

Case studies : Madhubani cluster



Isha Mishra, a talented young artist from the Madhubani cluster in Bihar, is passionate about preserving and celebrating the traditional Madhubani art form. She creates beautiful hand-painted sarees, dupattas, home decor items, gift items, table mats, and covers, all imbued with the essence of Madhubani art. Isha's dedication to Madhubani art spans over ten years. A post-graduate in history, she is currently preparing for competitive exams.

For Isha, Madhubani art is more than just a craft; it's a reflection of life itself. By depicting themes of love, weddings, devotion, and more on these everyday

items, she feels a deep connection to her stories and roots. Isha believes that innovation and new design ideas are key to spreading Madhubani art beyond local markets. However, reaching new customers has proven challenging.

This is where a business therapy program came in. The program equipped Isha with valuable skills like using Instagram, WhatsApp Business, and other online platforms for marketing. She learned the importance of maintaining records and transitioning to online modes of operation, recognizing the necessity of staying updated in the digital age.

Isha's participation in a Karigar Clinic workshop organized by Tisser, held in her rural Indian village, further fueled her entrepreneurial spirit. She aspires to become a successful entrepreneur and empower the women in her cluster to achieve financial independence. To achieve this goal, Isha seeks more workshops that can enhance her business knowledge and expand her network. Collaboration with other art forms to create new products is another area of interest for Isha and the women in the cluster. Additionally, training in new techniques and art forms would be a valuable asset.

Since joining the Madhubani cluster, her income has significantly increased from Rs. 2,000 to Rs. 10,000 per month. This financial independence has given Isha immense confidence. She can now manage her own expenses and even contribute to her siblings' education. Isha's story exemplifies the power of artistic passion coupled with business acumen, not just for personal success but also for uplifting the entire community.

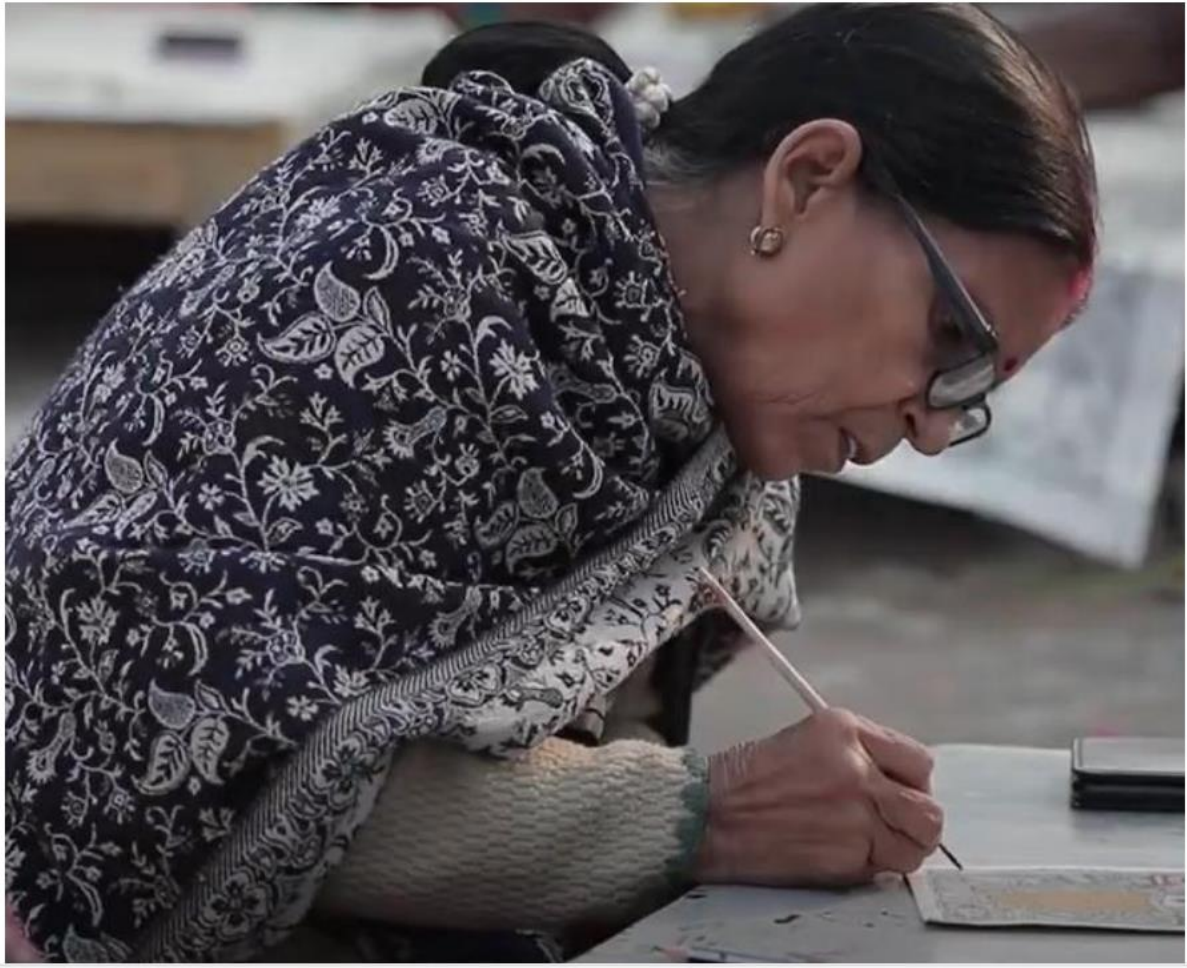


Sudha Devi, a seasoned Madhubani artist from the cluster, embodies the spirit of collective growth. She believes in taking everyone along on the journey of progress, 'from hand to heart'. By facilitating training sessions tailored to the specific needs of women in the cluster, Sudha Devi empowers them to refine their art and skills, making them more competitive in the market.

Recognizing the importance of technology in today's business landscape, Sudha Devi is eager to learn new digital tools to streamline her operations. While she has maintained business records previously, the Business Therapy program equipped her with the most crucial and fundamental aspects of book and record keeping.

Sudha Devi's income has witnessed a significant transformation. Before joining the cluster, she struggled to make ends meet, earning a meager Rs. 2000 per month. However, since becoming a Madhubani artisan within the cluster, her income has soared to Rs. 9000 per month. This financial security has been particularly crucial in the aftermath of the global pandemic.

Sudha Devi's story exemplifies the power of collaboration and continuous learning. Her dedication to uplifting her fellow artists, coupled with her own drive for improvement, paves the way for a thriving and sustainable Madhubani art community.



Narmada Devi, the sprightly 60-year-old head of the Madhubani cluster, embodies resilience and unwavering belief. Her motto, "We need to reach the customers and get the business, especially after the pandemic," reflects her determination to steer the cluster towards growth.

Narmada Devi's vast experience serves as a guiding light for the cluster. She faces challenges with a smile, her unwavering faith in her art and the power of consistent effort fueling her spirit. A natural leader, she inspires the women around her by leading by example.

With the support of LTI Mindtree and Tisser, the Madhubani cluster has set an ambitious goal: to double its size in terms of both the number of women involved and its overall turnover. Narmada Devi's leadership and vision, coupled with the support of these organizations, position the cluster for a bright future. Her highlights the importance of experienced leadership, collective action, and external support in empowering traditional art forms to thrive in the modern world.



Sushma Mishra, a name synonymous with artistic heritage and community upliftment, resides in the heart of Madhubani, a village renowned for its exquisite Madhubani art form. At 45, Sushma dons two significant hats: a skilled artist and a dedicated Upadhyaksh (teacher) at Shilpsang for the past 15 years.

Sushma's journey with Madhubani art is a legacy passed down through generations. Her passion extends beyond her own canvas, as she fosters this artistic tradition in her two daughters, who are also skilled Madhubani

painters.

Sushma's association with Shilpsang, supported by Tisser and LTI Mindtree, proved to be a transformative experience. The financial and training support provided by these organizations significantly impacted her life and the lives of her students.

Thanks to Shilpsang, Sushma and her students have witnessed a remarkable improvement in their financial standing. The recognition and wider market access facilitated by the program have translated into a better lifestyle for the Madhubani art community.

Sushma expresses her heartfelt gratitude to Tisser and LTI Mindtree for their invaluable support. However, her vision extends beyond artistic creation. Recognizing the importance of reaching a wider audience, Sushma aspires to receive marketing training. This additional skill would empower her and her students to navigate the art market more effectively, potentially leading to increased sales and recognition.

Sushma Mishra's story is a testament to the power of collaborative efforts. With the support of organizations like Tisser and LTI Mindtree, Sushma is not only preserving a rich artistic heritage but also empowering her community to achieve financial security and artistic recognition. Her pursuit of marketing training signifies her commitment to not just create art but also build a sustainable future for Madhubani art and the artists who bring it to life.