

# A REMARKABLE TRANSFORMATION JOURNEY OF JAIPUR HAND BLOCK PRINTERS

Down the Memory Lane (1997-2023)



## CONTEXT

- India has 1214 clusters for handlooms and handicrafts (470 handlooms, 744 handicrafts) [www.clusterobservatory.in](http://www.clusterobservatory.in) said to employ around 7 million people across the country
- There are however big challenges in terms of economic output, exports, employment, and artisan incomes in several clusters. Global market share of handicrafts & handlooms is around 2% despite a rich heritage
- Jaipur, the Pink City in Rajasthan, is known for its history and artisan communities. Jaipur's hand-block printing cluster is one of the crafts that thrives in Sanganer, Bagru, Kaladera, and Amber areas of the Jaipur district.
- The cluster has a significant contribution to the region's economy and preservation of traditional art. It is also a testament to Jaipur's enduring craftsmanship and cultural heritage
- The Jaipur Block Printing Cluster is one of the few handicraft clusters that has uniquely demonstrated success over the last 25 years

Particulars	1997	2023
<b>Enterprise</b>	<b>235</b>	<b>500</b>
<b>Turnover (Rs. in Crore)</b>	<b>40</b>	<b>1500</b>
<b>Employment (Estimated in Numbers)</b>	<b>5,000</b>	<b>30,000</b>

## IN 1997

- 235 units in Jaipur's Hand Block printing cluster.
- Included 15 large printers.
- Turnover of Rs 40 crores.
- Employed 5,000 people.
- Challenges: Limited market, few entrepreneurs, pollution, credit issues, infrastructure, lack of services.

## TWENTY-FIVE YEARS LATER (2022)

- Over 500 block printing units (more than double).
- Collective turnover of Rs 1500 crores (37.5 times in nominal terms and 5.24 times inflation-adjusted).
- Employed 30,000 individuals (6 times).
- The MSME Cluster Development Program (MCGFS) had achieved national-level upscaling, and a new project, the Jaipur Bloc, was established.
- Effluent discharge challenges persisted in the printing industry.

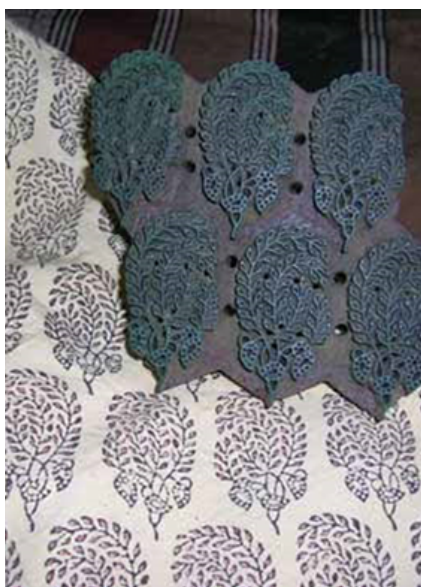
## THE ESSENCE OF HAND BLOCK PRINTING

Hand block printing is a centuries-old textile art that uses intricately carved wooden blocks to stamp beautiful symmetric patterns onto the fabric. The process is a harmonious blend of artistic vision, technical skill, and painstaking craftsmanship. The unique feature of this art form is the human touch it carries; each piece is infused with the personality and skill of the artisan, resulting in a timeless, handcrafted masterpiece.

## SANGANER AND BAGRU: WHERE ARTISTRY THRIVES AND TRADITION ENDURES

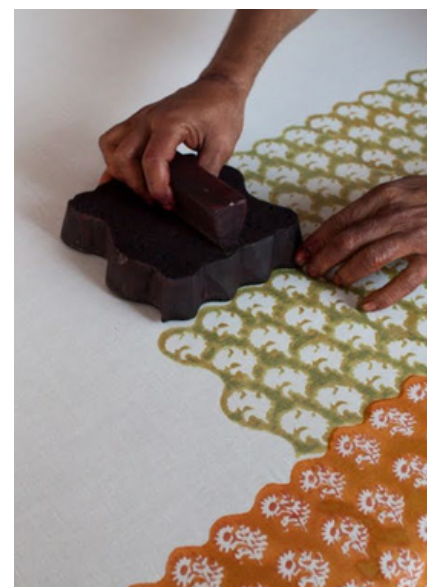
### Sanganer:

- Located near Jaipur.
- Prominent hand-block printing cluster.
- Known for intricate floral patterns.
- Textile manufacturing history since the 16th century.
- Artisans produce hand-printed textiles like saris, bed linens, and apparel.



### Bagru:

- Renowned village for natural dyeing and block printing.
- Artisans use eco-friendly, plant-based dyes.
- Hand-carved blocks for mesmerizing patterns.
- Preserves ancient techniques and adapts to modern trends.
- Attracts a global audience with their creations.



**Mr. Vikram Joshi explained the art of hand block printing to Shri. Charanjit Singh Ji, Addl. Secretary, and the other officials of the Ministry of Rural Development during the recent visit**

## SEVERAL CATALYST ORGANISATIONS SUPPORTED THE TRANSFORMATION ALONG THE 25-YEAR JOURNEY



### UNIDO'S FIRST EVER CLUSTER INITIATIVE IN INDIA: (JAN. 1997- DEC. 2001)

- That paved the way for numerous cluster initiatives
- Subsequently adopted by at least 8 Govt. of India ministries and multiple Indian states. Implemented diverse models targeting various sectors
- The Cluster Development Methodology thus created was also applied in several other countries by UNIDO
- It also paved a learning ground for the creation of National Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) by SIDBI which plays a crucial role in credit support.



**Textile Exporters explained the delegates about Cluster Interventions (1997-2007) and their implications on the industry growth.**

### ROLE OF UNIDO IN THE JAIPUR CLUSTER

- UNIDO's recognition of potential in Jaipur hand block printing cluster along the entire value chain
- Support for artisans, suppliers, exporters through design development, use of modern techniques, financial linkages, entrepreneurship development and marketing access.
- Connecting with larger markets to elevate incomes and preserve heritage
- Focused on building & strengthening of intermediary institutions for sustainability

### OUTPUTS ACHIEVED

- Active participation in 19 national and 7 international fairs
- Hundreds trained in marketing and design development
- Ergonomic improvements
- Technical advancements: moving tables, detachable blocks, ETPs
- Promotion of Shilpgram (an early idea on Common Facility for artisans) and credit linkages
- Successful reopening of Calico Showrooms

## OUTCOMES (1997-2001)

### UNIT LEVEL >>>

- UNIDO's Jaipur Hand Block Printing project spurred ₹5 crore revenue, 40 entrepreneurs.
- Created global links in Italy and Japan, expanded to 7 cities, aided Bagru printers.
- Provided ₹1.5 million microcredit to 65 artisans, insured 750, through mutual guarantees.

### MESO LEVEL >>>

- Creating CoTex, an association for 15 exporters
- Reviving Calco (Coop. Society) with a new showroom
- Initiated the first ever model of Mutual Credit Guarantee Fund Scheme (MCGFS).
- Launched Shilpgram, 43 artisans reserved 47 plots, strengthened SIIRD for sustainability.

**THE TRANSFORMATION  
OF JAIPUR'S HAND  
BLOCK PRINTING  
CLUSTERS: A GLIMPSE  
AFTER TWO DECADES -  
A TRIBUTE TO THE  
ENTREPRENEURIAL  
SPIRIT OF ARTISANS  
AND ENTREPRENEURS**

