

Tisser
hand to heart



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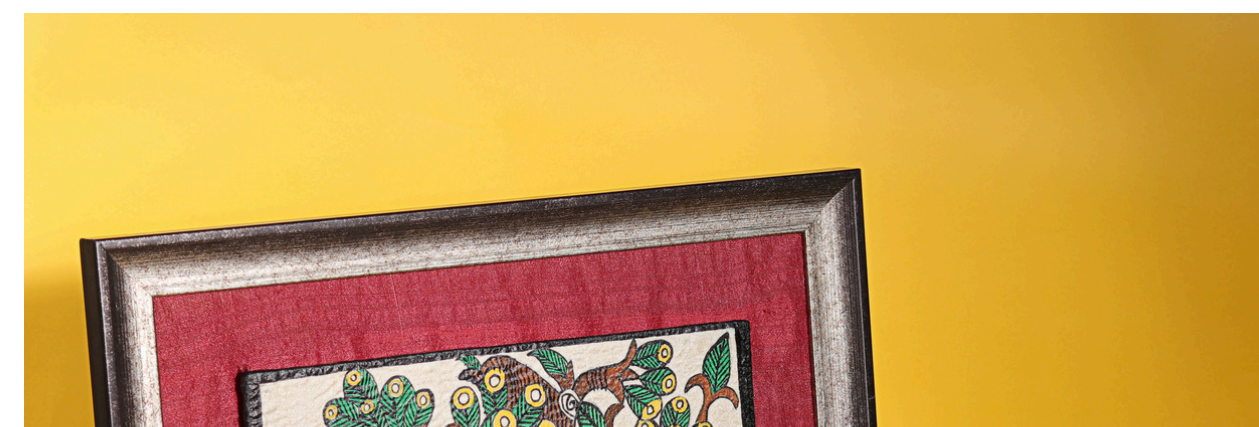
The National APO Accelerator

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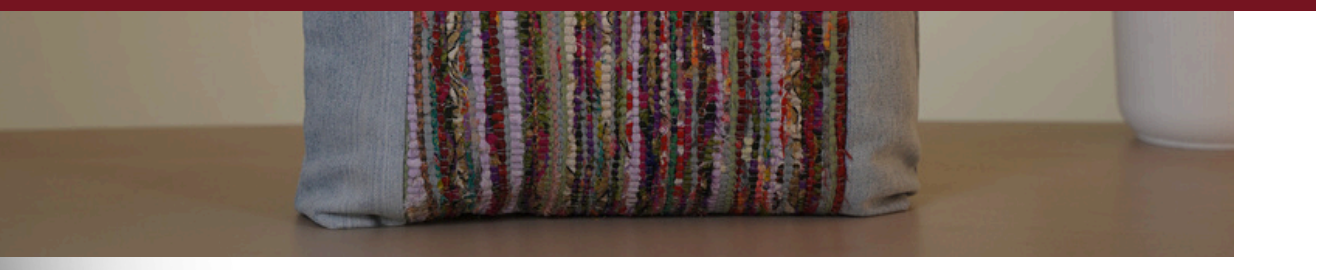
The National APO Accelerator

- **Artisan Producer Organisations are back bone of the craft and looms industry**
- **It is a nationwide event to bring handicrafts and handlooms in limelight**
- **It aims to recognize the hands behind the craft and looms**
- **Creating a nationwide ranking of artisan producer organisations clusters requires a collaborative effort involving government, industry associations, and artisans themselves.**
- **It encourages healthy competition and fosters the growth of artisanal industries while considering the unique strengths and challenges of each cluster.**

**Innovated, designed , curated and promoted by
Tisser Artisans Trust**

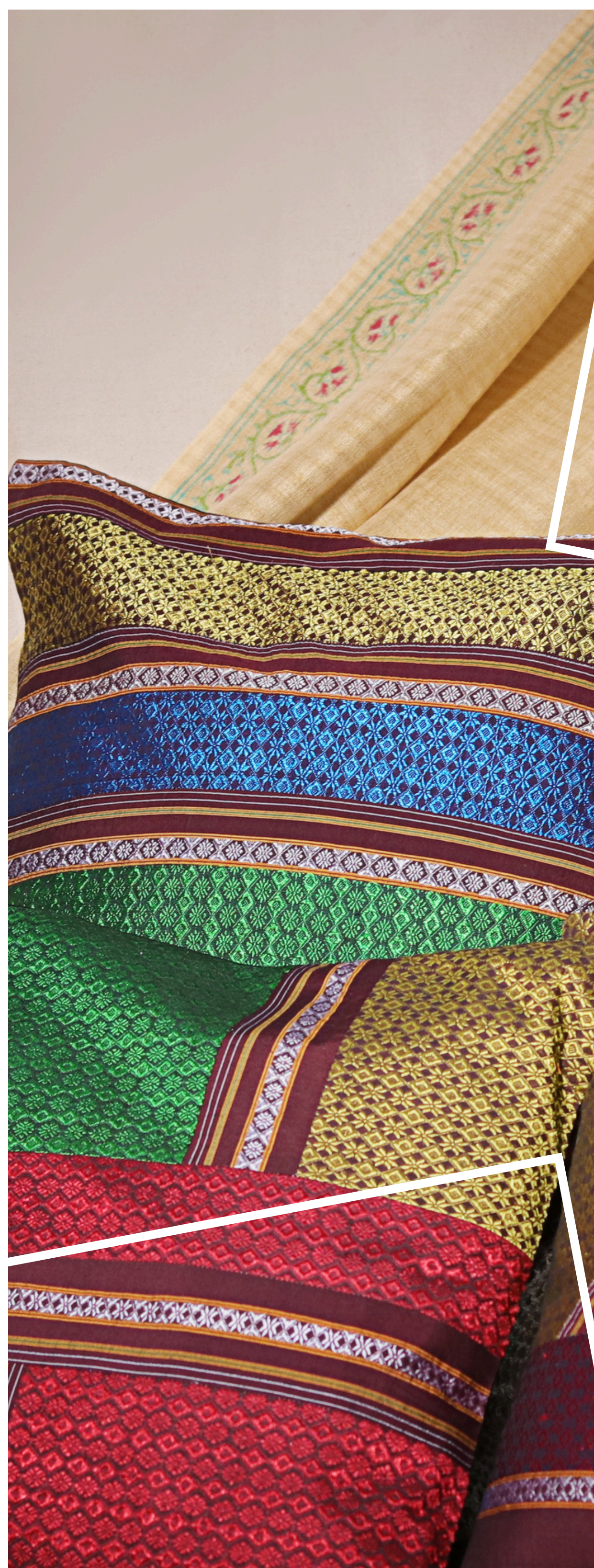


promoting **patronage** ; **dignity**
for creative hands





weaving
creativity and competition



glamour
through centre stage

Criteria for Ranking based on VIBGYOR

- V - **Value** created
- I - **Innovations** in focus
- B - **Business** generated
- G - Adaptability to **Green** principles
- Y - Involvement of **Youth**
- O - Health of the cluster **Organizations**
- R - **Responsible** role played

Focus :

- **Economic Impact:** Assess the cluster's contribution to the national economy in terms of job creation, income generation, and overall economic value.
- **Artisan Skills and Craftsmanship:** Evaluate the quality of artisan skills and craftsmanship in each cluster.
- **Innovation:** Consider the cluster's ability to innovate in design, production techniques, or marketing.
- **Sustainability:** Assess the cluster's commitment to sustainable practices in terms of materials, energy, and environmental impact.
- **Market Reach:** Examine the cluster's ability to access domestic and international markets.
- **Community and Cultural Impact:** Consider the cluster's role in preserving and promoting local culture and traditions.
- **Infrastructure and Support:** Evaluate the presence of supportive infrastructure and government policies in each cluster.

Value

Ranking APO based on value creation involves assessing their ability to add value to their products, their communities, and the overall economy. Start by defining clear and specific criteria for evaluating artisan clusters' value creation. Consider factors such as:

- **Product Quality:** Assess the quality of artisan products in terms of craftsmanship, materials used, and overall excellence.
- **Innovation:** Evaluate the cluster's ability to innovate in design, production techniques, or marketing.
- **Economic Impact:** Consider the cluster's contribution to the local and regional economy in terms of job creation, income generation, and tax revenue.
- **Community Engagement:** Examine how the cluster supports and engages with the local community, such as through skills development, cultural preservation, or social initiatives.
- **Sustainability:** Include sustainability practices that contribute to the long-term viability of the cluster and its products.

The goal of ranking artisan clusters based on value creation is to acknowledge and promote those clusters that excel in creating value through their artisanal activities, ultimately benefiting artisans, communities, and the broader economy. It should be conducted in a manner that encourages ongoing improvement and collaboration within the artisan sector.



Innovation

Ranking an APO on innovations involves assessing various aspects of their work and the impact of their innovations.

- **Product Innovation:** Assess the uniqueness and novelty of their products. Consider factors like design, materials, and functionality.
- **Process Innovation:** Evaluate their production methods and techniques. Are they using new or more efficient processes compared to traditional methods?
- **Technological Innovation:** Consider the adoption of modern technologies or tools that enhance their relevance
- **Design Innovation:** Consider creative and unique design approaches that set the cluster apart.
- **Market Innovation:** Examine strategies for reaching new markets or creating innovative marketing campaigns.
- **Collaborative Innovation:** Assess the cluster's collaboration with other artisans, industries, or research institutions to drive innovation.
- **Sustainability Innovation:** Include sustainability-focused innovations in materials, processes, or practices.

The goal of ranking artisan clusters based on innovations is to inspire and reward creativity and forward-thinking within the artisan community.



Business

Ranking APO on business development can help identify and support clusters that are thriving and contributing positively to their local economies. Start by defining clear and specific criteria for evaluating artisan clusters' business development efforts.


Consider factors such as:

- **Economic Impact:** Assess the cluster's contribution to the local economy in terms of job creation, income generation, and tax revenue.
- **Market Growth:** Evaluate the growth of the artisan cluster's market share and customer base.
- **Innovation:** Consider the cluster's ability to innovate and introduce new products or processes.
- **Export and Expansion:** Examine efforts to expand into new markets, both domestically and internationally.
- **Sustainability:** Include sustainability practices that contribute to long-term business viability.

The goal of ranking artisan clusters based on business development is to support economic growth in the artisan industry and create opportunities for artisans and their communities. It should be done in a way that encourages healthy competition and collaboration within the sector



Green



Ranking an APO on their green initiatives can be a valuable way to promote sustainable practices within the artisan industry and recognize those clusters that are making significant efforts to reduce their environmental impact. Here's a step-by-step guide on how to rank artisan clusters based on green initiatives:

Define Criteria for Ranking: Start by defining clear and specific criteria for evaluating artisan clusters' green initiatives. Consider factors such as:

- **Energy Efficiency:** Assess how clusters are reducing energy consumption in their production processes.
- **Material Sourcing:** Evaluate the use of sustainable and eco-friendly materials.
- **Waste Management:** Consider how clusters manage and minimize waste, including recycling and upcycling practices.
- **Transportation:** Examine transportation methods to reduce carbon emissions.
- **Water Conservation:** Evaluate efforts to conserve water resources.
- **Social Responsibility:** Consider factors like fair labor practices and community engagement.

The goal of ranking artisan clusters based on green initiatives is to incentivize and promote sustainable practices. It should be done in a constructive and collaborative spirit to encourage positive change within the artisan industry.

Youth

Ranking an APO based on youth involvement is a meaningful way to assess the cluster's capacity to engage and empower young artisans.

- **Youth Participation:** Assess the number of young artisans actively involved in the cluster's activities.
- **Leadership Opportunities:** Evaluate whether young artisans have leadership roles or opportunities to influence decision-making within the cluster.
- **Skills Development:** Examine the cluster's efforts to provide training and skill development opportunities for young artisans.
- **Inclusivity:** Consider how inclusive the cluster is, ensuring that young artisans from diverse backgrounds have equal access and opportunities.
- **Youth-Driven Initiatives:** Check if the cluster supports or encourages young artisans to initiate and lead their own projects or innovations.
- **Retention and Growth:** Evaluate the retention rate of young artisans in the cluster and whether they have opportunities for career growth.
- **Assess Youth Involvement Levels:** Evaluate the cluster's youth involvement levels based on the criteria you've defined. Use a scoring system or qualitative assessment, depending on the available data and resources.

The goal of ranking artisan clusters based on youth involvement is to promote and celebrate clusters that empower clusters to create opportunities .



Organisation

Ranking an APO based on their organizational effectiveness and efficiency can help identify clusters that are well-managed and have the potential for sustainable growth. Here's a step-by-step guide on how to rank artisan clusters in this context:

- **Governance Structure:** Assess the cluster's leadership, decision-making processes, and transparency.
- **Management and Operations:** Evaluate the efficiency and effectiveness of cluster management, including financial management, resource allocation, and logistics.
- **Membership Engagement:** Consider the level of engagement and participation of artisans within the cluster.
- **Strategic Planning:** Examine whether the cluster has a clear mission, vision, and strategic plan for its development.
- **Communication and Information Sharing:** Evaluate how well the cluster communicates with its members and stakeholders.
- **Innovation and Adaptability:** Assess the cluster's ability to adapt to changing market conditions and innovate in its operations.
- **Encourage artisan clusters to continue improving their organizational aspects and track their progress over time. Regularly update the rankings to reflect improvements and changes in organizational capacity.**

The goal of ranking artisan clusters based on organization is to encourage clusters to improve their internal operations and governance, which can lead to better outcomes for artisans and the overall cluster's sustainability.

Responsible

Ranking an APO based on their responsible and sustainable practices is a valuable way to promote ethical and environmentally friendly practices within the artisan industry. Here's a step-by-step guide on how to rank artisan clusters in this context:

- **Environmental Responsibility:** Assess the cluster's efforts to reduce its environmental impact, including practices related to resource conservation, waste management, and sustainable sourcing of materials.
- **Social Responsibility:** Evaluate how the cluster treats its artisans and workers, including fair wages, safe working conditions, and adherence to ethical labor practices.
- **Community Engagement:** Consider the cluster's engagement with the local community, including initiatives to support community development and cultural preservation.
- **Transparency:** Assess the cluster's transparency in its operations and communication of its responsible practices to consumers and stakeholders.
- **Certifications and Compliance:** Examine whether the cluster adheres to relevant certifications and standards related to responsible and sustainable practices.
- **Innovation:** Evaluate the cluster's efforts to innovate and adopt new technologies or practices that promote responsibility and sustainability.

The goal of ranking artisan clusters based on responsible and sustainable practices is to promote ethical and environmentally friendly practices

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join hands to make it happen
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