

‘Mojari’ to step out of borders

IIT-Gn, UK Varsity To Make It Global Footwear Brand

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Ahmedabad: Journeying through Kutch and Jaipur, you would surely return with a pair of mojaris, the indigenous leather footwear that has been worn for centuries. Now, mojari is set to step out of its domestic confines and find place on shelves worldwide.

IIT-Gandhinagar and Northampton University in the UK have collaborated to give a global platform to Indian mojari and attars through design and technology interventions.

Funded by the British Council, IIT-Gandhinagar and Northampton University have also launched a course to investigate why mojari business is gradually losing its popularity. Northampton boasts of a museum that



The indigenous leather footwear that has been worn for centuries

claims to house the world's largest collection of shoes, with more than 12,000 pairs. Vicki Dean, principal lecturer; international development at Northampton University, told TOI that they have found that the ethnic footwear tend to be too uncomfortable and cannot be worn for long hours due to its hard undersurface. "Through design intervention, we're making the mojaris more soft and comfy. Since our

focus is the UK market, we're also selecting different varieties of leathers to give it a complete makeover."

Achal Mehra, dean, strategic planning, IIT-Gn, said: "The footwear will be cushioned to guarantee a proper fit and a smooth walk. Since mojaris have narrow front, we'll enlarge it to make them more convenient. Unlike traditional 'juttis', our design will have a left and right distinction."