

# Crafting Creative Change Conclave

(January–March 2025)



# Concept and Framework

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## 1. Theme and Vision

- **Core Objective:** Driving creative change through crafts, sustainability, and social entrepreneurship.
  - **Pillars:** Waste-to-Wealth, Women Empowerment, Urban Craft Integration, Digital and Creative Livelihoods.
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## 2. Event Segments

### a. Panel Discussions and Keynotes

- **Themes:**
  - Crafting Sustainable Cities.
  - Women in Artisanal Enterprises.
  - Circular Economy and Waste Innovations.
  - Digital Transformation for Artisans.
- **Speakers:** Social entrepreneurs, academicians, sustainability experts, and policymakers.

### b. Workshops and Masterclasses

- Skill-based: Upcycling waste into craft products.
- Business-oriented: Digital marketing, e-commerce for artisans.
- Design-centric: Craft integration in interiors and architecture (aligned with *Hatheli*).

### c. Exhibition and Showcases

- Craft installations from *Hatheli*.
- Live demos: Artisans at work.
- "Wings for Women from Waste" impact projects.

### d. Networking and Collaboration Zones

- Partner with universities, urban planners, and corporate leaders.
- Focus on public-private partnerships.

### e. Competitions

- Design contests for waste-to-creativity concepts.
- Urban space craft integration ideas for students and architects.

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### 3. Audience

- Urban planners, architects, sustainability professionals.
- Social entrepreneurs, students, and craft enthusiasts.
- Government officials and NGOs in related sectors.

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### 4. Marketing and Outreach

- Campaign: "Mumbai in Action: Crafting Solutions for the Future."
- Channels: Social media, community outreach, press releases.
- Partnerships: Influencers in sustainability and design.

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### 5. Logistics

- **Venue:** Mumbai and Region
- **Duration:** Series of events over three months with key highlights on specific weekends.
- **Zero Waste Planning:** Minimize event waste using guidelines developed from your AceTech initiative.

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### 6. Impact Goals

- Impact lives through new craft-based livelihoods.
- Launch scalable waste-to-wealth products.
- Foster urban craft integration in design and architecture.



# Collaborations and Partnerships

## Objectives of Collaboration

- **Empower Artisans and Entrepreneurs:** Provide opportunities for skill development, market access, and business growth.
  - **Promote Sustainability:** Support waste-to-wealth initiatives and sustainable urban craft integration.
  - **Strengthen Networks:** Connect stakeholders across sectors for innovative, scalable solutions.
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## Stakeholder Categories

### a. Corporate Partners (CSR and Business Support)

- Role: Financial support, mentorship, and CSR alignment for artisan-led projects.
- Benefits: Brand visibility, ESG impact, and alignment with sustainability goals.

### b. Universities and Academic Institutions

- Role: R&D in craft innovation, student participation in competitions, and academic insights.
- Benefits: Practical learning for students, new projects, and societal impact.

### c. Government and Urban Local Bodies

- Role: Policy advocacy, infrastructure support, and waste management integration.
- Benefits: Public recognition, enhanced urban development goals, and climate action alignment.

### d. NGOs and Social Enterprises

- Role: Grassroots connections, field knowledge, and community mobilization.
- Benefits: Amplification of initiatives, resource sharing, and partnership opportunities.

### e. Designers, Architects, and Artists

- Role: Craft integration in urban spaces, design innovation, and mentorship.
- Benefits: Access to sustainable craft materials, new ideas, and collaborations.

### f. Media and Influencers

- Role: Publicize the event, highlight success stories, and engage the public.
- Benefits: Visibility, audience growth, and alignment with meaningful causes.

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## Collaboration Models

### a. Knowledge Partnerships

- Universities and NGOs provide research insights on craft sustainability and urban integration.

### b. Sponsorships and Funding

- Corporate partners support specific events, workshops, or projects.

### c. Co-creation Opportunities

- Collaborative development of waste-to-wealth products with designers and artisans.

### d. Volunteer and Internship Programs

- Students and young professionals contribute through hands-on projects.

### e. Resource Sharing

- Shared access to facilities, data, and resources for mutual benefit.

### f. Outcome-Driven Alliances

- Specific goals like zero-waste events, artisan skilling, or community impact projects.
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## Engagement Process

### a. Identification

- Map stakeholders based on expertise, resources, and interest areas.

### b. Outreach

- Personalized proposals aligned with each partner's goals.

### c. Collaboration Agreement

- Define roles, contributions, timelines, and expected outcomes.

### d. Execution

- Assign dedicated teams for implementation and regular check-ins.

#### **e. Monitoring and Evaluation**

- Use KPIs like participation rates, project outcomes, and stakeholder satisfaction.

#### **f. Recognition**

- Acknowledge contributions through awards, media mentions, and post-event reports.

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### Communication Channels

- **Regular Updates:** Share newsletters and progress reports with stakeholders.
- **Joint Platforms:** Dedicated collaboration hubs (online or physical).
- **Public Engagement:** Showcase partnerships on social media, press, and conclave branding.

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### Post-Conclave Engagement

- **Sustaining Partnerships:** Formalize long-term MoUs for continued collaboration.
  - **Documenting Outcomes:** Publish impact reports showcasing achievements and case studies.
  - **Scaling Solutions:** Expand successful projects to other cities or sectors.
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## Month wise planning

( as a sample to show how events can happen with partner organizations at their locations )

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### Month 1: January 2025

#### Theme: Kickstarting Creative Change

##### Day 1: Launch Event

- **10:00 AM - 11:00 AM:** Opening Ceremony
  - Welcome address by Tisser leadership.
  - Inauguration by key dignitaries.
  - Presentation: *"Crafting Creative Change – Vision for Mumbai 2024."*
- **11:00 AM - 1:00 PM:** Panel Discussion
  - *"Sustainable Crafts: A Blueprint for Urban Development."*
- **1:00 PM - 2:00 PM:** Networking Lunch.
- **2:00 PM - 5:00 PM:** Interactive Workshops
  - *"Design Thinking for Urban Craft Integration."*
  - *"Digital Tools for Artisans and Entrepreneurs."*

##### Day 2: Exhibition and Collaboration

- **10:00 AM - 5:00 PM:**
    - Showcase: *Craft Installations from Hatheli.*
    - Networking Zone: Artisan-Entrepreneur Connect.
    - Corporate CSR presentations for sustainable craft projects.
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### Month 2: February 2025

#### Theme: Empowering Women and Waste

##### Day 1: Wings for Women from Waste

- **10:00 AM - 11:30 AM:** Keynote
  - *"Connecting Women, Waste, and Wealth: A Path to Sustainability."*
- **11:30 AM - 1:30 PM:** Workshop
  - *"Upcycling Waste: Crafting Value from Trash."*
- **2:00 PM - 4:00 PM:** Panel Discussion
  - *"Women Entrepreneurs in Waste-to-Wealth Ecosystems."*

### *Day 2: Student-Driven Innovations*

- **10:00 AM - 12:00 PM:** Student Competitions
    - *"Design Challenges for Circular Craft Solutions."*
  - **1:00 PM - 5:00 PM:** Collaboration Event
    - Networking between universities, students, and corporate sponsors.
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## **Month 3: March 2025**

### **Theme: Sustaining the Momentum**

#### *Day 1: Urban Craft and Livelihoods*

- **10:00 AM - 11:00 AM:** Keynote
  - *"Crafting Urban Spaces: Merging Tradition and Modernity."*
- **11:30 AM - 1:30 PM:** Roundtable
  - *"Public-Private Partnerships for Sustainable Craft."*
- **2:30 PM - 5:00 PM:** Masterclass
  - *"Scaling Craft Enterprises: Digital Marketing and Business Strategies."*

#### *Day 2: Concluding Celebration*

- **10:00 AM - 12:00 PM:** Closing Keynote
    - *"Mumbai in Action: The Way Forward."*
  - **1:00 PM - 5:00 PM:**
    - Awards for impactful participants and partners.
    - Farewell Exhibition: Highlights of craft initiatives from the conclave.
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