

# **Narne Vijayalakshumi**

#9, 'AANANDA', Aurora Colony, Off Rd No. 3, Banjara Hills, HYDERABAD – 500 034.

+91-99666-49000

vijinarne@gmail.com

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## **Objective**

- To work for the betterment of crafts & craftsmen; women empowerment and alleviating illiteracy.

## **Summary:**

- 30 years experience in the following areas:
  - A. Founder Member & Secretary for OHARA Study Circle for Ikebana
  - B. Founder Member for CCAP
    - Executive Committee Member for 18 years
    - Chairperson for 6 years
    - Headed Sub-Committees for Marketing; Design Development
    - Member-Hospitality Committee - World Telugu Federation conference
    - Panel Member for Geographical Indication [G I Registration] Committees
    - Panel Member on ISB Wadhvani center GVSC Evaluation Committee
  - C. Interaction & Motivation with a Cluster Group of Banjara Embroidery Artisans
  - D. Design innovation of craft products with stress on Market Demand

## **Past Work with CCAP:**

- Organizing Chairperson - UNESCO Asia Pacific Embroideries Seminar
- Organizing Chairperson - International Natural Dye symposium
- Worked in Jyotirgamaya. Travelled extensively to craft pockets for this
- Worked closely on the Praveenya & Sanmaan projects of CCAP that encouraged craftsmen by recognizing their contribution to craft revival
- Conducted Design & EDP programmes for Young Craftsmen

## **Work Profile:**

- Started Hyderabad's 1<sup>st</sup> home boutique for handlooms and introduced innovative products in traditional varieties like Mangalagiri, Uppada etc.
- Commercial cultivation of Oyster Mushrooms
- Started and ran a Hand block printing unit
- Intensive training in Natural dyes under Late Sri. K.V. Chandramouli.
- Qualitative Market research - focus group discussions and workshops for O&M, IMRB and other advertising agencies

## **Academic Profile:**

- B.A. {Political Science, Economics & Public Administration} Osmania University  
S E O P 2<sup>nd</sup> Batch Diploma
- Diploma in Social Entrepreneurship from CSIM.

## **Technical & Communication Skills**

- Collecting, organizing, and analyzing data
- Executed several scouting trials to establish final product designs
- Good problem solving & communication skills
- Competence of a good team player and ability for multi-tasking.