

Making chikankari a global product: IIM-Indore to submit report by Dec

TIMES NEWS NETWORK

Lucknow: In order to implement the agreement signed between the District administration and IIM Indore in July, a study is currently being conducted by a team of ex-

perts to find out ways through which Lucknow's chikankari work can be turned into a global product under the 'One District One Product' (ODOP) scheme. The report of the stu-



Himanshu Rai,
director, IIM-Indore



DM SP Gangwar and Naveen K Rai of IIM, Indore at a chikankari training centre on Sunday

dy is expected to be presented by the end of this year.

A team of district administration led by district magistrate Surya Pal Gangwar on Sunday visited a training centre in Sarojini Nagar to ta-

ke stock of the status of the MoU signed in July. Prof Bhavani Shankar and Naveen K Rai of IIM (Indore) were other members of the team.

During the visit, the DM was apprised that a team IIM-Indore has been holding discussions and making visits to chikankari units and various stakeholders associated with this business for the last week.

"Under the ODOP scheme, the government is making serious attempts to revive local craft that has for long been a source of livelihood for many. We have signed an MoU with IIM-Indore under which chikankari has been selected as

Lucknow's ODOP. We aim to make it a global product and turn it into a lucrative profession by enhancing the income of the artisans," said Gangwar.

Based on the findings thus far, the team of experts noted that they have identified a five-point agenda around which dedicated training can help in scaling up the reach of the product and also enhance the income of the artisans involved in this iconic art that is slowly losing its steam.

"We are conducting a detailed study and will submit the report to the administration in December," said IIM Indore director Himanshu Rai.