

*Make in India: Hand Made in India*  
Recognition of Women Achievers 2016-17

Anavila Misra for Innovative Designing



Anavila Misra always had a keen interest in design which manifested in many ways through her childhood. Choosing a career path was quite easy with a lot of support

and encouragement at home. She did her post-graduation in Knitwear Design from NIFT Delhi and graduated in 2000. Her first job was at Madura Garments where she worked as Assistant Designer for the brand Louis Phillipe. In 2004, she began working on a craft cluster development project for NIFT in association with the Ministry of Rural Development. As Project Consultant and Design Studio Manager for the craft cluster project, she was responsible for planning, execution and performance of the project. The intervention was at all levels – design, production, quality control and marketing – and external industry and individual experts were roped in for the execution of the project apart from the NIFT faculty and students. The project included working for the welfare of 10,000 artisans, 20% of who were below poverty line to create sustainable income generation models for them based on their skills

During her tenure with the craft clusters, she was in a remote place called Jhabua in MP and she was sitting with the Panjadhurrie weavers. Interacting with them and their families, their love for the loom coupled with their struggles, the beauty and rawness of their craft and the immense possibilities in these clusters pulled her to working in the craft sector. This was the turning point for her and she could never go back to a corporate job again.

Between 2007 and 2011, she worked on small projects with weavers and artisans, creating products which could be showcased at exhibitions. In 2011, she founded her brand Anavila.

Her saris are an extension of her personality. The linen that she chooses is a very strong material and has a lot of character and fusing it with her aesthetic resulted in something unique. All the materials used are pure in the true sense. She works with sustainable formats with all our artisans i.e. sustainable employment, sustainable clusters. Women who work with us run their homes as normal housewives and mothers and work in their free time. She tries to work with zero waste recreating products of interest with scrap fabrics, threads and other materials. She increasingly works with pure natural materials finished and treated to highest standards, using natural or otherwise eco friendly colors and woven in conditions which are healthy and weaver friendly.

**Asma Hussain for Skilling India**



Asma Hussain displayed her first collection in 1994. Since then she has showcased her designs in Dubai, Manchester, New York & Washington. Her shows have been part of FTV, Star World, Discovery Travel & Living, BBC, Zee, E Tv, NDTV and Sahara TV. She's renowned for reviving traditional crafts of Awadh& has won several prestigious awards.

Asma Hussain is not only a Heritage Fashion Designer but also a social activist, involved in various welfare programs in India. Asma Hussain Institute of Fashion Technology (AIFT) is a 21 year old premier Fashion Institute of Uttar Pradesh, affiliated with NCVT Gov of India and is a non profit making body. It was established in 1995 and is registered in UP Societies Registration Act.



AIFT was established to research, revive and promote the handicrafts, textiles and Artisans of Uttar Pradesh. It's main objective is to save our rich heritage, create employment and bring back the glory of Awadh, by linking the cottage industry with the mainstream industries of the world. AIFT trains fashion, textile and interior designers and links them with the artisans to develop new designs and products for global market.

AIFT till date has trained 4700 underprivileged candidates free of cost in last 21 years in the field of Chikankari, Zardozi, Tailoring, weaving, retailing, computers, entrepreneurship, Fashion design, Textile design and Interior design. 95% of these candidates have been girls; 85% of them are employed, many of them are Entrepreneurs and running successful businesses.

AIFT has conducted these trainings at Lucknow, Sandila, Barabanki, Kakori

### ChotiTekamfor Revival of Tribal Art





ChotiTekam has been painting with her vivid imagination and sheer determination and she has carved out a place for herself among the well known artists in the contemporary Gond genre. When she came to Bhopal after her marriage to Santosh Tekam, she was amazed to find so many artists in the city. She saw their paintings and felt that she could do it too. When Ram Singh Urveti gave her paper and colours, she didn't hesitate for a moment, and covered the sheet with forms of deer, her favourite animal. Deer, with their dark eyes and majestic walk had always caught her imagination. Choti was thrilled with the acrylic paints which at last gave her the freedom to use the whole spectrum of colours. Her favourite colour of all was blue – “the blue that a peacock carries on its body.” She recalls with nostalgia how in her childhood, she would try to reproduce the colours she wanted for flowers and leaves which she painted on the walls of her house with a homemade brush. When her mother asked her to draw digna on the wall, she would draw flowers of different kinds, not the customary digna which bored her with its endless repetition. The artist in ChotiTekam is now fully awake, as she paints on canvas and paper. At work in the Museum of Mankind the gallery all day, she dreams of the images she will paint on her canvas at night, after she puts year old son to bed.