

POCHAMPALLY CRAFT CENTRE
(A CENTRE FOR CRAFT & CRAFTSMEN DEVELOPMENT)

A THESIS

Submitted in partial fulfillment of the requirements for the award of
Bachelor of Architecture degree

By

D BALAKOTESWARA RAO
(39210019)



DEPARTMENT OF ARCHITECTURE
SCHOOL OF BUILDING AND ENVIRONMENT

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY) Accredited

With Grade “A” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI,
CHENNAI - 600 119

MAY 2024



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BONAFIDE CERTIFICATE

This is to certify that Thesis Report is the bonafide work of **D BALA (39210019)** who carried out the Thesis entitled "**POCHAMPALLY CRAFT CENTRE**" under our supervision from Dec 2023 to May 2024.

Internal Guide
Ar. Esther Kiruba

Internal Review Member
Ar. Seetha Visalakshi

External Guide
Ar. Meenakshi

Dean and Head of the Department
Dr. DEVYANI GANGOPADHYAY

Submitted for Viva voce Examination held on **20.05.24.**

Internal Examiner

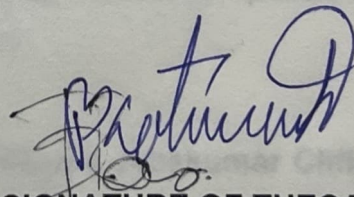
External Examiner

DECLARATION

I, **DHULIPALA BALAKOTESWARA RAO (39210019)** hereby declare that this Thesis entitled "**POCHAMPALLY CRAFT CENTRE**" has been prepared by me at the Department of Architecture, School of Building & Environment, Sathyabama Institute of Science & Technology, Chennai and submitted towards partial fulfillment of the requirements for the award of degree of Bachelor of Architecture program. The work presented for assessment in this Thesis Report is original and a result of my own work, that it has not previously been presented for any other assessment, and that any material borrowed (words, data, arguments and ideas) have been appropriately acknowledged.

DATE: 20-05-2024

PLACE: Chennai



SIGNATURE OF THE CANDIDATE

THESIS SYNOPSIS

To **establish an effective center for traditional crafts** in Telangana while **encouraging the preservation of culture and financial independence**.

To provide craftsmen an environment to display and market their work of art. To offer workshops and training programmes for the public and craftsmen to help them enhance their skills. To cultivate respect and understanding of Telangana's rich history of handicrafts. To implement environmentally friendly building, operation, and design techniques.

For construction locally available materials are used for wall and roof materials. Recycled and reused waste materials can be used as construction materials. Building with these types of materials are sustainable, eco friendly and can reduce the cost of construction.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Bhoodan Pochamally, with its strong craft base, rich cultural legacy, potential for economic growth, and distinctive tourist experience, makes an all-around attractive site for your craft centre. Through careful consideration of the extra variables and making sure that the community is involved, you may create a flourishing hub that helps the craftspeople and the town as a whole.

1.2 NEED OF THE PROJECT

To bring back life to the dying craft, Empowering Artisans: The centre can directly empower local artisans by providing them with dedicated workspace, training facilities, and market access. This can lead to skill development, increased income, and improved livelihoods.

Village Upliftment: The centre can act as a catalyst for economic development within the village. Increased tourism and craft sales can benefit local businesses, restaurants, and service providers, contributing to overall village prosperity

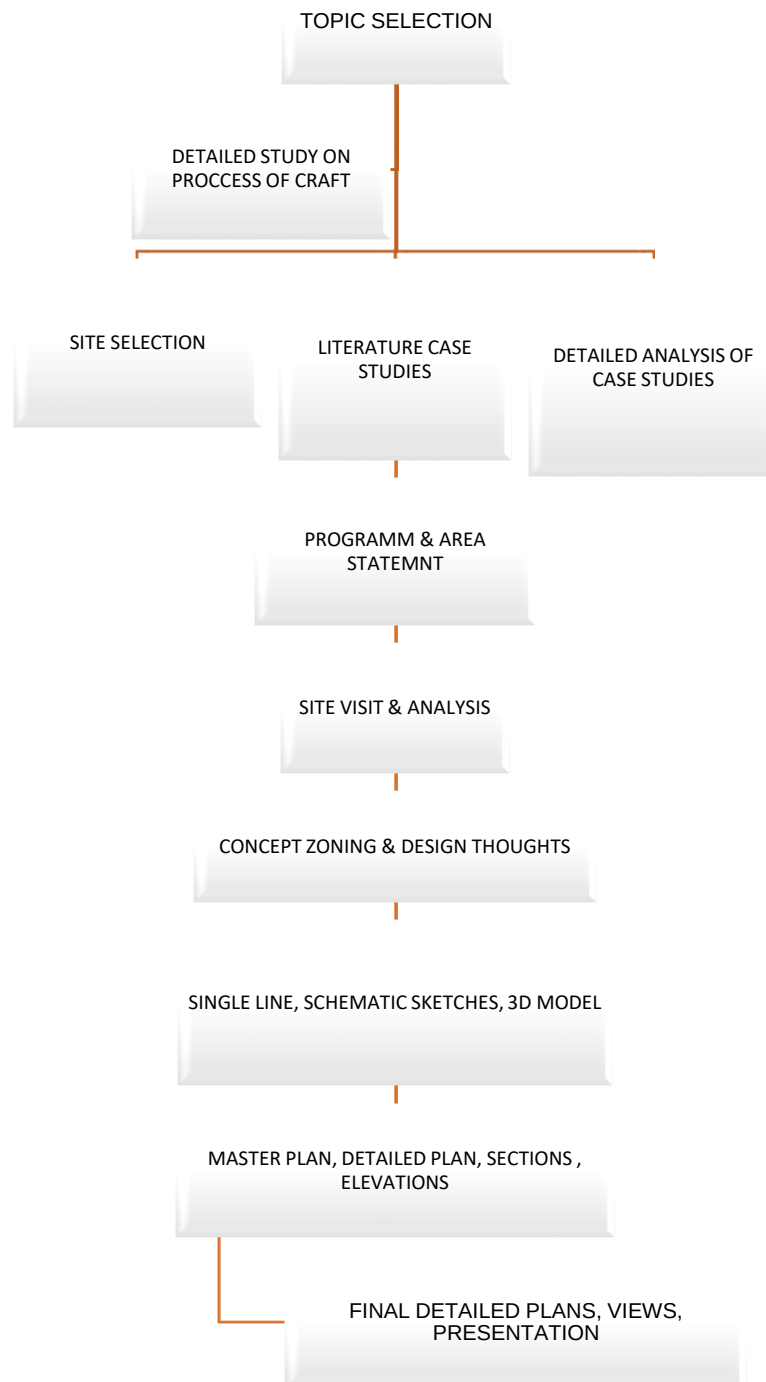
1.3 AIM AND OBJECTIVE

(a) To provide artisans with dedicated workspace, training facilities, and market access. This can lead to skill development, increased income, and improved livelihoods.

(b) To provide craftsmen an environment to display and market their work of art.

(c) To offer workshops and training programmes for the public and craftsmen to help them enhance their skills. To implement environmentally friendly building, operation, and design techniques.

1.4 METHODOLOGY



CHAPTER 2

LITERATURE CASE STUDIES

2.1 BHUJ, KACHCHH - GUJARAT

Location - Bangalore, India

Architect- Chitra Viswanath

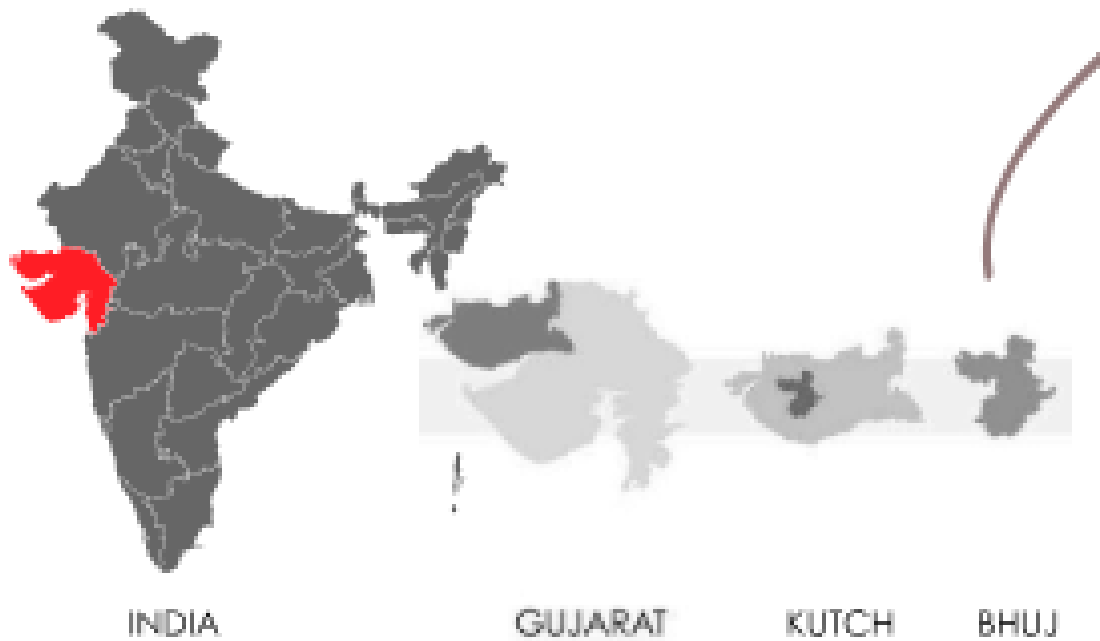
Building type- Play School

completion – 2016

2.1.1 SPACIAL ANALYSIS:

BHUJ,KACHCHH

The Site:





Gujarat's customs and culture, which are accepted by many religious traditions, show how varied the society is. Gujarat is a state with rich art, architecture, culture, and legacy, all of which are clearly seen in the daily lives of the people who live there. Gujarat's rich legacy is mostly preserved via its ancient art forms. Gujarat's diverse range of art, culture, music, dance, fairs, and festivals showcase the true joy and vibrancy of its multiculturalism.

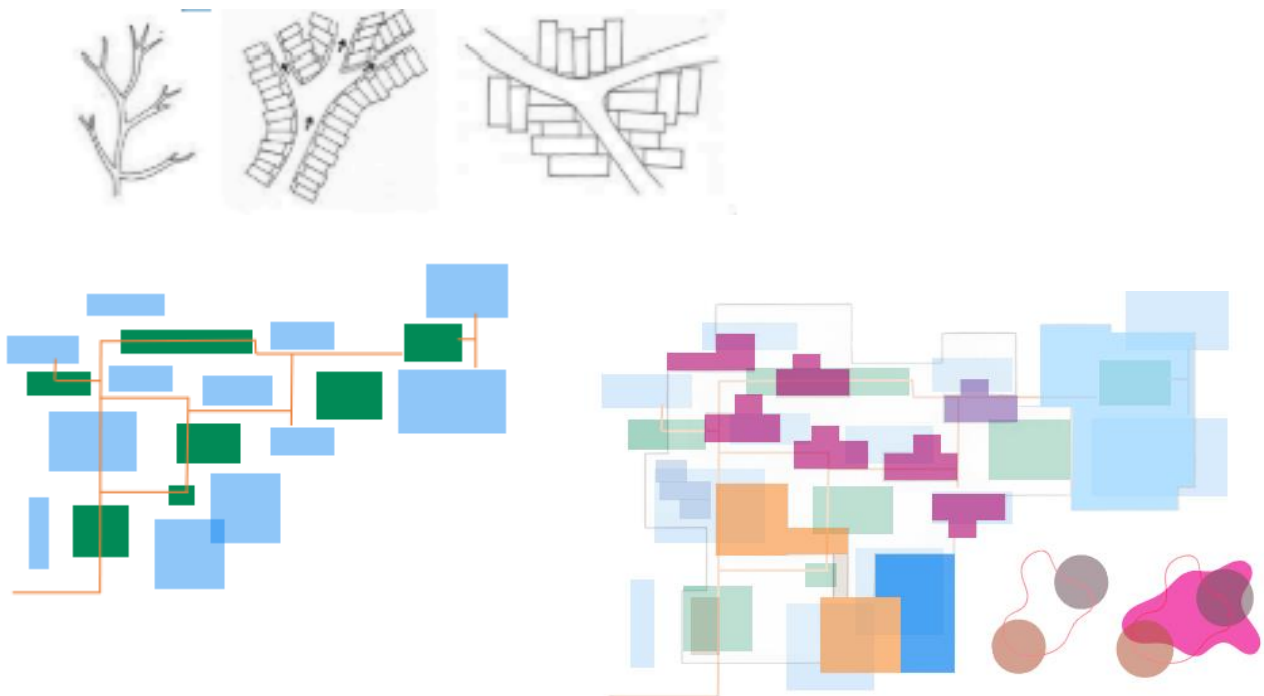
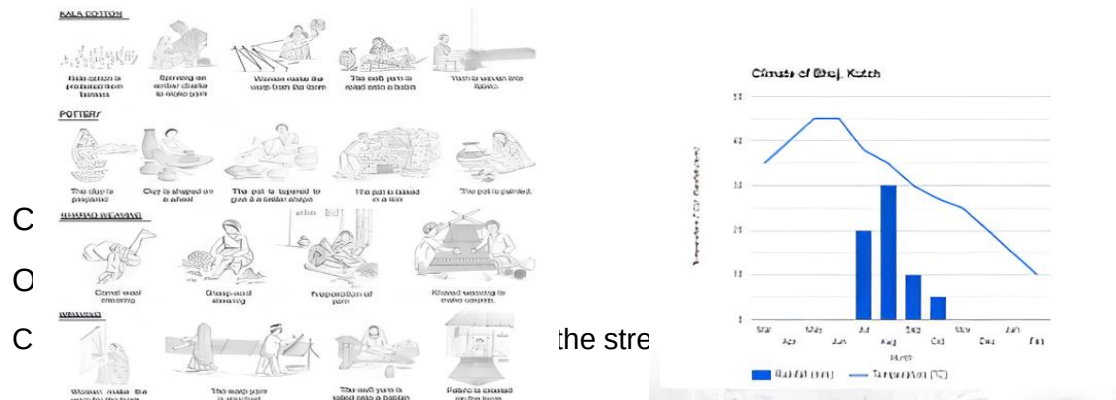
1.2 Khamir Crafts Centre:

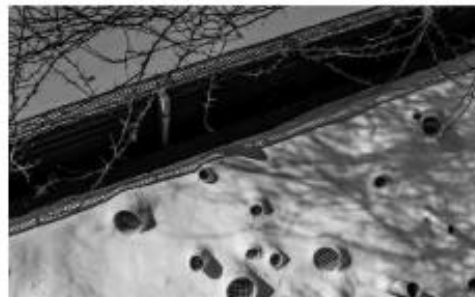
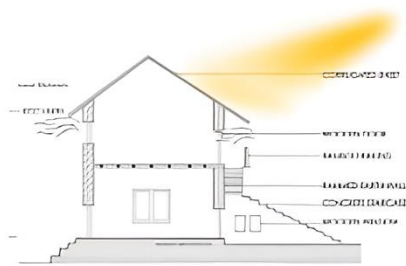
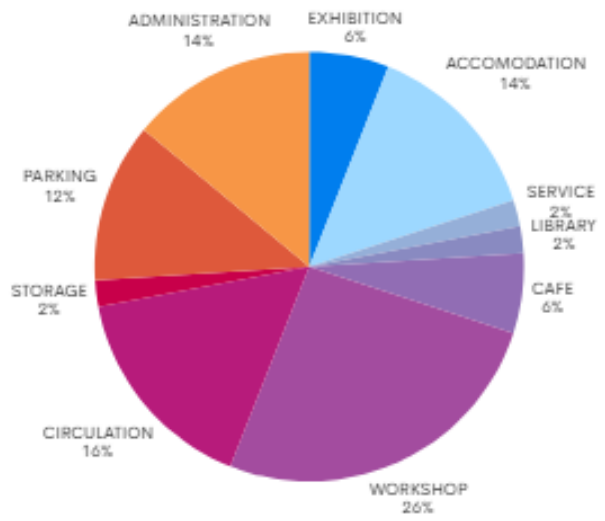
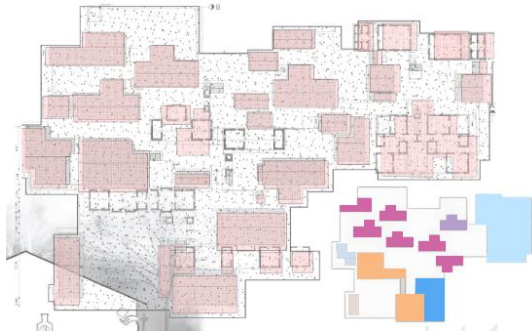
Khamir is an organisation that was founded in 2005 as a collaborative effort between Kutch Nav Nirman Abhiyan and the Nehru Foundation for Development. Its goal is to support and elevate regional crafts. It was established with help from the Gujarati government as an educational, training, and interpretive centre for crafts, the environment, and the preservation of cultural history in Kutch.

Khamir's initiatives include raw materials depots, appropriate technology, skill development, public workshops and festivals, curated exhibitions, school and university visits, research and

documentation, marketing and exhibitions, curated exhibitions, the social security programme, and credit initiative. Climate:

Kutch has a reputation for being ambiguous. Kutch experiences a hot, semiarid environment that is on the verge of becoming a hot desert. Between mid-March and mid-June, during the hot season, temperatures frequently reach 40 degrees Celsius.





2. LIVING & LEARNING DESIGN CENTRE



The Site:

The people, cultural details, and largely hot, dry, and desert terrain of Kutch provide an incredible backdrop.

LLDC is surrounded by an arid subtropical climate with a wet season spanning from July to September. Situated in the state of Gujarat in western India, this Centre lies around 12 km from the Main City of Bhuj.

How & Why LLDC?

This particular type of institution was first thought about shortly after the 2001 earthquake. The earthquake's wide-spread aftereffects were not fair.

There was an actual threat to the indigenous people. Indigenous creative abilities were disappearing in favour of industrial professions. An alarming trend that has quietly started to take shape and threaten to loss of an entire generation along with its skill set.

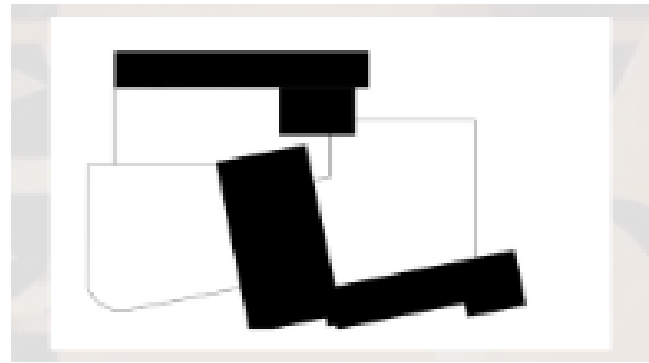
LLDC:

It was created to be a "place" that would develop into an actual and observable archive of Kutch's diverse crafts. In addition to serving as a public museum and resource centre for craftspeople, it also provides hands-on, demonstrative learning opportunities.

Goal – Function:

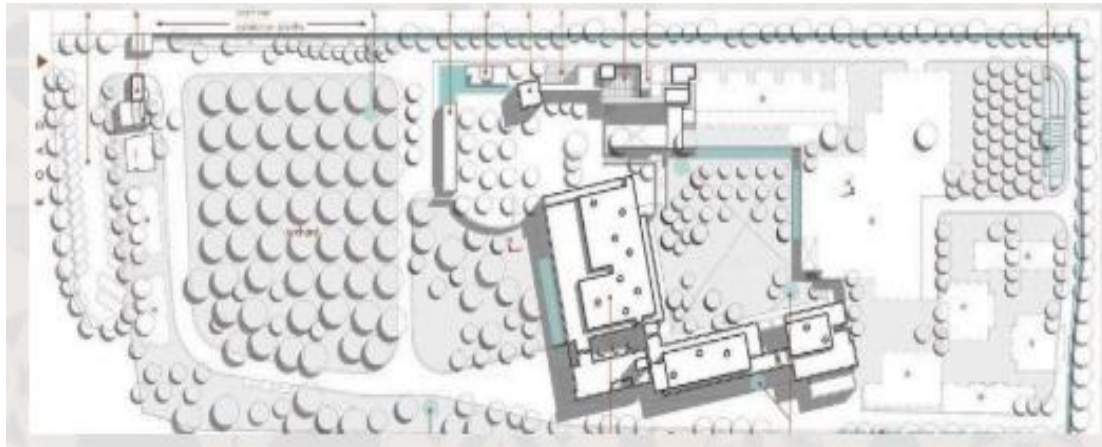
The Shrujan Trust founded the Living and Learning Design Centre (LLDC) in 2016 with the goal of conserving, reviving, and advancing Kutchi artisan history. In addition to the museum, the complex has three craft workshops, a gallery, a library, and a café that provides regional cuisine.

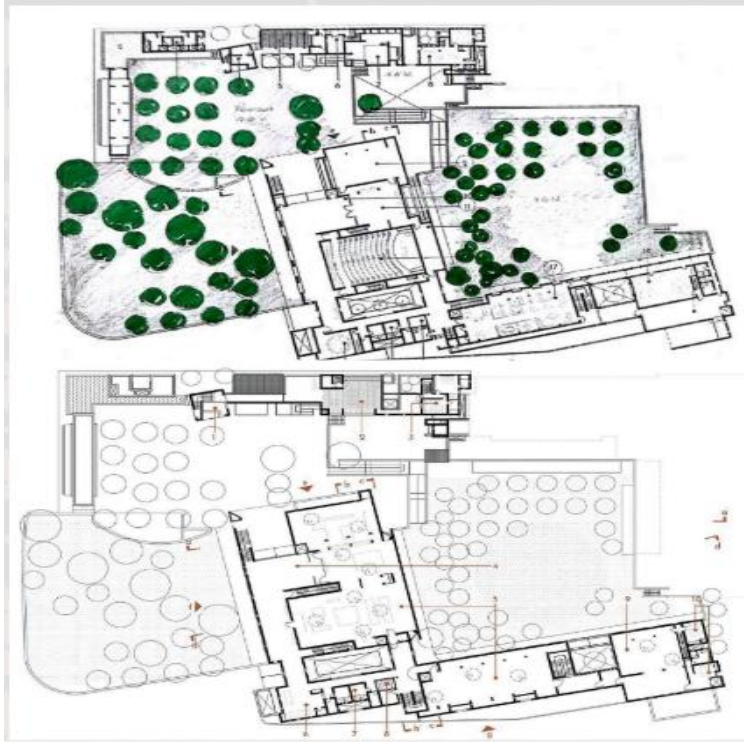
Client	Living & Learning Design Center- LLDC - Ajrakhpur - Kutch
Site Area	5 Acres
Built-up Area	11148 Sq.m
Year of Completion	2015

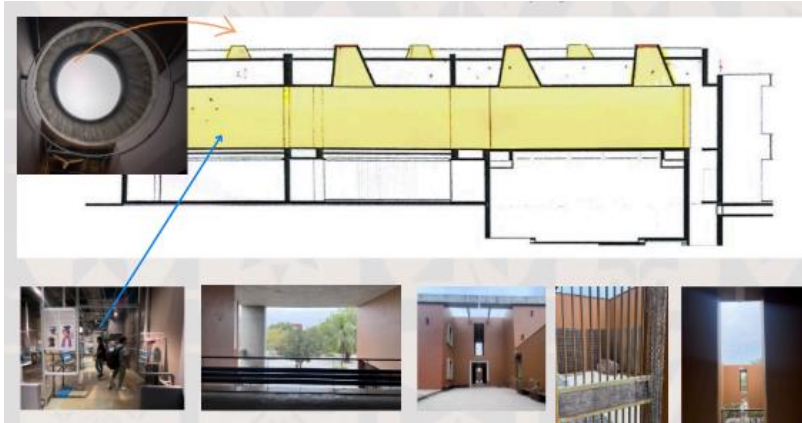


Organization of the plan: A durable reliable center was provided by the segregation of service functions on the heat gain sides and the stacking of areas with circulation and auxiliary functions. Breathability is ensured by a solid exterior and porous, arranged interior areas that let breezes pass through during the day and night, providing comfort.

Association between constructed and unbuilt: both are valued equally and have a connection to one another.







Massing:

Organising, essential, an amalgam from multiple masses.

Vegetation:

Types of trees planted to enhance the current trees in the orchard, with a dense canopy and low water use in the area. During the hot summer months, individuals may make proper use of outdoor areas thanks to enclosures shaded by trees.

Stored rainwater cools the structure:

Rainwater harvesting tanks, integrated into the design collect, 500,000 liters of rain annually for drinking. The use of radiant cooling pipes circulates the same stored water below the floor on terraces and other slabs, draining the heat continuously to maintain the mean radiant temperature of the structure between 30 and 34 deg c. ensuring that very little energy is used to cool the air and maintain the desired humidity using low energy humidity control. Light and its modulation: Skillfully designed concrete truncated conical skylights, which face the sun and let a diffused play of light, control the quality and quantity of light in the galleries, and keep heat out.



3. KHAVDA CRAFTS VILLAGE



SITE AREA: 70 acres

LOCATION: Khavda, Gujarat.

Completion: 7 March 2003.

VICINITY: 55 km from the city of Bhuj.

FUNCTION: The village displays a lot of diversity in crafts, art & culture of surrounding Villages.

Wonderful terracotta products made in dark brown and dark red soil material along with the wooden carvings are the specialty of this cultural village. Workshops on arts, crafts, music and theatre were organized for Children's to spread awareness and knowledge of rural life and crafts.

COMPONENTS: Workshop, Display, Shops, Mela Ground, restaurant, residence for craftsman, guest room.

ACCESSIBILITY: tourist travel buses, auto rickshaws and taxi are available.

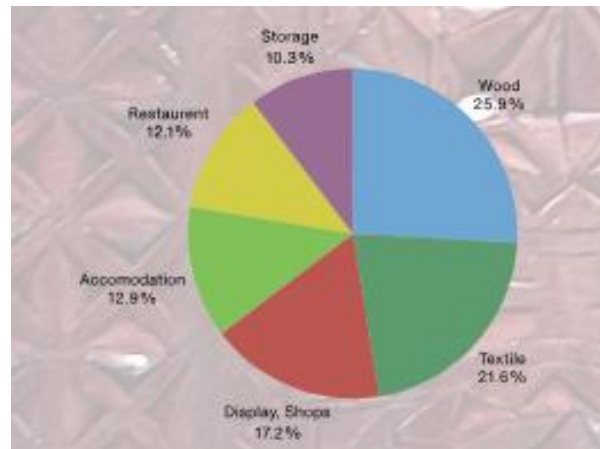


The Site:

- Khavda is renowned for its skilled leather craftsmanship. Pottery is another prominent art form in Khavda. The village boasts skilled potters who utilize traditional techniques similar to those seen in Indus Valley excavations.
- Khavda is also known for its vibrant textile work, with women crafting beautifully embroidered dolls and other handmade textile goods.

Reason for Selecting:

An organized place developed by themselves, as artisans from all over the villages. Organized allotted spaces for Production, carrying out, their crafts & shops for selling them. The building is designed with the skill of artisans and making it eco - friendly, mainly with the materials.



4. VELLAR CRAFTS CENTRE



- Established in 2014
- Spread across 8.5 acres in the beautiful village of Vellar, near Kovalam, it showcases the diverse and rich craft traditions of Kerala.
- The centre features:
- Craft studios where artisans demonstrate their skills and visitors can even try their hand at some crafts.
- A design lab where traditional designs are revived and reinterpreted for contemporary tastes.
- An art gallery showcasing the work of local craftspeople.
- An auditorium and conference hall for hosting events and workshops.
- A sales emporium where you can buy a wide variety of handcrafted souvenirs and other items.
- A fair court where artisans can sell their wares directly to the public.
- A restaurant serving delicious Kerala cuisine.





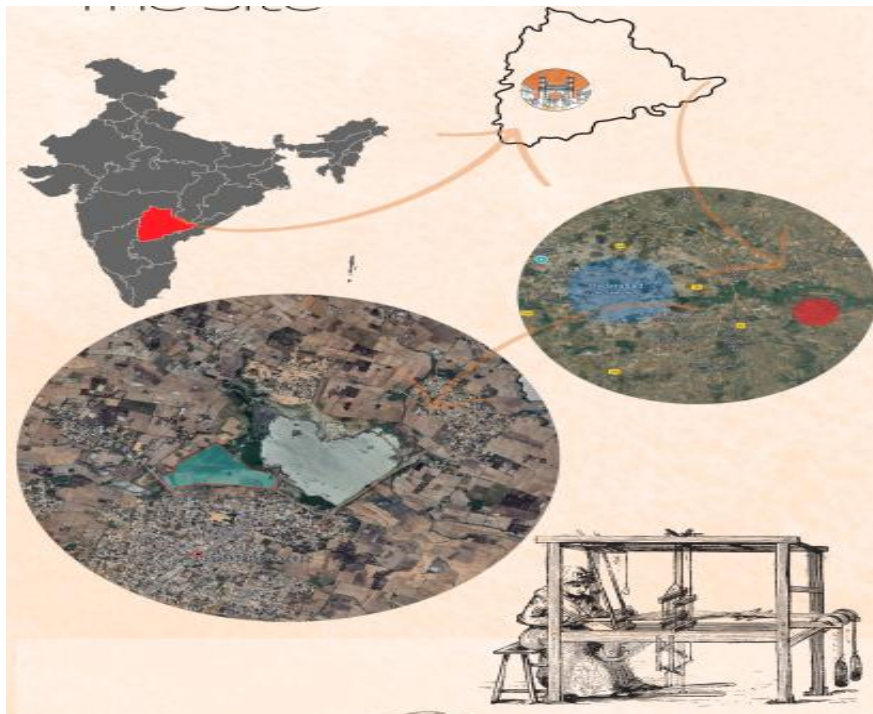
POCHAMPALLY SITE & AREA INTRODUCTION:

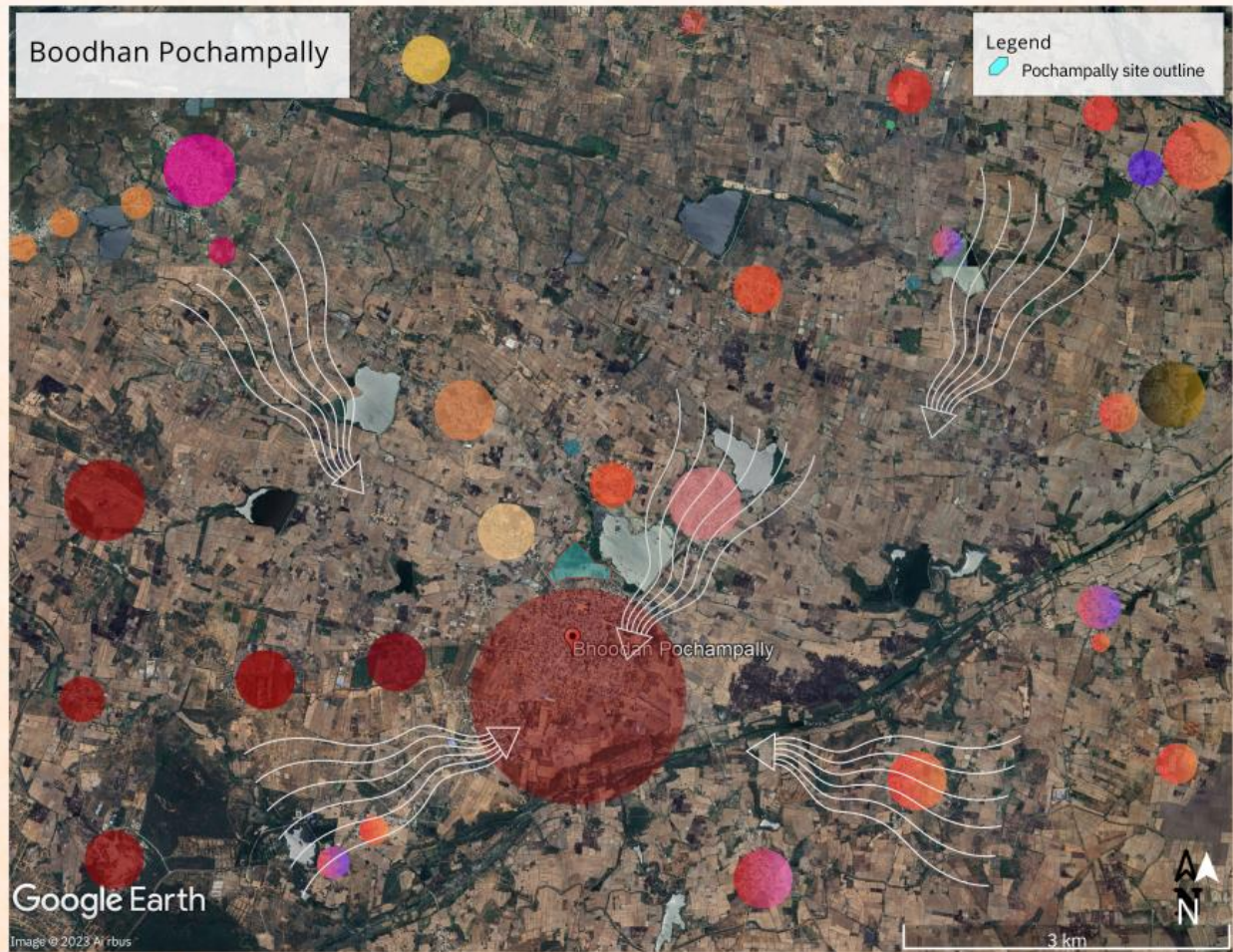


Program Brief:

- Vision: To establish an effective centre for traditional crafts in Telangana while encouraging the preservation of culture and financial independence.
- To provide craftsmen an environment to display and market their work of art. To offer workshops and training programmes for the public and craftsmen to help them enhance their skills.
- To cultivate respect and understanding of Telangana's rich history of handicrafts. To implement environmentally friendly building, operation, and design techniques.

The Site:





Site Justification:

Cultural Heritage and Craft Legacy:

Rich Craft Tradition: Pochamally boasts a renowned tradition of handloom weaving, particularly known for its intricate "Pochampally silks." This strong craft base provides a ready pool of skilled artisans and a foundation for revival and development.



Community and Economic Development:

Empowering Artisans: The centre can directly empower local artisans by providing them with dedicated workspace, training facilities, and market access. This can lead to skill development, increased income, and improved livelihoods.

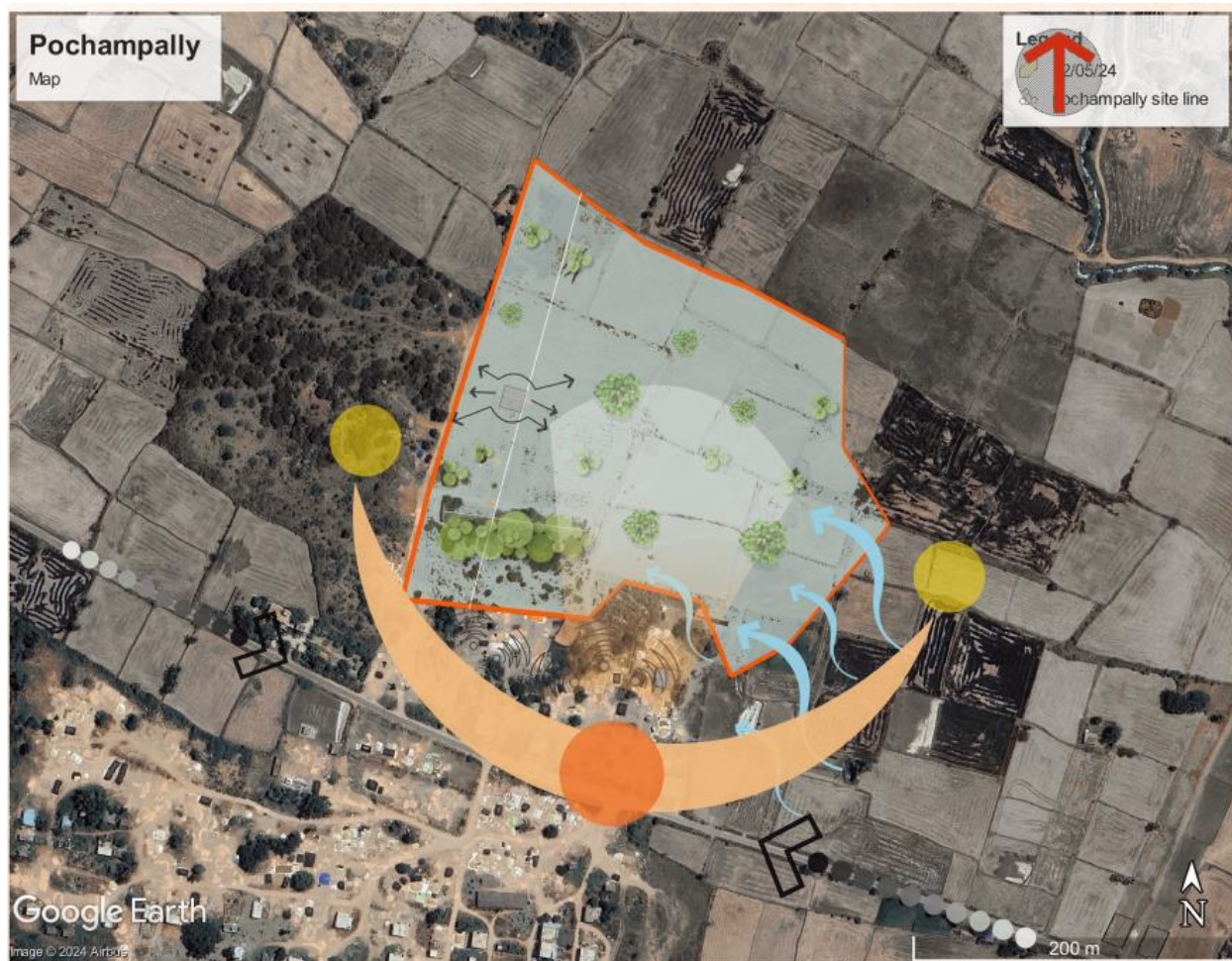
Village Upliftment: The centre can act as a catalyst for economic development within the village. Increased tourism and craft sales can benefit local businesses, restaurants, and service providers, contributing to overall village prosperity.



SITE ANALYSIS

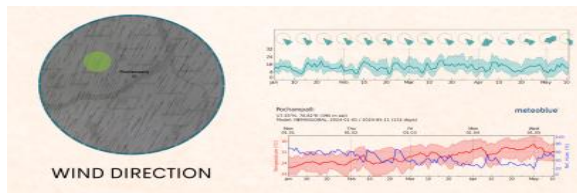


LOCATION:

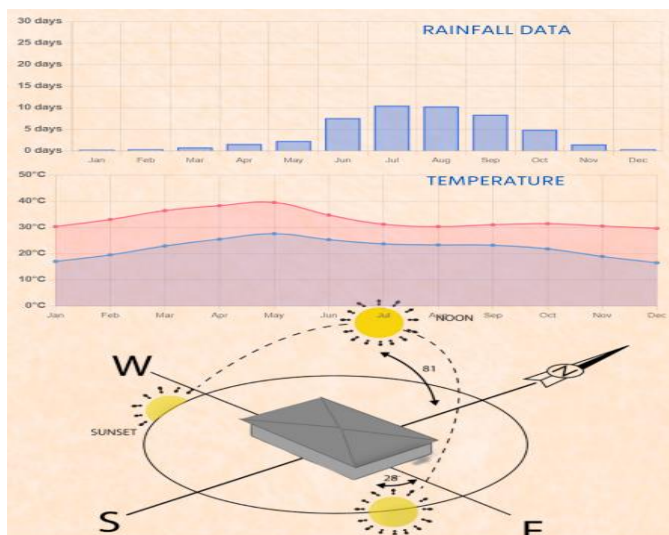




CLIMATIC CONDITIONS:



TOPOGRAPHY:



SURROUNDING CONEXT:

Local Architectural Style

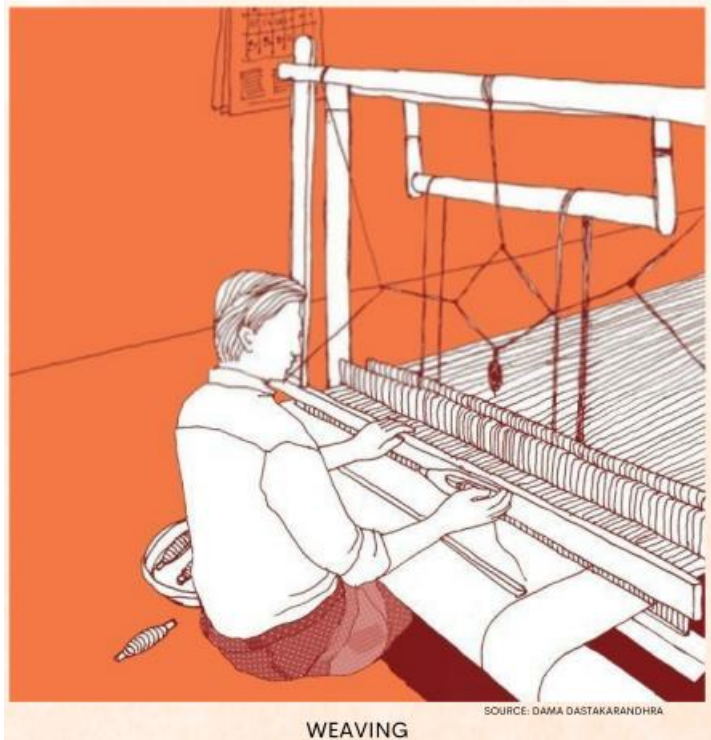


	Total	Male	Female
Children (Age 0-6)	5,464	2,912	2,552
Literacy	66.53%	68.76%	49.39%
Scheduled Caste	8,219	4,197	4,022
Scheduled Tribe	1,138	554	584
Illiterate	20,724	8,254	12,470

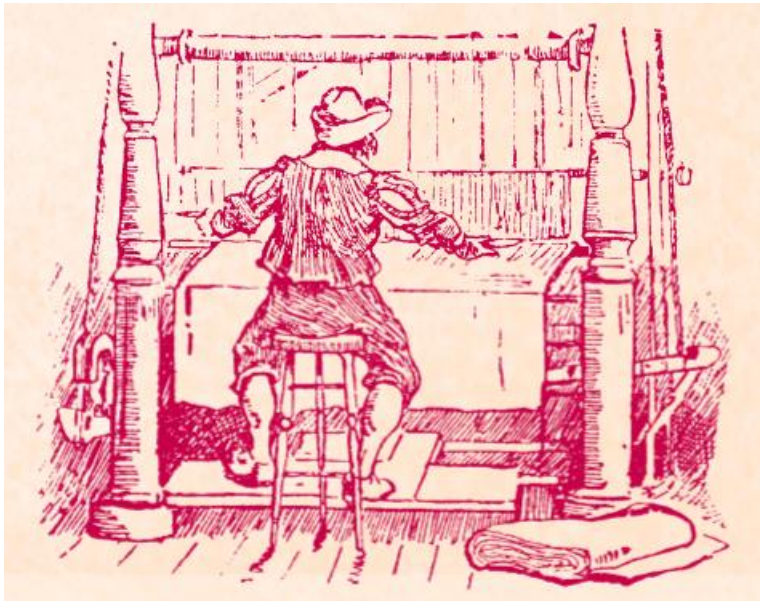
PROGRAMM ANALYSIS & DEVELOPMENT

The basic understanding of the programmatic requirements of the project.





These initiatives aim to raise the standard of the weavers' work while also provide amenities for the community's well-being. Therefore, in this instance, research and design centres as well as training facilities would be essential. There are more comprehensive facets to it.



Proposed Spaces:

Craft workshops: Specialised areas for Weaving ikat, such as Weaving, yarning, spinning, dyeing, winding, sizing weaving.

Displaying and retailing handicrafts made by the craftsmen in exhibition and retail settings.

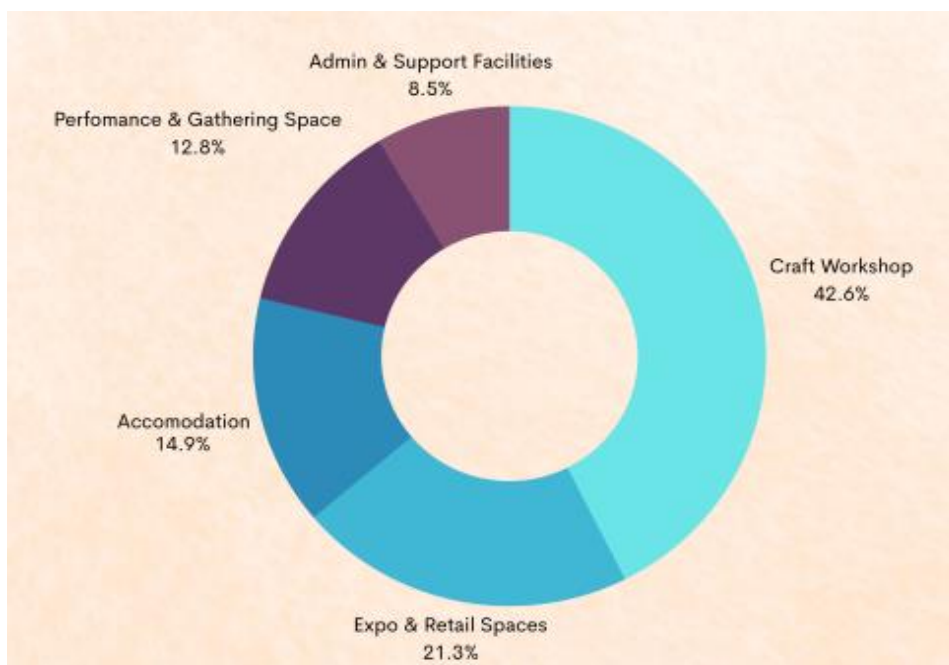
Telangana's craft history and practices are documented and exhibited at this museum and Entry Plaza.

Resources for learning and investigating crafts are available at the Expo.

Performance space and auditorium: Used for workshops, demonstrations, and cultural events.

Outdoor areas like courtyards promote social interaction among the neighbourhood and provide a lively public area.

Facilities for administration and support: offices, locker rooms, storage, etc.



Area Statement:

Programm	Area	483
ENTRY PLAZA	SQ.M	484
MEETINGS BLOCK	SQ.M	644
LOCAL MARKET	SQ.M	1300
EXPO & RETAIL	SQ.M	4064
WORKSHOP	SQ.M	384
ADMIN & STAFF	SQ.M	484
CAFÉ	SQ.M	1400
ACCOMODATION	SQM	977
OAT	SQ.M	495
OPEN EXPO	SQ.M	
		11,390 SQ.M



Area Coverage:

Phase 1 consists of 9.09 acres of land, i.e. 36,793 sq.m area in total.

Here,

BUILTUP AREA = 30%

Green Space = 34%

Water body = 5%

Roads and Internal Hard Surface = 14%

PHASE - II

TOTAL AREA : 5.91

ACRES - 23,916 SQ.M

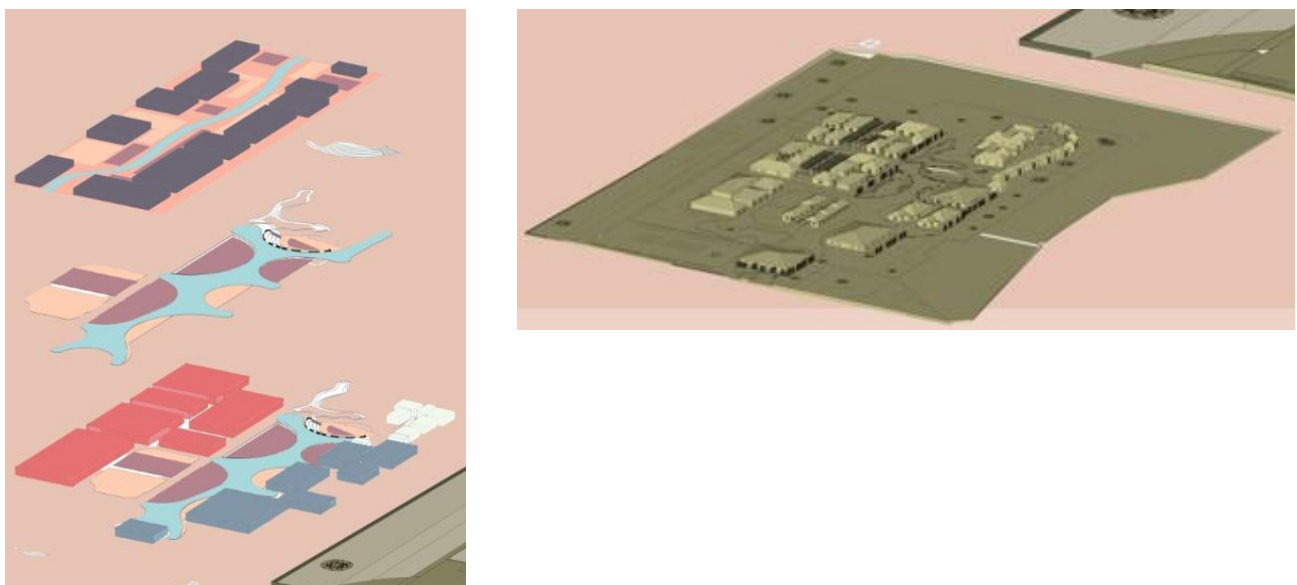
Programm	Area
ENTRY PLAZA	
HELP DESK	38 SQ.M
LOCKER SPACE	50 SQ.M
EXHIBITS	195 SQ.M
MEETINGS BLOCK	
ENTRY & RECEPTION	40 SQ.M
WAITING AREA	46.8 SQ.M
PRIVATE CABIN I	28 SQ.M
PRIVATE CABIN II	28 SQ.M
MEETING ROOM I	50 SQ.M
MEETING ROOM II	50 SQ.M
MEETING ROOM III	26 SQ.M
PRIVATE DISCUSSION AREA	24 SQ.M
WASH ROOM (M&F)	42 SQ.M
LOCAL MARKET	
LOCAL SHOPS	20 SQ.M X 11 = 220 SQ.M
OPEN MARKET	224 SQ.M
EXPO & RETAIL	
EXPO	400 SQ.M
MULTI-PURPOSE AREA	445 SQ.M
RETAIL	410 SQ.M
WORKSHOPS AREA	
MODULE-1	369 SQ.M
COURTYARD	48 SQ.M
INTERNAL STREETS	172 SQ.M
WASHROOMS	45 SQ.M
MODULE-2	365 SQ.M
COURTYARD	98 SQ.M
INTERNAL STREETS	164 SQ.M
WASHROOMS	45 SQ.M

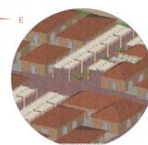
MODULE-3	350 SQ.M
COURTYARD	78 SQ.M
INTERNAL STREETS	126 SQ.M
WASHROOMS	45 SQ.M
MODULE-4	282 SQ.M
COURTYARD	85 SQ.M
INTERNAL STREETS	130 SQ.M
WASHROOMS	46SQ.M
ADMIN	
ACCOUNTS ROOM	48 SQ.M
MANAGER	32 SQ.M
STORAGE	52 SQ.M
VERANDAH	84 SQ.M
WASHROOMS	16 SQ.M
STAFF ROOM	48 SQ.M
DINING AREA	36 SQ.M
STORAGE	28 SQ.M
CAFE	
SEATING AREA	274 SQ.M
OUTDOOR SEATING	120 SQ.M
KITCHEN	34 SQ.M
STORAGE	14 SQ.M
WASHROOMS	42 SQ.M
ACCOMODATION	
PRIVATE ROOMS (2 SHARING)	35 SQ.M
DORM-1	340 SQ.M
DORM-2	340 SQ.M
OAT	
MAIN OAT	327 SQ.M
MINI OAT	250 SQ.M

DESIGN EVOLUTION:



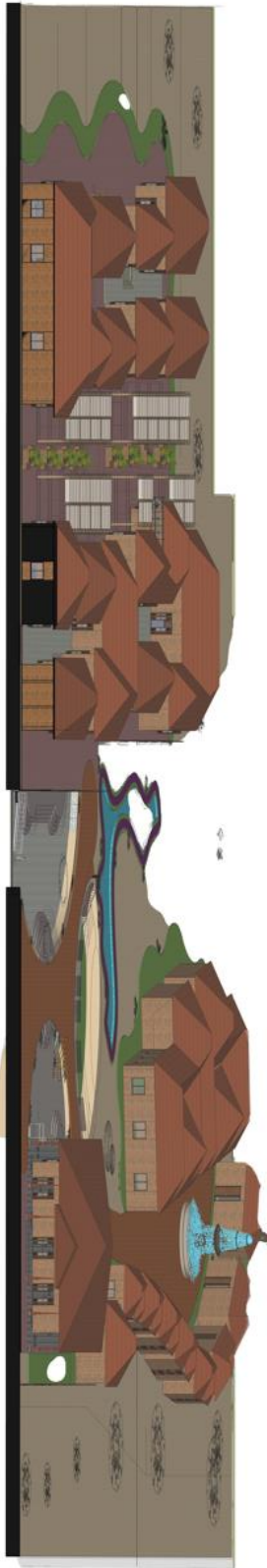
CONCEPT & PROGRAMM EVOLUTION

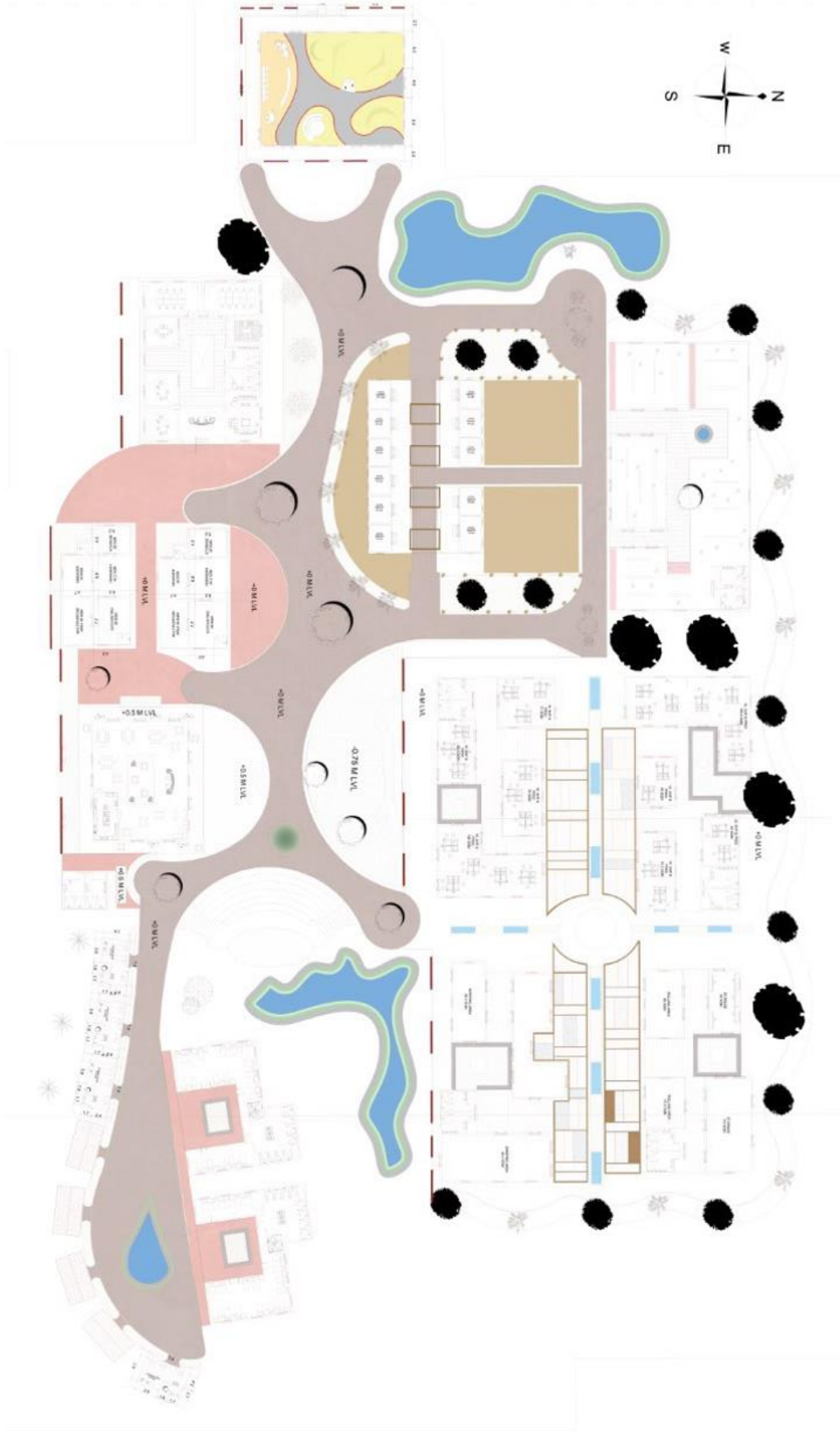
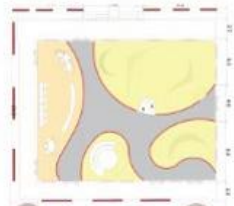
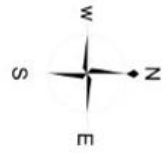






SECTIONS



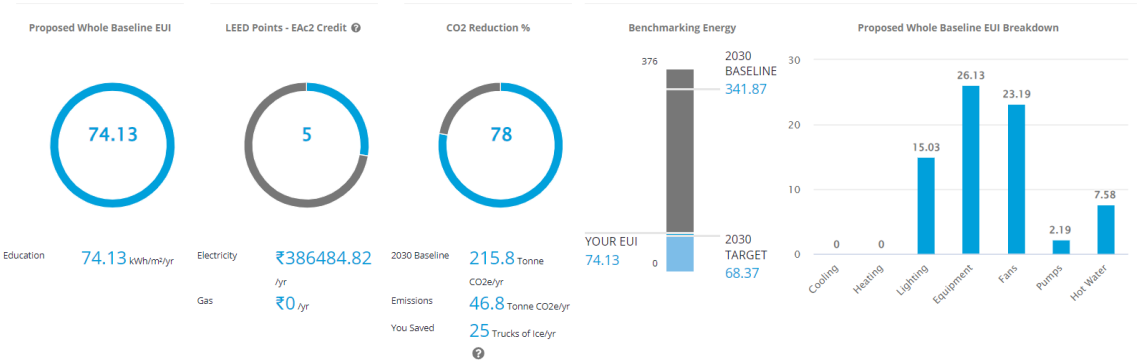


COVE TOOL ANALYSIS

Baseline Energy

Create Report

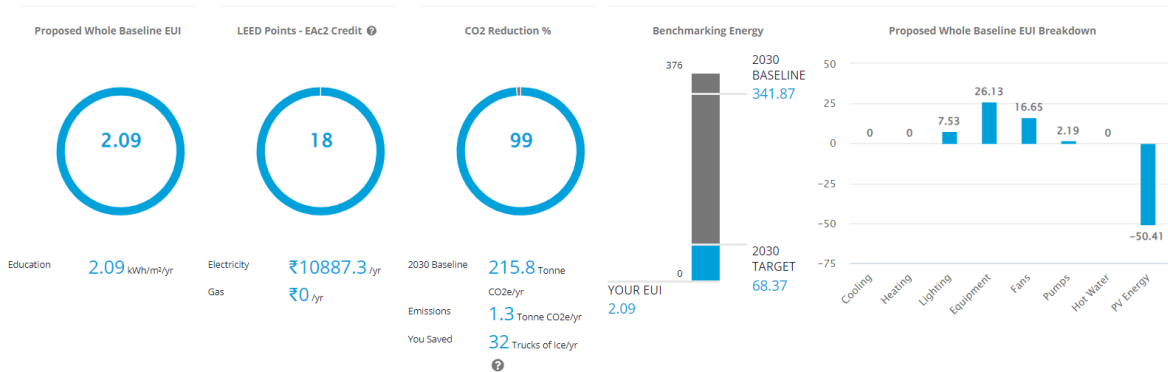
OpenStudio Export



Baseline Energy

Create Report

OpenStudio Export



MASTER PLAN - RENDER



VIEWS

