

KRAFTIGA

ARTS & CRAFTS INNOVATION HUB

Overview:

Kraftiga is a creative startup focused on sustainable arts and crafts. It harnesses eco-friendly practices by utilizing recycled materials to produce handcrafted items that are both functional and aesthetically appealing. The startup blends traditional craftsmanship with environmental consciousness, promoting sustainability and skill development within the campus.

Core Focus Areas:

- Eco-friendly product development through paper and jute recycling
- Promotion of sustainable art and craft practices
- Skill-based student entrepreneurship

Key Facilities Available:

- Paper Recycling Unit – Converts waste paper into usable sheets for crafting



- Jute Making Machine – Enables production of a range of jute-based products



Innovative Products Developed:

- Recycled paper file covers, envelopes, pen stands, and files
- Decorative and functional pots for home gardening
- Handcrafted jute products including bags, folders, and home décor items

Faculty-in-Charge:

Dr. S. Sivasankari, Assistant Professor, PG & Research Department of Physics

Mrs. T. Agasthiya Ambika, Assistant Professor, Department of Costume Design & Fashion

Standardpreneurs (Student Entrepreneurs) Involved:

- 1) M. Devaharini, II B.Sc CDF
- 2) S.Kavitha, II B.Sc CDF
- 3) M.Nithyasri, II B.Sc CDF
- 4) S.Arunasri, II B.Sc CDF
- 5) A.Kirthika, II B.Sc CDF

Innovative Action:

Kraftiga transforms campus waste into eco-friendly art and utility products through paper recycling and jute crafting, promoting sustainability and student creativity.