

Creativity flawlessly blends amongst woodwork at Fevicol Master Craftsman Competition

~Design students & woodworkers participate in Fevicol's unique initiative aimed at uplifting carpentry's image from mere job to skilled art form

Ahmedabad, November 15, 2016: Fevicol, Asia's largest adhesive brand, conducted the first of its kind craftsmanship competition, 'Fevicol Master Craftsman' with an aim to uplift carpentry from a mere job work to an art form in society. The competition involved a wonderful blend of creativity from design students from across the country to partner with the skill and craftsmanship of carpenters from the FCC (Fevicol Champions Club) – a club which is associated with more than 1 lac contractors from all over India and is still growing. Designs from students were provided to the carpenters who made those designs come to reality within stipulated time duration of six hours.

The idea behind Fevicol Master Craftsman was to spread awareness about the work done by woodworkers being extremely skillful and should be coherently looked upon as an art form similar to that of architecture and interior design. The profession of carpentry requires a vast range of abilities such as precision, critical thinking, physical strength, mathematical accuracy and good communication. However, these are often overlooked and are left unnoticed.

The highlight of the competition was that each of the articles made by the woodworkers was created only using solid wood and without any nails.

Design students from across India and 15 Ahmedabad based carpenters participated in the competition. Fevicol provided all participants with the necessary raw materials that included wood, adhesive and polish. The jury announced the winners at the end of the competition.

The winners were felicitated with trophies at the closing ceremony of the event. Additionally, the entire procedure of furniture making was captured through small videos. These video capsules are going to be available on social media for everyone to know about the art and precision involved in a carpentry work

Mr. Salil Dalal, President, Sales and Marketing, Fevicol Division, Pidilite Industries, said, "Craftsmen play an important role in the society as they make designs come to life. Designs created by designers must be complemented with the art and handiwork of a craftsman. Fevicol Master Craftsman is a unique initiative that recognizes and attempts to bring to the mainstream, the skill sets and talent of craftsmen. Idea is to propagate the thought of looking upon carpentry as an art form."

About Pidilite:

[Pidilite Industries Limited](#) is a leading manufacturer of adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our products range also includes paint chemicals, automotive chemicals, art materials and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial, textile resins and organic pigments & preparations. Most of the products have been developed through

[strong in-house R&D](#). Our brand Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are MSeal, Fevikwik, Fevistik, Roff, Dr.Fixit, Fevicryl, Motomax and Hobby Ideas.

Creative woodwork

Fevicol's initiative aimed at uplifting carpentry's image from mere job to skilled art form

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