

NSS KNC REPORT ON LOCAL FOR VOCAL INITIATIVE

The NSS KNC on the initiative of Vocal for Local has conducted the following two events

1. Local Handicrafts, 24th December 2021

Going hand in hand with 'Local and Vocal' and 'Azadi ka Amrit Mahotsav', volunteers were asked to look for local handicrafts thriving in the market since older times to uplift their art in today's machinery-dominated era. Further, they were asked to trace back the importance or role/use of the handicrafts dating back to the independence period. This task enabled them to look for different handicrafts in their neighbouring markets, in addition, coming across people and owners struggling from earlier times. We received a vibrant range of responses.

2. Diwali week: Support local vendors, 4th November 2021

During the time of Diwali volunteers were asked to promote the local Diya vendors in their respective social media handles and were asked to encourage people for buying Diya's from them. The volunteers used hashtags and taglines to spread this more.



KEEV CRAFTERY

Keey Craftery situated in Keshiapuram, Delhi, owned by Monika Jindal, who is a homemaker deals in handicrafts solely made by her.

Her collection ranges from all sorts of festive items, like diyas, rangolis, lombas, rakhis, idol of Gods, shophans and much more.

While having a conversation with her, I came to know that she has been in this business since many years and is supported a lot by her husband. She even mentioned that how customers are indifferent when they don't buy their products as they think them to be overpriced but would buy the same products in an exhibition for twice the price.

Tracing back the importance of these handicrafts, we can see the importance of all these handicrafts which are used as ornaments or for decorating the house during the festivities which holds a very important role in the Indian festive rituals, especially in the Hindu mythology. But the value of using these handicrafts is declining since the introduction of foreign made goods in the Indian market which has led to a decline in the handicraft sector of India.

This distinction clearly highlights the drawbacks that the local businesses face. Foreign products are preferred over the Indian goods and therefore, not only our Honorable Prime Minister, but even the Father of our Nation, M.K. Gandhi have pointed out the importance of Vocal for Local. Although, India doesn't have the infrastructure like that of those developed nations but slowly and steadily things are changing for the better and we are moving towards the notion of 'Make in India'.



Sunita Jii goes to every weekly market to sell handmade sewn woolen clothes.

Indian handicrafts and traditional crafts showcase the rich heritage and true culture of our nation. With beautiful designs, the artisans carry a legacy of their land, myth, culture and carve their art into forms that can be forwarded to generations. Indian artisans were highly regarded and rewarded until the outbreak of 19th century industrialization. However, the Indian Government, since independence has implemented various plans to secure this sector, the industrialization has been continued to affect artisans. Technological advancement is also a major reason behind the reduction of handcrafted products into machine made products that cost a little less as compared, this as a result taking Indian handicrafts industry is on the verge of extinction. On the other hand, the contribution of Indian handicrafts cannot be neglected. The industry has offered employment to a large number of artisans from generation to generation.

The competition strives to make the underprivileged wait for even one meal of the day for themselves and their family, the Indian government should definitely do more into the upliftment of the local handicrafts makers from bags to antique pieces, to woolen clothes to pickles. Every individual should be respected and promoted.