



Rural Non-Farm
Development
Agency (RUDA)

Poddar
Sansthan
Igniting Possibility, Empowering Generations

RURAL NON-FARM DEVELOPMENT AGENCY (RUDA)

Yojana Bhawan, Tilak Marg, C Scheme, Jaipur, Rajasthan 302005

*One-Day Workshop for Handloom Artisans under the
Wool & Textile Sub-Sector*

**Place: Hotel Surya Royal, Chhawani Chauraha,
Kota**

Date: 20th January 2026

Organizer

Poddar Sansthan

Sector-7, Shipra Path, Mansarovar, Jaipur (Raj.)

Report on State-Level One Day Workshop

To:

The Managing Director
Rural Non-Farm Development Agency (RUDA), Jaipur

Date: 18th February 2026

Subject: *Submission of Report on One-Day Workshop for Handloom Artisans held on 20 January 2026 at Kota*

1. Introduction

Poddar Sansthan, in collaboration with the Rural Non-Farm Development Agency (RUDA), Jaipur, successfully organized a One-Day Workshop for Handloom Artisans under the Wool & Textile Sub-Sector on 20th January 2026 at Hotel Surya Royal, Kota.

The workshop aimed to empower traditional handloom weavers, women Self-Help Groups (SHGs), rural entrepreneurs, and craft practitioners from Kota and nearby regions by equipping them with modern weaving techniques, innovative designs, financial literacy, digital marketing skills, and awareness of government support schemes.

More than 100 handloom artisans, women weavers, SHG members, and rural entrepreneurs actively participated in the programme.

2. Objectives of the Workshop

The key objectives of the workshop were:

1. To introduce modern weaving techniques and contemporary design innovations in wool and textile crafts.
2. To enhance financial literacy and awareness about banking support and government schemes.
3. To facilitate artisan empowerment through District Industries Centre (DIC) initiatives.
4. To promote Kota Doria craft and strengthen its market linkage.
5. To develop digital marketing skills and ensure online transaction safety among artisans.

3. Inaugural Session

The programme commenced at 10:00 AM with the ceremonial lamp lighting and inaugural address.

Sh. Mahipal Yadav, Deputy General Manager, RUDA graced the occasion as the Chief Guest. Experts & Designers, were also present.

- **Sh. Mahipal Yadav**, Deputy General Manager, RUDA

Other distinguished experts present during the inaugural session included:

- **Mrs. Swati Gupta**, Wool & Textile Designer
- **Mrs. Dilip Kaur**, Lead District Manager (LDM)
- **Mr. Pramod Kumar Meena**, Asst. Commissioner, District Industries Centre, Kota
- **Mr. Brijraj Sharma**, Expert Business Registration & Documentation
- **Mr. Sunil Chawla**, IT & Digital Marketing Expert

The RUDA officials highlighted government initiatives for non-farm sector development and encouraged artisans to adopt modern business practices while safeguarding their cultural heritage.

4. Expert-Led Technical Sessions

The workshop featured structured and interactive sessions conducted by domain experts:

Session 1: New Techniques, Designs, Market Opportunities & Trends in Textile Craft

Expert: Mrs. Swati Gupta
Founder, Step by Step Artistic Folk Art Institute

- Advanced weaving techniques
 - Contemporary color palettes and design innovation
 - National and international market trends
 - Product diversification and quality enhancement
 - Q&A Session (15 minutes)
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Session 2: Financial Empowerment of Artisans

Expert: Mrs. Dilip Kaur
Lead District Manager (LDM), Kota

- Prime Minister Employment Generation Programme (PMEGP)
- MUDRA and other bank loan schemes
- SHG–Bank Linkage Model
- Digital payments (UPI, BHIM, etc.)
- Q&A Session (15 minutes)

Session 3: Empowerment through District Industries Centre (DIC)

Expert: Mr. Pramod Kumar Meena
Asst. Commissioner, District Industries Centre, Kota

- Udyam Registration process
 - Subsidy and training schemes
 - Support for micro and small enterprises
 - Marketing and government assistance
 - Q&A Session (15 minutes)
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Session 4: Business Registration & Documentation for Artisans

Expert: Mr. Brijraj Sharma

Expert – Business Registration & Documentation

- Importance of formal business registration for handloom artisans and weavers
- Udyam Registration (MSME) process and benefits
- Trade license, GST registration, and compliance requirements
- Documentation required for bank loans, government schemes, and subsidies
- Maintaining basic business records, invoices, and financial documentation
- Introduction to GeM Portal and other government procurement platforms
- Q&A Session (15 minutes)

This session focused on strengthening the legal and institutional foundation of artisan enterprises, enabling them to access government schemes, formal markets, and financial assistance with proper documentation and compliance readiness.

Session 5: Digital Marketing & Online Security

Expert: Mr. Sunil Chawla

Founder, Kota Pride (Digital Marketing Company), Kota

- Effective use of Facebook, Instagram, and WhatsApp Business
- Branding and promotion through posts, stories, and digital advertisements
- Basics of e-commerce selling
- Online payment security and cyber fraud prevention
- Q&A Session (15 minutes)

6. Key Training Areas Covered During the Workshop

The One-Day Workshop for Handloom Artisans under the Wool & Textile Sub-Sector was designed with a holistic and future-oriented training framework to address the evolving needs of rural weavers and craft entrepreneurs, particularly those associated with Kota Doria and traditional handloom practices.

The training modules focused on skill upgradation, financial inclusion, entrepreneurship development, digital enablement, market linkage, and online safety—ensuring that artisans are well-equipped to compete in domestic, global, and digital marketplaces while preserving their traditional craft heritage.

The key training areas covered during the workshop are detailed below:

S.No	Expert Session (English)	विशेषज्ञ सत्र (Hindi)	Detailed Key Focus / Subtopics
1	New Techniques, Designs, Market Opportunities, and Trends in Wool & Textile Crafts	ऊन एवं वस्त्र शिल्प में नई तकनीकें, डिज़ाइन, बाज़ार अवसर और रुझान	Advanced handloom weaving techniques, contemporary Kota Doria design adaptations, color forecasting, fabric diversification, quality enhancement, sustainable yarn usage, product innovation (sarees, dupattas, stoles, home textiles), national & export market trends

2	Financial Empowerment of Artisans	शिल्पकारों का वित्तीय सशक्तिकरण योजनाएँ - ऋण, बाज़ार एवं बैंकिंग सहयोग	PMEGP, MUDRA Yojana, NRLM, Stand-Up India, Artisan Credit Card, micro-finance options, SHG-bank linkage, UPI & digital payments (BHIM, PhonePe, Google Pay), basic bookkeeping, GST awareness, working capital management
3	Empowerment through District Industries Centre (DIC)	जिला उद्योग केंद्र (DIC) के माध्यम से सशक्तिकरण	Udyam Registration, MSME benefits, subsidy schemes, skill development programs, government marketing support, participation in exhibitions & trade fairs, access to raw material banks and Common Facility Centers (CFCs)
4	Business Registration & Documentation for Artisans	शिल्पकारों के लिए व्यवसाय पंजीकरण एवं दस्तावेज़ीकरण	Importance of formal business registration for handloom artisans and weavers, Udyam (MSME) registration process and benefits, trade license and GST registration requirements, compliance and statutory awareness, documentation for bank loans and government schemes, maintaining invoices and financial records, access to GeM Portal and government procurement platforms, strengthening institutional credibility and market access through proper documentation and regulatory compliance.
5	Digital Marketing & Social Media Promotion	डिजिटल मार्केटिंग एवं सोशल मीडिया प्रचार	Instagram Reels & Shops, Facebook Marketplace, WhatsApp Business Catalogue, product photography basics, content creation strategies, storytelling for craft branding, customer engagement, online order handling
6	E-Commerce & Online Selling Platforms	ईकॉमर्स प्लेटफॉर्म - एवं ऑनलाइन विक्रय	Selling on Amazon Karigar, Flipkart Samarth, Meesho, Etsy, ONDC overview, seller registration basics, pricing strategy, inventory management, courier & logistics coordination
7	Online Payment Systems & Cyber Security	ऑनलाइन भुगतान प्रणाली एवं साइबर सुरक्षा	Safe use of UPI, QR codes, fraud prevention measures, OTP safety, account protection, cyber awareness, secure digital transactions for rural artisans
8	Entrepreneurship Development & Business Planning	उद्यमिता विकास एवं व्यवसाय योजना	Business idea validation, cost calculation, pricing strategy, profit margin understanding, market research basics, customer segmentation, small enterprise growth strategies
9	Branding & Product Packaging for Handloom Products	हस्तकरघा उत्पादों की ब्रांडिंग एवं पैकेजिंग	Brand identity creation, logo & labeling, eco-friendly packaging (cloth bags, kraft paper), barcoding & QR codes, value addition through storytelling, enhancing customer perception
10	Women Empowerment & SHG-Based Enterprise Models	महिला सशक्तिकरण एवं स्वयं सहायता समूह आधारित मॉडल	SHG enterprise development, collective marketing models, cluster approach, leadership development among women weavers, access to credit, success stories of artisan collectives

Digital & Mobile Applications Introduced to Artisans

During the sessions, artisans were introduced to **useful mobile applications and digital tools**, including:

- **Marketing & Design:** Canva, Pinterest, Adobe Express
- **Payments:** BHIM, Google Pay, PhonePe, Paytm
- **E-Commerce:** Amazon Seller App, Flipkart Seller Hub, Meesho Supplier Panel
- **Communication:** WhatsApp Business, Zoom
- **Logistics:** India Post, Shiprocket (basic awareness)
- **Government Portals:** MSME Samadhaan, Udyam Registration, GeM Portal (overview)

6. Key Outcomes of the Workshop

1. **Skill Enhancement:** Artisans gained exposure to modern designs, tools, and techniques.
2. **Financial Literacy:** Improved awareness about banking, credit facilities, and schemes.
3. **Market Access:** Understanding of branding, packaging, and digital selling platforms.
4. **Sustainability Awareness:** Adoption of eco-friendly and ethical craft practices.
5. **Networking:** Strong linkages between artisans, experts, institutions, and banks.
6. **Women Empowerment:** Increased confidence among women SHGs and rural entrepreneurs.

7. Participant Feedback

Participants expressed strong appreciation for the workshop. The sessions on digital marketing and financial schemes were particularly well received. Women weavers found the Kota Doria session inspiring and practically useful for improving product quality and market positioning.

8. Photos & Event Highlights

The workshop was well-documented to capture key moments and active participation. Key highlights include:

1. **Inaugural Session:** Lamp lighting, speeches by dignitaries, and group photo of participants.
2. **Expert Sessions:** Artisans attending hands-on demonstrations Wool & Textile, leather, and stone craft design.
3. **Interactive Learning:** Participants practicing new techniques, guided by experts.
4. **Networking & Collaboration:** Artisans engaging with trainers, faculty, and peer artisans.

(Photographs of the workshop are attached in Annexure A for reference.)

10. Future Vision of Poddar Sansthan

Poddar Sansthan aims to:

- Skill and empower **10,000 rural women, SHG members, and artisans** across Rajasthan.
- Promote **integrated livelihood programs**, capacity building, and environmental awareness initiatives.
- Encourage **eco-friendly entrepreneurship**, waste-to-resource enterprises, and sustainable rural livelihoods.
- Conduct follow-up capacity-building programmes in collaboration with RUDA.

- Facilitate market linkages and buyer-seller interactions for trained artisans
- Align all initiatives with the United Nations Sustainable Development **Goals (SDGs)** for holistic rural development.

10. Acknowledgements

Poddar Sansthan extends sincere gratitude to **RUDA** for its support and guidance in organizing this workshop. The active participation of artisans, expert trainers, and faculty members contributed to the workshop's success.

Submitted by:

Dr. Anand Poddar

Chairman, Poddar Sansthan

Jaipur

[Annexure-A]

Photographs of the workshop

RURAL NON FARM DEVELOPMENT AGENCY (RUDA) – JAN 2026





Thanks to all