



Heart for Art

Handcrafted Elegance

Heart for Art Public  
Charitable Trust

**NEWSLETTER**

APRIL 2016



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## About Us

Bringing back the glory of well MADE in INDIA! And restoring the PRIDE of our Artisans

Heart for Art, is a Public Charitable Trust that promotes the traditional Arts + Crafts of India. Though Heart for Art online store was launched in August, 2015, the initiative had started in early 2014 as a personal effort by its team members. Founded by Padmaja Jaliha, the trust works towards bringing people products from the best artisans of India, who passionately create them! We create partnerships to find space for art and craft in private and public spaces and help craftsmen get back their pride and improve their living conditions. In Oct 2015, our labour of love was given official sanction - we became a Registered Trust, under Bombay Public Trusts Act and

continued our efforts on giving our rural artisans a fair trade marketplace.

The Heart for Art online store, [www.heartforartonline.com](http://www.heartforartonline.com), was launched in August 2015. In the initial phase about 20 craft forms curated under the categories of - Tableware, Masks, Wall Hangings, Small Paintings, Pottery, Durries & Carpets, Sculptures and Pots & Planters.

Our products now represent artisans of more than 35 different crafts of the country – including some of the best traditions of Bidriware, Kottan, Channapatna, Navalgund, Longpii, Sabaii, Etionakke etc.



No. of Crafts onboard	35
No. of Craft Clusters	45
No. of artisans	122
Families impacted	88



## PRODUCT CATEGORIES

TIC TAC TOE :: Traditional Toys  
 FUROSHIKI :: Baskets & Boxes  
 RANGOLI :: Tableware  
 MASQUERADE :: Masks & Wall Hangings  
 ELVES :: Small Paintings  
 MING :: Pottery & Ceramics  
 HEARTH :: Durries & Carpets  
 CHIZEL :: Sculptures  
 JACARANDA :: Pots & Planters



## India's Arts & Crafts

India's rich cultural heritage and centuries of evolutionary tradition is manifested by the huge variety of handicrafts made all over the country. Handicrafts are a mirror of the cultural identity of the ethnic people who make it. Through the ages, handicrafts made in India like the Kashmiri woolen carpets, Zari embroidered fabrics; terracotta and ceramic products, silk fabrics etc. have maintained their exclusiveness.

In ancient times, these handicrafts were exported to far off countries of Europe, Africa, West Asia and Far East via the 'silk route'. These crafts carry the magnetic appeal of Indian culture that promises exclusivity, beauty, dignity and style!! India has more than 3000 arts and crafts spread across 750 craft clusters! More than 650 million farmers are in part-time or fulltime handicrafts employment – in off-seasons and 200 million of them are in full-time crafts employment.

- Worldwide handicrafts market \$40B

::India with its rich heritage - share 2%!!!

- Artisans don't have access to urban markets – too many middlemen
- Urban Consumers – don't know the crafts story!
- Most artisans earn less than ₹ 5,000 per month!

These arts and crafts are being revived in the contemporary context. The traditional designs, materials and products are being adapted to modern lifestyles and utilities, yet retaining their traditional ethos and eco-friendly processes.

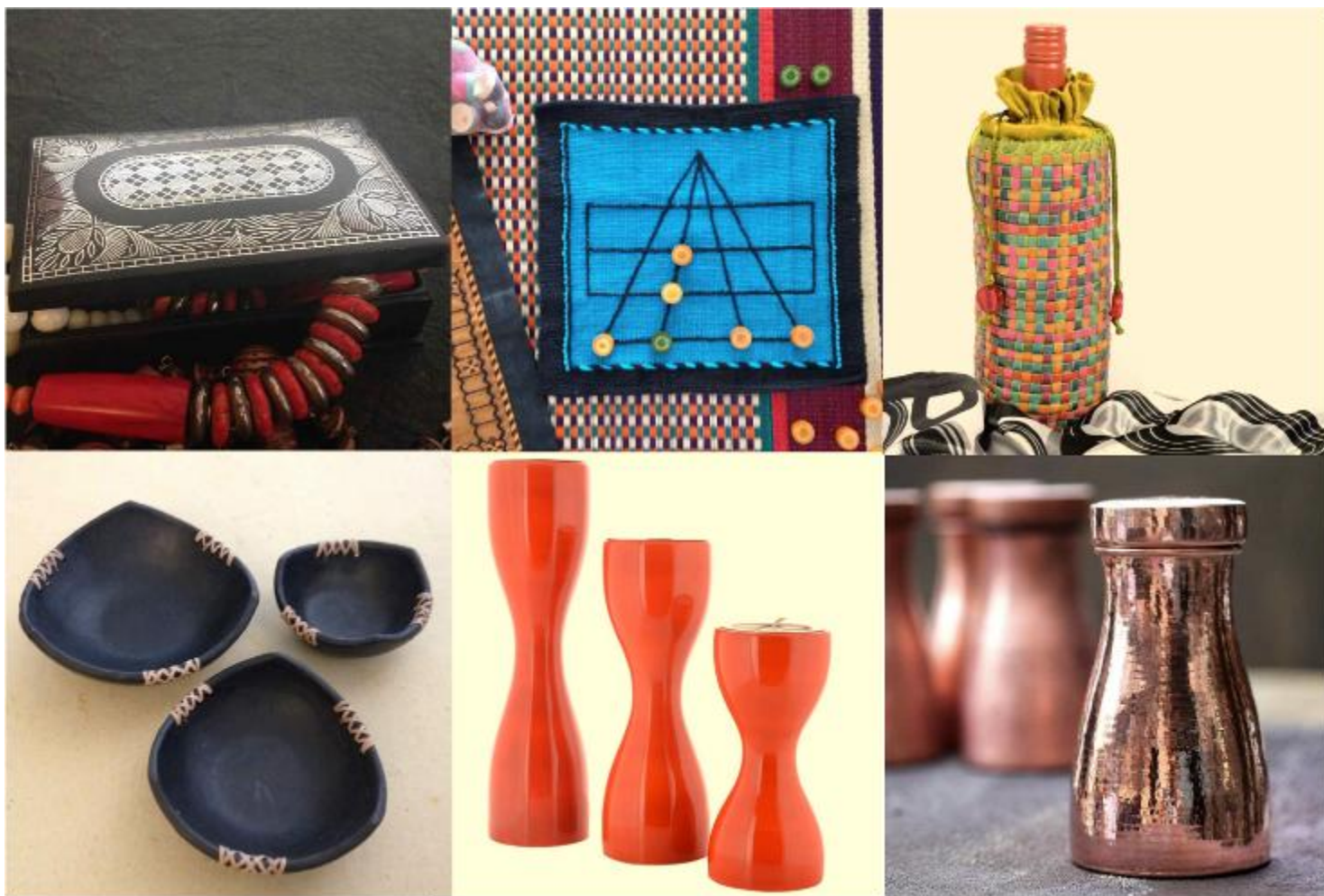
## Home Decor & Handmade Crafts

We at Heart for Art, work towards bringing you products from the best artisans of India, who passionately create them! We create partnerships to find space for art and craft in private and public spaces and help craftsmen get back their pride and improve their living conditions. We endeavor to provide these products in the best traditions of artisanal masterpieces, yet adapted to contemporary lifestyles and sensibilities.

Express yourself, indulge and make your homes and offices as individualistic as you are! We offer our customers a range of Home Décor and Gifting products across a number of categories, materials and designs. Help the cause of reviving India's Art +Craft heritage – get your clients to gift Handcrafted Products! Our gifts are ideal for a range of events including wedding celebration, birthday, regular employee events, product launches, conferences and seminars and award ceremonies as well as for different festivals like Diwali, Christmas etc. Heart for Art provides you many ways to sparkle up your festive home – with traditional craft items made by master craftsmen.

Our educational toys and traditional board games help children learn about increasing and decreasing quantities and colour matching. The toys are ideal for developing thinking and strategizing skills among children. These toys represent the crafts of Channapatna, Etikopka, Saharanpur and many more. Bring a smile to your child's face by buying her or him any of our eco-friendly, child safe colorful wooden toys, board games, puzzles.





The Southern Art and Craft Trip - the arty adventure through Bidar-Hyderabad-Mahabalipuram-Kumbakonam-Thanjavur-Karaikudi-Athangudi-Chennai-Channapatna-Bangalore-Savanur-Navalgund-Pune.

### Craft Tour

In July, 2015 we travelled across the southern part of India and met artisans from many craft communities - especially women artisans, who had the spark and desired additional handholding and direction. During the tour we visited Bidriware craftsmen (Bidar, Karnataka) rural women engaged in palm leaf weaving (Chettinad, Tamilnadu), stone and bronze sculptors (Kumbakonam and Mahabalipuram, Tamilnadu), wood and lacquer ware craftsmen (Channapatna, Karnataka), durrie makers (Navalgund, Karnataka). We experienced the traditional ethos and making process of these handmade crafts.

It gave us a good understanding of the artisans' skills, lives, opportunities and challenges that they faced.



It clearly emerged that they most needed assistance to get market access and exposure to discerning customers.

We set about doing this in full earnest!

## The Marketing Channels

As we set out creating the market place for India's artisans, we saw that their work and products need to be taken to market via multiple channels, to get them in front of large numbers of customers, especially in urban areas.

We setup these marketing channels to maximize market reach and get the products available to urban customers through their preferred locations and modes.

1. Exhibitions & Melas
2. Lifestyle and Home Décor Stores
3. Online Store & online marketing (webstore)
4. Corporate Events at people's workplaces
5. Consumer Art & Craft Appreciation Workshops

## Craft Workshops

To increase exposure of urban art and craft lovers to artisanal products and traditional processes we devised a means to facilitate this in environments that help people participate.

Creating multiple workshops in a city, covering different areas of the city and keeping the workshops to a maximum duration of 3 hours helped us take it to many more people in a format that was convenient to most customers.

It gave an opportunity for customers to appreciate the art and craft at closer quarters, directly from the artisan. The artisan got exposure to many art lovers and got a chance to understand their needs and identify new opportunities. Besides, the artisan got recognition and praise for their work and got good sales of

their art with the workshop attendees.



Our workshops on Odisha Palm Pattachitra & Bengal Folk Paintings done with artisans showcasing their skills to consumers were well received and appreciated by people. We conducted the workshops at various places of Pune like the GyanAdab Center in Kalyaninagar, P. N. Gadgil Art Gallery in Aundh, the BRICKS Architecture College, Pagdandi Books-Café in Baner etc and also in Mumbai places like the Integral Space opposite the Palladium Mall in Lower Parel and the Art Lovers Gallery at Mount Mary in Bandra..



During each workshop session artisans engaged between 15 and 30 participants in an exploration of the folk arts tradition and enable them to create their own art pieces based on their world of imagination that they imbibe from their social and cultural environment. Pattachitra masters from Odisha met with Jewellery artists of P. N. Gadgil Jewellers to discuss ways to get Pattachitra art onto silver and gold jewellery. Exposure and intermixing of the arts and crafts created

more useful and enduring products.

## Featured Artisan – Suman Chitrakar



Suman Chitrakar a 30 year old, Bengal Pattachitra artist from Pingala village, West Medinipur District, West Bengal

Heart for Art met with Suman in Bengal and understood his skills and work on Pattachitra, Santhal and Kalighat paintings. His opportunities to get his paintings around India were limited. He had been selling his work in Kolkata and Shantiniketan melas. His earlier work with the Azim Premji Foundation to illustrate a book on Savitribai Phule's life and another book on Bonobibi of the Sunderbans had won him some recognition, but had not added to his earnings. He and his work needed exposure to the rest of the country and his family needed an increase in earnings. He had even contemplated leaving his art and taking up a job somewhere, like many from his artisanal village had done.

We took up the task of taking Suman and his wife Rupsona Chitrakar's work to the market. We got his paintings onto our online store and to lifestyle stores in Mumbai and Goa. Bengal Painting workshops were arranged in Pune, Mumbai. We helped them increase their yearly earnings by 150+% in a short time of 4 months!





*Aasabai at work on her loom in Navalgund*

## UPCOMING EVENTS

### Gond Painting Workshops

Pune 21<sup>st</sup>-25<sup>th</sup> April

Mumbai 24<sup>th</sup> April

### Bengal Painting Workshops

Bengaluru 15th – 17th April

### Chau Mask Making Workshops

Pune, Mumbai – May 2015

### Bidriware Workshop

Pune, Mumbai June 2015

### Corporate Exhibitions

### Training programs



## Plan for FY 2016-17

To further increase our reach to arts and craft artisans on the one side and to urban customers and art/craft lovers on the other, we have put together an aggressive plan to increase the impact on the earnings of rural artisans. Here are the highlights of the plan:

1. Arts + Crafts expansion- Add 15 more crafts onto the marketing platform. Add crafts from the Western and Northern regions after the Southern and Eastern region that have been added so far
2. IT, Logistics, Backend- The front-end online store (Shopify) and the backend Inventory and Consignment Management systems (TradeGecko) are in place. Integrate them with Logistics and Delivery.
3. Marketing Channels- Expand reach to relevant consumer base on social media. FB, Twitter, Pinterest, etc. Get artisans products to more Lifestyle Stores in 3 more cities
4. Workshops with consumers- Conduct many more workshops in the year 2016-17. Cover more crafts. Extend the workshops to more cities including Bengaluru, Delhi, Hyderabad, Chennai, Kolkata in addition to Pune, Mumbai
5. Product Development and Training Programs- Conduct 2 relevant marketing and quality related programs for artisans of 2 crafts and take up 2 new relevant products to be specifically developed for the market
6. Increase Business from the trust and Earnings to Artisans – Increase Procurement from artisans and grow Revenues 4 X

## Artisans Skills Development program

In our endeavour to help rural artisans increase their earnings—we run Artisans' Skills Development Program. Artisans are exposed to the latest inputs to face the world while they maintain their art + craft traditions and ethos!

Time-bound, focused & resulted oriented TRAINING

- Technical & Soft skills training, expose artisans to markets, customers and experts
- Introduction to new and better processes
- Scientific inputs into raw materials, processes & quality procedures
- Basic Communication and Marketing Skills training
- Help in training the next generation in the family
- Financial help to educate children
- Product Development & Value Addition programs

## Artisan Speak

We endeavour to give artisans exposure, experience and transparent access to markets. We work closely with them to understand their needs and their aspirations. One such person we continue to work with is Suman Chitrakar, Pattachitra artist from Pingala village, West Bengal.

"Heart for Art's involvement has given us exposure, pride and earnings" says Suman Chitrakar. "We got so much exposure in newspapers in Mumbai and Pune and on Facebook - its fulfilling to get recognition. The workshop participants appreciated our art and learnt it themselves. They also bought a lot of our paintings. This gives us confidence to continue with our art when most of the artists in our village are giving up" says Rupsona- Suman's wife.



She started painting at the age of 3 and their daughter who is now 3 herself paints and sings when her parents are at work on their paintings!!

We continue to do this with many artists from the 25+ arts and crafts that we have on board.

## DONATE!

Donate generously to help revive the Arts + Crafts Traditions of India. Help our artisans get back their livelihoods and their pride!

Heart for Art Public Charitable Trust, in its endeavour to revive the Art + Craft traditions of India - runs a Artisans' Skills Development Program. Artisans are exposed to the latest inputs to face the world while they maintain their art + craft traditions and ethos. DONATE Rs. 100, 500 or 1000/- to help us make this happen. A receipt for the donation will be sent to your address. Quarterly reports on the usage of the funds collected will be shared with all Donors.

Donate here

<http://www.heartforartonline.com/collections/donations/artisans-skills-development-program>

## Call for Volunteers & Interns

We are looking to expand our team and efforts in this noble endeavor. Either as Volunteers or Interns. Openings are available for Product Photography, Product Design, Marketing & Sales, Workshop support, etc. The work periods of these opportunities range from a couple of months to six months. Students can engage as volunteers/interns over weekends or for specific events during these periods. They will pickup valuable experience through these opportunities at Heart for Art and will also work on the noble cause of reviving the arts and crafts of India. Heart for Art is founded and run by well accomplished professionals with global experience.

A few opportunities are available to be part of specific tasks and projects in April & May 2016 in Pune, Mumbai and Bengaluru and interested students can contact us.

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