

Shrujan

Shrujan - Trust is a not-for-profit organization based in Kutch. It is a pioneer in craft revival, craft promotion and craft entrepreneurship. Over 3,500 craftswomen living in 120 remote villages of Kutch practising over 40 distinct embroidery styles are part of this grassroots movement.



Almost 50 years ago, when Kutch was devastated by a long period of drought, Shrujan revived and nurtured the craft of embroidery to enable craftswomen to earn a home-based, sustainable and dignified livelihood. By doing so, Shrujan pioneered a fundamental shift in the role of this craft. In addition to being Practised as a personal craft, embroidery became, for the first time, a means economic survival.

Over the decades, the craftswomen have become self-sufficient. Their confidence in their family has changed the way the view themselves; which in turn has positively impacted their status in the community.

Shrujan craftswomen are proud to use the skill in their hands to stand tall on their feet. Their passion for excellence is what makes Shrujan embroidery like no other, anywhere in the world.

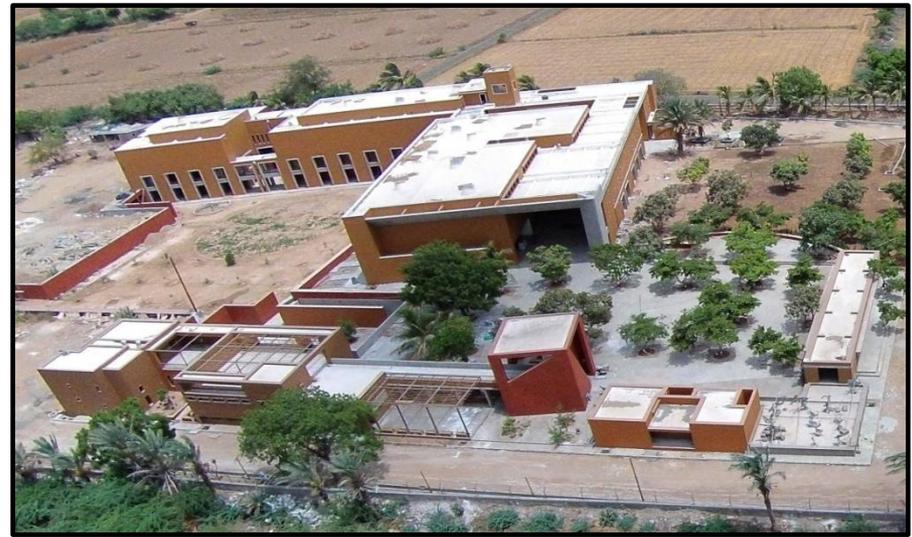




In 2006 when the founder Chanda Shroff was awarded the prestigious Rolex Award of Enterprise, senior craftspeople of all the craft communities urged Shrujan to do for all the crafts what it has done for embroidery.

In January 2016, Shrujan inaugurated its most ambitious project so far :





The Living and Learning Design Centre (LLDC) is located in a nine-acre campus in Ajrakhpur, Kutch. It is a multi-dimensional crafts education and resources centre that will preserve the crafts heritage and strengthen all the 22 crafts to make them relevant in today's worldwide market. It will also provide skill training and crafts education for economic empowerment.



LLDC is for practising and aspiring craftspeople and rural youth. It is also for craft lovers, designers, artists, textile scholars and students and those love with Kutch, Its people and culture. What makes LLDC unique is that its diverse components and activities are rooted in the rural environment, serve rural needs and, at the same, reach out to learn from and to impact the worldwide crafts community. Large in scale and scope, the Living and Learning Design Centre is a long-term investment in the crafts and craftspeople of Kutch.

Permanent LLDC Collection

Traditional as well as contemporary collections of embroidery and other crafts.



Hands-on Gallery

A fun experience for children and adults to try their hand at some of the crafts to get a better understanding and appreciation of the crafts.



Craft studio

For crating new designs and products through collaborations between designers craftspeople.



LLDC's *Crafts Studio* is a place for innovation. Here designers and craftspeople learn from one another to create new designs and new products. The Studio will also serve as a platform for designers from all over the world to interact with the master craftspeople who are living legends of their crafts.



Research and Documentation of all crafts

Print, Audio and audiovisual materials on crafts and crafts-related subjects. An important part of the archives is the audio-video-photo song recordings that capture the memories and lives of the people of Kutch.

Oral History Recordings



Videography of Pagdi Tying



Song Recordings



Song Recordings

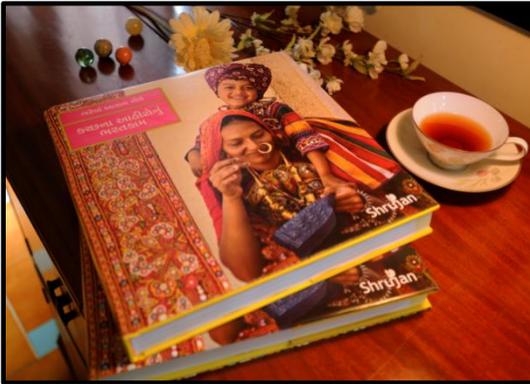


Research and Documentation of all the crafts

Participatory field research culminating in the writing and production of Heritage Books and Self-Learning Films on individual crafts.

Other craft making process

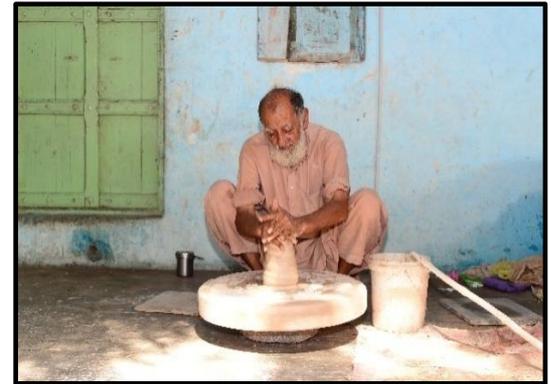
Embroidery Book



Embroidery Work



Pottery



Leather Work



Block Printing



Mashroo Weaving



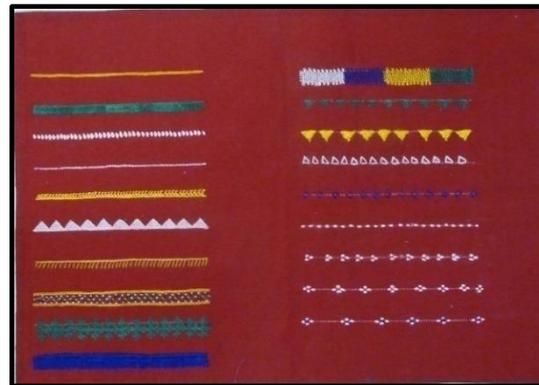
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Photography of festivals, Melas, Garbas, weddings



Preparation of stitch keys & motif construction



Training Programmes and Workshops

For craftspeople on design innovation, skill enhancement, craft management and safe environmental practice

Programmes are also specially designed for other audiences such as Crafts Appreciation for school children



Conservation & Archives

Using scientific techniques to safeguard and protect fragile textiles.



Crafts Museum : Three international-level Galleries

Gallery One currently exhibiting a show entitled Living Embroideries of Kutch.





**The Living and Learning Design Centre needs your support
To preserve and promote the glorious crafts heritage of Kutch.**

For further details contact us on
Email - shrujantrust@yahoo.com

Thank You