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# SHEROES

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**PROF. (DR) TOOLIKA GUPTA**

JOINT DIRECTOR



भारतीय शिल्प संस्थान  
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

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**B**efore we proceed with specific questions, we'd love to hear any initial thoughts, insights, or experiences you would like to share. please feel free to express yourself without limitations.

As the Director of the Indian Institute of Crafts and Design, I think it is important for us to focus on the economy related to crafts and to invigorate this sector, we need to work at the grassroots level, while building bridges between different stake holders.

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**H**ow would you characterize your evolution within the industry?

I started as a designer, then got into education, and now into academic administration as well as project handling of many craft clusters, working at the grass root level in villages, working in education in the field of Design and crafts, I think I have come a long way and understand how good design and marketing are crucial upliftment of this sector.

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**W**hich inspirational chapter of your life stands out the most to you?

There are many chapters, working in rural areas, PhD from abroad, working with craftspeople.

The aim was not only to communicate Indian crafts to urban or global audiences but to open a language among young people in villages and small centres so that their engagement with their own crafts remains alive.

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In your view, which retail or consumer technologies have been game changers?

Online sales, especially WhatsApp sales in the craft sector have been game changers.

Additionally, retail has seen significant advancements through technologies like mobile payment platforms.



**W**hat endeavors have you under taken to support the industry's ambition, especially in alignment with the nation's vision of becoming a trillion-dollar textile economy?

Empowering rural women to be a part of this economy and to boost their lifestyles by increasing livelihoods, that is one. The other is by encouraging the children of Craftsmen to study at IICD, by organizing scholarships etc.

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## **W**hat Message Would You Impart to Galvanize Gen Z?

Look at what you have inherited and see how you can make it better. Gen Z must become its custodian and make sure that it serves you and the next generations to come in order to honor the heritage that has been left for you. Be a contributor!

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**W**hat are your observations on the gaps in the industry, and do you have any recommendations for enhancements?

Sincerity of the workers, craftsmen is an issue sometimes, and the major issue work together rather than work in isolation.

It is all very well to say we must read and teach vernacular literature but what about the continuity and future of Indian crafts? Especially as even today, "70 per cent of Indians live in villages like Gandhiji said, but we continue to design communication primarily for city dwellers or global citizens".