Abstract

As we know that Sindh is rich in culture and heritage, there are many craft which are on the verge of extinction. The need of revival of craft is very important because craft is our identity. Design intervention is one the most important ways to revive a craft. To access its relevance, interviews were taken from craft organizations heads; designer and survey of local market were done to see if the design intervention is taking place the right way. While the research one found that design intervention is affected by a lot of other factors as well, which are related to the socio economical issues. We need to educate and spread awareness so that people could understand the importance of the craft. The purpose of the dissertation is to understand that who decides how to revive design intervention.