreover, government has find the ways to sustain this economic growth.

Though government has made many schemes to uplift the artisans but are not being implemented up to the mark to survive. There are many craft saving clusters are working to save such crafts but due to carelessness of government, poor facilities, unemployment in craft sector and promotions artisans are facing many issues. Some of the major problems are written below:

5.1.1 PROBLEMS IDENTIFIED

S.NO	PROBLEMS
1.	No advertisement & awareness camps
2.	Decreased footfall
3.	No reliance on raw material and market
4.	No online courses to learn at home or at free time

5.	No online provisions to sell or buy, enquiry and put suggestions
6.	No fixed Market Rate Price
7.	Climate factor affecting workability
8.	No place to showcase work
9.	Gap in case of craft saving clusters
10.	No technology & knowledge
11.	No value addition
12.	No enhancement steps taken by government
13.	No employability because of less income
14.	No system or team or committee to solve problems
15.	Less scope of employability
16.	Whole system under government only (Selected People would have 50 % shares of emporium with government)
17.	No skill development workshops

After analyzing all the backlogs the proposal would include a committee which will look after for all kind of problems. Hence the proposal will be made to increase the quality of work, wealth condition of artisans and economy of state. Where four main factor affecting craft saving proposals are:

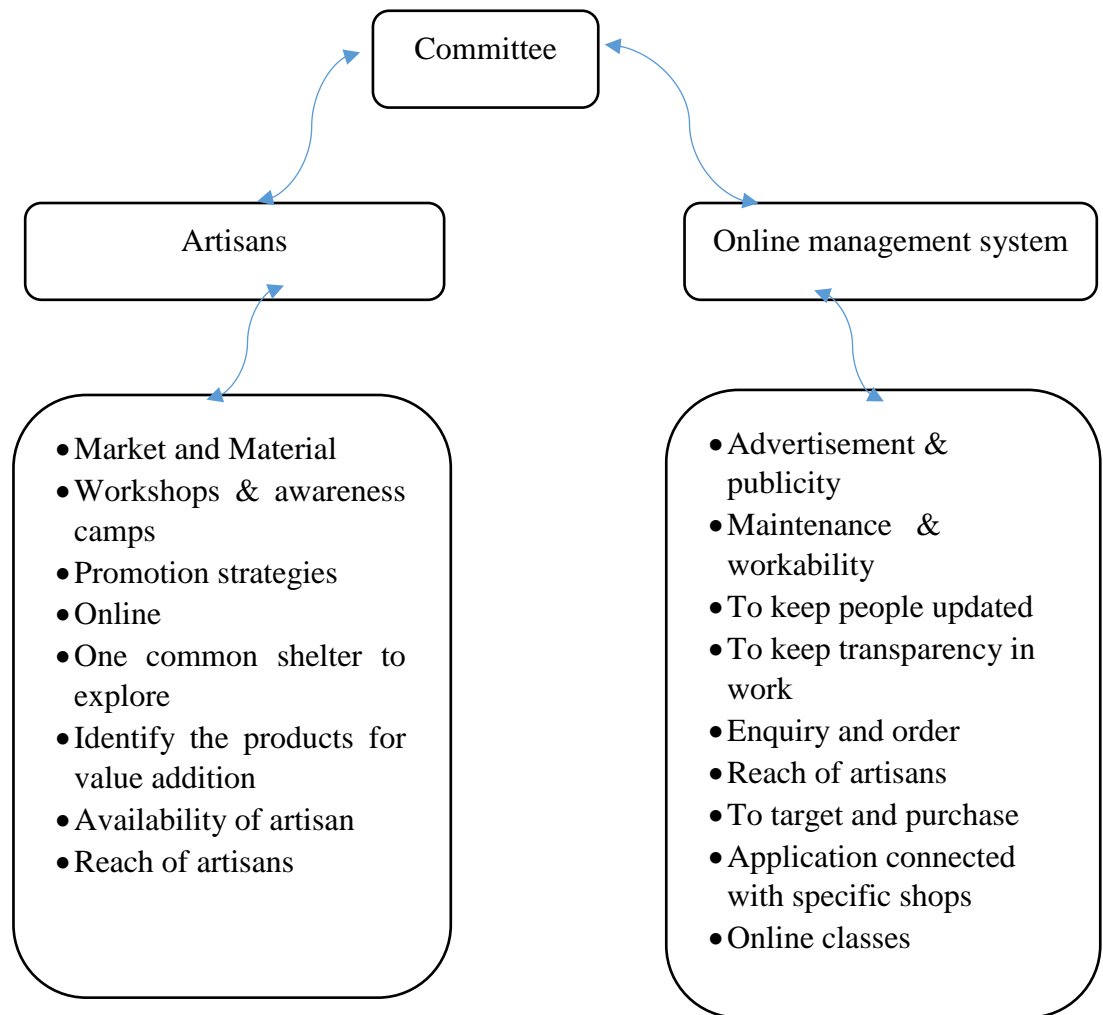
- i. Promotion
- ii. Environment

iii. Society

iv. Economy

5.1.2 SUGGESTED SOLUTIONS

After knowing all the problems there are many points to improve some of them are described below:



1. REACH OF ARTISANS

Team to listen and solve issues faced by artisans either in day to day life or while making handicrafts, income base or any other issues.

2. MARKET FOR MATERIAL

Committee is going to take off market for material, importing and exporting process, environment factors affecting to material availability, cost of raw material and ease of work.

3. WORKSHOPS AND AWARENESS CAMPS

- i. Increasing awareness camps to put life to dying crafts by calling experts from different regions for example member or owner of Andrew pottery house Palampur who runs a pottery house with monthly and daily bases classes and sell them at high cost with numerous exhibitions to spread it worldwide.
- ii. By introducing expert artisans from various fields to different regions for conducting workshops for some value addition to make it more valuable and attractive to sell
- iii. By introducing new techniques and patterns to maintain interest of the artisans and encourage more people to adopt it.

4. PROMOTION STRATEGIES

- i. Promotion strategies would include advertisements in newspaper and magazines.
- ii. Publicity of crafts would be done by making small souvenirs for example HP forest department give souvenirs in form of small hand paintings to promote old extinct crafts.
- iii. It can be promoted through yearly calendars.

- iv. By making craft subject compulsory in schools and institutes.
- v. Promotions with the help of hotels, schools, universities and shops etc.

5. ONLINE SYSTEM TO CHECK PROBLEMS

Committee is going to take off availability of material, importing and exporting of material, environment factors affecting to material availability and ease of work.

6. ONE COMMON SHELTER TO EXPLORE

- i. Committee will provide a place to explore new crafts under one shelter or give chance to make it together like Dilli haat in Delhi or Sanskriti museum Delhi.
- ii. Team would be maintaining the place while no workshop time or during workshop times too. Artisans would be facilitated with space to explore or sell, food and shelter to sleep.
- iii. Place would be provided to keep stuff for public interaction and to store at closing time.

7. IDENTIFY THE PRODUCTS FOR VALUE ADDITION

- i. Identification of the products lost their values in surrounding and give solution for value addition to put live again so it can be sold or attract.
- ii. Committee is going to take off availability of material, importing and exporting of material, environment factors affecting to material availability and ease of work.

8. AVAILABILITY OF ARTISANS

Gap would be filled with appropriate artisans from different regions at required places.

9. REACH OF ARTISANS

- i.** Making sure that all the artisans from different regions should not stay untouched in case of development and work.
- ii.** All the artisans would be provided with proper information on time to explore, give workshops or learn.

5.3 ONLINE MANAGEMENT SYSTEM

1. PROMOTION AND KNOWLEDGE

Online application would be made to promote the handicraft and give knowledge about heritage of Himachal Pradesh.

2. MAINTENANCE AND WORKABILITY

- i.** It is easy to maintain work system online for example application would have provision to put complaint regarding any material or product similarly buyers can put suggestions to put more value to products or service provided.
- ii.** It is easy to see work progress online and to ensure that everyone is working healthily.
- iii.** Different department would have different segregations online for example old stuff, new addition, antiques, material, raw materials, enquiry and suggestion etc.

3. TO KEEP PEOPLE UPDATED

To keep people updated about:

- i.** Upcoming workshops and awareness camps.
- ii.** To establish business and market.
- iii.** About competitive markets and products
- iv.** Materials and finishes.

v. New techniques and equipment.

4. TO KEEP TRANSPARENCY IN WORK

Everything would be displayed on application including new products with some value additions and old stock available on sale.

5. ENQUIRY AND ORDER

i. People can enquiry about the raw material availability and prices according to the quality of stuff.

ii. Type of materials available including color and texture.

iii. Process and techniques.

iv. Contacts about artisans to hire and teach.

v. Reach of order.

6. TO TARGET AND PURCHASE

i. To sell products all over the globe.

ii. Monthly basis target of making products would be set for artisans to increase workability and employment.

iii. People can directly buy products online after conforming everything on call or message.

7. APPLICATION CONNECTED WITH SPECIFIC SHOPS

After selecting products online people can directly go and buy stuff from shops and store connected with online application.

8. ONLINE CLASSES

By introducing online classes for those who cannot go for workshops for some reason for example women, specially challenged people or old aged willing to do craft but cannot travel alone.

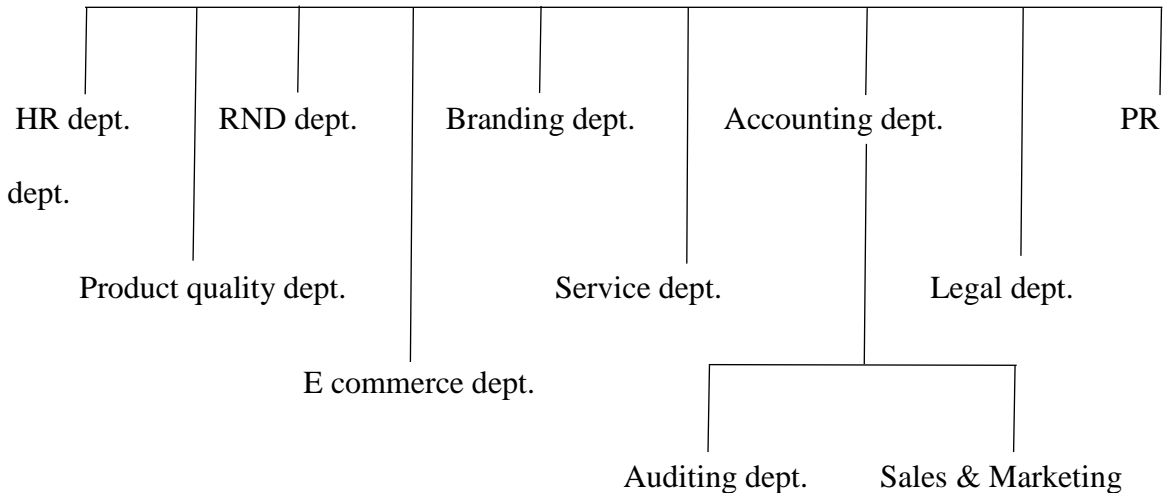
9. NO CORRUPTION

- i. Modernized Digital system provides the transparency while making online transactions and process of work done.
- ii. From the process of selecting raw material to final finish of product every process has transparency.

Hence multiple committee will be made to understand there four factors and to execute already made plans accordingly to increase economy and workability. Different committee would handle for different works. Committees are divided below:

5.4 CRAFT SAVING COMMITTEE

Craft Saving Committees



These committees would be further divided into parts which will also have subdivisions.

1. HR (HUMAN RESOURCE):

This department would work only for employees.

- i. Team to listen and solve issues faced by artisans either in day to day life or while making handicrafts, income base or any other issues.
- ii. To make strategies to maximize the employee's workability to get maximum profit.
- iii. It will ensure all the needs of employees to keep them happy for example time to time incentives and promotions to workers.
- iv. This department would also take care of work division among employees.
- v. To provide all the facilities and technologies inside the workspace only.

2. RND RESEARCH AND DEVELOPMENT

- i. This would search the market and material on reasonable rates.
- ii. Identification of the products for value addition would also be done by this department Only.
- iii. Increasing awareness camps to put life to dying crafts by calling experts from different regions for example member or owner of Andrew pottery house Palampur who runs a pottery house with monthly and daily bases classes and sell them at high cost with numerous exhibitions to spread it worldwide.
- iv. By introducing expert artisans from various fields to different regions for conducting workshops for some value addition to make it more valuable and attractive to sell
- v. By introducing new techniques and patterns to maintain interest of the artisans and encourage more people to adopt it.

3. BRANDING OR ADVERTISEMENT

- i. This department will do branding to promote the work first to connect and educate more and more people.
- ii. Promotion strategies would include advertisements in newspaper and magazines.
- iii. Publicity of crafts would be done by making small souvenirs for example HP forest department give souvenirs in form of small hand paintings to promote old extinct crafts.
- iv. It can be promoted through yearly calendars.
- v. By making craft subject compulsory in schools and institutes.
- vi. Promotions with the help of hotels, schools, universities and shops etc.
- vii. In case of footfall in visitors this department will make promotion strategies to get rid of the problem.
- viii. Further monthly, once or twice in a year workshops & awareness camps would be managed by this team. Promotion strategies. These will be further divided into two parts:
 - a. Online branding (promotion done online through applications etc.)
 - b. Offline branding (through camps and face to face communication)

4. PR DEPARTMENT (PUBLIC RELATIONS)

- i. It would deals with the relations with other companies or people to crack deal and to gain profit.
- ii. PR department will do marketing commutation to know:
- iii. Availability of artisan

- iv. Reach of artisans
 - v. Client services
 - vi. Client handling
5. ACCOUNTING
- i. This team is going to take care of all the funds related to work. For example how money paid for raw material and setting up exhibition etc.
 - ii. **Auditing department** (these will check all check all the transection made while giving the taking the either raw material or final products).
 - iii. **Sales and marketing department** (number of sales done and calculating profit and loss).
- It is further divided into two ways:**
- a. Online purchase offline purchase
 - b. Online marketing offline marketing
6. E COMMERCE MANAGEMENT
- i. This department will work online either through page or an application. Some of the works are :
 - ii. Advertisement & publicity
 - iii. Maintenance & workability
 - iv. To keep people updated
 - v. To keep transparency in work
 - vi. Enquiry and order
 - vii. To target and purchase
 - viii. Application connected with specific shops

ix. Online classes

a. Reach of artisans

- i. Making sure that all the artisans from different regions should not stay untouched in case of development and work.
- ii. All the artisans would be provided with proper information on time to explore, give workshops or learn.

b. Availability of artisans

Gap would be filled with appropriate artisans from different regions at required places.

c. Web development department

- i. Something developed online
- ii. Content writing to attract the customers online
- iii. All the seasonal timings for exhibition or workshops would be entertain

d. CSO chief strategic officer

Strategies to tackle to get profit

7. ADVISORY COMMITTEE

- This would be a team of only experience holder artisans or employees to guide and suggest for profit.

8. LEGAL DEPARTMENT:

It will deal with all the legal works and will surely have team of legal advisors.

- i. CA (accounts related issues would be entertained by with CA's)
- ii. Lawyers (other legal issues would be solved by lawyers)

9. DEPARTMENT OF QUALITY ASSURANCE

This would be totally dedicated to check the quality of the products.

10. POP: SERVICE DEPARTMENT

- i. This would be made to listen all the issues regarding products to solve problems take actions.
- ii. Feedback and solutions / actions

11. DEPARTMENT FOR EXHIBITION

- i. Committee will provide a place to explore new crafts under one shelter or give chance to make it together like Dilli haat in Delhi or Sanskriti museum Delhi.
- ii. Team would be maintaining the place while no workshop time or during workshop times too. Artisans would be facilitated with space to explore or sell, food and shelter to sleep.
- iii. Place would be provided to keep stuff for public interaction and to store at closing time.
- iv. This is going to fix dates/timing for exhibitions, workshops.
- v. This department would totally be concerned for type of exhibition, seasons to get done the exhibitions and comfort level of arrived artisans.

12. SECURITY MANAGEMENT

- i. Security of Artisans (tools and machinery employees are working with, proper first aid kit in case of any accident)
- ii. Work (employees hired at contract bases or according to seasons)

13. DEPARTMENT OF ENERGY AND WASTE MANAGEMENT

- i. Concept to make department ecofriendly
- ii. Solar panel to use less artificial light

5.1.3 POINTS TO CONSIDER WHILE MAKING PROPOSALS

A walk to extinct heritage of Himachal Pradesh

Craft saving proposals should highlight the vernacular architectural elements at heritage walk to show ecofriendly workplace. Certain proposals for the heritage walk to be done are as follows-

- i. A committee must be set up at central level not only for this project but also for various other projects trying to save or help crafts and artisan. There must be a big international level party to inspect all the process time to time to keep people motivated.
- ii. A committee should be made at national level to connect central committees at international levels.
- iii. For saving such crafts, people would participate globally. This can solve major two issues. First is providing sufficient funds and promoting it globally. Such steps can arise global awareness which can help to prevent the further damage.

5.2 SITE PROPOSAL

Proposal is made in form of heritage walk where two sites are identified because of climate change in HP. For hot areas Dharamshala is suggested and for Hilly areas Shimla is suggested. Sites are described below:

- i. INDIAN INSTITUTE OF ADVANCED STUDY SHIMLA HP**
- ii. DHARAMSHALA KANGRA**

5.2.1 SHIMLA

5.2.1 SITE SUGGESTED FOR HERITAGE WALK MUSEUM IN HILLY AREA OF HIMACHAL PRADESH

INDIAN INSTITUTE OF ADVANCED STUDY SHIMLA HP

Address: Rashtrapati Nivas, Chaura Maidan, Near Birds Zoo, Shimla, Himachal Pradesh

171005

Timing: 9:30AM-5:30PM

This institute was founded in year 1965 and director of this institute is Professor Chetan Singh. This is a historical building for higher studies with staff of 150 people. This building has great cultural value in Himachal and has many rooms which are not being used presently. This place is always been a tourist attraction so proposing heritage walk museum under this building would be a great opportunity to promote and make the old and extinct handicrafts famous worldwide.



Figure 11 and 12: Location on map (Indian_Institute_of_Advanced_Study)

A walk to extinct heritage of Himachal Pradesh



Figure 13 and 14: front and bird's view (Indian_Institute_of_Advanced_Study)



Figure 15: side view of institute (Indian_Institute_of_Advanced_Study)

This location would be the best place to work on handicrafts for people stays in hilly areas of HP for example Sirmaur, Kullu, Kinnaur, Manali etc. because of climate and distance from Shimla to cool districts. Connection from other areas of Shimla district to Indian Institute of Advanced Studies is shown in picture below.

A walk to extinct heritage of Himachal Pradesh



Districts covered under proposal
Heritage walk Shimla along with the
list of identified crafts:

- Kinnaur
- Manali
- Lahaul & Spiti
- Solan
- Sirmour

Figure 16: map of HP (source (HP))

Table showing identified to save with district names are:

S.No.	District name	Identified Crafts to save
1	Bilaspur	Painting, wooden carving
2	Una	Paintings, Embroidery work
3	Chamba	Kilta, Pinjara, Chhatrory, Binna, Chattai, Kandi and lost metal work.
4	Bilaspur	Rumal embroidery work
5	Hamirpur	Meatl antiques and Silver jewellery
6	Solan	Wooden carving, Painting , Stone sculptures
7	Sirmaur	Weaving, Stone carving, Beads jewellery

A walk to extinct heritage of Himachal Pradesh

8	Mandi	Dupatta zari gotta work , Rumal folk tales work
9	Lahul Spiti	Weaving, Wooden carpentry work, Paintings

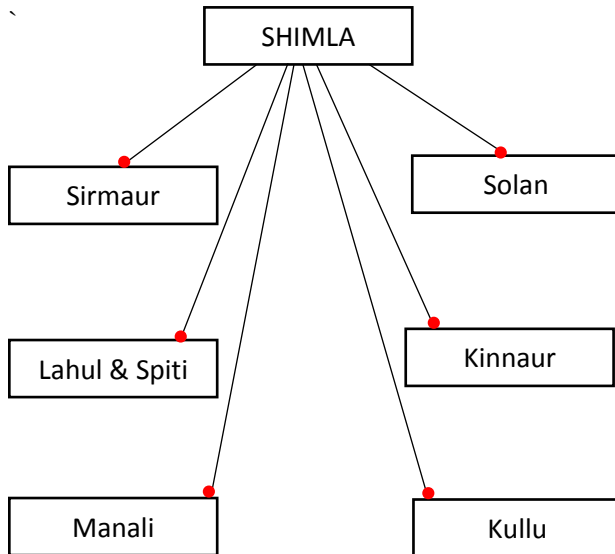





Table showing distance of other districts to proposed site.

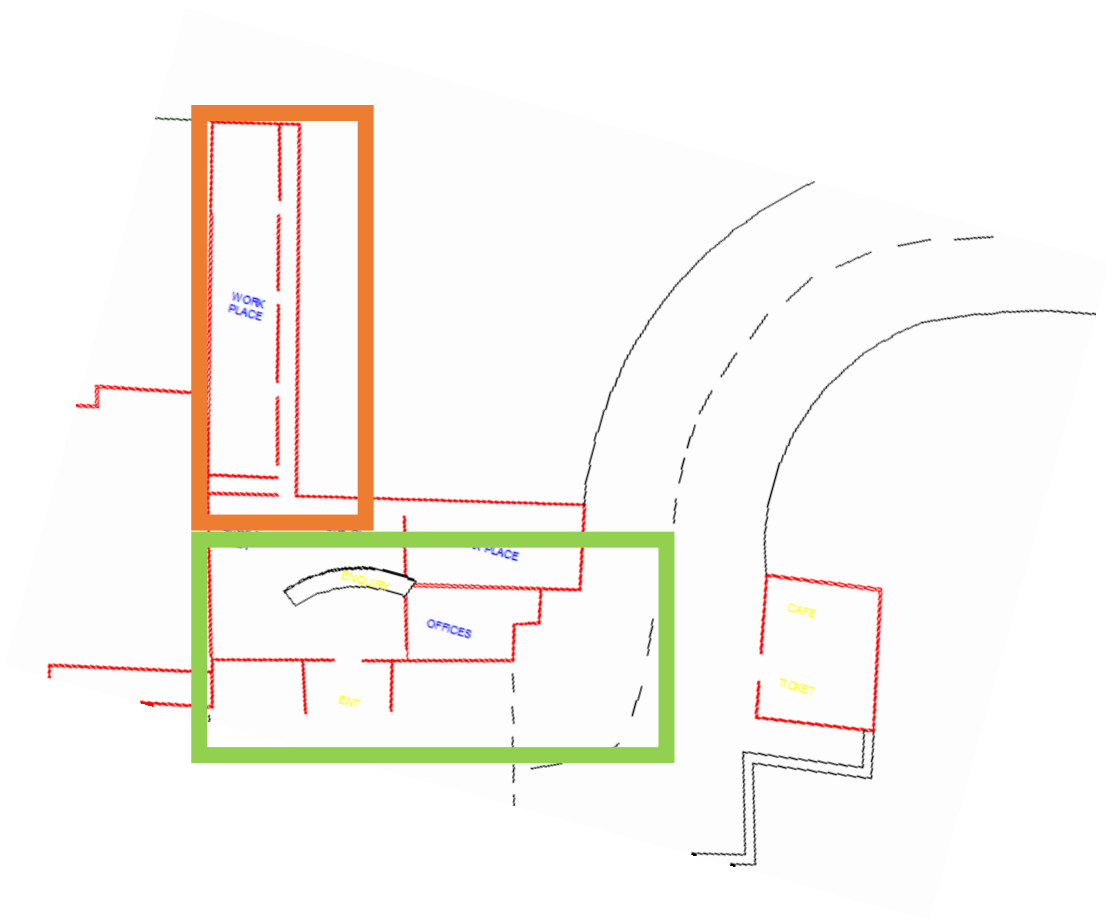
S.No.	District name	Proposed Location	Distance in KM
1	Lahul Spiti	Shimla	169 km
2	Solan	Shimla	46 km
3	Sirmaur	Shimla	152 km
4	Kinnaur	Shimla	259 km
5	Manali	Shimla	249.2 km
6	Kullu	Shimla	208.1 km

Plan of Indian Institute of Advanced Studies is:



Where

- i. Library 
- ii. Open space 
- iii. Entrance and café 



Working plan layout

Where



Work place for artisan



Display area and offices

5.2.2 DHARAMSHALA KANGRA

Dharamshala is the Himachal's top tourist destination bringing in thousands of tourists each season and fall all over the world. It is also called second capital of the state. This place is not only known for its tourist attraction but also for its best cost of living.

A walk to extinct heritage of Himachal Pradesh

Dharamshala offers good opportunities to stay, educate, explore, business, and agriculture. This location would be the best place to explore new things for people stays in hot areas in HP for example Hamirpur, Chamba, Bilaspur, Una etc. because of climate and distance.

Flow chart showing connectivity of other districts to main site.

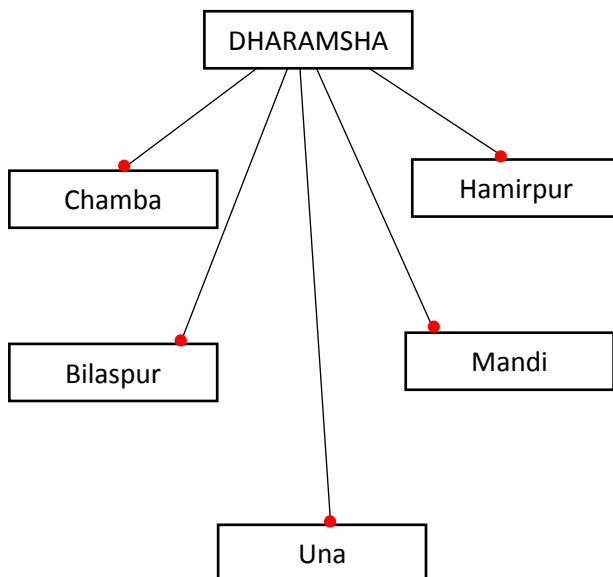


Table showing distance of other districts to proposed site.

S.No.	District name	Proposed Location	Distance in KM
1	Kangra	Dharamshala	20.8 km
2	Una	Dharamshala	123 km
3	Chamba	Dharamshala	136 km
4	Bilaspur	Dharamshala	153 km
5	Hamirpur	Dharamshala	94 km

A walk to extinct heritage of Himachal Pradesh

6	Mandi	Dharamshala	145 km
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Districts covered under proposal
Heritage Museum Dharamshala
are:

- Kangra
- Chamba
- Hamirpur
- Bilaspur
- Una
- Mandi

Figure 18 Map of HP (source (HP))

4.5 kanal land (2257 sq. mt.) in kaswa Narwana Dharamshala



A walk to extinct heritage of Himachal Pradesh



Figure 19 Suggested open plot for heritage walk at Kaswa Narwana Dharamshala (Source Author)

This plot is located under nature and in the middle of the village. From this location snow-capped mountains can easily be seen with the evergreen serenity all around. This village is directly connected with NH1 which is full of beautiful hotels, resorts or farmhouses.

This location is best to work for people stays in villages and easily to build an eco-friendly structure with vernacular materials.

5.2.2.1 DESIGN ELEMENTS USED IN PROPOSAL ARE:

Kath Khuni construction

- i. This is an ancient way of constructing buildings in Himachal Pradesh.
- ii. Kath means timber which is highly decorated or carved.
- iii. Khuni means stones construction.

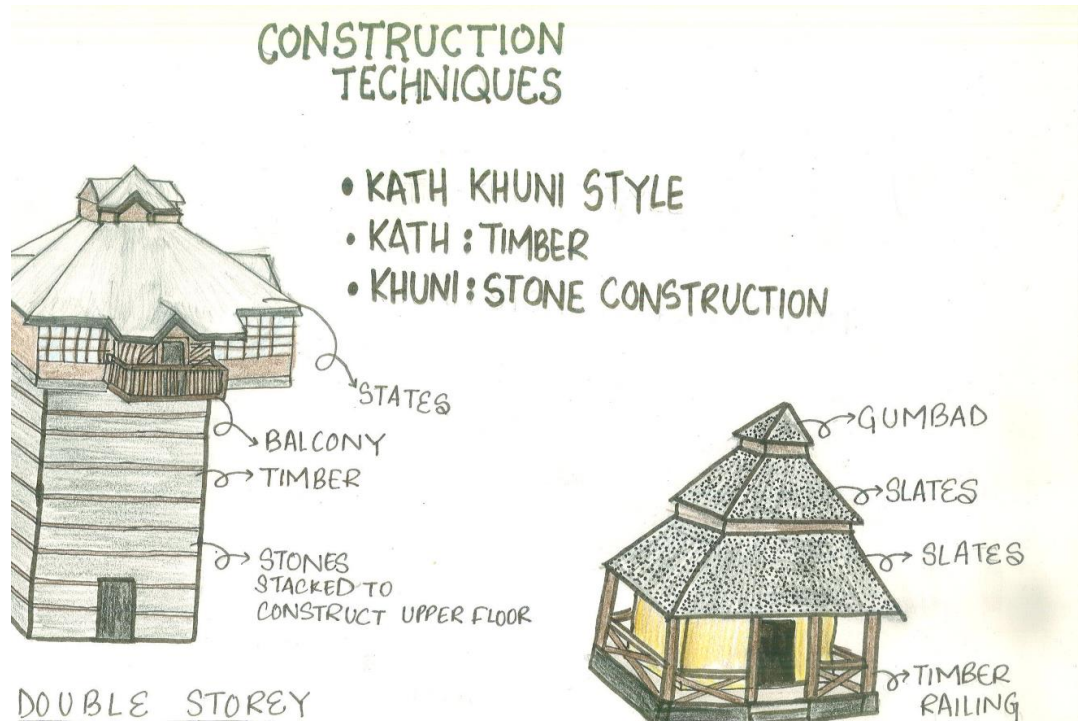


Figure 20 showing kath- khuni style of construction (source author)

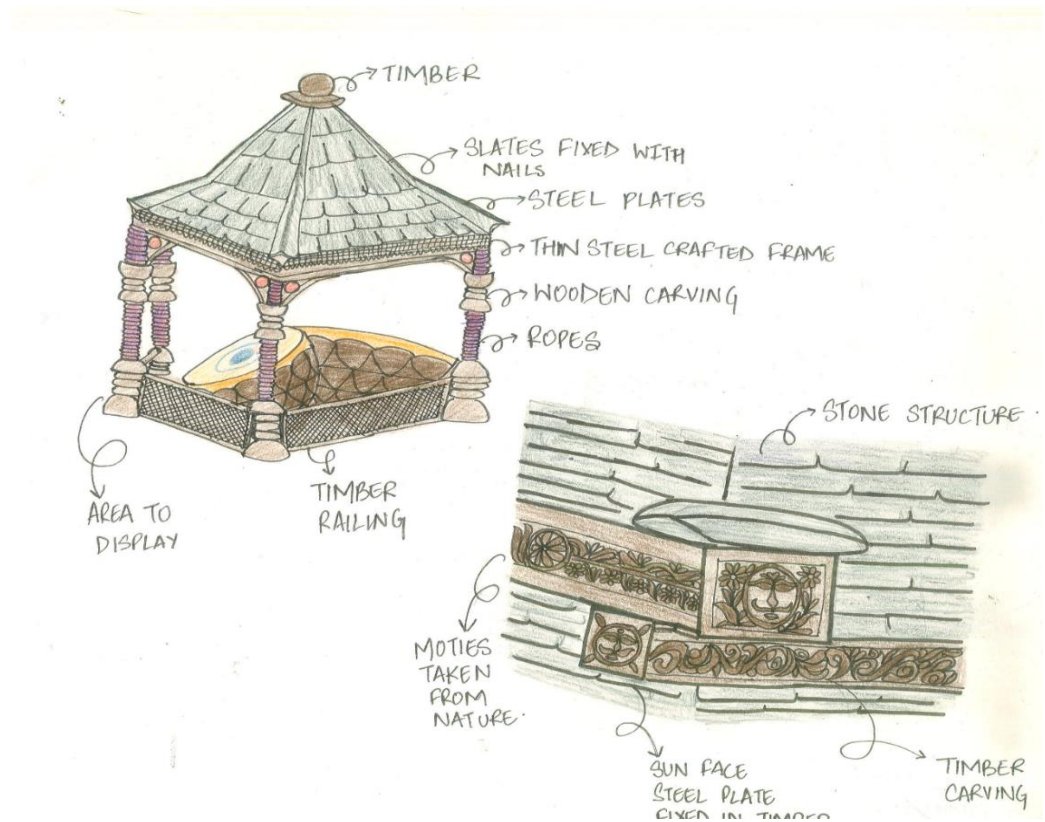


Figure 21 showing kath khuni style of construction (source author)



Figure 22 showing kath khuni style of construction (source author)

Timber carving

- i. Timbers used are heavily carved in meaningful patterns.
- ii. Motifs used are mainly inspired from nature such as sun, mountains etc.

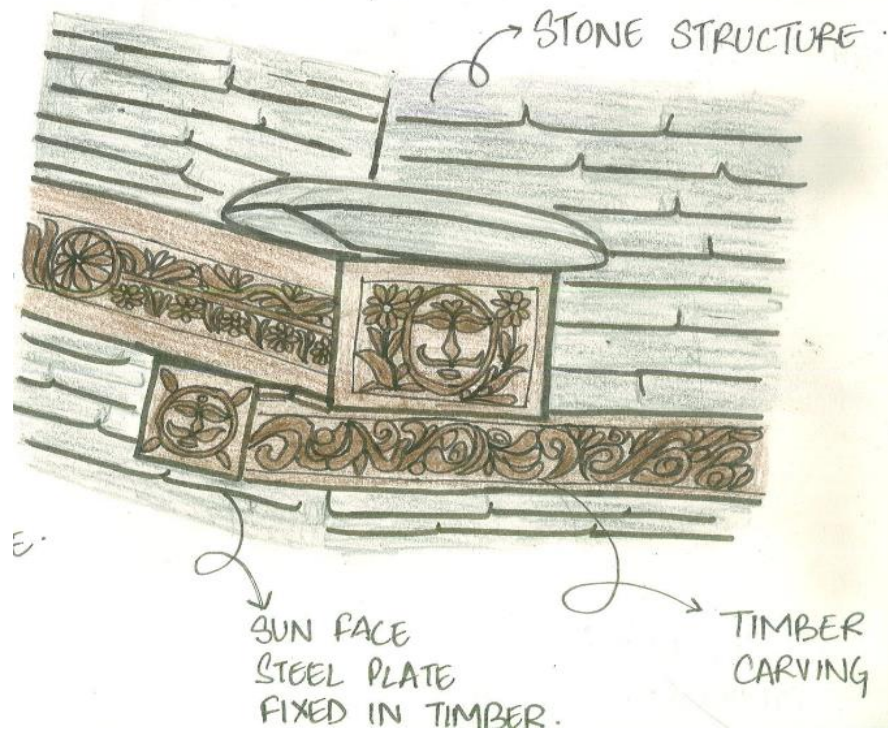


Figure 23 showing timber carving (source author)

Gumbad

- i. Gumbad presented on top of roof are heavily crafted in slate or timber in pitched roof.

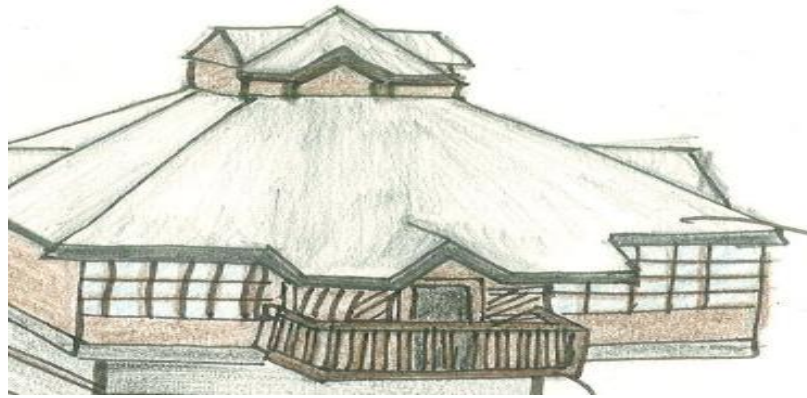


Figure 24 showing gumbad carrying carved timber (source author)

Floor layout plan

- i. Planning of the floor is done according of the typology of the site and its total area is 7400 sq. ft. thus the spaces has been designed accordingly.
- ii. The connection of interior and exterior has been achieved through courtyard provided at center and various cut outs made at walls.
- iii. There should be optimum space requirements for every craft to carry out the work in an appropriate manner.

A walk to extinct heritage of Himachal Pradesh

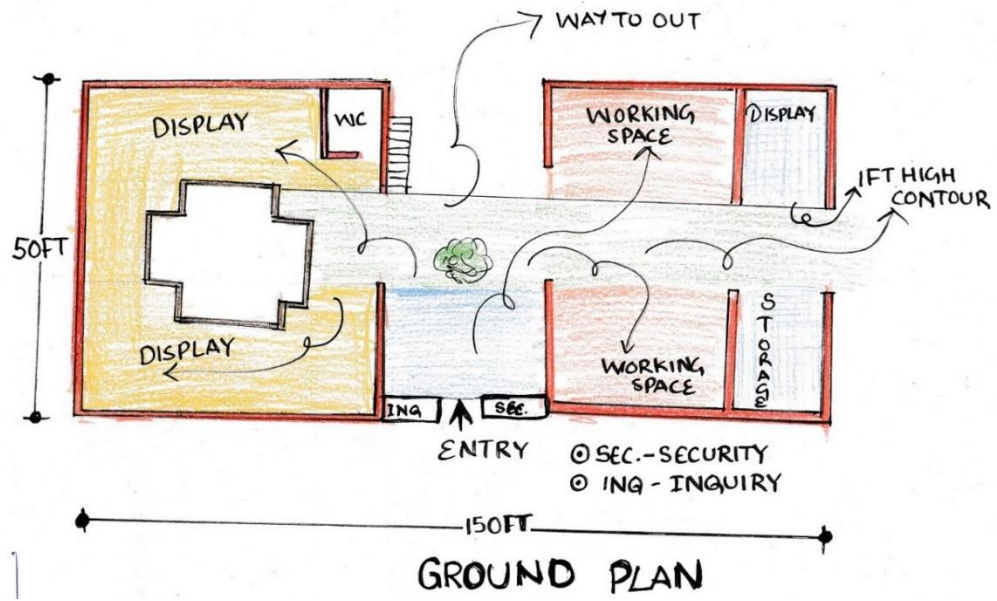


Figure: 25 Ground floor plan (Source author)

Where the basis area requirements are:

- i. Display area
- ii. Working area
- iii. Storage
- iv. Inquiry
- v. Security

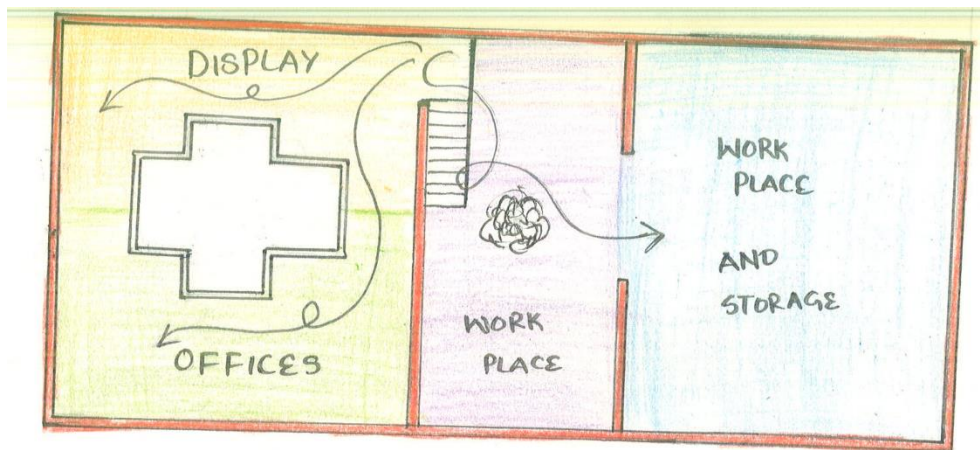


Figure: 26 First floor plan (Source author)

Where the basis area requirements are: Display area, Working area and Storage. Planning of the structure has done in such a way so that it will relate culture and surrounding of the vicinity.



Figure: 27 Front elevation (Source author)

This the main entrance of heritage walk enclosure which is inspired from traditional architectural style of HP. Different handicrafts motifs have been used as an elevational elements.

- i. Structure taken is inspired from typical construction style of the region.
- ii. Wooden balcony is made up of timber and heavily carved which is an extinct craft of HP.
- iii. Lost metal wax craft style have been used to make entrance gate which is an ancient crafts of Chamba.
- iv. Projected windows are provided with carved frames.

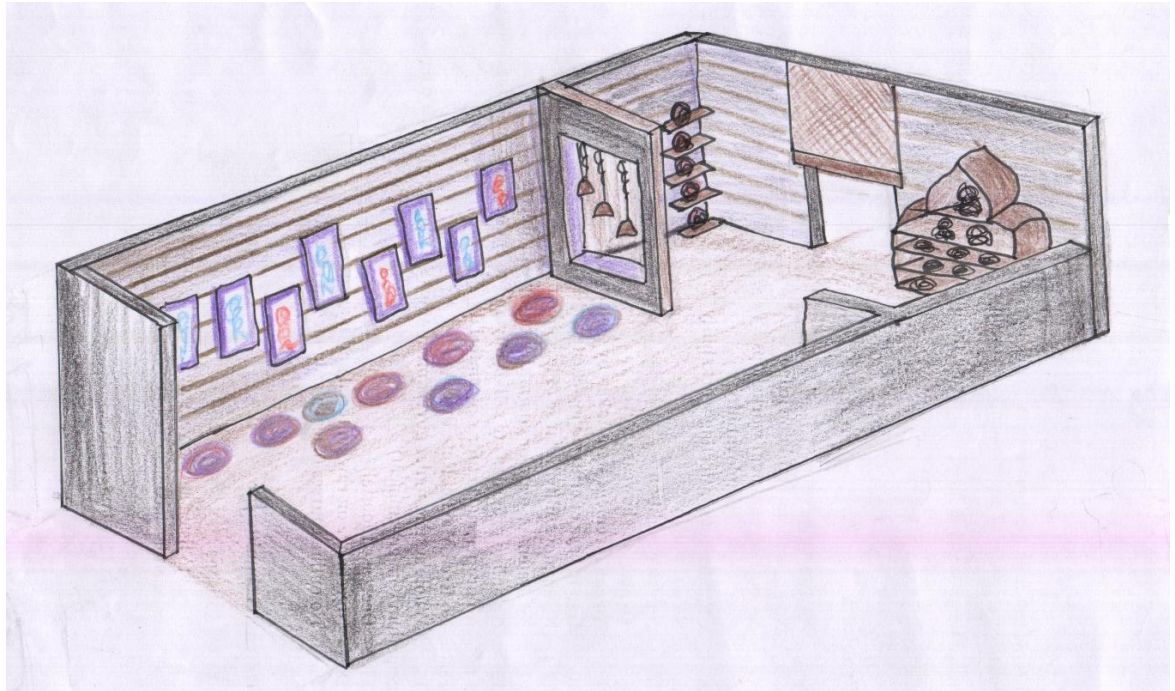


Figure: 28 section showing space arrangement from the center (Source author)

This section is showing painting displayed on the walls which are inspired from Pahrai paintings (old craft of chamba, kangra, una). Bamboo net has been above the exit at right side for ventilation and light. This cut out helps to connect interior with exterior views

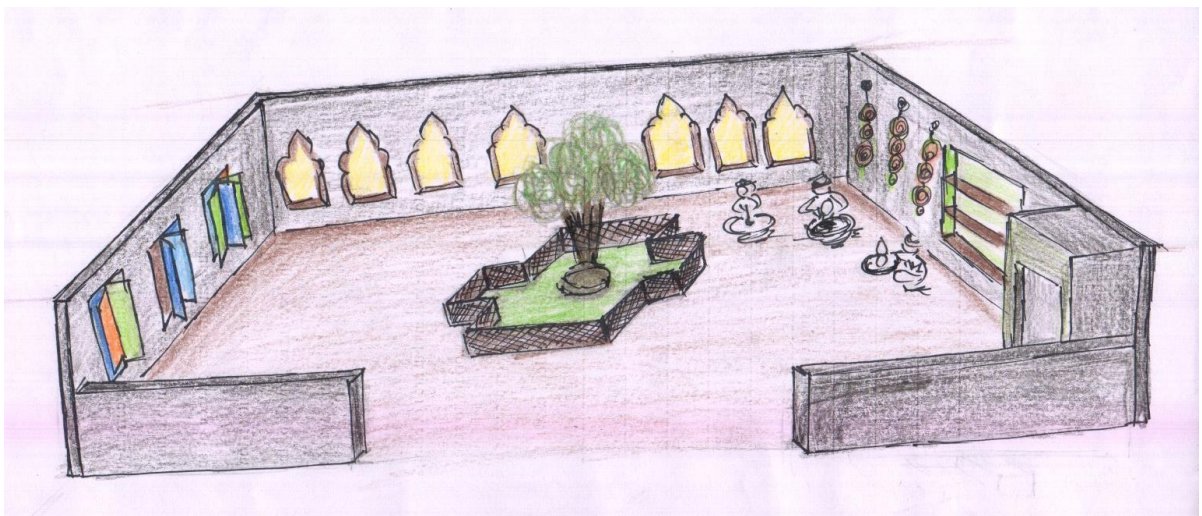


Figure: 29 section showing space arrangement from the center (Source author)

A walk to extinct heritage of Himachal Pradesh

This is a conceptual display area and working area. Where right side is occupied with potters to make traditional pottery (craft of Kangra, Hamirpur, Bilaspur). At the left wall rotating display is fixed to show all the old extinct patterns inspired from nature and originated from all the districts of HP.



Figure: 30 sectional elevation from the center (Source author)

In this sectional elevation upper level is showing display areas as well as central courtyard. Niches are made to showcase old crafts. And at the ground floor working area is shown at the right side with big display on the center of the wall. Ceiling is decorated with brass bells which is a handicraft of Kangra. To access the first floor stone steps are provided. Bamboo net has been used for ventilation and light at the central courtyard which is also an old craft of Kangra.



Figure: 31 Middle tree display (Source author)

This area is made to showcase specially the connection of vernacular architecture with natural surroundings

. In the earlier times the residents of the HP used to have a central courtyard with tree in center for ventilation and shade purpose so inspiration for the structure is taken from that.

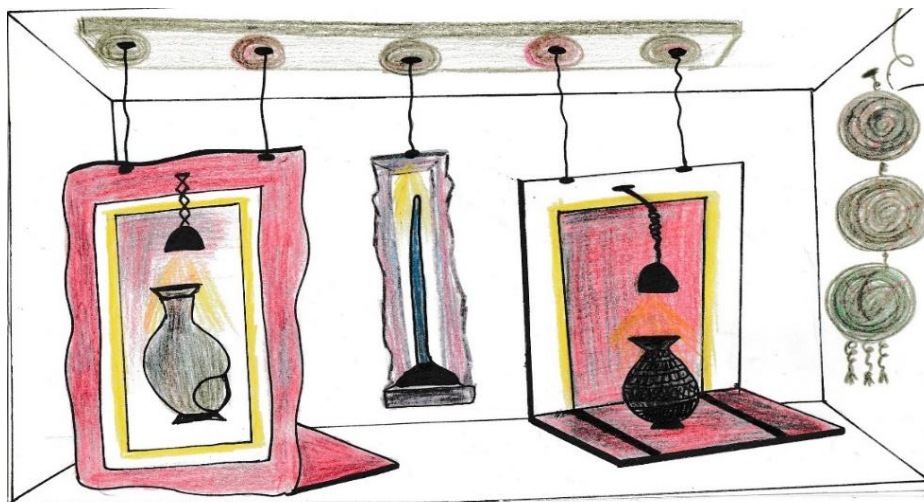


Figure: 32 displays inside the heritage walk (Source author)

This is view of display section where the crafted products will be hanged to the ceiling with hand weaved ropes. At the ceiling timer block would be fixed with beautiful motifs inspired from Kullu

A walk to extinct heritage of Himachal Pradesh

shawls. At the right side wall display is made from colored corn leaves weaved together to form an oval and round shapes (old craft of Kangra). This craft was originated from Kangra where old people used to weave corn leaves and sit on it during lunch or get together.

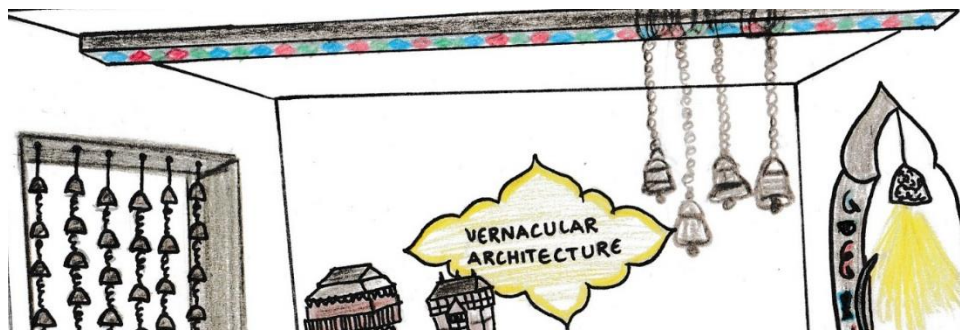
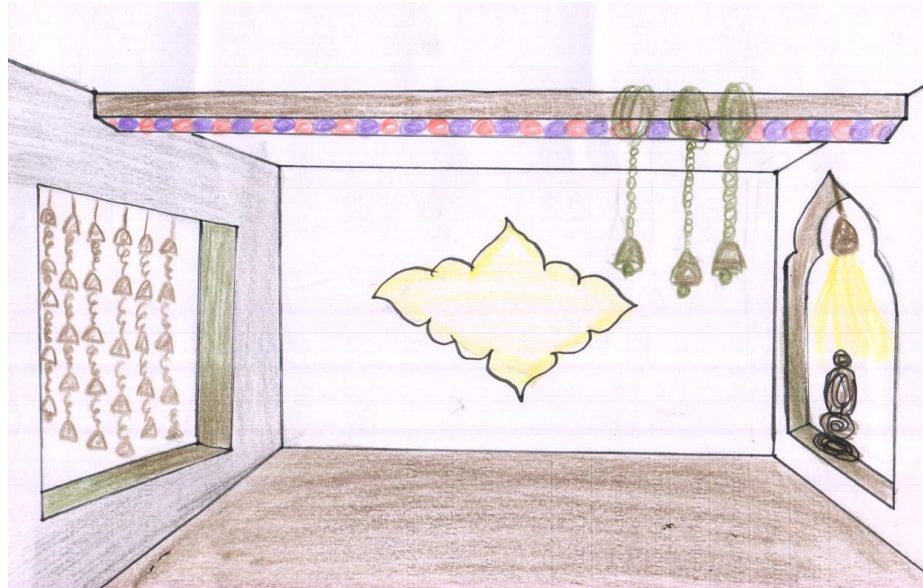


Figure: 33 displays inside the heritage walk (Source author)

This conceptual sketch represents the timber ceiling painted with pattern inspired from the kullu shawls. The brass bells are hung of different sizes in different places which is an icon of spirituality. At the back wall the niche has been made at center which is inspired from the pattern of groom's crown of HP.

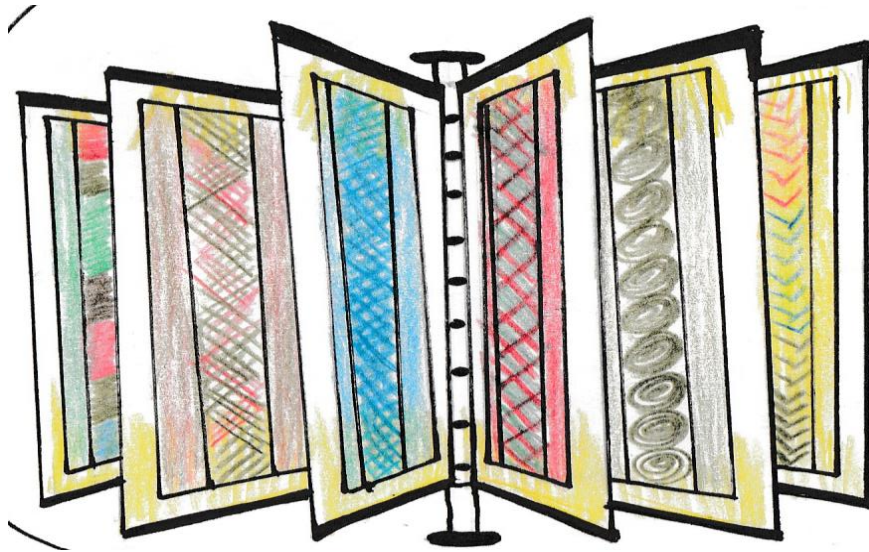


Figure: 34 displays inside the heritage walk (Source author)

This is a display showing all the extinct patterns of shawls and Chamba rumals all together. Where people can come and select patterns and get done on demand.

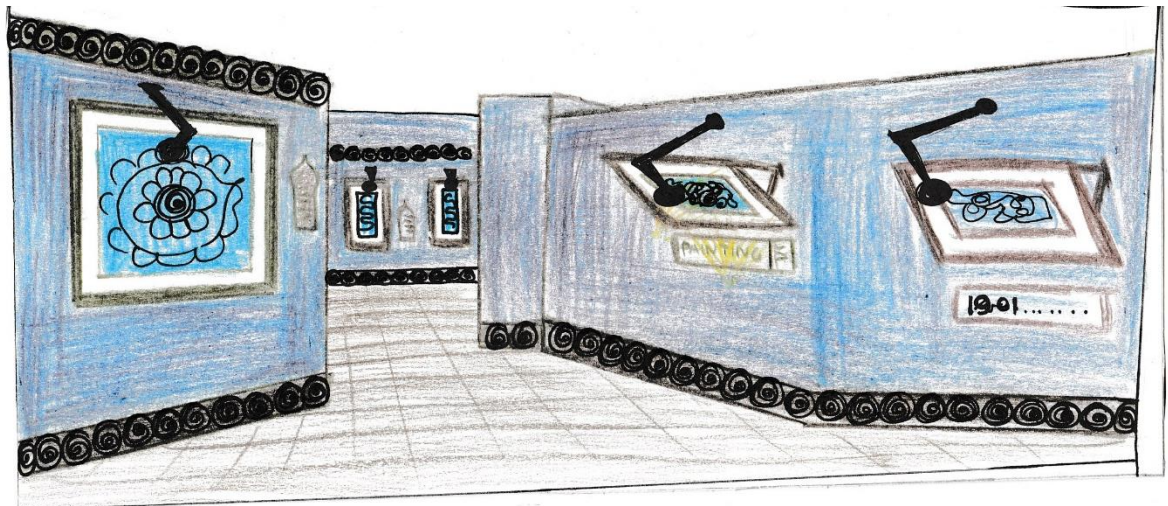


Figure: 35 Painting displays inside the heritage walk (Source author)

This is a conceptual sketches of various displays to enhance and attract the craft work

CHAPTER 6: CONCLUSION

The main purpose of the study is to identify the extincting handicrafts in various localities of the Himachal Pradesh. And to save and promote such crafts at national and international level. After analyzing the data of all the districts of HP it has been recognized that in some districts craft saving clusters are already working to save such crafts but some districts are still untouched due to lack of promotions, awareness among the population and negligence of the government.

To preserve the dying handicrafts a heritage walk within an enclosure have been proposed at Dharamshala and Shimla, HP. It will help artisans to get one unified platform to save, explore, learn and promote their handicrafts as well as others. Online e-governance system has been proposed to attract and connect people at international level for the promotion of crafts. Committees made to track all the work happening under proposed enclosure which is going to sustain the development for generations. Provision of online courses will help artisans to know the craft saving programs, timing of upcoming exhibition and which is further going to educate people online.

To achieve these developmental strategies there is a need to create an appropriate administration of different committees which will manage all the sectors working under craft saving programs. By implementing these recommendation the sector of handicrafts would be uplifted automatically which will attract markets at different levels. Due to theses collaboration the economic conditions of the state will also be positively affected.

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