

Mojari Craft



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Documented by Shrenik Bhansali and Govind Jangid (IICD, Rajasthan) for



Introduction

The craft of making hand made *Mojari* is one with a traditional significance as it has been passed down from times long before ours. They are made using leather (from cow, camel buffalo etc. depending upon the region of production) and cotton threads, which are eco-friendly as well as strengthens the leather. *Mojaris* have a great significance in India as the royalties wore them as well as the common people. Handmade *Mojaris* of Rajasthan and Punjab are well known. Though, the different regions have similar process and material but they have different designs, motifs and patterns to distinguish them from one another.

Global Presence

Other than India *Mojaris* are also found in Pakistan. Initially *Mojari* making was practiced in India as a whole including Pakistan before the separation into two different countries. Artisans are found near the boarder region across both the counties. *Mojaris* across the boarder are similar; the difference starts from Multan in Pakistan and Punjab. *Juttis* in Multan are heavily embellished with floral motifs especially for men, which are proximate to *Punjabi Juttis* but these are not as heavily embellished as the *multani Juttis*.

Geographical Region

Mojaris or *Juttis* or *khussa* are known with similar as well as different names across various states in India and Pakistan. Artisans practicing this craft are found majorly in Rajasthan and Punjab; other regions include Delhi, Maharashtra and Karnataka. In Pakistan *Mojari* making artisans are found majorly in the boarder region, famously found in Multan. They practice this craft round the year but the number of artisans have decreased over the years due to industrial products.

Practitioner Community

The Mochi community and the Regar community in Rajasthan and in Punjab practice this craft. In Punjab where artisans from Rajasthan and from Kasur in Pakistan have settled there generations ago, since the age of kings and queens. Men do the cutting, pasting and stitching of the upper to the sole of a *Mojari* and Women do the delicate work of embroidery on the *Mojaris* and *Juttis*. Artisans still practicing this craft are been working there entire lives but due to challenges faced by market and less pay they do not include their children in the traditional practice.

Materials

Raw materials required for making *Mojari* are –

- *Chamda* (leather) –

Cow leather – Rs. 300 / kilogram

Camel leather – Rs. 250 / kilogram

Buffalo leather – Rs. 250 / kilogram

- *Sutt* thread (Raw cotton thread) -

Raw cotton thread - Rs. 150 / kilogram

Tools

Tools used to produce a *Mojari* –

- *Lohe ki rampi/rampi* & *Mogri* (and Variations of the two)
The cylindrical tool is *mogri* use to apply force.



- Farma (stencil and the wooden frame)





- *Sancha* (punch tools)



- *Chap* (homemade pointless need)

Process

- Step 1 – Procuring the leather

The artisans of Shivbadi, Bikaner buy their rawhide from a village called Udaramsar near Bikaner at different rates depending upon the cattle from which it was produced.



- Step 2 – Cleaning the leather

They cut out an approximate area from the rawhide sheet; dip it in water and using *Lohe ki rampi* Straighten out the leather.



Dipping it in water removes the salt from the material, elongates the piece as well as removes the frills from the leather. Also in this step they even out the thickness of the leather if necessary.



- Step 3 – Cutting out the upper
Using a Plastic *farma* (of various sizes depending on the shoe size) they cut a piece out very carefully using the *rampi*, which they call *panna* (the upper of the *Mojari*) and 2 *chinkiya* (pieces stitched to the ankle of the *Mojari*)





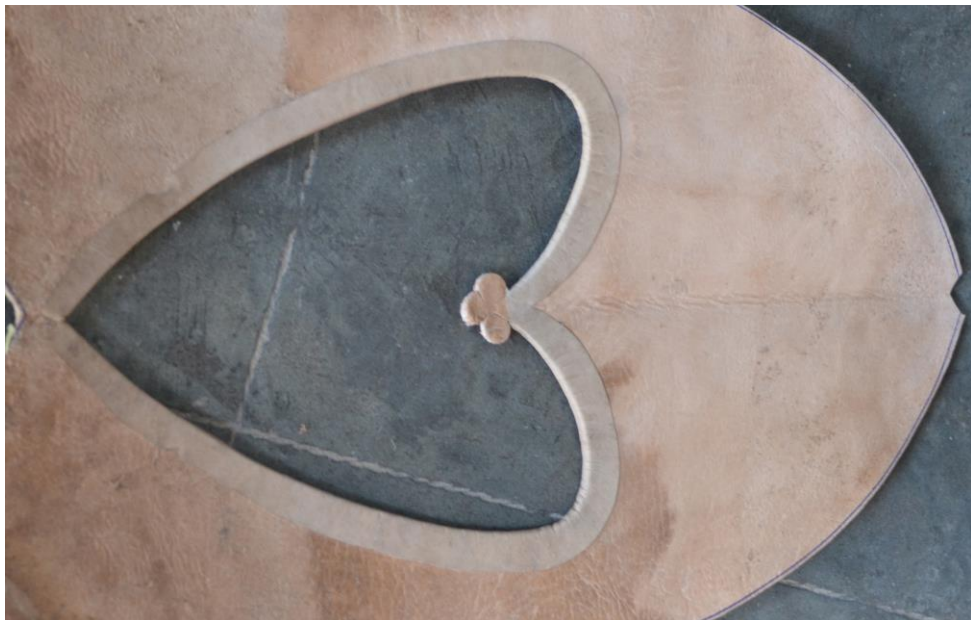
- Step 4 – Punch surface designs
They have two type of surface design on their *Mojaris*, First Punched on the upper itself and second is they cut a piece in shape of a heart (which they call *pan*) and paste it in the front of the *Mojari*.



On this stage using a *sanch* they punch the design patterns on the *panna* and the *chinkiya* or on the *pan*, Applying for using *mogri*.



- Step 5 – Finishing the upper
On the inner edge of the Mojari, *goath* (a thin layer of leather) is pasted.



All the pasting is down using *lai* [a homemade mixture consisting - Flour + water + *Neela thotha* (a chemical)]



To give them a neat finish and strength the *goath*, *pan* and *sanch* are stitched using machines after pasting.
Stitching via hands these days are too time consuming and benefits them in no way.



Bhanj (a crease given on the outer edge of the upper) is made to aid at the time of stitching the upper to the sole.



At last they stitch the *peche ka edda* (ankle joint) using *chap* with *sutt* and a piece of leather.



Pече ka eda finished



- Step 6 – Cutting out the sole
Tala (sole) is also cut out using a *farma* and depending on the thickness of the leather 3 – 4 layers are pasted together to create a *tala*, which is durable, thick and has strength.



During this process *nokh* is attached at the tip of the sole between the last two layer

- Step 7 – Finishing the sole
Beneath the *tala*, *edi* (a layer of leather making the heel for a Mojari) is pasted and stitched with *sutt* at the rear of the sole and *galla* (the heart shaped cut out left from the upper of the Mojari) is pasted and stitched with the toe of the sole.



- Step 8 – Stitching the *Panna* and *Tala*
After completing the *panna* and *tala*, using *chap* they are stitched together carefully with *sutt* thread by making slits between them using a variation of *rampi*. A pointless needle helps them stitch properly without hurting themselves.



- Step 9 – Finishing the *Mojari*

After stitching the two parts together a little water is applied on the *Mojari* and a wooden *farma*(plural of *farma*) are inserted in the *Mojari* so that the *Mojari* opens up and takes its shape and is left there for 15 – 20 mins. In this time they trim the excess leather in the sole.



Using a rivet (or stitching) the tip of the *nokh* is attached to the top and the Mojari is complete.



Designs/ Motifs

They have two structural designs. One they call *Jutti*, which are black in colour and is only worn by the villagers. They also sell them if the customer wants to buy. The other they call *Mojari*, which have a design either punched on them or stitched.

These are what they call *Juttis*, worn by the local villagers and is made of hard leather. They are hand stitched with later lase and a bit untidy.



These are *Mojaris*; they have a different structural design. They are point at the toe. They have a punched surface design or a *pan* punched and stitched on the *Mojari* front. They consider *pan* as a symbol of good and is a reason they use it on their *Mojaris*. They claim that these are one of kind *Mojaris* and are only found in their region and nowhere else.



There are two more designs. Production of these *Mojaris* involves women as well. But they are not in production because demand for these types of *Mojaris* is very few.



Products

Traditionally made products are *Juttis* and *Mojaris*. They sell Mojaris in the market as which are sold at the local retail store only. Juttis are worn only by the people in the village but are also available for sale only if a customer requires demands.

Challenges

The major challenge they face is the market and industrialized products. Their products are not sold at the price that would benefit them and the money they make only is barely enough to run their day-to-day life. Because of the reason that there is no money in practicing this craft skilled artisans are leaving this practice and join jobs that would pay them to run their lives. Dairy mahulla, Shivbadi is a village in Bikaner districts full of artisans that used to practice *Mojari* making. Now due to the reason of not able to generate enough working capital, they do not encourage their Children to join the same practice and even the number of women helping has become to almost nil.

Bibliography

Primary source of collecting information – interview with the artisans (Names are mentioned in annexure 1)

All the photos are taken by the authors (Shrenik Bhansali and Govind Jangid)

Singh, Ranjit. "Fabled Tiledar Juttis of Punjab." idyllic.wordpress.com. WordPress.com. The Lyretail Theme, 16 April 2014. web. 16 June 2015

"Mojari." en.wikipedia.org. Wikipedia, Wikimedia foundation, Inc., 28 September 2007. web. 16 June 2015

"Tilla Juttis." punjabheritage.in. © 2013 Punjab Heritage. Web. 16 June 2015

Annexure 1

ARTISAN PROFILE FORM 1

Name of Contact Person met:

Name of the Artisan	Bhiya Raam		
Address	Word no. =40, Dairy Mohalla, Shaivbadi, Bikaner,		
Mobile No/ Phone No	+917568122560		
Profile of the artisan	Master Artisan Individual Artisan		
DCH Artisan Card no			
Has the Artisan won any award? Please mention	–		
Crafts practiced by the artisan	1. Mojari/Jutti		
	2. Camel belt		
	3.		
	4.		
Since when is the artisan practicing the craft (or for how many years)	15 years		
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1		
Region of Work	Shive badi, bikaner		
Number of artisans / craft workers engaged		Full-time	Part-time
	Male	2	–
	Female	1	–
Are family members involved in the craft?	Yes		
Estimate of Sales	Monthly:		
	Annually:		
Products produced	1. Mojari		
	2. Jutti		
	3. Camel belt		
	4.		
	5.		
	6.		
	7.		
Production capacity (e.g: no of pieces/ products produced in a month, no of people	One pair a day		

engaged in producing a piece/ product)	
What are the production related challenges they face	1. Difficulty in Raw material procurement - no
	2. High production cost – Yes
	3. Frequent inability to meet orders – no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues - no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: yes
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions – yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital Market Organizational development
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

Name of Data Collector: Shrenik Bhansali

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Phone no: 8890555558



ARTISAN PROFILE FORM 2

Name of Contact Person met:

Name of the Artisan	Om Parkash		
Address	Word no. =40, Dairy Mohalla, Shaivbadi, Bikaner,		
Mobile No/ Phone No	+919928525887		
Profile of the artisan	Master Artisan Individual Artisan		
DCH Artisan Card no			
Has the Artisan won any award? Please mention	–		
Crafts practiced by the artisan	1. Mojari/Jutti		
	2. Camel belt		
	3.		
	4.		
Since when is the artisan practicing the craft (or for how many years)	20 years		
Number of Production Units (e.g: no of workshops/ no of looms, etc)			
Region of Work	Shive badi, bikaner		
Number of artisans / craft workers engaged		Full-time	Part-time
	Male	3	–
	Female	–	–
Are family members involved in the craft?	Yes		
Estimate of Sales	Monthly: 5000		
	Annually:		
Products produced	1. Mojari		
	2. Jutti		
	3.		
	4.		
	5.		
	6.		
	7.		
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	2-3 pair a day		

piece/ product)	
What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, market, designs.
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

Name of Data Collector: Shrenik Bhansali

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ARTISAN PROFILE FORM 3

Name of Contact Person met:

Name of the Artisan	Chumna Ram			
Address	Word no. 40, Dairy Mohalla, Shaivbadi, Bikaner,			
Mobile No/ Phone No	+918890616636			
Profile of the artisan	Master Artisan		Individual Artisan	
DCH Artisan Card no				
Has the Artisan won any award? Please mention	–			
Crafts practiced by the artisan	1. Mojari/Jutti			
	2. Camel belt			
	3.			
	4.			
Since when is the artisan practicing the craft (or for how many years)	20 years			
Number of Production Units (e.g: no of workshops/ no of looms, etc)				
Region of Work	Shiv badi, bikaner			
Number of artisans / craft workers engaged		Full-time	Part-time	
	Male	5	–	
	Female	1	–	
Are family members involved in the craft?	Yes			
Estimate of Sales	Monthly: Rs. 7000			
	Annually:			
Products produced	1. Mojari			
	2. Jutti			
	3.			
	4.			
	5.			
	6.			
	7.			
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	3 - 4 pairs a day			

piece/ product)	
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What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market, Designs. Organization development
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

Name of Data Collector:

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ARTISAN PROFILE FORM 4

Name of Contact Person met:

Name of the Artisan	Ram Narayan			
Address	Word no. =40, Dairy Mohalla, Shaivbadi, Bikaner,			
Mobile No/ Phone No	+919166700830			
Profile of the artisan	Master Artisan		Individual Artisan	
DCH Artisan Card no				
Has the Artisan won any award? Please mention	–			
Crafts practiced by the artisan	1. Mojari/Jutti			
	2. Camel belt			
	3.			
	4.			
Since when is the artisan practicing the craft (or for how many years)	50 years			
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1			
Region of Work	Shiv badi, bikaner			
Number of artisans / craft workers engaged		Full-time	Part-time	
	Male	1	–	
	Female	–	–	
Are family members involved in the craft?	no			
Estimate of Sales	Monthly: Rs. 3500			
	Annually:			
Products produced	1. Mojari			
	2. Jutti			
	3.			
	4.			
	5.			
	6.			
	7.			
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	1 pair a day			

piece/ product)	
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What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

Name of Data Collector: Shrenik bhansali

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ARTISAN PROFILE FORM 5

Name of Contact Person met:

Name of the Artisan	Ramesh Regad		
Address	Word no. =40, Dairy Mohalla, Shaivbadi, Bikaner,		
Mobile No/ Phone No	+919799573005		
Profile of the artisan	Master Artisan Individual Artisan		
DCH Artisan Card no			
Has the Artisan won any award? Please mention	–		
Crafts practiced by the artisan	1. Mojari/Jutti		
	2. Camel belt		
	3.		
	4.		
Since when is the artisan practicing the craft (or for how many years)	20 years		
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1		
Region of Work	Shiv badi, bikaner		
Number of artisans / craft workers engaged		Full-time	Part-time
	Male	2	–
	Female	–	–
Are family members involved in the craft?	Yes		
Estimate of Sales	Monthly: Rs. 4000		
	Annually:		
Products produced	1. Mojari		
	2. Jutti		
	3.		
	4.		
	5.		
	6.		
	7.		
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	1 - 2 pair a day		

piece/ product)	
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What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

Name of Data Collector: Shrenik bhansali

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ARTISAN PROFILE FORM 6

Name of Contact Person met:

Name of the Artisan	Jai Ram			
Address	Word no. 40, Dairy Mohalla, Shaivbadi, Bikaner,			
Mobile No/ Phone No	+918947872384			
Profile of the artisan	Master Artisan		Individual Artisan	
DCH Artisan Card no				
Has the Artisan won any award? Please mention	–			
Crafts practiced by the artisan	1. Mojari/Jutti			
	2. Camel belt			
	3.			
	4.			
Since when is the artisan practicing the craft (or for how many years)	25 years			
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1			
Region of Work	Shiv badi, bikaner			
Number of artisans / craft workers engaged		Full-time	Part-time	
	Male	1	–	
	Female	–	–	
Are family members involved in the craft?	Yes			
Estimate of Sales	Monthly: Rs. 4500			
	Annually:			
Products produced	1. Mojari			
	2. Jutti			
	3.			
	4.			
	5.			
	6.			
	7.			
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	2 pairs a day			

piece/ product)	
What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

Name of Data Collector: Shrenik bhansali

Date: 5th june 2015

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ARTISAN PROFILE FORM 7

Name of Contact Person met:

Name of the Artisan	Ratana Ram		
Address	Word no. =40, Dairy Mohalla, Shaivbadi, Bikaner,		
Mobile No/ Phone No	+918890616636		
Profile of the artisan	Master Artisan Individual Artisan		
DCH Artisan Card no			
Has the Artisan won any award? Please mention	–		
Crafts practiced by the artisan	1. Mojari/Jutti		
	2. Camel belt		
	3.		
	4.		
Since when is the artisan practicing the craft (or for how many years)	50 years		
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1		
Region of Work	Shiv badi, bikaner		
Number of artisans / craft workers engaged		Full-time	Part-time
	Male	1	–
	Female	–	–
Are family members involved in the craft?	No		
Estimate of Sales	Monthly: Rs. 6000		
	Annually:		
Products produced	1. Mojari		
	2. Jutti		
	3.		
	4.		
	5.		
	6.		
	7.		
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	3 pairs a day		

piece/ product)	
What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

Name of Data Collector: Govind Jangid

Date: 5th june 2015

Phone no: 7877559801



ARTISAN PROFILE FORM 8

Name of Contact Person met:

Name of the Artisan	Bhawar Lal		
Address	Word no. =40, Dairy Mohalla, Shaivbadi, Bikaner,		
Mobile No/ Phone No	+918875338879		
Profile of the artisan	Master Artisan Individual Artisan		
DCH Artisan Card no			
Has the Artisan won any award? Please mention	–		
Crafts practiced by the artisan	1. Mojari/Jutti		
	2. Camel belt		
	3.		
	4.		
Since when is the artisan practicing the craft (or for how many years)	30 years		
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1		
Region of Work	Shiv badi, bikaner		
Number of artisans / craft workers engaged		Full-time	Part-time
	Male	1	–
	Female	–	–
Are family members involved in the craft?	No		
Estimate of Sales	Monthly: Rs. 4500		
	Annually:		
Products produced	1. Mojari		
	2. Jutti		
	3.		
	4.		
	5.		
	6.		
	7.		
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	2 - 3 pairs a day		

piece/ product)	
What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

Name of Data Collector: Govind Jangid

Date: 5th june 2015

Phone no: 7877559801



ARTISAN PROFILE FORM 9

Name of Contact Person met:

Name of the Artisan	Bhagi Rath		
Address	Word no. 40, Dairy Mohalla, Shaivbadi, Bikaner,		
Mobile No/ Phone No	+918094979196		
Profile of the artisan	Master Artisan	Individual Artisan	
DCH Artisan Card no			
Has the Artisan won any award? Please mention	–		
Crafts practiced by the artisan	1. Mojari/Jutti		
	2. Camel belt		
	3.		
	4.		
Since when is the artisan practicing the craft (or for how many years)	16 years		
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1		
Region of Work	Shiv badi, bikaner		
Number of artisans / craft workers engaged		Full-time	Part-time
	Male	4	–
	Female	–	–
Are family members involved in the craft?	Yes		
Estimate of Sales	Monthly: Rs. 3000 - 3500		
	Annually:		
Products produced	1. Mojari		
	2. Jutti		
	3.		
	4.		
	5.		
	6.		
	7.		
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	2 pairs a day		

piece/ product)	
What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

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ARTISAN PROFILE FORM 10

Name of Contact Person met:

Name of the Artisan	Budha Ram			
Address	Word no. 40, Dairy Mohalla, Shaivbadi, Bikaner,			
Mobile No/ Phone No	-			
Profile of the artisan	Master Artisan		Individual Artisan	
DCH Artisan Card no				
Has the Artisan won any award? Please mention	—			
Crafts practiced by the artisan	1. Mojari/Jutti			
	2. Camel belt			
	3.			
	4.			
Since when is the artisan practicing the craft (or for how many years)	20 years			
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1			
Region of Work	Shiv badi, bikaner			
Number of artisans / craft workers engaged		Full-time	Part-time	
	Male	1	—	
	Female	—	—	
Are family members involved in the craft?	Yes			
Estimate of Sales	Monthly: Rs. 2500 -3000			
	Annually:			
Products produced	1. Mojari			
	2. Jutti			
	3.			
	4.			
	5.			
	6.			
	7.			
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	1 - 2 pairs a day			

piece/ product)	
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What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

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ARTISAN PROFILE FORM 11

Name of Contact Person met:

Name of the Artisan	Shera Ram		
Address	Word no. 40, Dairy Mohalla, Shaivbadi, Bikaner,		
Mobile No/ Phone No	+918386057338		
Profile of the artisan	Master Artisan Individual Artisan		
DCH Artisan Card no			
Has the Artisan won any award? Please mention	–		
Crafts practiced by the artisan	1. Mojari/Jutti		
	2. Camel belt		
	3.		
	4.		
Since when is the artisan practicing the craft (or for how many years)	30 years		
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1		
Region of Work	Shiv badi, bikaner		
Number of artisans / craft workers engaged		Full-time	Part-time
	Male	1	–
	Female	–	–
Are family members involved in the craft?	No		
Estimate of Sales	Monthly: Rs. 4000		
	Annually:		
Products produced	1. Mojari		
	2. Jutti		
	3.		
	4.		
	5.		
	6.		
	7.		
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	2 - 3 pairs a day		

piece/ product)	
What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

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ARTISAN PROFILE FORM 12

Name of Contact Person met:

Name of the Artisan	Shankar Lal		
Address	Word no. 40, Dairy Mohalla, Shaivbadi, Bikaner,		
Mobile No/ Phone No	+919928927763		
Profile of the artisan	Master Artisan Individual Artisan		
DCH Artisan Card no			
Has the Artisan won any award? Please mention	–		
Crafts practiced by the artisan	1. Mojari/Jutti		
	2. Camel belt		
	3.		
	4.		
Since when is the artisan practicing the craft (or for how many years)	30 years		
Number of Production Units (e.g: no of workshops/ no of looms, etc)	1		
Region of Work	Shiv badi, bikaner		
Number of artisans / craft workers engaged		Full-time	Part-time
	Male	1	–
	Female	–	–
Are family members involved in the craft?	No		
Estimate of Sales	Monthly: Rs. 4000 - 4500		
	Annually:		
Products produced	1. Mojari		
	2. Jutti		
	3.		
	4.		
	5.		
	6.		
	7.		
Production capacity (e.g: no of pieces/ products produced in a month, no of people engaged in producing a	3 pairs a day		

piece/ product)	
What are the production related challenges they face	1. Difficulty in Raw material procurement – no
	2. High production cost - yes
	3. Frequent inability to meet orders - no
	4. Rejection of Orders. Provide reason: - no
	5. Inability to meet quality standards/ quality issues – no
	6. Others: proper tools and stencil - no
Major marketing channels	1.Exhibitions
	2.Retail Stores: - local retail stores only
	3.Wholesale buyers:
	4.Online
	5.Export:
	6.Others:
What are the challenges that they face in selling their products	1. Threat from machine made goods - yes
	2. Lack of information on exhibitions - yes
	3. No link to buyers - less rate - yes
	4. Any other?
What are their needs? (e.g: skill, design, market, working capital, organization development, etc)	Working capital, Market
Does the craftmark programme sound interesting to them?	Yes
Any suggestions by the artisan?	-

Name of Data Collector: Govind Jangid

Date: 5th june 2015

Phone no: 7877559801



