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## Craft of Gujarat

*A rare mix of concern, ideation and able implementation*

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### Courtesy By

**INDEXT-C**  
Industrial Extension Cottage  
(A Govt. of Gujarat Organisation)  
Block No. 7, 1<sup>st</sup> Floor,  
Udyog Bhavan,  
Sector-11, Gandhinagar-382017

### Editorial Team

Dr. Neeta Shah  
Ms. Monali Shah



In order to provide the expert craftsmen of the state their due recognition and boost the fading exquisite arts and crafts traditions, Government of Gujarat has given priority to make the development of cottage and village industries more employment oriented. With this aim, a dedicated organization The INDEXT-C (Industrial Extension Cottage) has been created to provide information and guidance & organizing Cottage & Rural Industrial sector as a catalyst. And now, taking the efforts in this direction much beyond the usual fair and festivals, a completely novel approach has been undertaken.

### ABOUT CRAFT OF GUJARAT

In a first ever initiative in entire nation, INDEXT-C envisaged a web portal to connect rural craftsmen to consumers across the globe. The project was started with the idea of giving opportunities to all the artisans of Gujarat to exhibit their talent to a large section of potential customers & art connoisseurs across the world. The thought eventually took shape as [www.craftofgujarat.com](http://www.craftofgujarat.com) and created a platform that allows a consumer to navigate to craftsmen products through various craft forms, product categories, and geographical location; and connect with artisan directly.

Since this being an online portal, it is beneficial to artisans in terms of cost saving, in setting up physical stores and selling their art products. The portal also provides a holistic exposure to artists whose talent was hidden behind fairs and exhibitions only.

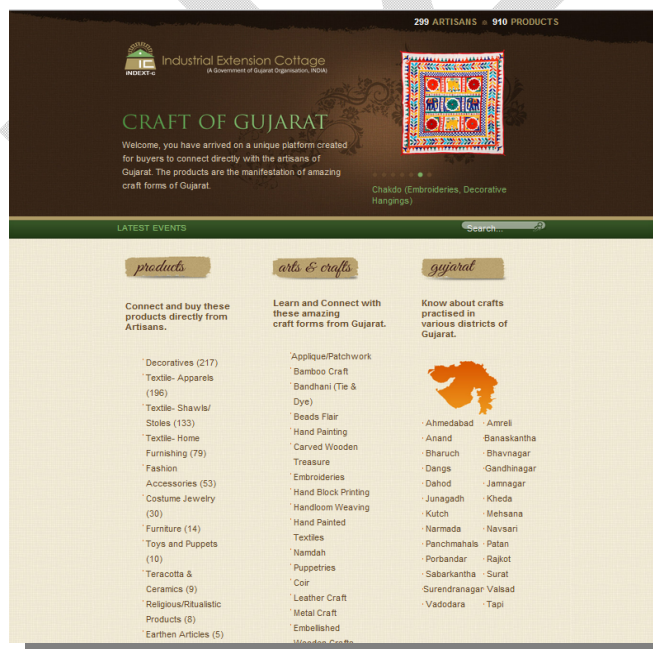
## HOW IS THIS PORTAL UNIQUE?

The website has been developed and currently maintained by M/s. **Cybersurf (India) Pvt. Ltd.** The uniqueness of this project lies in the fact that it gives strong online presence to the people, who are in no way connected to the information technology advancements. Forget about web 2.0, these people are completely unaware about the reach and effectiveness of a web presence. And still, with the platform, they are reaping benefits of the web and now the whole world has become their market place. The inquiries from interested customers are sent to the artisans directly by means of SMS.

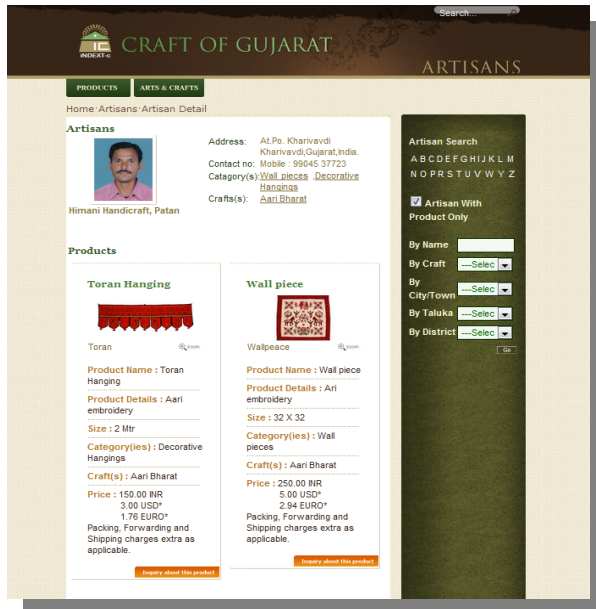
Currently, the portal has around 300 registered artisans and more than 900 products are listed on the platform.

The portal has been developed after extensive research of the various types of handicrafts and artisans in Gujarat. Currently, the portal showcases 62 types of different types of craft. The structure of the site is designed in such a way that it offers the visitor various ways of exploring the portal. The visitor can search the portal either by the craft form, product category or by the geographical listing.

The portal offers crafts forms like Appliqué/ Patchwork, Bamboo Craft, Bandhani (Tie & Dye), Beads Flair, Hand Painting, Carved Wooden Treasure, Embroideries, Hand Block Printing, Handloom Weaving, Hand Painted Textiles, Namdah, puppetries, Coir, Leather Craft, Metal Craft, Embellished Wooden Crafts, Stone Finesse and Clay Dexterity. All these craft forms are covered under various product categories like Decorative, Textile- Apparels, Textile-Shawls/ Stoles, Textile- Home Furnishing, Fashion Accessories, Costume Jewelry, Furniture, Toys and Puppets, Teracotta & Ceramics, Religious/Ritualistic Products and Earthen Articles.



More interestingly and unlike other online shopping portals, this portal connects the visitor, who is exploring a particular product, with a short profile of the artisan who has crafted that specific piece. Thus it lends completely human touch to the whole experience. The visitor also has an option to explore all the products crafted by a particular artisan. The structure caters to the needs of diverse visitors from across the globe, ranging from art-loving individuals to artefact collectors and dealers.



The complete website is SEO optimized for relevant keywords that potential audience will search for and the search engines will list the website in top pages of "natural" or "organic" search results. The website is created with importance placed on notions of contrast, simplicity and impact of visual communication to make sure that the presence is "call to action" oriented. A key interesting feature of the website is the artisan search engine wherein artists can be searched based on combination of different factors like name, type of craft and location.

From the reach point of view, impressive number of inquiries has been received from international customers.

## FEATURES

- Platform Initiative - SMS
- Comprehensive Design
- Seamless Structure & Navigation
- SEO Optimized Content
- Search Engine - Artisan

## SERVICES OFFERED

- Artisan Search
- Comprehensive Catalogue Browsing
- Expression of Interest via SMS
- Detailed product guide with image gallery
- Description about various art forms of the state
- State wise guide about practiced art forms



## BENEFITS

Government	Artisans	Buyers
<ul style="list-style-type: none"> <li>▪ Platform for weaker section</li> <li>▪ Large scale employment opportunities</li> <li>▪ Chance to revive old and dying art forms</li> </ul>	<ul style="list-style-type: none"> <li>▪ No middleman</li> <li>▪ Global exposure of unique art</li> <li>▪ Shop never closes</li> <li>▪ Direct deals</li> <li>▪ Chances of large scale orders</li> <li>▪ Recognition of talent</li> </ul>	<ul style="list-style-type: none"> <li>▪ Cost effective</li> <li>▪ Location independence</li> <li>▪ 24x7 availability</li> <li>▪ Product reliability</li> <li>▪ Trustworthy &amp; Genuine Platform</li> </ul>

## THE RESULTS AND RECOGNITION

- Holistic exposure for artisans whose talent was hidden behind fairs and exhibitions only.
- Global platform for artisans, their art-forms and related products from all across Gujarat.
- Listing of around 300 registered artisans and more than 900 products on the platform
- Impressive number of inquiries received from international customers.

### Scalability

To keep pace with rapidly changing trends, the website can be modeled on an E-commerce platform in order to facilitate online buying.

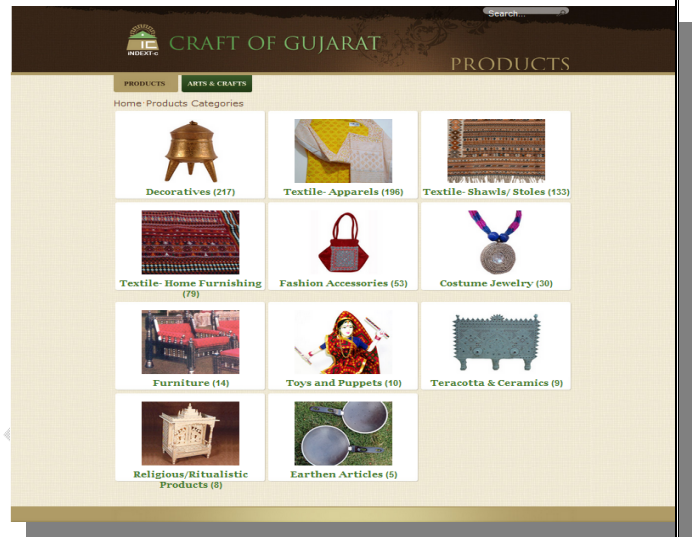
Online marketing campaigns can be created to target potential customers on relevant keywords across search networks.

### What next?

Considering the rapidly changing IT scene and changing usage patterns, various next steps are under consideration for the portal. To keep pace with rapidly changing trends, the website can be modelled on an E-commerce platform in order to facilitate online buying. Online marketing campaigns can be created to target potential customers on relevant keywords across search networks.

### Achievement

[www.craftofgujarat.com](http://www.craftofgujarat.com) website had received the **“Best Jury award for Initiative Promoting Millennium Development Goals”** in eWorld Forum 2011 held on 1-3 August, 2011 at the Ashok, New Delhi, India.



## eGovernance News

### State Consultation Workshop on eGovernance

The Department of Science & Technology, Government of Gujarat along with Department of Information Technology, Ministry of Communication and Information Technology, Government of India assisted by NASSCOM, had conducted one day **"Citizen Centric eGovernment- State Consultation Workshop on eGovernance"** on 9<sup>th</sup> September, 2011 at Hotel Courtyard Marriott, Ahmedabad, Gujarat.

The objectives of the workshop were

- Bringing transparency in administration through e-Governance
- Raise awareness about NeGP initiatives
- Share Knowledge about various eGovernance initiatives and priorities of the states and showcasing of successful projects
- Discuss challenges in speeding up the delivery of eServices and state specific issues
- Interact with Industry to learn about various emerging technologies and solutions



*The workshop was inaugurated by hon'ble Chief Secretary, Govt. of Gujarat and attended by Department of Science & Technology, Govt. of Gujarat, Department of Information Technology, Govt. of India, Secretaries of the various departments from Govt. of Gujarat implementing Mission Mode Projects and other flagship initiatives, Commissioners, Dy. Commissioners, Collectors, DDOs, NIC, Members of SeMT, eGovernance Consultants, Technology Partners and Implementing Agencies.*



## Web Corer

[www.craftofgujarat.com](http://www.craftofgujarat.com)

*For electronic subscription to the  
bulletin, please email us with  
your email address at:*

*[webmaster@gujaratinformatics.com](mailto:webmaster@gujaratinformatics.com)*

*or visit us at:*

*[www.gujaratinformatics.com](http://www.gujaratinformatics.com)*

**Contact Address:**

**Gujarat Informatics Ltd.**

**Block No. 1, 8th Floor,**

**Udyog Bhavan,**

**Gandhinagar - 382010**

**Phone: 079 - 23256022**

**Fax: 079 - 23238925**