Craftizen

Workshop Catalog

Generating Livelihoods through Crafts
Introduction

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

**Our Focus Areas**

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

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

Collaborative Model
- We work in partnership with like minded NGOs
- 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
- Curated Merchandise & Gifting
- Workshops on Art & Craft
- Donations & Campaigns
Workshops on Art & Craft

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

We conduct both offline and online Workshops to engage with employees on Do-it-Yourself (DIY) kits, sessions promoting sustainability and virtual tours of traditional craft clusters.

Events conducted in:

- Bangalore
- Delhi
- Hyderabad
- Mumbai
Celebrating Sustainability

Workshops focussed on recycled / natural / eco-friendly materials
Flo-dust Painting

Flo-dust is Craftizen’s unique proprietary material made from recycled flowers! And the best part is that these coasters have been made by adults with intellectual disability as a means of dignified livelihood. Use the material as a canvas and paint them in a myriad of colourful combinations.

Products: Coasters (2) OR Keychain (1) + Magnet (1)

Time needed: 30 - 60 mins

Facilitation Fees:

<table>
<thead>
<tr>
<th>No of participants</th>
<th>Price per participant</th>
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<tbody>
<tr>
<td>Upto 50</td>
<td>Rs. 400</td>
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<td>Upto 500</td>
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</table>
Candle set (Terracotta + Glass)

Create your own artistic candle patterns and sceneries by pouring candle granules on glass containers and by painting your vibrant thoughts on these earthen terracotta candles, lighting up the vibe.

**Product:** Terracotta candle (1) + Glass candle (1)

**Time needed:** 30 - 45 mins

**Facilitation Fees:**

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<thead>
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<th>No of participants</th>
<th>Price per participant</th>
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<tbody>
<tr>
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<td>Upto 250</td>
<td>Rs. 475</td>
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<td>Upto 500</td>
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*Images shown here for representation purpose only*
Embark on a fragrant journey of potpourri making, combining dried flowers, herbs, and spices, infusing your space with a delightful aroma that brings a touch of natural beauty indoors.

**Product:** Potpourri sachet

**Time needed:** 30 mins

**Facilitation Fees:**
*Based on availability of materials*

*Images shown here for representation purpose only*
Terracotta Painting

Use earthy terracotta planters or cups as canvases for intricate or contemporary paintings adding a touch of elegance and personality to your green spaces.

**Product:** Terracotta Planter (1)

**Time needed:** 30 - 45 mins

**Facilitation Fees (for set of 2 planters / candles):**

<table>
<thead>
<tr>
<th>No of participants</th>
<th>Price per participant</th>
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<tbody>
<tr>
<td>Upto 50</td>
<td>Rs. 420</td>
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<td>Upto 150</td>
<td>Rs. 390</td>
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</table>

*Images shown here for representation purpose only*
Eco-Pens

Turn your old newspapers and magazines into these eco pens. Roll a refill with the newspaper using glue, and you'll have a pen ready to use.

**Product:** Pens (2-3)

**Time needed:** 30 mins

**Facilitation Fees:**

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<th>No of participants</th>
<th>Price per participant</th>
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<td>Upto 250</td>
<td>Rs. 90</td>
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<td>Rs. 80</td>
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</table>

*This workshop is an add-on to any of the other workshops and cannot be organised solo.*
Spectrum of Colours

Workshops using various art and craft techniques
Pen-stand - Dot art painting

Add a bit of colour and zing to your work desk by creating interesting patterns with dot painting and mandala art techniques.

**Product:** MDF Pen-stand (1)

**Time needed:** 45 - 60 mins

**Facilitation Fees:**

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<thead>
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<th>Price per participant</th>
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<td>Upto 500</td>
<td>Rs. 480</td>
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*Images shown here for representation purpose only*
Wall Art With Spray Painting

Unleash your creativity in a spray painting workshop transforming ordinary canvases into captivating wall hangings.

**Product:** Painting (1)

**Time needed:** 45 - 60 mins

**Facilitation Fees:**

<table>
<thead>
<tr>
<th>No of participants</th>
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<tbody>
<tr>
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<td>Rs. 450</td>
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<tr>
<td>Upto 500</td>
<td>Rs. 400</td>
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*Images shown here for representation purpose only*
Tie & Dye

Dive into the vibrant world of tie & dye, to create unique patterns and colour explosions on tote bags or t-shirts, turning them into wearable works of art.

**Products:** Tote bag (1)

**Time needed:** 45 - 60 mins

**Facilitation Fees:**

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<thead>
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<th>Price per participant</th>
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<tbody>
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<td>Upto 250</td>
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*Images shown here for representation purpose only*
Hand-block Printing

Have fun with block-printing fun motifs onto fabrics, giving birth to stunning bags that blend traditional craftsmanship with contemporary style.

Products:
- Cotton tote bag + Cotton potli (1)
- Travel pouch (1)
- Gift wrapping papers (2-3)

Time needed: 30 - 45 mins

Facilitation Fees Per Participant:

<table>
<thead>
<tr>
<th>No of participants</th>
<th>Tote bag + Potli</th>
<th>Travel pouch</th>
<th>Gift wrapper</th>
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<tbody>
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<td>Upto 50</td>
<td>Rs. 420</td>
<td>Rs. 400</td>
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<tr>
<td>Upto 250</td>
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<td>Upto 500</td>
<td>Rs. 360</td>
<td>Rs. 330</td>
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</table>
Mat Braiding

Transform your old fabrics into cloth strips and skillfully braid them to craft beautiful and durable floor mats, showcasing sustainable creativity and resourcefulness.

**Products:** Floor mat / Dining mat / Wall decoration

**Time needed:** 30 - 60 mins

**Facilitation Fees:**

<table>
<thead>
<tr>
<th>No of participants</th>
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<tbody>
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<td>Rs. 290</td>
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*Images shown here for representation purpose only*
Dream Catcher DIY Kit

A dreamcatcher is used as a shared symbol of hope and healing. Create your dream catchers by weaving intricate patterns and making feathers and beads with crocheted pieces and colourful yarns.

**Product:** Dream Catcher (1)

**Time Taken:** 30 - 45 mins

**Facilitation Fees:**

<table>
<thead>
<tr>
<th>No of participants</th>
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<tbody>
<tr>
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<td>Upto 250</td>
<td>Rs. 600</td>
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<td>Upto 500</td>
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</table>

*Left: elements provided in our dreamcatcher kit*
Paper Pioneers

Workshops with paper crafts and techniques
Origami

Fold colourful origami papers in a myriad ways to unfold surprising forms and products

**Products:** Gift boxes, Organizers, Bookmarks

*1-2 designs for each*

**Time needed:** 30 - 45 mins

**Facilitation Fees:**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Upto 50</td>
<td>Rs. 300</td>
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<tr>
<td>Upto 250</td>
<td>Rs. 280</td>
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<td>Upto 500</td>
<td>Rs. 240</td>
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*Images shown here for representation purpose only*
Paper Marbling

Paper marbling is a technique where the floating colours on water are transferred to a fabric or paper creating mesmerizing patterns.

**Products:** Marbled paper sheets, Personalised cards

**Time needed:** 30 - 50 mins

**Facilitation Fees:**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Upto 50</td>
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*Images shown here for representation purpose only*
Embrace the eco-friendly art of **paper bag making** and turn simple materials into sustainable fashion for everyday convenience.

**Products:** Paper bags, Pouches

**Time needed:** 15 - 30 mins

**Price:** mentioned on the next slide

*Images shown here for representation purpose only*
Engage in the joy of binding handmade papers together with this hand-binding activity which could be turned into a journal or a personal diary

**Products:** Journals, Diaries, Sketchbooks

**Time needed:** 30 - 45 mins

**Facilitation Fees for Paper bag + Hand bound books:**

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<tr>
<th>No of participants</th>
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<tbody>
<tr>
<td>Upto 50</td>
<td>Rs. 420</td>
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<td>Upto 250</td>
<td>Rs. 390</td>
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<td>Upto 500</td>
<td>Rs. 360</td>
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*Images shown here for representation purpose only*
Workshops for Kids
Nesting Doll Set

Use handmade wooden minions (Russian dolls) as canvases and create fashionable minion family, adding a touch of quirkiness to your decor.

**Products:** Minion dolls, suitable for ages 7 - 15  
*Kit includes 1 set of 5 nesting dolls / child*

**Time needed:** 30 - 60 mins

**Facilitation Fees:**

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<thead>
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<tbody>
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<td>Rs. 800</td>
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<td>Upto 500</td>
<td>Rs. 750</td>
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</table>
DIY Flower Sand Art Kit

Made from recycled Temple flowers, the flower sand art is a fun method of applying eco-friendly colours on the fun animal templates to convert into 3D animals and paintings.

**Product:** Flower Sand Art, suitable for ages 5 - 10  
*Kit includes 5 templates / child*

**Time needed:** 35 - 50 mins

**Facilitation Fees:**

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<th>No of participants</th>
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<tr>
<td>Upto 250</td>
<td>Rs. 375</td>
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<tr>
<td>Upto 500</td>
<td>Rs. 360</td>
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*Images shown here for representation purpose only*
## Workshop Bundling

Here are some curated combinations from our team to double the fun in your employee engagement activities

<table>
<thead>
<tr>
<th></th>
<th>Option 1</th>
<th>Option 2</th>
<th>Bundle</th>
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</thead>
<tbody>
<tr>
<td>Flodust</td>
<td>2 coasters</td>
<td>1 Key chain + 1 magnet</td>
<td>Coaster + Keychain + Magnet</td>
</tr>
<tr>
<td>Origami</td>
<td>Organizer</td>
<td>Lamp shade</td>
<td>Organizer + Lamp + Eco pen</td>
</tr>
<tr>
<td>Workspace kit</td>
<td>Pen stand + Coaster</td>
<td>Hard bound book + Eco pen</td>
<td>Pen stand + Book + Coaster + Eco pen</td>
</tr>
<tr>
<td>Painting set</td>
<td>Planter painting</td>
<td>Spray painting</td>
<td>Plant pot + Spray painting</td>
</tr>
<tr>
<td>Travel kit</td>
<td>Block printed tote bag</td>
<td>Block printed travel pouch + Paper bag</td>
<td>Tote bag + Travel pouch + Paper bag</td>
</tr>
</tbody>
</table>
Benefits of Art & Craft as Engagement Activities

- Proven stress buster
- Cultivates imagination and creativity
- Boosts teamwork and camaraderie
- Stimulates right brain cells
- Promotes well-being and aids relaxation

- Builds awareness on sustainability and reuse
- Improves hand motor skills
- Working with handmade techniques is therapeutic
- Feel good from contributing to positive social impact such as livelihoods for the underprivileged

Our clients include:

- accenture
- ISB
- HSBC
- SAMSUNG
- Volvo
- McAfee
- SAP
- Hindustan Univer Limited
- BOSCH
- salesforce
- TIMKEN
- Lowe's
- Razorpay
We conducted a 2 hour interactive DIY workshop for over 800 Salesforce employees in Mumbai. With the focus on sustainability, the idea was to encourage the employees to upcycle unused materials or products at home.

After discussing a few possibilities, the following activities were decided:
- coaster painting on flodust material (made of flower & cardboard waste)
- paper pen rolling with old newspapers
- bookmarks using old magazines

“Craftizen has been doing amazing work in skilling and providing employment to underprivileged women while focusing on traditional Indian crafts and sustainability. We feel privileged to have been able to learn a few ways to upcycle items at home and some of us have even taught the techniques learnt to our children. Hope they continue their great work.”

- Ayesha Fernandez, Regional Sales Director - Salesforce
We conducted interactive DIY workshops for over 220 Razorpay employees across their offices in Bangalore, Gurgaon and Pune. With the focus on fun and de-stress, the idea was to encourage participants to bring out the creative side of their personality.

The workshop was planned to culminate their “Pride Month” celebrations, and the activity selected was freestyle painting of Flo-dust* coasters. The event provided a wonderful platform for creative expression of the participants and we were delighted by the patience and care that went into their vibrant handiwork.

*Flo-dust is a proprietary recycled material of Craftizen that is made from combining flower discards and cardboard waste.

“During our search for an art activity vendor for our ERG initiatives at Razorpay, Craftizen came to my mind immediately. Mayura and her team did an incredible job from start to finish, taking care of everything from ideation to execution.”

- Shifa Soomar, Razorpay
Contact us

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megha@craftizen.org

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