



CRAFTING LUXURY AND LIFESTYLE BUSINESSES

A 4½ month workshops, Live projects and Lab based learning experience
With 15 days on campus

July 10, 2018

Partner School

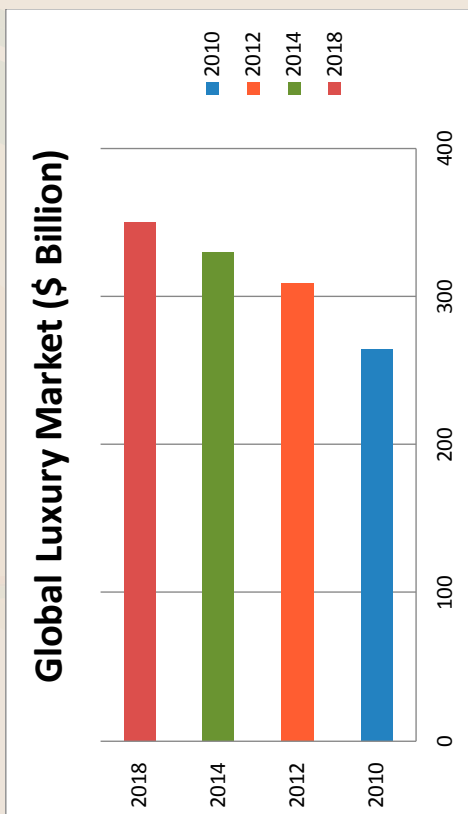


भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN



Introduction

The world is waking up to an Indian language in Lifestyle business.
The world awaits products and brands from India like never before.
The world is ready.
Are you?
Are you ready to go the world?



IIM, Ahmedabad combines the best in management education, best in skill training with top understanding of global lifestyle business, to prepare the new generation of Indian entrepreneurs and professionals in taking up this challenge and take the Indian design and skill language to the global consumer.

We offer a specially constructed learning experience to fortify you with management skills, networking and a “go-to-market” plan through In-class case studies and lectures, workshops, live projects and lab work in three camps over 4 ½ months, led by some of the world’s best minds in business.

The global luxury and lifestyle business has been growing steadily. The luxury market only over the last five years has grown from \$b250 to \$b317 (www.euromonitor.com). The Indian market has shown stronger growth and is expected to excel with a CAGR of 25% and stands at about \$b18 by 2016 (ASSOCHAM). This opens up a multitude of opportunities for creating and growing businesses. This sector witnesses a very fragmented and diverse industry structure. This poses a unique challenge to Indian business houses and entrepreneurs, especially when the market is dominated by European brands. Interestingly the source of inspiration for many of these brands is India itself.

A photograph showing a group of people, mostly women, sitting in a room, likely attending a workshop or lecture. They are looking towards the right side of the frame. In the foreground, a man in a grey suit and glasses is seated, looking towards the left. The background shows other participants, some taking notes. The image is partially obscured by a large orange diagonal graphic element.

Objective

This learning experience aims to broaden business perspectives and promote creativity, both keys to innovation, and driving forces in the luxury and lifestyle industry. In understanding the nuances of this unique sector, participants will gain a competitive advantage in challenging markets that will allow them to transform into industry leaders in luxury and lifestyle businesses from the 'emerging market' of India.

The initiative is designed to provoke and challenge the participants so as to deliver a learning outcome that blends the science of management with an understanding of the intangible variables of the industry. The participants will have the opportunity to apply their new learning and strategies while engaging in a live creative process under the guidance of professional experts and academic faculty with industry experience.

If you have an experienced eye and a flair for lifestyle businesses, a desire and motivation to go global, and belief in Indian heritage, this experience will help you fortify yourself with management skills and a frame of mind to take on the challenges of scalability in luxury and lifestyle industry.

Pedagogy

The 4½ month learning experience would be delivered primarily through 15 days face-to-face in-class interactions and a continued interaction online over the period. It will involve (i) two workshops, (ii) lab on product development (iii) presentations and discussions led by faculty and experts (brand owners, craftsmen, retailers, and consultants), (iv) interactions with artisans and (v) webinars. In each workshop session, participants are expected to analyse, discuss, and suggest suitable course of action for the identified dimensions of the luxury and lifestyle businesses. A hands-on experience of conceptualising and converting ideas into prototypes while working with artisans and experts would sharpen the creative thought process. The programme would involve development of go-to-market plans so as to create linkages between creativity and business. Equally important would be the task of understanding concepts and ideas from the readings and articles given to participants.

The participants would be required to work on a project. They would present the plan for the project at the end of the first module. Each participant would be provided with a mentor. The participant would keep the programme committee updated with their work and get their feedback. A continuous contact programme would keep the participants, faculty, experts and programme committee connected and excited throughout the duration of the programme.

Patner Schools are leading school in the areas of craft and design. They bring to the programme a rich network of experts and artisans. Participants will get an access to the equipment and workshops for product development.



Live Projects

In this innovative programme, built to explore the synergies of passionate business aspirations and creative talent, participants get their hands dirty in developing a real life luxury and lifestyle business model.

Each participant would identify a unique product or service opportunity and use the available resources to deliver a powerful business model for India and global markets. Each project needs to be reflective of a new direction in shaping and propelling India's rich heritage in being the origin of outstanding luxury and lifestyle products and services for the world markets. They can leverage the combined knowledge of experts, talents and skills of students and faculty of Partner Schools and collaborating artisans and crafts persons.

Each product category must be treated with a novel approach. Some of the projects that the participants could work on may include:

- An Indian architecture firm positioning itself as a studio specialising in luxury design

- A furniture brand working on refinement of vintage and heritage Indian furniture
- Identifying opportunity for a unisex fashion brand from India in European markets
- A premium QSR concept based on Indian cuisine that can be quickly scaled globally
- A modern luxury concept store in India combining health, beauty and home
- A sharp focused Indian brand working only on scarves and stoles

When the participants join, they would need to choose one such project of their own. At the end of Module – I, they would submit a proposal and present to the experts. This document would become the basis of live project and lab work through the duration of the programme. Each of the participants may be assigned a mentor.



Modules and Content

| Module – I | Module – II | Module – III | Module – IV | Module – V |
|--|---|--|--|--------------------------------|
| Camp I | July 16 - Sep 3, 2018 | Camp II | Sep 9 – Nov 18, 2018 | Camp III |
| July 10 - 15, 2018 | | Sep 4 – 8, 2018 | | Nov 19 - 22, 2018 |
| IIMA Campus | Off – Campus | IICD / IIMA Campus | Off – Campus | IIMA Campus |
| Workshop on Crafting a Luxury and Lifestyle Business and Live Project Identification | Development of Product Concept and Webinars | Concept Presentations and Lab Work for Prototype Development | Development of Go-to-Market Plans and Webinars | Plan Presentations and Reviews |

Module-1: Camp I-IIMA (On-Campus)

The participants would develop a strategic perspective towards luxury and lifestyle businesses. Towards the end of this module, project plans would be decided by the participants.

- Understanding Luxury Businesses
- The Luxury Consumer
- Developing Products and Services
- Indian to International
- Managing the Creative Process
- Building Luxury Brands
- Retailing Challenges
- Managing Customer Experiences
- Creating the Eco-System

Module – II: (Off-Campus)

In this module, the participants would be mentored by the programme faculty from IIMA as well as some experts. The interaction would be through a video/telephonic conference and e-mails coordinated by participants and mentors. The participants would send progress reports on their product concepts by a designated date. The faculty and experts would review and call for a discussion through an online interactive dialogue. It is also planned to conduct a webinar with a selected leading expert or a panel from across the world. The participants would be involved in

- Development of Product Concept (Lab Work)
- Webinar with Experts
- Mid-Module Review (VC/ Online)

Module-III: Camp II-Auroville (On-Campus)

In this module, participants would fine-tune and update the product concept with the feedback and guidance of expert panel and resources at Auroville. The participants would present their concepts to the expert panel, which would review them and offer suggestions. The expert panel would be available for any guidance during the product concept development process. The participants would be addressed by the experts of the field to share their knowledge on supply chain and product development processes being followed in crafts sector. They would understand the usefulness of crafts and design techniques and other essentials, which are critical to value addition in luxury and lifestyle businesses. The group will also be exposed to all the resources at Partner Schools like studios, resource centre, embroidery bank and Crafts Design Centre, which they can use to enrich their learning and the product concept. The participants would be actively engaged in

- Creative Processes in Product Development
- Managing artisan Based Supply Chain
- Panel Discussion/Seminar



Module – IV: (Off-Campus)

Through video/telephonic conferences and webinars with a global expert panel, this module would be instrumental in finalising the product prototypes of the participants. The participants would also develop business plans for taking their products to global markets.

- Prototype development
- Go-to-Market Plan Development
- Webinar with Experts
- Mid-Module Review (VC/Online)

Module-V: Camp III-IIMA (On-Campus)

- Go-to-Market Plan Presentations
- Review and Valedictory

List of Faculty

- Prof. Piyush Kumar Sinha
- Prof. Sanjay Verma
- Prof. Ashok Som
- Mr. Anchal Jain
- Prof. Rajendra Patel
- Mr. Francois Arpels
- Prof. Vijai Singh Katiyar
- Ms. Shilpa Sharma
- Prof. Shailesh Gandhi
- Mr. Prasad Subramaniam
- Prof. Anita Baslingappa



For Whom

The programme is best suited for those with experience in luxury and lifestyle businesses as also those who wish to enter these segments. They could belong to small as well as large organisations or even be independent as

- Entrepreneurs
- Managers
- Designers
- Architects
- Curators
- Product Development Agencies
- Marketing Agencies
- Consultants
- Fund Managers
- Legal Firms

How to Apply

Interested candidates can fill and submit the nomination form online by following the link given below. A statement of purpose of not more than 200 words should be submitted along with the application. A separate block for the same is given in nomination form.

<http://www.iimahd.ernet.in/CLLBatIIMA/>

Contact Information:

Mr. Anshul Mathur

Research Associate, IIM, Ahmedabad,
Vastrapur, Ahmedabad – 380015. Gujarat, India.




E-mail: cllb@iima.ac.in, anshulm@iima.ac.in

Tele: +91 9998076664; +91 79 6632 4861

Ms. Geetanjali Rastogi

Research Associate, IIM, Ahmedabad,
Vastrapur, Ahmedabad – 380015. Gujarat, India.

E-mail: cllb@iima.ac.in, geetanjaliir@iima.ac.in

You may also like to visit us on:  |  | 

In case you want to consider your candidature for Early Decision, you may submit nomination form by **March 31, 2018**.

For all other application, the nomination form should be submitted not later than **May 15, 2018**.

Programme Fee

Rs. 4 Lakh plus taxes (inclusive of boarding, lodging and course material of all three campus). This does not include the material cost of developing the prototype, travel costs and personal expenses of participants.

Programme Committee



François Arpels

is the Managing Partner of IndEU Capital, a fund dedicated to investments in the branded premium and luxury goods industry in India. With 25 years of experience he is on the Board of several fashion and luxury companies in Europe and India. He has also served on the executive committee of his family owned jewellery company Van Cleef & Arpels.



Anchal Jain

Visiting Faculty, IIMA has over 30 years of learning from fashion and retail industry. Educated in India, but professionally developed in 16 years of operations in Paris, his particular expertise is the subject of 'Emotional consumer intelligence for enhanced results in branding and product decisions'. He is an alumnus of IIMA and a co-founder at Trensport.



Prof. Ashok Som

Faculty, ESSEC, France is interested in the interplay between strategy process and the shaping of human resource practices in turbulent environments. His current project is on creative industries focusing on luxury, movie and art industry. He is currently working on a Project on Logic of Luxury in Emerging Markets.



Shilpa Sharma

is an entrepreneur, co-founder of curated online retail platform Jaypore and a French-Bengali concept restaurant in Goa called Mustard. She is founder of boutique experiential travel venture Breakaway. Before venturing into her entrepreneurial journey, Shilpa was an independent consultant for retail start-ups and established brands in the fashion & lifestyle space. She spearheaded expansion at Fabindia over 12 years and also worked in consumer goods for over 8 years.



Vijai Singh Katiyar

has 25 years of experience in design education and practice. A Principal Designer at NID, currently he chairs the Research & Publications and Heads the PhD programme. He also serves on the advisory board of the National Design Business Incubator. He is the founder of the International Center for Indian Crafts (ICIC) at NID.



Dr. Piyush Kumar Sinha

Professor, IIMA has more than 30 years of academic and industry experience. He has several books and research publications to his credit. His areas of research include retailing, luxury and lifestyle businesses and social entrepreneurship.

IIMA (www.iimahd.ernet.in)

Indian Institute of Management, Ahmedabad (IIMA) was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

The Institute conducts the following major programmes:

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives (PGPX, equivalent to MBA)
- Management Development Programmes (MDPs) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport, and population. In the last 50 years, over 47,450 managers have participated in various MDPs
- Faculty Development Programme for teachers in universities and colleges

The institute has about 90 faculty members working in the following management areas and sectors:

Disciplinary Areas • Business Policy • Communication • Economics • Finance and Accounting • Marketing • Organizational Behaviour • Personnel and Industrial Relations • Production and Quantitative Methods • Interdisciplinary Centres and Groups • Centre for Innovation, Incubation, and Entrepreneurship • Centre for Infrastructure Policy and Regulation • Centre for Management in Agriculture • Centre for Management of Health Services • Centre for Retailing • Computer and Information Systems Group • Faculty Development Centre • Gender Resource Centre • IIMA-Idea Telecom Centre of Excellence • Insurance Research Centre • Public Systems Group • Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC), located on the IIMA main campus, and **International Management Development Centre (IMDC)**, located on the new campus, provide an academic and learning environment for participants of the Management Development Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms, computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, TT, carom, chess, volleyball and cricket). Participants can also take advantage of the Institute's library.

Auroville (<http://www.auroville.org>)

Auroville is a community founded 48 years ago, now comprising natives of over 50 nations and a unique example in the world of human unity in diversity. Inheriting a tract of barren land in Tamil Nadu near Pondicherry where no native Indian plants were growing easily, the community worked hard to nurture over 5 Million trees and turn the place into a forest that is not only a shining example of sustainable living but is also water and energy surplus. Over its existence since almost fifty years, the community has also shown that collective interests triumph sum of individual interests when it comes to making progress for its members.

All the participants will be introduced to the concept of "Integral Entrepreneurship" practiced at Auroville and how it encourages excellence even if the entrepreneurs cannot and do not own their businesses. They are simply "custodians" of businesses that are owned by the Auroville Trust. Collective interests of the community are placed before individual interests and all Aurovilians must subscribe to twelve key human values including generosity, equality, goodness and peace. Under these conditions, individual entrepreneurial motivations were analysed and lessons around how they actually encourage world class products and business practices were learnt.

IICD (www.iicd.ac.in)

Indian Institute of Crafts & Design (IICD) was set up as an autonomous institute by the Government of Rajasthan in the year 1995 to act as a catalyst of change in the craft sector. Since October 2007, the Institute is being funded and managed by Ambuja Educational Institute (AEI) under the Public Private Partnership (PPP) model. Shri Suresh Neotia, former member of Board at IIMA is the Chairman Emeritus at IICD.

IICD is a unique institution that is synergizing traditional knowledge and skills with contemporary needs to evolve methodologies that are relevant to modern India. The central idea of the Institute is to evolve a sustained programme of growth and development of both crafts sector and craftsmen in an integrated manner to generate requisite knowledge, to upgrade relevant skills and to foster right attitudes in order to develop high quality, motivated human resource and change agents, in a vibrant climate of experimentation and innovation.

Faculty members possess a fine blend of practical craft design experience combined with excellent academic credentials. Industry professionals of repute also participate in the teaching process. Noted academicians and experts have been associated with IICD for guest lectures, workshops, jury, and curriculum development. Their inputs play a crucial role in instilling a multidisciplinary approach to the education programmes of the Institute. Apart from this, craftsperson from Jaipur and other parts of the country have been associated with the Institute since its inception.

