

## Jaypore Launches Aesthetic Dokra Handicrafts, Preserving Tradition and Empowering Artisans



**National, November 6, 2024:** In its mission to bring India's vibrant craft heritage closer to the world, Jaypore has cultivated partnerships with artisanal communities, textile designers, and independent artisans across the country. These collaborations reimagine traditional crafts with a modern design language that resonates with global audiences, while telling the larger stories behind each handmade piece. Among the many artforms that Jaypore has been preserving, Dokra stands out as a unique and ancient art form, practiced primarily by the Ghadwa community in Kondagaon, Chhattisgarh.

### The Ancient Art of Dokra

Dokra is a 4,000-year-old metal casting craft that uses the lost-wax process, a technique passed down through generations of artisans. This labour-intensive method involves creating a wax model, coating it with clay, and then heating it so the wax melts away, leaving behind a mold into which molten metal is poured. Once the mold cools and is broken, the resulting piece emerges—each one unique and imbued

with the soul of centuries-old craftsmanship. The designs, inspired by nature, mythology, and village life, are intricate, and every piece tells a story of the artisan's skill and cultural heritage.



The Ghadwa community has been the custodians of this craft for generations, and it is their dedication that keeps the tradition alive today. However, like many traditional crafts in India, Dokra has faced challenges in finding relevance in modern markets. The artisans rely on limited local markets and occasional government support, often struggling to secure consistent orders and fair compensation for their work. This is where Jaypore's involvement has made a crucial difference.

### Reviving Dokra

Jaypore's partnership with Dokra artisans, particularly those from Kondagaon, Chhattisgarh, has been instrumental in reviving this ancient craft and providing sustainable livelihoods to the artisans. By promoting their intricate metal creations to a wider audience, the brand has helped these artisans access

new markets and appreciate the true value of their work. The brand's commitment to authenticity and craftsmanship ensures that the artisans' traditional methods remain intact, while the designs are adapted to suit contemporary tastes.

Jaypore has worked closely with renowned Dokra artisans like Shabbir Nag and Panchu Ram Sagar for more than four years now. Mr. Shabbir Nag, a highly respected craftsman from Kondagaon, has been recognized with the State Award for his exceptional work in the year 2005. His intricate metalwork, which draws heavily from nature and tribal motifs, has gained attention far beyond his village. Similarly, Mr. Panchu Ram Sagar, another master artisan, has earned both the State Award and the prestigious National Award for his contributions to Dokra in the year 1999.





## Empowering Artisans and Communities

One of the most remarkable outcomes of Jaypore's collaboration with Dokra artisans has been the steady and reliable income these skilled craftsmen have been able to generate. Beyond this, they now have a platform to showcase and sell their unique creations to an international audience, with Jaypore's online presence extending all the way to the US. These artisans have been receiving regular orders from the brand, giving them a platform where their craft is truly appreciated. With Jaypore's 27 stores across the country and a strong online presence, they have the opportunity to showcase their products to connoisseurs of the Dokra craft, offering a first-hand experience. This support has enabled them to focus



on their craft without the worry of erratic earnings. The impact of Jaypore's collaboration extends beyond the individual artisans thereby empowering the community at large with employment opportunities and inclusive growth. The consistent demand for Dokra products has enabled many women from the Ghadwa community to get involved in the craft, either by assisting in the production process or by managing the business side of things. This inclusion of women has further strengthened the community, creating more opportunities for financial independence and growth.



Reflecting on the partnership, **Radhika Chhabra, Creative Head, Jaypore**, says, *“Our collaboration with the Ghadwa artisans has been a remarkable journey of mutual growth. At Jaypore, we take pride in preserving and promoting traditional crafts, while also ensuring that the talented hands behind these creations receive the recognition and support, they deserve.”* Chhabra's words encapsulate the essence of Jaypore's mission—fostering relationships that celebrate India's heritage while creating pathways for artisans to thrive in today's world.

Through its collaborations with artisans like those practicing Dokra in Kondagaon, Jaypore continues to uphold its vision of bringing timeless Indian craftsmanship to a global audience. The brand's efforts are not only preserving ancient crafts but are also empowering artisans by providing them with the tools, platforms, and opportunities needed to sustain their heritage in the modern world. In doing so, Jaypore remains true to its mission: to celebrate India's craft heritage, one handmade piece at a time.

Jaypore's Dokra collection showcases an array of exquisite metal artifacts that embody the heritage and craftsmanship of this ancient art form. The collection features everything from intricately designed home décor items like candle holders and figurines, to statement jewelry pieces, all handcrafted by the artisans using the traditional lost-wax casting technique. Each piece in the collection reflects the delicate balance between raw, rustic aesthetics and fine detailing, inspired by motifs from nature, mythology, and tribal life. The labor-intensive process ensures that no two pieces are exactly alike, making them truly unique. Jaypore's Dokra offerings include brass and bronze creations that are not only functional but also serve as timeless decorative pieces, representing the spirit of India's artisanal mastery. The artisans meticulously craft each product by hand, from sculpting the initial wax models to the final polish, ensuring a level of authenticity and artistry that connects modern buyers to centuries-old traditions. Through these offerings, Jaypore continues to bring the timeless allure of Dokra to homes around the world, giving connoisseurs a chance to own a piece of history, while supporting the artisans who have kept this tradition alive for generations.

Jaypore's exquisite Dokra collection is now available at 27 Jaypore stores across the country and online at [www.jaypore.com](http://www.jaypore.com)

### **About Jaypore**

Jaypore is one of India's leading destination brands for all things Craft and Artisanal across exquisite apparel, jewellery, and home products. India has a rich heritage of handmade crafts and traditional products. Jaypore as a brand is committed to designing, sourcing, and retailing authentic Indian products suited for a modern lifestyle. The brand hosts more than 30 crafts and curates them on its beautiful website [www.jaypore.com](http://www.jaypore.com) along with 27 stores pan India.

In a very short time, Jaypore has become a well-respected brand in the artisan community for not only hosting authentic crafts but also taking them to a larger audience.

Apart from its own brand, Jaypore aggregates other artisan-based brands on its portal. Jaypore ships worldwide and has a global audience. At the heart of everything Jaypore does is the commitment to offering authentic products that elevate everyday life.

### **About Aditya Birla Fashion and Retail Limited**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailers.

Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter** and **Galleries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands **W, Aurelia, Wishful, Elleven & Folksong**.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | [janet.arole@abfrl.adityabirla.com](mailto:janet.arole@abfrl.adityabirla.com)