

Giving colour to dreams

Is it the story of Manoj and Kasturi? Is it the story of Kasturi and Manoj? Yes and no. It is actually the story of a couple from Beadon Street, Kolkata establishing themselves as entrepreneurs to reckon with. Batik printing for Manoj is a gift through marriage. For Kasturi it is in her family, in her blood. Manoj got married to a family with more than forty years of heritage in Batik printing. His father-in-law, Kanad Kar was the designer. They established Kasturi Creations, obviously named after the beloved daughter of Kanad. Manoj excelled in colouring and he is the keeper of the secrets of mixing colours, using additives. Kasturi developed her skills as a designer and is now working alongside her father in designing the artwork.

Kasturi and Manoj provided training support to many women who could eventually launch their own enterprises in batik printing. The family engages twenty women in their business. Their avowed motto is to promote Indian batik printed sarees, a tradition of two centuries and attract the modern women towards saree.





Kasturi Creations participate in most of the major fairs in Kolkata and the adjoining districts. Last year, the Department of MSME&T organised a competition where Kasturi Creations came second with a Batik painted wall hanging using a Jamini Roy motif. The same artwork was adjudged second in the district level competition for Kolkata district. This year, in the same competition at the state level, Kasturi came second with a batik printed wall clock and Manoj won the third position with his innovative 'saltamami'.

Fairs give them an ideal platform to promote their products and boost sales. They have been participating in the State Sabala Mela for the last three years with handsome sale figures. This year, on the first day of the State sabala Mela at Central Park, Karunamoyee they registered a record sale on a single day.

Initially shy of taking any loan for their business, Manoj was persuaded into taking SVSKP support with a component of thirty percent subsidy in early 2018. That support proved beneficial to their business and business grew in scale.