



# BULLETIN

Jodhpur City Knowledge and Innovation Foundation's  
Newsletter

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## उद्भास जल और जीवन

Technology interventions for sustainable-water sources and craft for livelihood



### HON'BLE UNION MINISTER OF JAL SHAKTI, SHRI GAJENDRA SINGH SHEKHAWAT INAUGURATED UDBHAAS – JAL AUR JEEVAN ON SEPTEMBER 24 AT IIT JODHPUR CAMPUS

Jodhpur City Knowledge and Innovation Foundation (JCKIF) and Indian Institute of Technology Jodhpur (IITJ) have jointly organized **UDBHAAS – JAL AUR JEEVAN** from September 24-26, 2022, with the objective to showcase interventions in the areas of water technology and craft for livelihood.

*Hon'ble Chief Guest Shri Gajendra Singh Ji Shekhawat lighting lamp with Prof. Santanu Chaudhury, Chairman, Board of Directors, JCKIF and Director, IIT Jodhpur & Prof. S. R. Vadera, Deputy Director, IIT Jodhpur*

As part of UDBHAAS, the Hon'ble Chief Guest, Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat inaugurated **Handicraft Exhibition, Centre for Sustainable Drinking Water and Phygital Craft Museum - DHAROHAR** in the presence of Prof. Santanu Chaudhury, Director, IIT Jodhpur, Prof. S. R. Vadera, Deputy Director, IIT Jodhpur, Dr G S Toteja, CEO, JCKIF and Directors of other local institutes, faculty members and students.



*Inauguration of Handicraft Exhibition - Dr G S Toteja, CEO, JCKIF welcomed Hon'ble Chief Guest*



*Inauguration of Centre for Sustainable Drinking Water- Prof. P K Tewari, welcomed Hon'ble Chief Guest*



*Inauguration of DHAROHAR- Prof. Santanu Chaudhury, Chairman, BoDs, JCKIF and Director, IITJ, welcomed Hon'ble Chief Guest*

## ADDRESS BY HON'BLE CHIEF GUEST, SHRI GAJENDRA SINGH SHEKHAWAT, UNION MINISTER OF JAL SHAKTI

Addressing the gathering, Hon'ble Chief Guest appreciated IIT Jodhpur for conceptualizing and organizing the multi-sectoral programme UDBHAAS - JAL AUR JEEVAN. Shri Shekhawat said that IITs are playing an important role in promoting science and technology in the country. Shri Shekhawat said that an approach of analytical and innovative thinking is very important to lead a progressive path. This cross-sectoral approach of JCKIF and IIT Jodhpur for bringing together the academia, policymakers and programme managers to provide innovative solutions for social concerns such as desalination of drinking water and livelihood for local artisans is very commendable.



This cross-sectoral approach of JCKIF and IIT Jodhpur for bringing together the academia, policymakers and programme managers to provide innovative solutions for social concerns such as desalination of drinking water and livelihood for local craft artisans is very commendable.

Hon'ble Chief Guest said that Western Rajasthan has the potential to become a growth engine for India's economy as it has high land-to-man ratio, high energy generation capacity, industry investment capability, raw material and labour availability. Shri Shekhawat appreciated valuable steps being taken by IIT Jodhpur towards achieving this goal by establishing the Centre for Sustainable Drinking Water.

Shri Shekhawat also said that we are fortunate enough to witness and be a part of progressive India and it is our responsibility to make sure we work towards making our country a global leader for future generations.



*Hon'ble Chief Guest, Union Minister of Jal Shakti Shri Gajendra Singh Shekhawat addressing the gathering during inauguration ceremony of UDBHAAS - JAL AUR JEEVAN*

## ADDRESS BY PROF. SANTANU CHAUDHURY, CHAIRMAN, BOARD OF DIRECTORS, JCKIF AND DIRECTOR, IIT JODHPUR

Prof. Santanu Chaudhury welcomed the gathering on inauguration ceremony of UDBHAAS, a festival to celebrate the sustainability of water sources and craft for livelihood. He abridged the vision of IIT Jodhpur as a future driven institute for nurturing excellence of thought, generating, preserving and imparting knowledge and using transformational technologies or interventions with multidisciplinary approach for responding to societal challenges and aspirations.

Prof. Chaudhury said that IIT Jodhpur and JCKIF are committed to work for integrated, inclusive and sustainable development of Jodhpur. JCKIF is a major component of the innovation system at IIT Jodhpur. It aims to be a catalytic agent for knowledge and innovation-driven inclusive and sustainable growth of Jodhpur and its adjoining areas.

He also informed that IIT Jodhpur is setting up a Centre for Sustainability of Drinking Water supported by Jal Jeevan Mission to provide an innovative support to address the core problem of drinking water at Jodhpur.

Prof. Chaudhury also highlighted the objectives of Project Craft, one of the identified verticals of JCKIF as to preserve the craft forms and their knowledge, to protect the livelihood and communities and creating the prospects for their future generations. He said that we are working on developing a digital archive for preserving the Jodhpur's craft forms and knowledge by using technological and managerial interventions. He mentioned about developing Artisan focused business models to avoid their marginalization in global value chain, to develop and employ cutting edge technology to enable consumer emersion and related commerce, design interventions are some of the initiatives being taken.

Prof. Chaudhury said that both JCKIF and IIT Jodhpur in collaboration and coordination with all academic institutions, scientific establishments, industries, NGOs and government agencies are committed to work for integrated, inclusive and sustainable development of Jodhpur and state of Rajasthan.



*Welcome address by Prof. Santanu Chaudhury, Chairman, Board of Directors, JCKIF and Director, IIT Jodhpur*



**Developing artisan focused business models, cutting edge technology to enable consumer emersion and related commerce**

**are some of the initiatives being taken.**



*Prof. Sampat Raj Vadera, Deputy Director, IIT Jodhpur facilitating Hon'ble Chief Guest*

## HANDICRAFT EXHIBITION

An exhibition was organized under UDBHAAS event from Sept. 24-26, 2022 at Jodhpur Club, IIT Jodhpur Campus, for local craft artisans to provide a platform for creating awareness among local population about beautiful work done by them. Hon'ble Chief Guest, Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat inaugurated the Handicraft Exhibition and interacted with artisans from different clusters and appreciated their work.

Forty-four artisans from Jodhpur, Bikaner and Barmer region displayed products at Jodhpur club under different clusters such as Bone & Horn, Leather, Tie & Dye, Salawas Durry, Block printing, Pottery, Wood craft, Metal craft, Applique, Usta painting and Glass crafts.

The exhibition has received an overwhelming response and appreciation with more than 3000 visitors including Faculty members, entrepreneurs, young students, scholars and visitors from Indian Institute of Technology (IIT) Jodhpur, Dr Sarvepalli Radhakrishnan Rajasthan Ayurved University Jodhpur, National Institute of Fashion Technology (NIFT) Jodhpur, National Institute for Implementation Research on Non-Communicable Diseases (NIIRNCD) Jodhpur, Agriculture University, Jodhpur.

Other noticeable dignitaries who graced the event were Dr. O. P Yadav, Director, Central Arid Zone Research Institute (CAZRI) Jodhpur, Prof. G.H.S Prasad, Director, National Institute of Fashion Technology (NIFT) Jodhpur, Dr. Dilip Kachhawa, Principal, SN Medical College, Jodhpur, Mr. Vivek Kumar, Scientist D, Office of the Principal Scientific Adviser (OPSA) to the Government of India and representatives from Arid Forest Research Institute Jodhpur (AFRI) Jodhpur, Defence Research and Development Organisation (DRDO) Jodhpur, and other labs and institutes in Jodhpur.



**Block Printing**



**Wood Craft**



**Applique Craft**



**Leather**



**Bone and Horn**



**Metal Craft**



**Tie and Dye**



**Jute Craft**



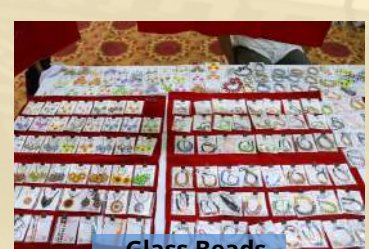
**Salawas Durry**



**Pottery**



**Usta Painting**



**Glass Beads**

## IITJ-JJM CENTRE FOR SUSTAINABLE DRINKING WATER

Hon'ble Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat inaugurated the 'Center for Sustainable Drinking Water' at IIT Jodhpur in august presence of Professor Santanu Choudhury Director IIT Jodhpur, Shri Amit Shukla Director JJM and Dr P K Tiwari, Prof. and Head Department of Chemical Engineering, IIT Jodhpur. The center aims to develop technologies to resolve problems related to drinking water in and around the Jodhpur region.

IIT Jodhpur-Jal Jeevan Mission (IITJ-JJM) Centre for Sustainable Drinking Water with the focus area of sustainability in drinking water sources, is one of the five centres supported by Jal Jeevan Mission (JJM) Department of Drinking water & sanitation (DDWS) Ministry of Jal Shakti. The mandate is Capacity Building, Outreach, Research and Education (CORE).

IIT Jodhpur is using its inherent strength in multidisciplinary areas for providing better quality of life to the community. Institute has taken up several initiatives on water technologies translating the research and expertise for the benefit of society. Some of the initiatives were demonstrated during the inauguration.



*Demonstration of Working Model of G-Filter*



*Concept of Smart Graded-Water Supply Grid*



*Demonstration of Graphene for Wastewater Treatment at Laboratory Scale*



*Demonstration of Working Model of Membrane-Assisted Sorption-based Ultrafiltration Technology for Water Purification*



*Hon'ble Minister discussing the Economics of Hybrid Solar Thermal Power and Desalination Plant for Remote Areas*



*Water Quality Assessment Capabilities*

Know more here: <https://jckif.iitj.ac.in/iitjjm-centre-for-sustainable-drinking-water>

## " धरोहर "

### PHYGITAL (PHYSICAL + DIGITAL) CRAFT MUSEUM

Hon'ble Chief Guest, Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat inaugurated Phygital Crafts Museum - Dharaohar and appreciated the initiative of bridging the gap between physical and digital (Phygital) world.

This craft museum has been set up at JCKIF office premises as part of the ongoing project "The Project Craft" of JCKIF. DHAROHAR showcases the amanat of the craftspeople of Jodhpur. The products here echo traditions passed down through generations, kept alive by contemporary artisans of Jodhpur, making it a cultural melting pot of unique products and artistic legacies.

This museum showcases artefacts from five clusters Block Printing, Durries, Tie & Dye, Leather Mojari and Bone & Horn. Catch a glimpse of the provenance of these artefacts to understand how indigenous knowledge of raw materials possessed by local artisans leads to the creation of innovation designs and products. As a phygital museum, Dharohar offers a unique immersive experience with the use of 'Mixed Reality', where physical spaces meet virtual worlds, tangible and intangible cultural heritage and captivating experiences. Interact with the intricacies of products in a virtual 3D space, see videos and reconstructed spaces of artisans workspaces and much more.



**Hon'ble Union Minister visiting Dharohar and witnessing the craftsmanship, of the array of masterpieces displayed in the museum**



Know more here: <https://jckif.iitj.ac.in/phygital-craft-museum-dharohar>

## CRAFTATHON

CRAFTATHON - A hackathon focused on craft sector was organized, aspired to leverage the energy and ingenuity of young minds towards proposing design interventions for the craftsmen.

It was one-of-a-kind hackathon with unique format, philosophy and output wherein around 63 students from IIT Jodhpur, NIFT Jodhpur and FDDI Jodhpur participated and competed to propose design interventions and related innovative products for the contemporary consumer. The student teams were mentored by the invited design experts.

At the end of the allocated time of five hours, teams were provided 10 minutes each to make their presentations by showcasing and delineating their designs on a display board. The evaluation committee led by Director (IITJ) listened to the twelve presentations with rapt attention, and posed incisive critical queries, finally identifying the top 3 teams.



**Glimpse of CRAFTATHON**

Know more here: <https://jckif.iitj.ac.in/craftathon>

## TALKS SERIES SANGAM

### Confluence of Design, Craft and Business

A Talk series SANGAM – Confluence of Design, Craft and Business was organized, by leading designers of the country engaged in creating sustainable livelihoods by bringing together design and craft. It includes talks by Mr Sibanand Bhol founder of Collective craft, Bhubaneswar, Mr Satyajit Vetoskar founder of Bandit bags, Goa, Ms Jhumkee Iyengar founder of Orhna, Pune, Mr Anupam Chakraborty Founder and Creative Director of Nirupama Academy, Kolkata, Ms Kirti Goel Co-founder and head designer at P-Tal, Haryana, and Ms Megha Das founder of Amounee, Ahmedabad. These speakers created new products at the intersection of contemporary aesthetics, consumer tastes, processes and materials inherited from the craft tradition. They were called for design talk with artisans to understand the root cause of the design shortfall.

Know more here: <https://jckif.iitj.ac.in/talks-series-sangam>

### Visit of His Highness Shri Gaj Singh Ji

HH Shri Gaj Singh Ji, Maharaja of Jodhpur visited the event and keenly interacted with each craftsmen/craftswomen and praised their beautiful and intricate works.



*HH Shri Gaj Singh Ji, Maharaja of Jodhpur interacting with artisans and experiencing the essence of indigenous crafts of Jodhpur and around*

## OTHER EVENTS

### BONE & HORN CRAFT EXHIBITION

An open house exhibition cum sale of Bone & Horn craft was jointly organized by JCKIF and IIT Jodhpur on July 2 and 3, 2022 in IIT campus to support artisans of unorganized sector and to create digital museum for global marketing of these products. Seven local manufacture units of Bone & Horn craft participated in the exhibition and displayed vast range of products made of Bone and Horn like Taj Mahal, Train, Bus, Tractor, Elephant, Coffee table, Side table, Hand bags, Jewellery etc. Over 700 people visited the exhibition and appreciated the work of local artisans for keeping and promoting traditional culture and also appreciated JCKIF and IIT for taking such a wonderful and useful initiative.

Know more here: <https://tinyurl.com/npd79r9e>



*Prof Sampat Raj Vadera Inaugurating the Exhibition cum sale of Bone & Horn Craft*



*Mr. Abhishek Surana IAS, CEO, Zila Parishad observing the exhibits*

### IITJ-BIOBLITZ PROGRAM

Under JCKIF vertical Thar-DESIGNS (Desert EcoSystem Innovations Guided by Nature & Selection), a citizen science program 'IITJ-BIOBLITZ' was organised under the guidance of Prof. Mitali Mukerji, Head, BSBE, IITJ on the 25th and 26th June 2022. It aims to connect and aggregate local ecological information through a crowdsourced approach and at the same time inculcate a spirit of curiosity, appreciation, ownership and responsibility for health of the ecosystem. Prof. Santanu Chaudhury, Director, IITJ and Prof. Sampat Vadera, Deputy Director, IITJ, inaugurated the program and participated in the walk, motivating all the participants. As IITJ-BioBlitz is a continuous program, periodic activities shall continue.

Know more here: <https://tinyurl.com/ype8jnde>



*Glimpse of BIOBLITZ inaugral program*



## JODHPUR CITY KNOWLEDGE AND INNOVATION FOUNDATION

Jodhpur City Knowledge and Innovation Foundation (JCKIF), is a Section-8 company (Non-Profit Organization) established on 31st March, 2021 under the Companies Act 2013 to carry out and sustain the activities of Jodhpur City Knowledge and Innovation Cluster (JCKIC).

JCKIC is an initiative of the Office of the Principal Scientific Adviser (PSA) to the Government of India on the recommendation of the Prime Minister's Science, Technology and Innovation Advisory Council (PM-STIAC) to create an Atmanirbhar Bharat through Science & Technology. Indian Institute of Technology Jodhpur (IITJ) is nodal agency for JCKIC.

JCKIF is acting as a facilitator for Jodhpur Cluster to create strong linkages among major Academic Institutions, R & D Institutes, National & State Research Laboratories, Government Agencies and Industries of the city of Jodhpur and surroundings in following focus sectors:

### JCKIF VERTICALS



#### MEDICAL TECHNOLOGIES

Innovation-driven impetus to Healthcare and Medical Technology industry in the city



#### HANDICRAFTS & HANDLOOMS

Design and Implement digital technologies for value addition to local handicrafts and handlooms



#### I-GOVERNANCE

AI driven initiative for increasing efficiency of Traffic & Crime Management System of Jodhpur city



#### WATER & ENVIRONMENT

Develop and Implement a prototype Waste Water Management System



#### THAR DESIGNS

Desert EcoSystem Innovations Guided by Nature & Selection



#### AIOT INNOVATION HUB

Establishment of an Artificial Intelligence of Things Fabrication Facility

**JCKIF AIMS TO BE A CATALYTIC AGENT FOR KNOWLEDGE AND INNOVATION-DRIVEN INCLUSIVE AND SUSTAINABLE GROWTH OF JODHPUR AND ITS ADJOINING AREAS.**

## JODHPUR CITY KNOWLEDGE AND INNOVATION FOUNDATION



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