

# Endangered Craft Mela 2023

Auroville, Jan 2023



## Endangered skills

In our contemporary world, we have lost much in the name of progress; not only animal and plant biodiversity, but also highly crafted knowledge and traditional skills. Many Indian crafts are endangered by industrial development and consumption patterns. More and more traditional tools and artifacts are being replaced by cheaper, fast throw-away products. Art forms are losing ground to more generic, globalised forms of entertainment. With these shifts, we are losing knowledge, skills and tools that express and celebrate local voices, resourcefulness and identity.

Crafts people are not the only ones disappearing from the streets. Our children are also increasingly disempowered as less importance is given to creating with their own hands. The concept of making and repairing is disappearing with tremendous speed.

Fertile community in Auroville has been working to empower children and adults in many diverse fields, not least of all, working with their hands, for over 40 years. We wish to broaden this opportunity to all children; therefore **we started the Endangered Craft Mela in 2019 with over 200 children attending.**

## The Endangered Craft Mela (ECM)

The Endangered Craft Mela is a **week long educational program** to teach children and adults the **dignity of craftsmanship** by learning alongside artisans from a variety of trades - blacksmithing, rope making, cotton spinning, natural dyeing, embroidery, stone and wood carvings, leather work, metal casting, natural dyeing, pottery, basket weaving, kalamkari and traditional forms of dance and martial arts to name a few. Over 20 different crafts are taught by more than 45 craftspeople and, in the evenings, performances of various art forms are given by the masters. The week takes place at The Learning Community (TLC) in Auroville, in February 2023..

The target group is children from Auroville, surrounding outreach schools, and children in the bioregion from low-income backgrounds.

## Long term vision

The Endangered Craft Mela will be held each year. Our long term vision is to transform the ECM program into a **permanent, living crafts centre in Auroville** where people of all ages can join a community of craftspeople to learn, honour and refine skills. It is our hope that, through this community, we create **a sustainable path for continuing these traditions and crafts among future generations.**

### The team

The organising team is made up of 13 Aurovilians and volunteers: Johnny Allen, Alex Schumann, Sandeep Vinod Sarah, Pragnya Khanna, Vikram Clarence-Smith, Amos Cohen Khallas, Lakshmi Venugopal, Ilango Ramasamy, Francois, Marc Barandard, Camille Leon, Deepthi Indukuri and Jessamijn Miedema. A larger team of around 25 volunteers and Aurovilians are involved in the preparation and implementation of the actual craft week.

### Budget Requirements

Ultimately, we aim to make the ECM a self-sustaining project. To work towards this, we are developing a five year project proposal and budget.

Currently, we rely on Auroville and outside funding to run the ECM and have begun to develop a network of partners. We have already raised Rs5.00,000 of the total budget requirement of Rs 676,650 for the upcoming Mela in February 2023. **We need to raise the remaining Rs176,650.**

No.	Expenses	Quantity	Cost/item ₹	Days	TOTAL ₹
1	Craftspeople & Team	42	800	7	235,200
2	Auroville crafts people	10	800	7	56,000
2	Transport Craftspeople	35	750	1	26,250
3	Materials and Tools	30	2,500	NA	75,000
4	Hosting facilities/material	65	400	NA	26,000
5	Tent, chairs, tables for artisans		-	flat fee	10,000
6	Documentation (incl. hard drive)	1	-	flat fee	7,000
7	Food (all costs incl.)	1	190,000	flat fee	190,000
8	Evening programme & Mela	6	5,000	5	25,000
9	Mini bus children (Udavi)	1	200	6	1,200

10	Tata Ace/Vandi (for material)	1	1,000	5	5,000
11	Petrol (volunteers)	250	80	1	20,000
	<b>TOTAL</b>				<b>676,650</b>

#### Individual possibilities to support:

Support	Rs
Sponsor a child (for 7 days of craft and food)	3980
Sponsor a craftsperson (for 7 days of work)	5,600
Sponsor a craftsperson deluxe (incl food and travel)	6,350

Our current partners include Foundation for World Education, and individual donations through the Auroville International network.

To learn more, please watch:

[Endangered Craft Mela week in Auroville 2022](#)

[Kalamkari crafts](#), Endangered Craft Mela 2020 , [Banana fibre crochet](#), Endangered Craft Mela 2020, [Endangered Craft Mela week in Auroville. 2019](#)

Contact details: [endangeredcraftmela@gmail.com](mailto:endangeredcraftmela@gmail.com)

#### Donations :

If you want to support the Endangered Craft Mela 2020, you can make a donation via the following channels:

##### 1. Online Donation Portal through AVI USA

The portal is secure and accepts all currencies. Donations are tax deductible from US tax-payers only.

<https://aviusa.org?form=mela>

##### 2. Bank to Bank (SWIFT)

REMITTANCE TO AUROVILLE FUND FROM OVERSEAS.

THIS REMITTANCE IS FOR TRANSFER OF FUNDS TO STATE BANK OF INDIA, AUROVILLE  
BRANCH FOR PROJECTS AND DONATIONS TO AUROVILLE VIA AUROVILLE FUND.

*Foreign Inward Remittance Instructions:*

SWIFT Code : SBININBB474
A/c with State Bank of India
Branch Code 03160
Auroville International Township Branch
Kuilapalayam
Auroville 605 101
Tamil Nadu-INDIA
A/c Holder Auroville Fund Foreign
A/c Number 10237876508
Purpose: ENDANGERED CRAFT MELA 2023

**3. Credit card gateway:**

The other option is to directly transfer via credit/debit card through the Auroville online payment gateway:

<https://www.auroville.com/donations/>