Like all other handicrafts, the tradition of pottery making in India is very old. The ancient pottery of a country speaks volumes about its civilization. Pottery is one of those important mediums through which men have expressed their emotions since thousands of years. The ancient art of pottery has today become a chic and modern way to design and decorate traditional Indian homes. The touch of Terracotta handicrafts creates an ambiance of warmth inside the home. Besides, articles made of pottery have immense health benefits as well. Not only this, pottery hobby has alleviated itself as a stress buster as it boosts self-esteem, and enhances confidence by dedicated work of art. Pottery improves the quality of life.
The clay says you have played with me as kids, making the area messy - water slip everywhere, the dried up clay that finds a way into your nail beds but now there is something about crafting with it that screams and says now or when....“DO IT”

The potters in remote villages of India have invested heavily in terms of their time, energy and resources and have transformed us(clay) and given us the shape of Clay pots, spoons and vessels, which have become a thing of the past but if you go for health benefits we are very good in use. Health conscious people are preferring earthenware though they are habituated to stainless steel products. The five star hotels are also purchasing us but we(clay pots) not only want to be as a home décor item but a part of a common woman’s Kitchen. Their day to day friend in cooking, eating and drinking. We(clay pots) give our flavor to the food that is cooked or stored in us, so give me(clay pot) a charming come back and help the potters design us endlessly !...The right time is now.
Dear Reader,

Pottery is one art form which has its roots in the ancient civilizations of India. The world now recognizes pottery as an art which has multiple benefits, and positively impacts the mankind in multiple number of ways. Although in India the art is slowly losing its charm, forcing potters to switch to different means of livelihoods for their survival.

Potters in remote villages of India invest heavily in terms of their time, energy and resources, but are unable to earn respectable amount of income, compared to other contemporary employment options. Not only this, the hand spun chaaks often leads to severe health problems amongst the potters impacting the quality of their lives.

In order to alleviate this weakest section of the society, Khadi and Village Industries Commission(KVIC) has embarked upon a ‘Kumbhar Sashaktikaran Program’ through which KVIC identifies potters community in the remotest of locations, provide them advanced pottery trainings, facilitate them with free energy efficient chaaks. The aim of this scheme is to reduce the negative health impacts of hand spun chaaks, and help the potters earn a respectable living by increasing their production, as well as providing them marketing channels through Khadi Exhibitions. The vision of the scheme is to contribute to a life time commitment of learning and maintaining potters’ livelihood. This newsletter provides a glimpse of the steps undertaken so far for the betterment and enhancement of the quality of the life of Potters.

Enlighten and Enjoy !!
Mission Targets **BANG-ON**

If you ever had a doubt in mind regarding the success of the mission, here is a quick peak direct from ground zero for *Kumhar Sashaktikaran Program*

6455 wheels distributed and advanced pottery trainings received

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**Disclaimer:** Statistics shown are as per data shared by KVIC offices at Varanasi, New Delhi and Srinagar

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Log on to: https://www.kvic.org.in | https://msme.gov.in

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Potters in the country are migrating to other forms livelihoods due to lack of growth and development in the sector. In order to enhance the scope of pottery and revive the pottery industry, we have introduced the ‘Kumhar Sashaktikaran Program’. I am sure that this step of the Indian Government, would help the growth of the nation as whole.

Kumhar Sashaktikaran Program is a multipronged program aimed at empowerment of potters and potter community as a whole.

The program reaches out to the potters in : U.P., M.P., Maharashtra, J&K, Haryana, Rajasthan, West Bengal, Assam, Gujarat, Tamil Nadu, Odisha, Telangana and Bihar.

This program intends to impact the potters in multiple ways:
- By providing training for advanced pottery products
- By providing latest, new technology pottery equipments
- By providing market linkages and visibility through KVIC exhibitions

To convince potters to come out of their comfort zones and try new technology, or new product designs and pottery techniques is a difficult task. Although, we hope with time we will be able to build trust and revive the pottery industry.

We aim that by the end of 2020, potters who have migrated to other livelihoods would return back to pottery, and a new and advanced market of earthenware will be create.

MS. PREETA VERMA
CEO, KVIC

All you need to know about KSY.

What is the role of KVIC?

Our envisaged target.

What roadblocks are we facing?

The future and the way forward..
The Impact of Electric Chaak

1. **Man Hours**
   - EARLIER: 10 Hours Per Day
   - NOW: 4 Hours Per Day

2. **Production**
   - EARLIER: 100 items per day
   - NOW: 200-300 items per day

3. **Sales Per Month**
   - EARLIER: 10,000 articles
   - NOW: 18,000 to 20,000 articles

4. **Health**
   - EARLIER: More Stress
   - NOW: Less Stress

5. **Noise**
   - EARLIER: More Noise
   - NOW: Less Noise

6. **Power Consumption**
   - EARLIER: 300 W
   - NOW: 90 W

7. **Livelelihood**
   - EARLIER: High Migration, Less Involvement
   - NOW: High Involvement, Less Migration

8. **Speed**
   - EARLIER: 3 Gears, Jerk while changing
   - NOW: 0-180 RMP smooth transition

*Source: Field Assessment at Varanasi, Delhi and Srinagar*
Ram Krishan started pottery much before he could decide the best livelihood option to choose from. He never got a chance to realize when his love for pottery turned into his passion, and his sole means of livelihood.

Ram Krishan recalls, it was not very long ago that the family had decided to quit their passion and look out for other means of earning bread for their family. It was continuously getting hard for the family to earn their living through pottery. Reason being, lack of raw material to make products, lack of training for making advanced pottery equipments, and labor intensive work. 12-14 hours rigorous work throughout the month, could hardly yield an income of 5 to 8 thousand per family. Four years ago when everything was about to end, MGIRI gave direction to his life by providing advanced training and equipments and enhancing his career in pottery. Later, recognizing his skills and art work Khadi and Village Industries Commission(KVIC) hired Ram Krishan as Master Potter. In the month of October 2018, KVIC announced free advanced trainings for 240 potters identified across Varanasi. These 240 potters were distributed in cluster of 10 each, and each cluster was provided a free blunger as well as pug mill for better quality and speedy processing of the material used for pottery. Not only this, each trainee potter was awarded an e-chaak, specially designed by the researchers and experts of KVIC, to revive the potters and the pottery industry as a whole.

Ram Krishan says, “Being a Master Potter with KVIC my life has completely transformed. KVIC is strengthening our skills, and providing high end equipments, to help hone our talent to achieve success. I am Thankful and Indebted to KVIC.”

Ram Krishan Prajapati

“We are all like clay which the Lord has molded into different forms and figures. The beauty is none of us look the same. Each of us has something unique. This is what inspires me. Every mold that I make has something unique. That is the beauty of this art.

Ram Krishan Prajapati

SUCCESS STORY OF MASTER POTTER
RAM KRISHAN Prajapati

Ram Krishan demonstrating pottery to his family
Sunita Devi, Varanasi

I used to make 200-300 purva per day. I have 2 sons who used to work as laborers, but had menial incomes. Thanks to E-Chaak, now my production has increased to 800-900 purva per day. Earlier due to less speed of chaak, one person could manage the whole production and storage. The new chaak requires the whole family to work, and helps us earn more than what we could earn doing any other form of labour individually. **KVIC has come as a blessing for us.**

Kanhaiya Lal, Sohna

Using hand spun wheels, effects our health badly. Nearly 90% of the potters have developed lungs problem or ligament fracture by spinning the wheels manually. We were left with no choice but to migrate to other sources of livelihood. But the new e-chaaks have bought new hopes for us. The youth too is motivated to work on E-Chaaks. **This initiative of KVIC has instilled new life into our livelihoods. Will always be indebted to KVIC for this.**

Sahil Ahmed Kumar, Srinagar

My Father was in this clay work, but now that KVIC has provided us the E-chaak which has increased our production, I am full time engaged with him in this clay art and would like to continue the legacy. Our production has doubled and the source of income has also increased. Thanks to E-Chaak, that we can double our production in a day and make variety of products like; Kangdi, Money bank, Dafli, and many more articles because of the good speed of the chaak. Now it demands the whole family to work together as a supporting hand. **Heartfelt Thanks to KVIC.**
Pottery in India has been the art of the lowest and most backward segment of the society. Today also potters are finding it difficult to continue their passion for pottery since they face humungous challenges working in this sector. Potters residing in colder regions of India such as Kashmir, face even more difficulties as the climatic conditions do not allow them to work in winter months. Thus they have to prepare all their products before November, and then after for the 4-5 months the work stops. To add to their woes, these potters are amongst the poorest of the potters across India. They do not have enough land storage spaces to store their products, hence they have to sell it as soon as the products are ready, or otherwise suffer losses. Although, when they sell these products, mostly ‘Kangri’, a clay pot used to burn coal in order to keep warm in winters, the maximum amount they get per Kangri is only Rs. 3. This hardly covers the cost of making one Kangri, but what other option do they have than to sell them. The worst part comes when these same potters who make these Kangri’s have to buy their own handmade Kangri’s at Rs. 15 or even more per Kangri from the market during winters. Understanding the plight of this community, KVIC targeted these potters under KSY Scheme to upgrade their skills through advanced training programs, and distribute new age equipments in order to increase in production and income.
Setting up studio could be as simple as acquiring a wheel, a work table and a small shelf unit to store your work in progress. But for the serious potter, setting up studio will require quite a bit more thinking. Here are some important tips to setup your own Pottery Studio:

- How will I process my clay?
- What kind of work will I do, and how will I shape my articles/products?
- After shaping, what is the technique that I will use to bake the articles/products for final finish?

BEFORE YOU BEGIN
Before you begin purchasing equipment and tools, you will need to determine where you will be able to set up your new studio. Some questions to consider would be:

- How will I process my clay?
- What kind of work will I do, and how will I shape my articles/products?
- After shaping, what is the technique that I will use to bake the articles/products for final finish?
WORK TABLE
If you have enough space, a 4' x 8' sheet of medium grade plywood covered with heavy canvas is ideal for a work table. If you don’t have that much space, cut the sheet of plywood down to whatever size fits your needs and cover it with the heavy canvas.

CLAY PROCESSING
Clay processing is the most important aspect of pottery. There are a number of machines available in the market, although a homescale Pugmill and Blunger are a must have. A Blunger is used to process the clay by mixing it with water to form a slurry, also called slip. This mixture can then be poured into a Pugmill which helps in the creation of a homogenous mixture of clay. This clay can be further used for shaping into high quality products.

SHAPING CLAY
For shaping, the most important equipment required is a Pottery Wheel. Pottery wheels of different shapes, sizes and utilities are easily available in the market. Although for fast processing it is recommended to use an energy efficient pottery wheel which has different speed variation for controlling the speeds.

BAKING CLAY
Updraught kilns are the most commonly used for unglazed artistic pottery or smaller use and throw articles in India. Updraught kilns have the advantages of low cost and simple construction with much better retention of heat and higher temperatures as compared to bonfire kilns. Although, Downdraught kilns are more suitable for glazed pottery. They have better heat retention with higher temperatures and are considered more efficient for bigger size articles.
Earthen Pots and Cooking Advantages

If you season your pot properly, it will become durable and likely last for a long time.

Clay, when food is cooked it neutralizes the PH balance of food and hence acts as a natural detox.

Slow cooking process retains all the nutrients of the food that we cook and hence the food is much tastier.

Trends in Pottery

Pottery is more than an emerging market or a courant hobby, however; amid our can’t-stop-won’t-stop tech-addicted culture, it connects us to the earth when the world might as well be coming undone. The global earthenware market is chiefly driven by generic home decoration trends. As such, growth opportunities are vast in regional markets where the consumer is willing to pay for innovative and exceptional design efforts. Of the key regional markets for earthenware, Asia Pacific represents one of the key producers as well as consumers of high-class earthenware. Countries such as India, China, Philippines, Thailand, Singapore, and Malaysia are amongst some of the primary consumers of a variety of earthenware. Some of the key companies operating in the global earthenware market are CoorsTek, CeramTec, Ceradyne, Corning, Stryker, Kyocera, and Asahi Glass.

‘Kulhads’ are all set to make a comeback at catering units in Railways. Railway Minister Piyush Goyal has instructed caterers at Varanasi and Rae Bareli stations to use terracotta-made ‘kulhads’, glasses and plates, according to a circular issued by the board to the chief commercial managers of Northern Railway and the North Eastern Railway. The move will not only give passengers a refreshing experience but also provide a huge market for local potters who are struggling to make ends meet.