



The Crafts Council of India

Kamala Award for Kamala Samman 2021

Smt. Jaya Jaitly

The Crafts Council of India instituted the Kamala Samman Award in the year 2000 to honour a senior craft activist's lifelong commitment to the cause of India's craft heritage-in-continuum and its artisan creators.

The recipient of Kamala Samman 2021 is Smt Jaya Jaitly.

Born in 1942 in Shimla to parents hailing from Kerala, Jaya Jaitly's tryst with India's diverse crafts began in the early '70s. It was to become a lifelong journey of passionate involvement, dotted with steps, measures and iconic milestones which have impacted the growth and development of artisans and crafts in the past many decades. Eleven years of heading Design and Marketing at Gurjari, member of the Marketing Committee for KVIC, Founder Dastkari Haat Samiti were all a part of Smt Jaitly's great journey of commitment to crafts. The setting up of the iconic Dili Haat proved to be a game changer in craft marketing. Today, it is every artisan's dream sales venue. Her seminal exhibitions include "The India Crafts Journey", "Akshara: Crafting India's Scripts" and many more. Jaya Jaitly has authored books on the various crafts of India and brought out Craft Maps of India which are a collector's delight. Needless to say her craft journey continues.

The Crafts Council of India takes pride in conferring the Kamala Samman Award on Smt Jaya Jaitly.