



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

*State Level One-Day Workshop for Wool & Textile, Stone
and Leather Craft Artisans*

Place: Poddar International College, Jaipur

Date: 29th September 2025

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: 02nd February 2026

Subject: *Submission of Report on State Level One-Day Workshop for Artisan Empowerment*

1. Introduction

Poddar Sansthan, in collaboration with the Rural Non-Farm Development Agency (RUDA), successfully organized a **State Level One-Day Workshop** on **29th September 2025** at **Poddar International College, Jaipur**.

The workshop was designed with the objective of empowering rural artisans associated with **wool & textile crafts, stone crafts, leather crafts, and other traditional cottage industries** of Rajasthan. The programme focused on **skill upgradation, design innovation, financial literacy, digital marketing, sustainability, and market linkage**, enabling artisans to adapt to modern market demands while preserving traditional craftsmanship.

More than **100 artisans**, including women artisans, SHG members, rural entrepreneurs, faculty members, and craft practitioners from various districts of Rajasthan participated actively in the workshop.

2. Objectives of the Workshop

The key objectives of the workshop were:

1. To equip rural artisans with **contemporary design, production, and innovation techniques**.
2. To enhance **financial literacy, banking awareness, and access to government schemes**.
3. To promote the **integration of traditional crafts with modern market trends**.
4. To enable artisans to leverage **digital marketing, social media, and e-commerce platforms**.
5. To encourage **sustainable, eco-friendly, and cruelty-free craft practices**.
6. To promote **entrepreneurship, self-reliance, and livelihood enhancement**, especially among women SHGs and rural youth.

3. Inaugural Session

The workshop was formally inaugurated by lighting of the ceremonial lamp by the esteemed dignitaries:

- **Dr. Manisha Arora**, Managing Director, RUDA
- **Sh. Yogendra Gurnani**, Executive Director, RUDA
- **Sh. Dharmendra Poonia**, General Manager, RUDA
- **Sh. Mahipal Yadav**, Deputy General Manager, RUDA
- **Dr. Anand Poddar**, Chairman, Poddar Sansthan
- **Mrs. Roopal Poddar**, Vice-Chairperson, Poddar Sansthan

Other distinguished experts present during the inaugural session included:

- **Dr. Gunja Soni**, Wool & Textile Designer
- **Mr. Bharat Poddar**, Lead District Manager (LDM), Regional Rural Bank
- **Mr. Vikas Sharma**, Leather Designer & Expert
- **Ar. Neha Khunteta**, Designer
- **Mr. Sohan Singh Parihar**, IT & Digital Marketing Expert

In his address, **Dr. Anand Poddar**, Chairman, Poddar Sansthan, emphasized the importance of linking traditional artisans with innovation, technology, and sustainable market opportunities. He stated:

“Poddar Sansthan is committed to connecting rural artisans, women SHGs, and craft entrepreneurs with sustainable livelihood opportunities. This workshop is a meaningful step toward innovation, skill enhancement, and improved market access for our traditional craftspeople.”

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 **expert-led technical and interactive sessions**, providing practical knowledge and hands-on exposure:

- **Dr. Gunja Soni**, Poornima University, Jaipur
Emerging Technologies and Market Opportunities in Wool & Textile Crafts
- **Mr. Bharat Poddar**, Regional Rural Bank, Mumbai
Financial Empowerment of Artisans through Banking Support and Government Schemes
- **Mr. Vikas Sharma**, Suresh Gyan Vihar University, Jaipur
Blending Tradition with Modern and Vegan Leather Design Techniques
- **Ar. Neha Khunteta**, Poddar International College, Jaipur
Innovative and Market-Driven Stone Craft Design
- **Mr. Sohan Singh Parihar**, Poddar International College, Jaipur
Digital Marketing, Social Media, and E-Commerce for Artisans

Each session included presentations, live demonstrations, interactive discussions, and real-life case studies, ensuring effective learning outcomes for the participants.

5. Key Training Areas Covered During the Workshop

The State Level One-Day Workshop was designed with a **holistic and future-oriented training framework** to address the evolving needs of rural artisans. The training areas focused on **skill upgradation, digital enablement, financial inclusion, sustainability, legal awareness, and market integration**—ensuring artisans are well-equipped to compete in **domestic, global, and digital marketplaces**.

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 and Textile Crafts	ऊन और वस्त्र शिल्प में नई तकनीकें, डिज़ाइन, बाज़ार अवसर और रुझान	Advanced weaving & felting techniques, surface ornamentation, digital pattern development, contemporary color palettes, sustainable yarns, organic wool, bamboo fiber, banana fiber, handloom–powerloom integration, national & international textile 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, SHG–bank linkage, UPI & digital payments (BHIM, PhonePe, Google Pay), bookkeeping basics, GST awareness
3	Blending Tradition and Modernity – Vegan Leather Products	परंपरा और आधुनिकता का संगम – वीगन चमड़ा उत्पाद	Plant-based leather from banana, apple, cactus & pineapple waste, cruelty-free fashion, eco-friendly tanning alternatives, modern product forms (bags, footwear, accessories), sustainable manufacturing processes
4	Opportunities and Challenges in Domestic, Global & Digital Markets	घरेलू, वैश्विक और डिजिटल बाजारों में अवसर एवं चुनौतियाँ	Export readiness, quality standards, pricing strategies, buyer–seller meets, global handicraft demand, participation in exhibitions & trade fairs, cross-border e-commerce awareness
5	Branding and Product Packaging for Handicrafts	हस्तशिल्प ब्रांडिंग एवं उत्पाद पैकेजिंग	Brand storytelling, logo & label design, GI-based branding, eco-friendly packaging (kraft paper, cloth bags), barcoding, QR codes, product photography basics, customer perception & value addition
6	Social Media and E-Commerce for Artisans	शिल्पकारों के लिए सोशल मीडिया एवं ई-कॉमर्स	Instagram Reels & Shops, Facebook Marketplace, WhatsApp Business Catalog, YouTube Shorts, selling on Amazon Karigar, Flipkart Samarth, Craftsvilla, Etsy, Meesho, ONDC , order management, courier & logistics basics
7	Design Thinking and Innovation for Craft Enterprises	शिल्प उद्यमों के लिए डिज़ाइन थिंकिंग एवं नवाचार	User-centric design, trend forecasting, prototyping, fusion of traditional motifs with modern aesthetics, digital tools like Canva, Pinterest, Adobe Express , innovation through material experimentation
8	Sustainable and Eco-friendly Craft Practices	टिकाऊ एवं पर्यावरण-अनुकूल शिल्प प्रथाएँ	Natural dyes, herbal processing, recycled & upcycled materials, zero-waste production, energy-efficient tools, carbon footprint reduction, green consumer trends
9	Legal Awareness and Intellectual Property Rights (IPR)	कानूनी जागरूकता एवं बौद्धिक संपदा अधिकार	Copyright, trademark, design registration, GI registration, protection from imitation, e-commerce seller rights, awareness of contracts & invoices

10	Cluster Development and Cooperative Models	क्लस्टर विकास एवं सहकारी मॉडल	Artisan clusters, SHG & producer company models, cooperative marketing, common facility centers (CFCs), bulk production benefits, success stories from Indian craft clusters
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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. Feedback and Testimonials

The workshop received highly positive feedback from participants. Some testimonials include:

- **Manju Sharma (Textile Artisan, Jaipur):**

“The sessions on modern textile designs and market trends have inspired me to innovate while staying rooted in tradition.”



- **Reena (Leather Artisan, Alwar):**

“Financial guidance and banking support have given me confidence to expand my business.”



- **Rakesh (Stone Craft Artisan, Udaipur):**

“Learning digital marketing has opened new opportunities to reach customers online.”



8. News Coverage

The successful conduct of the workshop has been highlighted in media and online platforms. The event coverage can be accessed at the following link:

State-Level Workshop Coverage on Facebook:

<https://www.facebook.com/share/v/1D3GUaDHUx/>



9. 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 in 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.
5. **Closing & Certificate Distribution:** Recognition of participants' efforts and achievements.

(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.
- Align all initiatives with the **United Nations Sustainable Development Goals (SDGs)** for holistic rural development.

11. 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) – SEP 2025

विशेषज्ञों ने दस्तकारों को दिया प्रशिक्षण

राज्य स्तरीय कार्यशाला में दस्तकारों को मिली नई दिशा

जयपुर, समाचार जगत न्यूज. ग्रामीण गैर कृषि विकास अभिकरण (रुडा) एवं पोद्दार संस्थान के संयुक्त तत्वावधान में सोमवार को राज्य स्तरीय कार्यशाला का आयोजन किया गया। इस कार्यशाला में लघु खनिज, चर्म, ऊन एवं वस्त्र क्षेत्र से जुड़े दस्तकारों के लिए अलग-अलग सत्र आयोजित किए गए। रुडा की प्रबंध निदेशक डॉ. मनीषा अरोड़ा ने कार्यशाला का शुभारंभ किया। उन्होंने कहा कि 'ग्रामीण क्षेत्र के दस्तकारों के लिए इस प्रकार की कार्यशालाएं उनके रोजगार और व्यवसाय को बढ़ाने में मील का पत्थर साबित होगी। कौशल विकास और आधुनिक विपणन के गुर सीखकर दस्तकार अपने हुनर को देश और विदेश तक पहुंचा सकेंगे। रुडा के एग्जीक्यूटिव डायरेक्टर योगेंद्र गुरुनानी ने कहा कि दस्तकार अपने-अपने क्षेत्र में सीखी



बातों को लागू कर अपनी कार्यकुशलता और व्यवसाय को नई गति प्रदान कर सकेंगे। इस अवसर पर रुडा से डी.जी.एम. महिपाल यादव एवं जी.एम. धर्मेन्द्र पुनिया भी मौजूद रहे। पोद्दार संस्थान के अध्यक्ष डॉ. आनंद पोद्दार ने कार्यशाला में उपस्थित सभी का आभार व्यक्त किया। अलग-अलग क्षेत्रों के विषय विशेषज्ञों ने दस्तकारों को प्रशिक्षण प्रदान किया। चर्म क्षेत्र की विशेषज्ञ विकास ने पारंपरिक कारीगरी को आधुनिक डिजाइनों के साथ जोड़ने की जानकारी दी। ऊन क्षेत्र की विशेषज्ञ गुंजन सोनी ने ऊन उत्पादों की गुणवत्ता सुधार और बाजार में मांग बढ़ाने के उपाय बताए। लघु खनिज क्षेत्र की विशेषज्ञ नेहा खुटेडा ने ग्रामीण अंचलों में उपलब्ध खनिज संसाधनों के उपयोग और उनके जरिए रोजगार सृजन की संभावनाओं पर प्रकाश डाला।





Thanks to all