

Syllabus for the post of Assistant Professor Handicraft and Handloom:

1. Introduction to Handicraft and Handloom:

In- depth knowledge of skills in the field of Handicrafts and Handloom. Preservation, promotion, and sustainable development of traditional crafts and handloom techniques specific to the region of Jammu and Kashmir. Textile and Non-Textile based crafts.

History, significance and cultural heritage of Handicrafts & handloom in J&K. Geographical Indications (GI) in respect of crafts of J&K. Cultural and socio-economic aspects of handicraft and handloom industry of Jammu and Kashmir.

Significance of United Nations Educational, Scientific and Cultural Organization (UNESCO) designating Srinagar as a part of UNESCO Creative Cities Network (UCCN).

2. Craft Traditions, Techniques Documentation and Research:

Various craft traditions and techniques of Jammu and Kashmir. Techniques for documenting traditional crafts and practices in J&K.

Materials, tools, and processes involved in different crafts. Research methodologies for exploring craft traditions and cultural significance.

3. Craft Design and Development:

Principles of design and aesthetics in handicrafts and handloom sector of J&K.

Innovations and adaptations in traditional craft techniques. Traditional and contemporary design elements and adaptations in craft techniques. Colour theory and its application in handicrafts and handloom.

4. Handicrafts and Handloom production Techniques, Marketing and Entrepreneurship:

Production Techniques: Woodcarving, Paper Machie, Embroidery, Pashmina weaving, Namda, Phoolkari, Carpet, Khatamband, Chikri Wood, Basholi Painting and other indigenous crafts.

Marketing: strategies and branding for craft products, Scope of E-commerce and digital marketing.

Entrepreneurship: Introduction to entrepreneurship in craft sector. Exploration of Advanced and specialized traditional craft techniques of J&K.

5. Craft Management and sustainability:

Resource management in craft production and standardisation in Handicrafts and Handloom of J&K. Comparative study of the Jammu & Kashmir Co-operative Societies Act 1989 and the Jammu & Kashmir Self-Reliant Cooperatives Act, 1999 with respect to the Handicrafts and Handloom sector.

6. Textiles and Weaving:

Different types of textiles and fabrics. Techniques of handloom weaving, including loom operation, warp, weft preparation, and fabric construction. Dyeing and printing techniques for textiles.

7. Crafts Preservation and Revival:

Conservation and preservation of traditional crafts. Revival of dying and languishing crafts of J&K. Government policies, initiatives and schemes for craft preservation and promotion.

8. Quality Control in Handicrafts and Handloom:

Standards of quality, craftsmanship, and durability of Handicrafts and handloom products. Inspection of raw materials used in the production of handicrafts and handloom products including checking the quality, authenticity, and suitability of materials used in the production process.

Assessing the workmanship of artisans. Standards, and maintaining consistency in the quality of work. The design and pattern of handicrafts and handloom products.

Measuring accuracy of the dimensions to ensure that the products meet the required specifications. Testing and labelling of artefacts.

9. Enforcement:

Rules, regulations and measures of quality standards. Intellectual property rights and other relevant laws and regulations. The Jammu and Kashmir Jammu and Kashmir Namdha Quality Control Act, 1953, Handicrafts (Quality Control) Act 1978, and Registration of Tourist Trade Act 1978.

Guidelines and specifications for materials, workmanship, design, safety, and other quality parameters.

Intellectual Property Protection: Intellectual property rights and copyright issues in crafts. Enforcement efforts for safeguarding the intellectual property rights (such as copyrights, trademarks, or geographical indications).

Import and Export Regulations. Compliance with Standards and Regulations, Quality control compliance with relevant standards, regulations, and certifications.

10. Craft Entrepreneurship and Business Management:

Financial managements for craft businesses. Business planning and budgeting. Craft promotion and Exhibition. Planning and organizing craft exhibitions and fairs. Collaborations and public relations and media management for craft promotion events. Minimum Support Price in Handicrafts and Handloom Sector.

Craft Policy and Cultural Heritage. Government policies and initiatives for the promotion of Handicrafts and Handloom. Cultural heritage conservation and

preservation in J&K. Jammu and Kashmir Wool Processing, Handloom and Handicrafts Policy, 2020.