



Heart for Art
Handcrafted Elegance

Heart for Art Public
Charitable Trust

NEWSLETTER

APR 2017



**Heart for Art & Black Swan Journeys
launch Art & Craft Journeys**

Tamilnadu-Puducherry + West Bengal-Odisha +
Hands-on experience of the glory of India

Make & Take home lifetime memories and your own pieces of art & craft items guided by master craftsman

Art & Architecture . Demos . Workshops .

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Our Journey Continues

Many more arts, crafts & activities. Growing impact.

The colours of Spring are still fresh as we write to you about the quarter that just went by three eventful months that witnessed a variety of events, as we go about empowering those at the fringes of our consciousness and provide them with a platform to spread their art to art and craft lovers.

We have now received Section 12A Registration under the Income Tax Act, 1961. Further, we have received approval to receive donations which will be eligible for Section 80G deduction under the Income Tax Act, 1961. We have been approaching donors and have begun to receive donations. We hope to receive enough donations to help us increase our work and impact. Further, we will be eligible for registration under FCRA this year, and this should open doors for further funding from foreign donors.

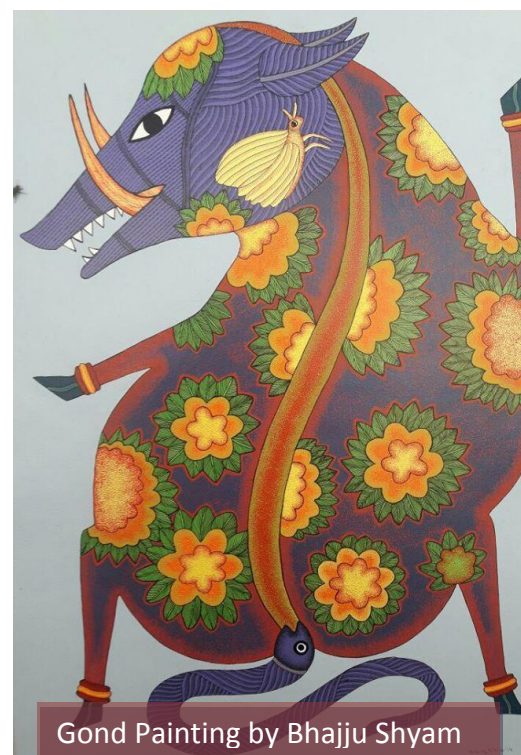
We would be happy to work with a lead sponsor/donor who would like to support our activities.

We thank our partners and donors, supporters and friends for their continuous support and collaborative efforts which is motivating us to think and build further.

Enjoy reading and write to us to give us feedback on our efforts!

Expansion of Retail Locations

One of our major initiatives in the last quarter has been expansion of retail locations. Now Heart for Art products can be bought in Pune's innovative retailers like Either Or - the hands-down winner of Pune's funkier store title.





OUR CRAFT WORKSHOPS

KHAVDA Pottery Workshop-PUNE locations

- ADIPA STUDIO, Ghorpadi
- PAGDANDI-BOOKS CHAI CAFE, Baner
- GYAAN ADAB, Kalyaninagar
- P. N. GADGIL & SONS ART GALLERY, Aundh
- KALMADI SCHOOL, Erandwane
- CRAPHTISTIC STUDIOS, Pimple Saudagar
- KRIYA STUDIO, Koregaon Park

GOND Painting Workshops – With World-Renowned Artist Bhajju Shyam - HYDERABAD locations

- Vasyaa- International School of Design
- INIFD – Hitechcity
- Phoenix Arena, TSIC Park, HITEC City
- OUR SACRED PLACE - Secunderabad,
- DAARAM - Boorugu Vihar, Begumpet,
- LAMAKAAN - Road No. 1, Banjara Hills

Our Craft Workshops

In the January-March quarter, we conducted workshop on 'Khavda' - Terracotta Hand Painted Pottery which was conducted by Master Potters Kumbhar Abdul Ibrahim and Rahima Bhen from North Kutch and also conducted a workshop Hyderabad by World Renowned Gond Artist Bhajju Shyam.

Khavda Pottery Workshops & Fund Raiser

We helped Abdulla and his family get additional income recently by conducting several consumer workshops in Pune where close to 100 art & craft lovers participated in paid workshops, and also bought a lot of their products.

We are working on getting regular business for their family in several ways, including taking their products into more exhibitions, doing more consumer workshops and also started a fundraiser online to help fund the family's infrastructure needs. From the fund we will provide for the following needs-

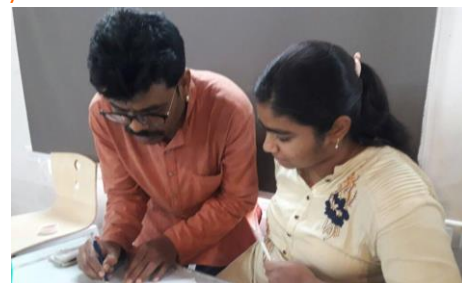


- Additional Pottery Wheel to add to the single (unwieldy) wheel that they now have
- Support their children's education
- Repairs of the roof of their home to be able to store the finished pottery
- Eco-friendly Gas furnace to bake the pottery items
- Basic Healthcare

BLOGGING FOR THE BETTER INDIA

We were invited to regularly blog on topics of Art, Crafts, Culture and Rural Employment issues and stories. We are happy regularly contribute stories of our experience.

Gond painting workshops with Bhajju Shyam



We introduced the immensely talented and renowned Gond artist Bhajju Shyam to Hyderabad by holding multiple workshops in Hyderabad-Secunderabad



Wedding Bulk Order

We got banana fibre weaving artisans of Anegundi, Karnataka wedding bulk order of round baskets made from the natural fibres extracted from the banana plant shoot. They were delivered in a very short time for a wedding in Coimbatore..



Art & Craft Tours

Heart for Art and Black Swan Journeys launch Art & Craft Tours.

India's exquisite craftsmanship and techniques are a reflection of our ancient history and times. However, unfortunately with time, we succumbed to the glamour of western culture and left the crafts community of India to struggle in the shadows.

Heart for Art joins hands with Black Swan Journeys to bridge the yawning gap between the country's crafts community and the urban denizen. With our hands-on craft and art tours we want to unearth the cultural intricacies that provide a place its identity.


We are announcing our first three craft tours covering Tamil Nadu – Puducherry, Gujarat – Kutch and West Bengal – Odisha which include over fifteen unique types of arts and crafts in each tour. The tours will include workshops and interactions with local artisans.

These curated tours provide an unmatched opportunity for all art connoisseurs and amateurs, history buffs and knowledge seekers, to understand

the different ethnologies, craft techniques and the native landscapes that influence the craft and its ecosystem.

Tax Exemption under Section 80G

DONATE :: Help revive India's Arts & Crafts and increase Rural Livelihoods and NOW get Tax Exemption under Section 80 G

 OFFICE OF THE COMMISSIONER OF INCOME TAX (EXEMPTIONS), PUNE, 2nd FLOOR, H.O. BHAVAN, SECTOR No. 47, PLOT No. 1, PUNE SATARA ROAD, PARVATI, PUNE-411009	
No.PN/CTT (Exempt.)/Tech/80G/478/2016-17/ 47 51 Date : 11/01/2017	
Name and address of the Trust/Institution	Heart For Art Trust, 1101, Orange Blossom Special, 13, Uday Nagar, B.T. Kawade Road, Pune-411013
PAN	AABTH3116M
<u>ORDER UNDER SECTION 80G(5)(ii) OF THE INCOME TAX ACT, 1961 READ WITH RULE 11AA OF THE INCOME TAX RULES, 1962</u>	

in support of the Digital Payment initiative started accepting Credit Cards & PayTM payments at exhibitions to serve our customers

- 3TDAAH !! " Unexplored YOU", 7 Loves Chowk, Swargate
- "ZAPALOOZA"-THE GROOVIEST FLEA MARKET, Raga Lawns, Koregaon Park
- THE WASSUP FLEA, Baner
- Exhibition @St. Patricks Church, Empress Garden
- Women;s Day Life Style Flea, Cybage Software Pvt. Ltd
- Women's Day Celebration, EON, Kharadi
- Pune Farmers Market, Westin Pune, Koregaon Park
- Handicrafts Fair by Development Commissioner Handicrafts- Ministry of Textiles, Phoenix Marketcity, Viman Nagar

Craft Patron Program

We invite the corporate world to champion the cause of rural artisans and sustainable livelihoods. Participate in our patron program for a structured and long-term engagement with the rural artisans and help us increase the impact on their earning. The "Patron" programs are

customized initiatives based on the unique requirement of the artisan group. In this program the corporate client adopts a craft group for a minimum period of 3 years. Write to us to know more about this program.

Featured Artisan—Abdul Ibrahim



Ibrahim Bhai is a national award winning potter. Ibrahim Bhai and his wife Rahima Bhen are from Khavda village which is about 70Kms far from capital Bhuj of Kachchh district. Khavda is a small village, with skilled craftsmen like Abdul bhai whose forefathers migrated here from Sindh a few hundred years back. They craft a wide variety of vessels such as matka for water storage, Plate, diya, boxes, ketli, and kulada to keep buttermilk.

NASSCOM - Speaker Gift Sponsor

Heart for Art at the NASSCOM Product Conclave at the Westin Pune - handcrafted gifts for the pioneering product entrepreneurs of India!

Do your CORPORATE GIFTING this year with India's Arts & Crafts - gift uniqueness, tradition, heirlooms and JOY!



UPCOMING EVENTS

THE WASSUP FLEA,

Pune 22nd – 23rd Apr

Longpii Pottery Workshops

Pune 12th- 16th Apr

Kalagram Exhibition

Pune, 15th & 16th Apr

Summer Art Fest – Tamboo Market

Pune 13th -14th May

Khavda Pottery Workshops

Bengaluru 11th -15th May

New Crafts

We introduced NUNGSHIBA DOLLS handcrafted and handmade by local tribal women from the beautiful blue hills of Nagaland, the handmade dolls have been carefully designed and made to resemble the unique and beautiful tribal's from North-East India. Each Nungshiba handmade doll takes a day to make, with a lot of labor, detailing, experimenting and perseverance by the local tribal women of Nagaland. This is to ensure each Nungshiba handmade doll is special, unique and a joy forever.



Plans for 2017-18

Our plans for the coming years are:

- Facilitate workshops by master artists/artisans at the grassroots level, within folk and tribal communities, to help preserve the legacy of traditional knowledge.
- Facilitate workshops in the cities for schools and institutions, to introduce awareness about our cultural heritage through one-on-one interaction with folk artists.
- Engage with event sponsors, researchers etc. within national and international communities.
- We are looking to expand our team and efforts in this noble endeavor. Volunteering and Internship openings are available for Product Photography, Product Design in the summer months (April- June) to be involved in this noble endeavor.

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