



## International Conference on Recent Trends and Sustainability in Crafts & Design IICD

An international conference on recent Trends and Sustainability in Crafts & Design was conducted at Indian Institute for Craft and Design, Jhalana, Jaipur on 17th and 18<sup>th</sup> November 2017. The conference had various paper presentations in two parallel sessions from 9:00am till 5:00 pm. All the presentations were a great learning experience and the interactive sessions helped the faculty and students to look into design in context with crafts. The papers presented were about the challenges that the artisans and designers face in the craft and design industry but often not acknowledge.

My paper “Sanjhi The Braj Craft” was presented with Ms. Shikha Singh, in which we discussed the dying craft of Braj known as “Sanjhi” and gave certain recommendation which can help in restoration of the dying craft.

The outcome of this conference stated that there is a need for revolution for conservation and sustainability of crafts globally. To make design holistic and we need to develop new patterns to produce linear stuff in design where craft can be used in a sustained manner. We need to meet the changing needs of the market as design is no more cosmetic and technological knowledge is the need of the hour change is the only thing that is constant therefore if rightly used it can sustain crafts.

