



# Journal of Heritage Management

Volume 2 • Issue 1 • June 2017

find this journal **online**  
at <http://hmj.sagepub.com>  
ISSN 2455-9296

CENTRE FOR  
HERITAGE MANAGEMENT

 AHMEDABAD  
UNIVERSITY



## Contents

From the Editor's Desktop <i>Rima Hooja</i>	vii
<b>Articles</b>	
Heritage Place Building Theory, Heritage Impact Assessment and the Role of the Sacred Dimension <i>Michael J. Kimball</i>	i
Cultural Landscapes: The Future in the Process <i>Selena Bagnara Milan</i>	19
Assessing Historic Places Regarding Risks and Vulnerabilities Associated with Climate Change to Inform Conservation Planning—Development of Assessment Methods in Northern Europe <i>Carsten Hermann</i>	32
Promoting Craft Entrepreneurship by Rejuvenating <i>Tambat</i> Craft in Old <i>Tambat Ali</i> , Nashik <i>Priyansi Nimish Tambat, and Ketaki Chandrakant Joshi</i>	53
The People, the Megaliths of Cherrapunjee <i>Sukanya Sharma</i>	76
<b>Talking Point</b>	
Inscription of the Old City of Ahmedabad in the World Heritage List: Observations on the 41st Session of World Heritage Committee Meeting <i>Neel Kamal Chapagain</i>	89
Old City of Ahmedabad in the World Heritage List <i>Shikha Jain</i>	94

# Promoting Craft Entrepreneurship by Rejuvenating *Tambat* Craft in Old *Tambat Ali*, Nashik

Journal of Heritage Management  
2(1) 1–23  
© 2017 The Centre for Heritage  
Management, Ahmedabad University  
and SAGE Publications  
SAGE Publications  
sagepub.in/home.nav  
DOI: 10.1177/2455929617726930  
<http://hmj.sagepub.com>



Priyansi Nimish Tambat<sup>1</sup>  
Ketaki Chandrakant Joshi<sup>1</sup>

## Abstract

*Tambat Ali*<sup>1</sup> is a part of ancient settlements in Nashik. The settlement houses craftsmen who are highly skilled in making handmade copper and brass utensils by their traditional techniques. The settlement is a living heritage of the city due to its unique craft, culture and traditional architecture. Today, *Tambats* are suffering a sharp decline in craft, and hence architecture is getting affected. This is mainly due to rapid changes in consumer preferences and taste, inadequate publicity, increased prices of raw materials and unexploited resources in the area. The article presents challenges faced by Nashik *Tambat* craftsmen for handicraft survival. It analyses strategies to keep pace with demanding market changes. The study proposes to promote craft entrepreneurship and rejuvenation of Old *Tambat Ali* through conserving a 'spirit of place' with strong identity, making the area vibrant, appealing to live in and visit.

## Keywords

*Tambat* craft, craft entrepreneurship, traditional settlement, culture, spirit of place

## Introduction

The art and craft of India are diverse and rich in history. The cultural heritage of any region can be valued by the richness of its craft tradition. The state of Maharashtra showcases a beautiful blend of varied cultures that have been shaped over time by various factors such as the political history, geographic location, richness of raw materials and the unique traditional craft skills of people. Nashik is one of the pilgrim cities in Maharashtra. The city is well known for its traditional handicraft such as filigree and silverware (*chandi che kaam*), metal ware (*Tambat kaam*) and metal embossing (*Uthavache kaam*) (Craft Council of India). Old *Tambat Ali* in Nashik city is a part of ancient settlement of coppersmiths located in the historic core of the city. These coppersmiths known as *Tambats* are famous for making highly skilled handmade copper and brass utensils which form an essential part of both ceremonial rituals and

<sup>1</sup> Assistant Professor, NDMVPS's College of Architecture & Center for Design, Nashik, Maharashtra, India.

## Corresponding author:

Priyansi Nimish Tambat, Plot no. 23, Madhusanchay, Ushakiran housing society, opposite City center mall, Trimbak road, Nashik-422002, Maharashtra, India.

E-mail: [priyansikansara@gmail.com](mailto:priyansikansara@gmail.com)