

Hand Block Printing in Rajasthan witnessing A Paradigm Shift towards Inclusive Development

Addressing the rising issues in Textile trade from Rajasthan, World Trade Center Jaipur and Shilpi Sansthan Jaipur collaboratively organized an Open House Discussion on Sanganeri Hand block Printing - Challenges, Opportunities and Way Forward.

Ms. Rupa Naik, Executive Director, World Trade Center Mumbai during her address, strongly urged all manufacturers to maintain a high level of quality standards so that Indian products gain repute and are sellable in international markets.

Mrs. Naik further advocated that by achieving operational excellence in manufacturing there is no reason why our units cannot compete with their foreign counterparts.

The program saw huge participation from across Rajasthan, demanding a strategic approach to the problems of Intellectual Property Rights, competitive pricing, how to avoid brand infringement, protect design innovations, employment opportunities and international markets.

Padamshree Ram Kishore Chippa, Jaipur; Mrs. Meenakshi Singh, Professor of Design, IICD Jaipur and Mr. Suresh Tak, Founder, Gulabchand Prints Jaipur explained how talent could be retained through formal education and export development training programmes.

Mr. Chandrashekar Bheda, Textile and Handcraft Product Designer, Installation Artist & Mentor; Mr. Brij Ballabh Udaiwal, Founder, Shilpi Sansthan Jaipur and Mr. Vikram Joshi, Managing Director, Rangotri, Jaipur discussed how learnings from design technology can enable one to become more ingenious, ground-breaking, inventive and an accomplished professional

World Trade Center Jaipur and Shilpi Sansthan Jaipur cordially invite you to an
Open House Discussion
on
Sanganeri Hand block Printing - Challenges, Opportunities and Way Forward
Thursday, 10th February 2022
— 2:00 pm to 4:00 pm —

→ Distinguished Speakers ←

- Padamashree Ram Kishore Chippa
Jaipur
- Mrs. Rupa Naik
Executive Director
World Trade Center Mumbai
- Mrs. Meenakshi Singh
Professor of Design, IICD Jaipur
- Mr. Suresh Tak
Founder
Gulabchand Prints, Jaipur
- Mr. Chandrashekar Bheda
Textile and Handcraft Product Designer
Installation Artist & Mentor
Session moderator
- Mr. Brij Ballabh Udaiwal
Founder
Shilpi Sansthan Jaipur
Program Convener
- Mr. Vikram Joshi
Managing Director
Rangotri, Jaipur
- Mrs. Purvi Patel
Textile Designer & Hand Embroidery Revivalists
Bengaluru
- Mr. Deepak Sankit
Director
COWA Jaipur
- Adv. (Dr.) Rohit Jain
President CIDA
Jaipur
- Mr. Nawal Kishore Patel
Sanganeri Block Printing
Art of Sanganeri, Jaipur
- Mr. Sanjay Chippa
Textile and Craft Designer
Jaipur
- Ms. Minaz Khan
Director
Pink Jaipur

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[Click here to participate](#)

Meeting ID: 882 2776 5669 | Password: 333444
(Request: Please join 10 minutes before to avoid any inconvenience)

Mrs. Purvi Patel, Textile Designer & Hand Embroidery Revivalists, Bengaluru; Mr. Deepak Sankit, Director, CCWA Jaipur; Adv. (Dr.) and Rohit Jain, President CIDA, Jaipur strongly advocated on the significance of IP in today's cutting-edge economy.

Mr. Nand Kishore Patel, specialist in Sanganer Block Printing; Mr. Sanjay Chippa, Textile and Craft Designer, Jaipur; Mr. Nawal Patel, Hand Block Printer, Sanganer and Ms. Minaz Khan, Director, Pink Jaipur urged the youth not to digress from traditional businesses and find innovative ways of marketing their products through exhibitions and social media.

A virtual tour was also organized showcasing various types of block printed materials from units in Sanganer.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur proposed the vote of Thanks.

The Programme was held on February 10, 2022.