Craftizen

Generating Livelihoods through Crafts
Introduction

Craftizen was founded in 2014 with a vision to preserve and evolve Indian craft skills so that they remain an integral part of our cultural fabric. We focus on craft-based skill training and design development, coupled with market-driven capacity building to enable sustainable livelihoods for traditional artisans as well as marginalised communities including women from low-income communities and persons with intellectual disability.

Through our programs, we have skilled over 3,500 beneficiaries in 25 centres across Bangalore, Hyderabad, Kolkata, Channapatna and Cheriyal.
Vision

To preserve and evolve Indian craft and artisanal skills so that they remain an integral part of our cultural fabric.

Mission

To enable craft based sustainable livelihoods for traditional artisans & marginalized communities.
Our Focus Areas

Craftizen plays the role of Craft Architects, building bridges that connect the crafts sector to newer possibilities

- Adults with Intellectual Disability
- Women from underprivileged backgrounds – rehabilitated from domestic violence, trafficking; prison inmates; unskilled urban, rural & tribal
- Traditional Craftspersons

- Inclusive Craft Skilling
- Bridging Skill – Income Gap
- Collaborative Model

- Customize skills – ability, raw material, geography, market access
- Holistic training – technical, soft skills, design thinking
- Setting up Group Enterprises
- Market Creation
- Environmental Impact

We work in partnership with:
- NGOs with proven track record
- Public institutions: NIMHANS, Bangalore Central Prison
- State governments - Manasadhara centres for mental health in rural districts of Karnataka
Impact Numbers

- Livelihood centers supported: 25
- Beneficiaries trained: 3,500
- Artisans impacted: 300
- Unique craft designs: 350
- Craft Skills engaged: 31
- NGOs partnered: 40
- Discards upcycled (kgs): 50,000
Corporate Engagement

Multiple ways to engage

- CSR Programs
- Workshops / Employee Engagement
- Donations & Campaigns
- Gifting Solutions
Focus is on skill development in creating marketable products from discard materials such as Temple flowers, paper-dust, fabric leftovers and newspapers. Under this project, 1,500 beneficiaries from marginalized sections including persons with intellectual disability and low income women, who have no other sustainable sources of income are being trained and supported.

Under this project over 900 beneficiaries including women rescued from a life of trafficking, as well as rural & tribal women in Bolpur are being trained in skills ranging from hand-block printing, screen printing, fabric discards, Bena grass jewellery and Kantha embroidery. Their beautiful products have found several international buyers.

Over 350 women from economically underprivileged backgrounds have been skilled in hand embroidery, tailoring, folk painting and plastic upcycling in our centre situated in Hyderabad’s largest urban slum. Women who were previously unskilled and never employed before are now earning regularly and taking strong strides in their journey of self discovery and financial empowerment.
Workshops / Employee Engagement

We curate interactive workshops and craft exhibitions at corporate offices to enable hands on exposure to art & crafts for adults and children alike.

We have conducted events in Bangalore, Delhi and Hyderabad. Our clients include Accenture, ANZ, BOSCH, HSBC, Hindustan Unilever, Indian School of Business (ISB), Lowe’s, McAfee, Samsung, SAP Labs, Timken and Volvo.

In keeping with current times, we are conducting Online Workshops to engage with employees on impactful storytelling, DIY sessions, workshops promoting sustainability and virtual tours of traditional craft clusters. A list of some of the past workshops we have organized includes:

- Flower sand art
- Block-printing
- Origami
- Art from Trash
- Flo-dust Coasters
- Jewellery making
- Photo frame making
- Name Keychains
Donations and Campaigns

An initiative to conduct donation campaigns throughout the year to encourage your employees to contribute towards traditional artisans, women from marginalized communities and persons with intellectual disability. Seasonal and festive donations are accompanied by in person volunteering opportunities as well.
One-stop Gifting Solution

- Customized and Branded Merchandise
- Conference & Thematic Gifting for Events
- Awards & Mementos
- Wellness Gifting
- Festive Gifting
- Corporate Anniversary Gifting
- Gifting for Important National & International Days

Click here to see the impact of our handcrafted products
We value your unique branding requirements and have curated a range of suitable options from DTG Printing, Laser Etching, Screen & Block Printing, Embroidery, Hand-painting, Stickering to name a few.

Our design team works extensively to assist you with branding possibilities. We provide customisation & personalization prospects with any of the available products.

We take pride in storytelling to highlight the uniqueness and social impact of merchandise ordered from us.
Customized Hampers
Work Desk Accessory Kit

1. Pen-stand cum card holder
2. Knick knack tray
3. Fabric Diary with reusable cover
4. Eco-pen (made from Newspapers & magazines)
5. Folk-art Coaster
6. Desktop Puzzle: either Brainvita or Tower of Hanoi (shown here)

Mix & match from the above elements to create your own hamper

Hamper Price:
Items 1-4: INR 550
Items 1-5: INR 750
Items 1-6: INR 1,250
Inclusive of 12% GST
Employee Recognition Set

Gift one of a kind, handcrafted mementos to your employees to show them how special and valued they are. Add other elements from our catalog to recognise and reward them:

1. Flo-dust Memento
2. Fabric Diary with reusable cover
3. Stressbuster Puzzle: either Circle of Life or Colour-ku

Hamper Price:
Items 1-3:
- 100 - 500 pieces: INR 1,750
- > 500 pieces: INR 1,550

Items 1-2:
- 100 - 500 pieces: INR 975
- > 500 pieces: INR 875

Inclusive of GST
Conference Kit

1. Cotton Tote Bag
2. Diary with Reusable Cover
3. Eco-pens (from Newspaper)
4. File folder (single pocket)
5. Flo-dust Keychain

All products can be elegantly branded. Designs can be customised as well for bulk orders.

Hamper Price:
100 - 500 pieces: INR 675
> 500 pieces: INR 650
Festive Tidings

Brighten up your Diwali festivities with this handcrafted hamper and support dignified livelihoods for adults with intellectual disability. Hamper includes:

1. Aromatic Candles: Set of 2
2. Terracotta Diya - Rangoli Set
3. Aromatic Wax Tablet
4. Flo-dust t-lite holder: Set of 2
5. Handmade chocolates
6. Paper Lantern

Hamper Price:
100 - 500 pieces: INR 1,700
> 500 pieces: INR 1,450
Celebrate India

Home Decor Hamper

This vibrant hamper celebrates several unique craft forms of India and is a classy gift that also supports many deserving and skilled craftpersons:

1. **Zardosi** Tray & Coaster: Zardosi hand embroidery
2. **Folk Art** Wall Hangings
3. **Channapatna** Cutlery Holder
4. **Banaras Wood Craft**: Bottle Opener & Fridge Magnet
5. **Channapatna** Mobile Holder
6. **Cheriyal** Mask Pair

All products can be elegantly branded. Designs can be customised for bulk orders.

**Hamper Price:**

- Items 2-5: INR 2,700
- Items 1-5: INR 4,300
- Items 1-6: INR 5,600

*Inclusive of GST*
Nostalgia Hamper
Rediscover the Child in You
Relive moments of pure joy and de-stress whilst also reconnecting with the wonder and delight of traditional and contemporary handcrafted toys:

1. Circle of Life
2. Brainvita
3. Kendama
4. Spinny Toys
5. Walking Toy
6. DIY Paint-a-Russian Doll Set

Hamper Price:
100 - 500 pieces: INR 4,000
> 500 pieces: INR 3,500
Inclusive of GST
Flights of Fancy

Garden Hamper

Spruce up your indoor / outdoor plants in style with our vibrant planters and garden sticks adorned with beautiful birds in different shapes and hues:

1. DIY Herb Gardening Kit (2 herb seeds + coco peat + planters)
2. Planters from Channapatna: Set of 2
3. Handcrafted Wooden Garden Sticks: Set of 3

Hamper Price:

100 - 500 pieces: INR 2,200
> 500 pieces: INR 2,000

Inclusive of GST
Our Artisans

Women from Low-income Communities

Craftizen works with underprivileged women who are unskilled and unschooled, to form them into group enterprises and help them earn regular livelihoods through craft-based skill training, design development, soft skills training and capacity building.

Most of the products featured here are made by women artisans in Bahadurpura, one of the largest urban slums of Hyderabad where Craftizen has a livelihood unit in the heart of the basti providing regular incomes to close to 300 women in tailoring, embroidery, box-making and crochet.
Folk Art Coasters/Wall Hangings

These framed coasters have vibrant designs and motifs that are inspired by traditional folk-art forms of India such as Gond, Madhubani and Jamini Roy paintings.

We can add a hook at the back to make them into wall hangings.

Popular in Sets of 4
Zardosi (zar meaning gold and dosi meaning embroidery) is an intricate form of embroidery that came to India from Persia.

Craftizen skills women in this traditional craft and we are proud that artisans from our Swayam Shakti unit in Hyderabad are amongst a handful of women in the country to be practicing this beautiful art form.
Desktop Work
Accessory Kit
Options

• Pen-stand cum card holder
• Knick knack tray
• Fabric Diary with reusable cover
• Eco-pen (made from Newspapers & magazines)
• Folk-art Coaster
• Handmade chocolates
• Desktop Puzzle: either Brainvita or Tower of Hanoi (shown here)

Mix & match from the above elements to create your own hamper
This handy organiser has additional pockets on the inside cover for keeping a mobile, cards & pens.

Designed using beautiful fabrics that are pasted on sturdy paper board and then fabricated.

The organiser includes One A5 notebook & One Eco-Pen hand rolled from newspaper.

Branding & Customisation are possible.
Reusable Journal

- This reusable journal cover is designed using beautiful fabrics such as Ikkat and handblock-prints, which are pasted on sturdy paper board which is then fabricated into a dairy with a button clasp.

- Diary Size - A5

- Branding & Customisation are possible
Hardbound Notebook

• Our hardbound notebooks are designed using beautiful fabrics such as Ikkat and handloom cotton that are pasted on paper board and then fabricated into a notebook.

• They can be customised with fine hand embroidery in thematic designs

• Notebook Size - A5
Hamper Boxes with Brocade & Beads

We customize gift and hamper boxes that are handcrafted with brocade and silk fabrics and embellished with embroidery and bead work. These much loved boxes are reusable as accessory organizers.

Fabric and size can be customised with adequate lead time
Discover a stunning collection of designer potli bags tailored by our artisans embellished with Zardosi and hand embroidery as required. These make for beautiful gifts.

We can add chocolates / dry fruits or other goodies inside.

Colours and designs can be customized.
Jute Bags

Choose from a range of jute bags suited for your requirement - conference bag, goodies & swag bags, lunch bags, wine bottle bags, sling bags.

These bags are carefully designed & tailored by women artisans from our Swayam Shakti Livelihood unit.

**Bags can be customised & branded as per requirement. Cost will vary as per customisation.**
Jute Conference / File Folders

Use these long lasting jute organisers, with compartments and pockets to store and categorize your papers & important documents, making it ideal addition to your desk & workspace.

(a) Single pocket
(b) Double Pocket

These Folders can be developed in multiple shapes, sizes, and designs according to your needs.

Since jute is a breathable fabric, the airy material is not affected by moisture.
Cotton/Canvas Bags

Choose from a range of cotton bags which can be customised for design, size, colour and branding.

These bags are carefully designed & tailored by women artisans from our Swayam Shakti Livelihood unit.

The design can include embellishments using fabric upcycled from various cloth ends and bits.

*Lead time: 5 - 10 days depending on design and quantity*
Under our Green Skilling Program we work with adults with intellectual disability to create marketable products from discard materials such as Temple flowers, Paperdust, Fabric leftovers and newspapers. This program provides dignified labour and regular incomes, and has also proven to be rehabilitative by customising skills to suit abilities, thereby providing meaningful work to our differently abled artisans.
Flo-Dust is a unique recycled material created by Craftizen by combining Flower powder and paper-dust. Lovingly made by our artisans with intellectual disability, Flo-dust enables them to earn a dignified and sustainable livelihood, whilst also providing therapeutic benefits since it is a combination of natural materials.

For this out of the box idea Craftizen also won an Innovation Award by the Serendipity Arts Centre in the Art & Sustainability category in April 2021.
Upcycled, eco-friendly and completely handcrafted, these earthy coasters (that can also double up as t-lite candle holders) are lovingly handcrafted by adults with intellectual disability.

Flo-Dust is a unique recycled material created by Craftizen by combining Flower powder and paper-dust.
Flodust Fridge Magnets & Keychains

Upcycled, eco-friendly and completely handcrafted, these fun and unique Flodust Fridge Magnets and Keychains are lovingly handcrafted by adults with intellectual disability.

Flo-Dust is a unique recycled material created by Craftizen by combining Flower powder and paper-dust.

Products can be customised as per brand colours/logos.
Upcycled, eco-friendly and completely handcrafted, our unique medals convert into magnets, making them a permanent keepsake and memory of the event :) 

Design and colour can be customised 

Flo-Dust is a unique recycled material created by Craftizen by combining Flower powder and paper-dust.
Ditch the age old Plastic and metal trophies for our sustainable, recycled and handmade trophies made by artisans with intellectual disabilities.

These trophies can be customized to any shape, size, colour and branding.
Aromatic Candles

Made of Soya wax and other natural ingredients, these eco-friendly candles with aromatic essential oil are carefully handcrafted by persons with intellectual disability. These hand poured candles are the perfect addition to your festivities.

Branding and design on the candle can be customised

Pictures used are for reference
Aromatic Wax Tablets

Eco-friendly and 100% natural, these wax tablets (120g) are made with soya wax, bees wax and aromatic oils to infuse fragrance to wardrobes, closets and drawers. These are lovingly handcrafted by adults with intellectual disability.
Handmade Chocolates with Organic Cashews

These chocolates are handmade by persons with intellectual disability at our livelihood and rehabilitation centres in Bangalore.

These are prepared with the best ingredients and a whole lot of love.
This DIY Kitchen Garden Kit is an ideal kit to develop the passion in gardening. One can make their own kitchen herbs garden using this kit.

The kit comes with all the essential potting materials and instruction manual.

*Only available for Bulk orders*
Eco-friendly Diwali Gifts

Various hampers can be customized with the following elements:

- Terracotta Diyas
- Aromatic Candles
- T-lite candle holders*
- Eco-Petals: reusable Rangoli elements*
- Flower Sand Rangoli colours#
- Rangoli stencils
- Handmade chocolates
- Decorative Paper hangings
- Paper Lanterns

Branding on the box can be customized for bulk orders. Message card can be inserted.

* recycled from flo-dust
# recycled from Temple Flowers
Petalists*

Holi Colours

Eco-friendly and skin-friendly Holi colours made from Temple flowers by our Petalists*

Availability seasonal.
Colours: Pink, green, yellow, orange, blue.

*Petalists are adults with intellectual disability who are experts at recycling flowers to make unique products such as these Holi colours
“Kobokai” is our brand that celebrates wooden crafts that are playful and fun, yet functional and on trend. The brand designs and curates products from the famed craft clusters of Channapatna, Banaras and Saharanpur.

Craftizen has been supporting these three craft clusters for several years with design development, and marketing orders. Last year we set up a Design Innovation Lab in Channapatna to undertake design interventions that can keep the craft contemporary and relevant.
Channapatna Spectacle Holder

Never misplace your spectacles or sunglasses ever again with these uber stylish spectacle holders! These quirky pieces are handcrafted in wood with natural lacquer-work by our talented artisans in Channapatna. Comes in a male and female variant.

Available colours: Yellow (male), Orange (female)
Handcrafted Mobile Holder cum Pen-stand

These quirky wooden mobile holders shaped in form of an Elephant make for a lovely addition to your work table and home decor. The product is lovingly handcrafted in Channapatna.

Colour of lacquer work can be customised
Organizers:
Pen-stands / Planters / Cutlery Holders

These beautiful handcrafted stands with colour gradients are made by skilled artisans from Channapatna.

Channapatna is known as Gombegala Ooru (toy-town) of Karnataka. Traditionally, the work involved lacquering the wood of the Wrightia tinctoria tree, colloquially called Aale mara (ivory-wood).
This is a puzzle toy for adults which requires skill and dexterity. A proven stress buster, the Kendama improves hand-eye coordination, balance and focus. This toy has multiple levels of difficulty.
Aim of this wooden lacquered stress buster puzzle is to connect the similar coloured dots with the adjacent wooden coins by aligning and ordering them correctly.

There is only 1 solution but a large number of permutations and combinations leading to many hours of fun and de-stress.

Colour of lacquer work can be customised for the cover

Sold as a single unit
Colorku revamps the traditional Sudoku game with colourful lacquered pegs from Channapatna. The objective of the game is to fill a 6x6 grid so that no coloured peg is repeated across a horizontal or vertical line.

Kit includes starting puzzle boards

*Doubles up as a pen-stand when not in play mode :)*

*Sold as a single unit*
Tower of Hanoi

This is a wooden Pyramid Puzzle which illustrates the importance of strategic thinking, of planning several steps ahead while addressing a challenging task.

It makes for a unique gift choice to adorn any corporate desk.

Bottom left is an example of a set that was customised with the client’s brand colours, logo and message.
Yo-yos

Discover the ultimate stress buster yoyos, handcrafted by Channapatna lacquer artisans, which promise endless swings, fun and relaxation. Comes in painted and lacquer gradient versions.

Colour of lacquer work can be customised

Sold as a single unit and set of 2
Spinny Toys

These fun and colourful spinny toys will take you back to your childhood! Proven stressbusters, these are perfect to help you focus. Carry them in your handbag / laptop bag and use when on the go!

Colour of lacquer work can be customised

Sold as a single unit and set of 3
Wooden Puzzles

The puzzles included in this set are three dimensional building games. Each one consists of wooden pieces, which are designed to be fit together to create a finished 3D shape.

The set includes a wooden tray with compartments. It is a perfect desktop stress buster to take a break from the chaos of your day while developing your patience and strategic thinking.
Brainvita

With multiple permutations and combinations, this game plays out differently every time and is a treasured keepsake.

To play: All you have to do is move one marble over the other either horizontally or vertically (diagonal moves are not allowed). As soon as you do this, the marble over which you took the other marble disappears. Continue moving one marble over the till you have no other option.

Material: Sheesham Wood
Craftizen has been working closely with the following traditional artisan groups for several years to provide design development and marketing support:

- Channapatna toys, Karnataka
- Cheriyal Paintings and Masks, Telangana
- Banaras Wooden toys, UP
- Saharanpur Wooden Puzzles, UP
Cheriyal Wall Plate

These Wall Plates are unique gifts that are suitable for special occasions and premium gifting.

Wooden plates are first coated with a mix of tamarind seed powder and sawdust paste, then covered with soft cotton which is painted white to create a canvas, on which the painting is done entirely with natural colours. The entire process is handcrafted.

Comes in 2 sizes:
8” and 10” diameter
There are only a handful of surviving families from the original Nakashi tribe in the village of Cheriyal in Telangana who make products such as masks and dolls from tamarind seed paste and sawdust.

Craftizen has developed several unique & functional products with them such as the spectacle holders, pen stands and cheriyal mask pairs!

Colours: Blue, Green, Orange, Red, Yellow
Wooden Bottle Opener & Fridge Magnet

Hand-painted wooden bottle opener that is also a fridge magnet, handcrafted by talented wood craftsmen in Banaras.

Traditionally they used to make toys and games and are now using their skills to craft contemporary products designed by us.
Meet the Minions family who are funny, mischievous yet adorably cute. The set comprises of 5 Minion themed hand-crafted wooden nesting dolls that make for a great gift for anyone who is a fan of the Minions. The decorative curio is a must-have home décor that also serves as a toy set for your toddlers. The yellow army is all ready to adorn your shelves and add that extra bit of spice to your space.
Wooden Garden Sticks

Decorative garden sticks in fun and quirky designs.

These will liven up plants and pots kept on desktops and of course in home gardens.

*We can also add seeds / plants and pots on request for an additional cost*
Choose from a wide range of gift boxes to thoughtfully curate a hamper with handcrafted products made by Women from low income communities, Persons with Intellectual Disabilities & various Traditional craft clusters across the country.

The hamper can be bundled with any of the above products.

The gift box can be customised as per the required size, style and branding!

Cost - Will vary depending on final products chosen
Gift Boxes

We make sturdy, reusable gift boxes with beautiful fabrics which are a gift item in themselves and can be used as storage for your valuables.

We also provide corrugated paper boxes printed with custom designs.

Shipping

Shipping: to individual homes is possible. Will be billed on actual.

*Price depends on weight, volume and delivery location*
Awards & Fellowships

NITI Aayog
WOMEN TRANSFORMING INDIA
2021-2022

Confluence Ideathon 2021 - Arts X Environment

Sankalp Award
Best Social Enterprise - Plastic Mitigation 2019

NABARD
Social Entrepreneur Fellowship 2013-14

TATA TRUSTS
Harvard - Tata Trust Social Innovation Grant 2016

Social Enterprise of the year - 2016
For the past four years, Bengaluru-based NGO, Cratizen Foundation, has been selling skin-friendly Holi colours labelled Petalizes made from discarded flowers collected from temples and marriage halls. "The production is done by 200 people with intellectual disabilities from four organisations — NIMHANS, Grameena Abhiyudaya Seva Samiti (GASS), Orione Seva and Richmond Fellowship Society, in the city. We provide the training and also market their products," explains Mayura Balakrishnam, founder of Cratizen.

Non-toxic colours popular among Bengalureans

These colours are made with discarded flowers or leaves, and mixed with flour and water. The joy of Holi will be heightened if we make sure that the colours we use will not harm our skin, eyes and hair.
Contact us

Mayura Balasubramanian: +91 – 96181 06333
mayura@craftizen.org

Megha Shree: +91 – 90088 31016
megha@craftizen.org