



## National Conference on Preserving the Handicrafts Heritage of India

24<sup>th</sup> January, 2025

**Conference Theme: Reimagining Handicrafts in the Contemporary Era and Vision Viksit Bharat@2047: Past, Present and Prospects**

Organized by

**Symbiosis Center for Behavior Studies | Symbiosis Institute of Design | Symbiosis School of Planning, Architecture and Design**

Powered by

**Indian Council of Social Science Research (ICSSR)  
Symbiosis International (Deemed University), Pune, India**

### **About Symbiosis Centre for Behavioural Studies (SCBS)**

Symbiosis Centre for Behavioral Studies (SCBS) has been established to intensify the thrust of behavioral research scholarship within Symbiosis International (Deemed University). It employs a multidisciplinary approach to behavioral studies, integrating psychology, sociology, neuroscience, Urban Planning, Policy Nudges, and other related fields. This interdisciplinary approach allows for a comprehensive understanding of human behavior and its applications in various domains like marketing, consumer behavior, branding, economics, design, healthcare, Urban Planning, and emotional wellbeing to name a few. SCBC aims to increase quality research in behavioral sciences and promote research collaborations among the faculty members, publish in reputed journals, provide consultation to organizations, work on projects through external funding like research grants and skill development of graduate and post-graduate students.

### **About Symbiosis Institute of Design (SID)**

SID is one of the pioneer design institutes of India and has been established to impart quality design education and intensify design research and scholarship within Symbiosis International (Deemed

University). Symbiosis Institute of Design (SID) is dedicated to nurturing innovative and creative minds. It offers a diverse range of design programs, including Communication Design, Industrial Design, Fashion Design and Fashion Communication. SID emphasizes a holistic approach to design education, focusing on both theoretical knowledge and practical application. The institute boasts experienced faculty, state-of-the-art facilities, and strong industry collaborations, providing students with a comprehensive learning experience. Through its rigorous curriculum and emphasis on experimentation, SID empowers its students to become skilled designers who can contribute to the ever-evolving design landscape. SID has a three-pronged aim of providing quality design education, increasing quality research in the design domain and fostering collaboration with the design industry.

### **About Symbiosis School of Planning Architecture and Design:**

Symbiosis School of Planning Architecture and Design (SSPAD) is an institution which brings together a perfect blend of three streams namely planning, architecture and design under one roof. SSPAD offers a five year degree programme in Bachelor of Architecture (B.Arch) and a four year Bachelor of Design (B.Design) undergraduate degree wherein, the students opting for these programmes choose their discipline of choice and engage for four years honing the skills that allow them to be industry ready at the end of it.

### **Scope of the Conference**

Handicrafts often use natural materials and eco-friendly techniques, promote sustainability and add unique character and authenticity to designs, appealing to consumers seeking distinctive products. The design industry is increasingly recognizing the value of integrating handicrafts into design which offers a multitude of benefits including preservation of traditional skills and cultural heritage, aiding in providing a sustainable livelihood for artisans and achieving overall sustainable development of the craft and artisans. This conference aims to foster cross-cultural understanding and appreciation of handicrafts in enriching the design landscape. The conference also aims for deliberations and publication of research in the area of craft training, design, technology integration and entrepreneurship with a focus on research and bringing positive changes for craft as well as craft communities. We aim to encourage researchers to submit their research in as much detail as possible. The broad scope of the conference is to encourage research and scholarly deliberations in the direction of:

- **Historical Perspectives - Past:** The conference will delve into the historical evolution of handicrafts, tracing their origins and their role in past societies as well as preserving cultural heritage by highlighting their significance and encouraging their continuation.
- **Current Challenges and Opportunities - Present:** Discussions will focus on the challenges faced by the sector, such as competition from mass-produced goods, lack of market access, and declining interest among younger generations. It will also explore emerging opportunities, like e-commerce and sustainable practices.
- **Future Implications - Prospects:** The conference aims to envision the future of the handicraft sector, considering trends like customization, fusion with contemporary design, and the integration of technology. It will also look into craft as a tool for economic

development and its contribution to local and national economies, providing employment opportunities, especially in rural areas.

- **Skill Development and Innovation:** The conference aims to serve as a platform for knowledge sharing and skill development for artisans in order to aid them in improving their techniques and explore new design possibilities.

By addressing these aspects, the conference can contribute to the sustainable growth and development of the handicraft sector.

### **Conference Sub - Themes:**

- 1. Cultural Heritage Preservation:**
  - o Documentation and archiving of traditional handicraft practices
  - o Strategies for safeguarding traditional handicrafts
  - o Maintaining the cultural identity of craft communities.
- 2. Collaborative Design:**
  - o Participatory design practices
  - o Experiences of Co-Designing and Co-Creation with artisans
  - o Building networks among artisans, designers, and consumers.
  - o Role of community support in the survival of handicrafts.
- 3. Design and Innovation:**
  - o Blending traditional craftsmanship with contemporary techniques.
  - o Design intervention and product diversification
  - o Craft as art
  - o Craft as new luxury
- 4. Craft and Sustainability**
  - o Sustainable practices in handicraft production.
  - o Learnings from the traditional practices
- 5. Economic Empowerment through Handicrafts:**
  - o Initiatives for uplifting artisans and enhancing their livelihoods.
  - o Creating markets for handicrafts in the global economy.
  - o Protection of crafts and intellectual property of artisans
- 6. Education and Skill Development:**
  - o Programs for training new generations in traditional arts.
  - o Collaborations between educational institutions and artisans.
  - o Role of different agencies in artisan welfare (NGOs, SHGs, Special Purpose Vehicles etc)
- 7. Policies and Programmes for Handicraft Sector:**
  - o Policy frameworks for supporting artisans and preserving traditions.
  - o Impact of government initiatives on the handicraft sector.
- 8. Artisans' Stories:**
  - o Personal narratives of artisans and their constraints in a changing world.
  - o Success stories of artisans adapting to modern markets and technologies.
- 9. Craft continuity and promotion**
  - o The role of design in promoting handicrafts as a lifestyle choice
  - o Case studies of craft marketing strategies

- o Contemporary consumers and crafts

#### 10. **Craft Entrepreneurship**

- o Case studies of craft-based brands and labels
- o Craft tourism

#### **Format:**

Participants can send their entries as one of the following formats:

1. Research Paper
2. Review Paper
3. Case Study Paper

#### **Guidelines for Extended Abstract Submission**

- The acceptable word count for the abstract is 2500 to 3000 words.
- We encourage the authors to send an informative and structured abstract as per the following template:
  - o Article title
  - o Author Details: Name, Designation, Email Address, and Affiliation of all authors
  - o Structured Abstract:
    - Purpose
    - Methodology/Approach
    - Findings
    - Practical/Theoretical implications
    - Originality/value
    - Keywords: Minimum 3 and Maximum 5

#### **Guidelines for Full Paper Submission**

- All manuscripts should be submitted in PDF format through easy chair.
- The acceptable word range for the full paper is 6,000 – 9,000 words, including references, and should necessarily have sections like Abstract, Introduction, Theoretical background, Methodology, Data Analysis, Findings, Design Implications, Conclusions, and References.
- The manuscript should be copy-edited for grammar and language errors.
- APA referencing style should be used.
- The font should be Times New Roman, size 12, double spaced, and left-aligned.
- Tables, figures, and images should be appropriately named and of good quality.
- The paper should be submitted along with a Plagiarism Report and the Similarity Index of not more than 10%.

## Benefits of Participation

- All presenting authors will be awarded an E-certificate.
- Selected papers will be published in a book of conference proceedings with an ISBN which will be indexed in SCOPUS subject to quality and indexing parameters.
- Selected authors will be invited to elaborate on their research topic and submit the results to SCOPUS or WOS indexed journals subject to journal quality parameters. These special issue tie-ups will be intimated as and when they happen.
- The three best papers from the conference will be awarded cash prizes of Rs. 15,000, Rs, 10,000 and Rs. 5,000 for the first, second and third positions respectively.

## Conference Organizing Committee

Member	Designation
Dr. Sanjeevani Ayachit Director, SID Pune	Convener
Dr. Meeta Siddhu Assistant Professor, SID Pune	Co-Convener
Dr. Neetu Singh Associate Professor, SID Pune	Coordinator
Dr. Sonika Soni Khar Associate Professor, SID Pune	Coordinator
Dr. Aradhana Gandhi Faculty In-Charge, SCBS Pune	Member
Dr. Richa Sharma Dy Director - ICSSR, Ministry of Education, GOI	Member
Dr. Nandini Kulkarni Officiating Director, SSPAD Nagpur	Member
Dr. Purva Mange Associate Professor, SSPAD Nagpur	Member
Prof. Shagun Swaroop Assistant Professor, SID Pune	Member

## Double-Blind Peer Review Process:

- The double-blind peer-review process will be conducted by the Conference Editorial Committee which has established academicians with rich peer review experience.
- Notices of acceptance or rejection of the paper will be sent to the author with the reviewer's comments.

**Important Dates:**

Particulars	Date
Deadline for submission of extended abstract (2500 to 3000 words)	9 <sup>th</sup> December, 2024
Notification for acceptance of extended abstract	18 <sup>th</sup> December, 2024
Full paper submission based on the reviewers' feedback (5,000 - 7,000 words)	6 <sup>th</sup> January, 2025
Conference Presentation	24 <sup>th</sup> January, 2025
Valedictory session and Best Paper awards announcement	24 <sup>th</sup> January, 2025
Registration	18 <sup>th</sup> December to 6 <sup>th</sup> January, 2025

**Submission:** Extended abstracts and final papers are to be submitted on [conference@sid.edu.in](mailto:conference@sid.edu.in) as per the above dates.

**Registration Fees**

TYPE OF PARTICIPANT	FEES (in INR) <i>Inclusive of 18% GST</i>
Research Scholars of Symbiosis International (Deemed University)	2,360
Faculty of Symbiosis International (Deemed University)	3,540
Academicians and Students of other Academic Institutions	4,130
Corporate Participants and Design Practitioners	4,720
Co-Author charges (per paper, per author)	1,180
Non-Author Student Delegates	1,180

**Bank Details for Registration:**

BANK NAME	Bank of India
ACCOUNT NAME	SIU-A/C-SID PAYMENT A/C
ACCOUNT NO.	050320110000115
TYPE	Current Account
IFSC CODE	BKID0000503
BRANCH	Karve Road, Pune

**Registration Form Link -** <https://forms.gle/4bGQCHtGCaYgy2mW9>

**Venue** - The conference will be held in a face to face mode at **Symbiosis Institute of Design**, S.No. 231/4A, Viman Nagar, Pune- 411014, Maharashtra, India

**Location:** <https://maps.app.goo.gl/TRffG1jAPuT2avji7>

**Contact:** All queries about participation, registrations and submissions should be emailed to [conference@sid.edu.in](mailto:conference@sid.edu.in)