



**“Dekho Yatra – Deshi ki Khoj,” a nationwide caravan journey aimed at exploring, documenting, and celebrating the diversity of Indian crafts.**

### “Dekho Yatra – Deshi ki Khoj Yatra” to Document and Celebrate India’s Craft Heritage

Tisser, a pioneer in promoting India’s rich artisanal traditions and empowering craft clusters, is proud to launch “Dekho Yatra – Deshi ki Khoj ,” a nationwide caravan journey aimed at exploring, documenting, and celebrating the diversity of Indian crafts.

This one-of-a-kind initiative will traverse the country, visiting craft clusters to capture the unique stories, techniques, and cultural significance of India’s artisan communities. The Yatra is set to kick off in July 2025 and will cover major clusters in regions like Assam, Kashmir, Gujarat, Tamil Nadu, Odisha, and more.

## About the Initiative

Dekho Yatra – Deshi ki Khoj Yatra will:

- Explore and Document: Capture the essence of diverse crafts through videos, photos, and artisan interviews.
- Empower Artisans: Host workshops, live demos, and exhibitions at each cluster, creating new opportunities for artisans.
- Promote Sustainability: Highlight the role of crafts in sustainable livelihoods and climate resilience.
- Create a Digital Legacy: Build an online repository of craft stories, techniques, and visuals accessible to the world.

## What to Expect

The Yatra will combine exploration, technology, and community engagement through:

- Live Demonstrations: Artisans showcasing their craft-making processes.
- Interactive Workshops: Hands-on sessions for community members.
- Digital Integration: Use of AR/VR for an immersive craft experience.
- Cultural Showcases: Regional exhibits featuring traditional and contemporary craft adaptations.

## Road Map :

### 1. Define the Vision and Goals

- Purpose: Preserve and promote the cultural and economic value of India’s crafts.
- Key Outputs:

## Dekho Yatra

- A digital repository of crafts (videos, photos, stories).
- A series of workshops or community interactions in clusters.
- Insights for policymaking and sustainable development.

### 2. Plan the Route and Clusters

Identify priority craft clusters across India, focusing on diversity and impact.

- Examples:
- Assam: Mekhela Sador weaving
- Kashmir: Pashmina craft
- Gujarat: Bandhani tie-dye
- Tamil Nadu: Kanchipuram silk
- Odisha: Pattachitra art

Organize the route into zones (North, South, East, West, Northeast) for efficient travel.

### 3. Design the Caravan Experience

#### a. Interactive Components:

- Live demos of crafts during the journey.
- Community engagement through storytelling, workshops, and local participation.
- A mobile exhibition showcasing Tisser's work and craft products.

#### b. Technology Integration:

- Equip the caravan with:
- Recording tools for documentation (video, audio, drones).
- AR/VR setups for virtual experiences of craft-making processes.
- Portable screens for sharing artisan stories and films with communities.

#### c. Sustainable Practices:

- Use eco-friendly transport and materials.
- Highlight sustainable practices in crafts and encourage waste-to-wealth innovations.

### 4. Documentation and Storytelling

## Dekho Yatra

### a. Content Creation:

- Capture high-quality videos, interviews, and photos of artisans and their crafts.
- Record the socio-economic impact of crafts on artisan communities.

### b. Storytelling Approach:

- Create episodes for digital platforms (YouTube, Instagram).
- Share “A Day in the Life of an Artisan” stories.
- Incorporate behind-the-scenes footage of the journey.

### c. Digital Repository:

- Build an interactive website to host cluster-wise content, craft videos, and an artisan directory.

## 5. Partnerships and Collaboration

- Collaborate with:
  - Government bodies: Handloom and handicraft ministries.
  - Corporate sponsors: CSR funding for the initiative.
  - NGOs: Local support for community interactions.
  - Media Houses: To amplify coverage and create documentaries.

## 6. Engagement and Outreach

### a. Community Events:

- Host craft fairs and live demos at major stops.
- Engage schools and universities in heritage appreciation workshops.

### b. Social Media Campaign:

- Launch hashtags like #DekhoYatra, #CraftCaravan.
- Share daily updates, cluster highlights, and interactive Q&A sessions.

### c. Merchandise:

- Create a line of products from each cluster to promote artisan work.
- Offer limited-edition Tisser-curated collections.

## 7. Budgeting and Resources

- Caravan and Equipment:
- Vehicle rental/purchase, modification for exhibits.
- Cameras, drones, and tech setup for documentation.
- Team:
- Drivers, documentarians, designers, and craft experts.
- Operational Costs:
- Travel, accommodation, artisan honorariums, and material costs.

## 8. Post-Yatra Outcomes

- Publish a coffee table book with stories and visuals.
- Create an impact report to share with policymakers and partners.
- Plan a national exhibition showcasing craft cluster outputs.

## Detailed Timeline for Dekho Yatra – Deshi ki Khoj Yatra

The project can be divided into three main phases: Pre-Yatra Preparation, Yatra Execution, and Post-Yatra Outcomes.

### **Phase 1: Pre-Yatra Preparation (January 2025 - June 2025)**

#### 1. Concept Finalization (January 2025)

- Define the objectives, scope, and expected outcomes.
- Develop partnerships with government bodies, NGOs, and sponsors.
- Finalize budget and fundraising targets.

#### 2. Route and Cluster Mapping (February 2025)

- Identify clusters based on diversity, geography, and craft significance.
- Plan a travel route with tentative stops in each state.
- Confirm permissions and local liaisons for clusters.

#### 3. Team Building and Training (March 2025)

## Dekho Yatra

- Recruit a multidisciplinary team:
- Drivers and logistics coordinators.
- Media/documentation experts.
- Craft specialists and community managers.
- Conduct workshops to align the team with project objectives.

### 4. Caravan Design and Setup (April 2025)

- Procure and modify vehicles to include:
- Display and workshop spaces.
- Storage for tech equipment and craft materials.
- Test all technology setups (cameras, drones, AR/VR).

### 5. Marketing and Promotion (May - June 2025)

- Launch a pre-event campaign with teasers on social media.
- Organize press conferences to announce the initiative.
- Build a microsite featuring the route, goals, and ways to engage.
- Create community outreach programs to involve local clusters.

## **Phase 2: Yatra Execution (July 2025 - December 2025)**

### 1. Kick-off Event (July 2025)

- Host an inaugural event at a central location (e.g., Mumbai or Delhi).
- Invite media, sponsors, and government representatives.

### 2. Cluster Visits (July 2025 - November 2025)

- Each Cluster Visit Includes:
- Interactive workshops with artisans.
- Recording craft-making processes and artisan stories.
- Community engagement events (exhibitions, live demos).
- Tentative Monthly Plan:
- July: North India (e.g., Kashmir, Rajasthan)
- August: East India (e.g., Assam, Odisha)
- September: Northeast India (e.g., Meghalaya, Nagaland)
- October: South India (e.g., Tamil Nadu, Andhra Pradesh)
- November: West and Central India (e.g., Gujarat, Madhya Pradesh)

### 3. Real-Time Updates

- Share daily updates on social media with photos, videos, and artisan interviews.
- Conduct live sessions or virtual walkthroughs of the caravan and workshops.

### 4. Documentation and Media Creation (Ongoing)

- Capture high-quality visuals for films, blogs, and reports.
- Begin editing and cataloging content while traveling.

## **Phase 3: Post-Yatra Outcomes (January 2026 - June 2026)**

### 1. Content Creation and Dissemination (January - March 2026)

- Publish a digital repository of crafts and clusters.
- Release short films, artisan stories, and behind-the-scenes content.
- Launch a coffee table book documenting the journey and outcomes.

### 2. National Craft Exhibition (April 2026)

- Organize a large-scale exhibition showcasing the crafts and stories gathered.
- Invite artisans to present their work and share their experiences.

### 3. Impact Report and Policy Recommendations (May 2026)

- Create a comprehensive impact report highlighting insights and success stories.
- Present recommendations to policymakers to support artisan clusters.

### 4. Sustained Engagement (June 2026 Onwards)

- Develop a long-term plan to support craft clusters through Tisser's initiatives like GAAG and FAST.
- Create regular follow-up programs to continue building cluster capacities.

### Additional Notes

- The timeline can be adjusted based on funding and cluster accessibility.
- Monthly reviews during the Yatra will ensure smooth progress and quick resolutions to challenges.
- Consider involving influencers or celebrities to amplify reach and engagement.

## Sponsorship Pitch for Dekho Yatra – Deshi ki Khoj Yatra

### Introduction

Tisser, a leader in empowering artisans and craft clusters across India, is proud to announce “Dekho Yatra – Deshi ki Khoj Yatra,” a unique initiative that combines exploration, preservation, and promotion of India’s rich artisanal heritage. This caravan will traverse the length and breadth of India, documenting the extraordinary stories of artisans and showcasing the diverse crafts that define our cultural identity.

We invite your esteemed organization to partner with us in this transformative journey and leave a lasting impact on India’s craft ecosystem.

### Why Partner with Dekho Yatra?

#### 1. Unmatched Brand Visibility:

- Align your brand with a high-impact, nationally-recognized initiative.
- Reach diverse stakeholders: artisans, craft enthusiasts, policymakers, and global audiences.

#### 2. Corporate Social Responsibility (CSR):

- Directly contribute to women empowerment, skill development, and preservation of heritage crafts.
- Showcase commitment to sustainability and cultural preservation.

#### 3. Nationwide Impact:

- Support the creation of a digital repository that will preserve crafts for future generations.
- Help improve livelihoods in craft clusters by promoting their work globally.

- 4. Content and Media Value:

- Get featured in documentaries, short films, and a coffee table book capturing the journey.
- Leverage extensive media coverage and real-time digital storytelling for brand promotion.



## Sponsorship Packages

### 1. Title Sponsor (INR 50,00,000)

- Exclusive branding as “Title Partner” on all platforms and caravan visuals.
- Dedicated mention in all press releases and media appearances.
- Opportunity to co-host the kick-off event and final exhibition.
- Logo featured prominently in the digital repository, coffee table book, and short films.

### 2. Co-Sponsor (INR 25,00,000)

- Branding on caravan visuals and selected media platforms.
- Participation in major cluster stops for interactive sessions.
- Acknowledgment in all key events, reports, and digital content.

### 3. Supporting Sponsor (INR 10,00,000)

- Branding on selected promotional materials and digital updates.
- Opportunity to showcase CSR initiatives in the impact report.
- Acknowledgment during the post-Yatra national exhibition.

### 4. Customized Sponsorship

- Tailored packages available to meet specific goals such as technology support, event co-hosting, or artisan engagement.

## Deliverables for Sponsors

- **Prominent Branding:** Across vehicles, digital platforms, promotional materials, and event stages.
- **Networking Opportunities:** Access to government officials, global craft experts, and artisan communities.
- **Post-Yatra Insights:** Exclusive access to the impact report, videos, and behind-the-scenes documentation.
- **Employee Engagement:** Opportunities for your employees to participate in workshops or volunteering activities during the Yatra.