



Heart for Art

Handcrafted Elegance

Heart for Art Public
Charitable Trust**NEWSLETTER**

JUL 2019



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Our Journey Continues

Many more arts, crafts & activities. Growing impact.

As another quarter passes, it's time for us to share some more stories with you! Our major initiatives in the last quarter have been execution of the Sindhudurg, Vishwakarma Sutar Community project funded by NABARD along with LUPIN FOUNDATION - where we will create new livelihood opportunities for the Vishwakarma Sutar community - through skill development, training, new product creation and market development.

We participated in SEE-Pune RURAL LIVELIHOODS CONFERENCE, on 15 June at YASHADA Auditorium, Pune that got together practitioners, best practices and success stories to discuss opportunities and solutions - that would help increase Rural Incomes!

We conducted Phad Painting workshop with our Rajasthani Artists Vivek and Vijay Joshi in April at multiple locations in Pune.

As we continue to assess different business models and understand what works for the artisans, we come across successful models within our HFA Trust network spread across the country!

Experience specially-curated events, engage in our workshops. We will continue to bring their art works to you, connect with our artists.

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!



Our Odisha Patachitra master artist conducting a workshop in Pune



Participating in Social Entrepreneurs & Enterprises (SEE) - Rural Livelihoods-Conference focusing on Opportunities in Rural India – Disruptive Ideas, Technologies, Processes to increase incomes in Rural Areas

SEE-Pune RURAL LIVELIHOODS CONFERENCE, on 15 June at YASHADA Auditorium, Pune got together practitioners, best practices and success stories to discuss opportunities and solutions – that would help increase Rural Incomes! Super Stories and Experiences & Great Learnings on creating businesses, jobs and sustainable

Energetic talks by chief guest Dr. Anand Deshpande, CMD - Persistent Systems & Founder DeAsra Foundation - Platform for Mass Entrepreneurship, Ramnath Subramaniam, CEO, Maharashtra Village Social Transformation Foundation and Pandurang Taware, Mukund Deshpande and our trustee Mr. Sunil Jalihal. The focus was how can Rural Youth get sustainable earnings of atleast ₹20K per month?

Our Sindhudurg, Vishwakarma Sutar Community project funded by NABARD

This will cover artisans working with wood, spread across 100+ villages.

In April HfA received the OFPO compliance report from Lupin Foundation and started work on it. In May a detailed annexure was prepared with the explanations and sent on 3rd of May.

In June Lupin Foundation and HfA decided to enter into a MOU for the Sindhudurg, Vishwakarma Sutar Community project and the details were worked out with the responsibilities of each party.

Every month, the HfA Designer will travel to Sawantwadi for 1 week each to do training and technology transfer of the product developed in that month.



INTRODUCING - elā - earth colours - Natural Mineral Colours for the caring!

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Think of the pre-historic cave paintings of Bhimbetka or the Ajanta cave frescoes of 2nd Century BCE – no chemicals were used in these paintings and the world is still in awe! Colours that were made from minerals and plant materials! Mineral Colours were also traditionally used in the miniature paintings of Rajasthan. Colours for these paintings were prepared from sustainable, eco-friendly materials such as coloured dust, ochres and minerals. Colours were made from coloured minerals and mixed with gum and water for use. Goat Hair and other natural hair brushes and fine sticks were used for painting.

Heart for Art is proud to bring back the tradition of these natural colours – for you and the earth! Brought to you in a Heirloom Kit – to take care and preserve, as we help preserve the earth and its environment for future generations – just like our ancestors!

CHECK THEM OUT & BUY HERE -

<https://www.heartforartonline.com/products/ela-natural-mineral-colours-for-the-caring?fbclid=IwAR0ulesGrtDv2NNXglc-2yEmJHyrCLcbmK3qDsAt9Jqz9R73tAsj0Fj>

Our Past Workshops

Hope you had a good time and got to appreciate Phad Painting workshop being conducted by our Rajasthani Artists Vivek and Vijay Joshi from 17th to 21st April at multiple locations in Pune. We had 2 types of workshops one intense workshop of 3 Hours daily for 3 days and a short workshop of 3 hours only. A very big THANK YOU to the workshop participants and patrons for supporting our traditional artisans.

Upcoming Workshops

Workshop on Odisha Pattachitra is planned for PuneKars during mid-August!



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