



Craftizen

Generating Livelihoods through Crafts



Our Artisans

Adults with Intellectual Disability:

We provide skill training and livelihood support to adults with intellectual disability to create marketable products from discard materials such as Temple flowers, Paper waste, Fabric leftovers and newspapers.

This program provides **dignified labour and regular incomes**, and has also proven to be **therapeutic** by customising skills to suit abilities, thereby providing **meaningful work** to our differently abled artisans.



Flo-dust Material

Flo-Dust is a unique recycled material created by Craftizen by combining 2 discard materials:

- a) Flowers (from Temples)
- b) Paper-dust (cardboard mills)

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.



Paper Dust

Flower Powder

Flodust

Innovative Material: first of its kind!

For this innovative material Craftizen won an **Innovation Award** by the **Serendipity Arts Centre** in the **Art & Sustainability** category in **April 2021**.



CONFLUENCE
IDEATHON



Trophy Designs

Flo-dust is a **malleable** material that can be **customized easily into different shapes**, any design can also be **imprinted** on it.

Most of our designs to date have been **inspired by nature**.

Shown here are the three most popular design options.



Lead Time:

For all designs is **3-4 weeks** since it takes 2 weeks for pieces to dry before we can sand and paint.

Design details

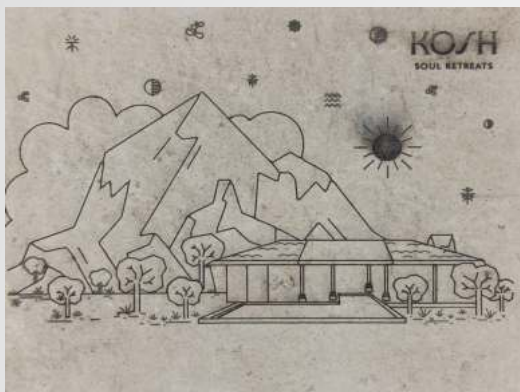
- 4mm Flo-dust slabs
- Laser engraved trophies
- Customised colour schemes based on events
- Company logo branding engraved
- Biodegradable, sturdy material
- Designs in sizes up to 6 inch x 9 inch
- Product possibilities : souvenir magnets with city skyline themes, medals, wall plates, coasters

Lead Time:

For all designs is **3-4 weeks** since it takes 2 weeks for pieces to dry before we can sand and paint.



Design techniques



Laser engraved and Hand-painted



Laser etching with wooden base



Embossed



Laser Cutting engraving and Hand-painting

Lead Time:

For all designs is **3-4 weeks** since it takes 2 weeks for pieces to dry before we can sand and paint.

Colour Customization

Colours can be customised to match your brand and corporate identity.



Branding Options



Acrylic plaque: this option can be chosen when you need a shiny finish.

Time needed: 3-4 days

MoQ: 50 pieces



Laser engraving: can be done, but only on light coloured wood.

Time needed: 1 week

MoQ: 100 pieces



Paper plaque: is the simple and quickest solution.

Time needed: 1-2 days

MoQ: 20 pieces

Flo-Dust Medals

These medals are unique in so many ways:

1. Lightweight and sturdy, these are easy and cost-effective to transport (for bulk shipments and events in multiple locations)
2. Lanyards are upcycled from factory surplus shoelaces, upping the eco-friendly quotient
3. Colours can be customised easily
4. Easy to screen-print - which is helpful in matching the desired content



Our Medals become Magnets!

One of the most loved features of our medals is that they convert into magnets.

Our medals thus have a longer recall value, reminding the recipient of the fond memories of the event ever so often.



Popular for Runs and Employee Recognition



Our medals are popular for:

- a) Sports events such as runs & marathons
- b) Eco-conscious and environment friendly festivals
- c) **Employee recognition** - *our medals will motivate and augment the feel-good factor*

Awards and Fellowships



भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

**Pupul Jayakar Award for
'Craft Entrepreneurship', 2023**



Women Transforming India, 2022



**Confluence Ideathon 2021
Arts X Environment**



**Sankalp Award
Best Social Enterprise -
Plastic Mitigation, 2019**



TATA TRUSTS

**Harvard - Tata Trust
Social Innovation Grant
2016**



**Social Enterprise of the Year
2016**



**NABARD
Social
Entrepreneur
Fellowship 2013-14**

Media Coverage



People with intellectual disabilities making skin-friendly Holi colours for Craftizen Foundation | Photo Credit: Special Arrangement

For the past four years, Bengaluru-based NGO, Craftizen Foundation, has been selling skin-friendly Holi colours labelled Petalists 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 Abhyudaya Seva Samsthe (GASS), Orione Seva and Richmond Fellowship Society, in the city. We provide the training and also market their products," explains Mayura Balasubramaniam, founder of Craftizen.

WORKS ON FLOWERS, SPREADS HAPPINESS LIKE A FLOWER

Shashi has been changed! She got out of school several years back due to financial constraints and her learning difficulties. She was with slight Mental Retardation. He started as a helper to assist her husband but due to the religious activities, he developed a like habit and had to return himself from the job, after being introduced to the Cause. After progressing back to work, not only has he received a stable source of income but also a job environment and friends. He has been working flowers and making Holi colours and Bangdi products. He is the only person who is allowed to operate the 3D printer in powder filled flower petals on his own and he takes this responsibility very seriously and with a lot of pride and joy.

His father is an artist and his mother, who was working as a domestic helper before the pandemic outbreak, has lost her job. Shashi is also in support of the mother thanks to the income he is earning from making unique and eco-friendly products. Shashi is the big brother of the group, always helping others. He always has a bright smile on his face and a keen interest in everything he does.



Photo Credit: Special Arrangement



I was very late in my profession, building bridges and helping people to create meaningful connections to some dignified individuals. The only source is the only industry that continues to grow irrespective of ability, of your training or education to transform them into creative and innovative people of producing beautiful, one-of-a-kind products that are worth made to order. At Craftizen, our artists are also great and creative who understand the philosophy that there is nothing called waste, everything is a resource that can be used to create.

— Mayura Balasubramaniam, Founder & CEO, Craftizen Foundation

Non-toxic colours popular among Bengalureans

These colours are made with discarded flowers or leaves, and mixed with flour

THE SANA ANJAN TUM METROJITE

With the onset of the festival of Holi, non-toxic colours are going up. An increasing number of Covid-19 cases have dampened the festival spirit by a lot, but sales of these colours are, say, selling.

Non-toxic colours are made with discarded flowers or leaves, and mixed with flour. Sana Anjan, owner of Jnan Organic, Yeshwanth Town and Daddabhalapur, Man Road, sells non-toxic colours in six shades— red, yellow, green, blue, pink and orange.

She said the demand for eight years and increased it to six due to demand. "Millions of the Holi to be in these made Holi colours are very popular among our regulars, especially kids with children. These are made by a woman self help group in the city, with their own organic extracts, and rice flour and corn starch," she says.

Sushila Organic, opposite Bill Layout, JP Nagar and Vidyapeeth, Kankarapeta Road, is selling natural colours that are made out of herbs, agricultural crops, food crops, fruits and vegetable extracts and flowers.

Chetana MS, branding head, says, "These colours do not have any kind of chemicals in them."

Colours available are blue, yellow, pink, orange and green, and are being sold in packets of 100 gm for Rs. 14.

Home delivery is available from the Kankarapeta Road outlet.



Craftizen Foundation with colours made by Petalists, a group of artists with intellectual disability.

TO PLACE ORDERS, CALL

- GreenMartsStore: 99-455-42847
- FabFactory: 97900-92000
- Craftizen Foundation: 98000-7227
- Jnan Organic: 97471-03353
- Sushila Organic, Kankarapeta Road: 97438-9074

ONLINE TOO

Many herbal colour options being sold in Amazon and Flipkart has on-day delivery.

She has been selling Holi colours since 2018. "The sales are not low this year, but many of our regulars have placed orders."

GreenMartsStore, which has colours in two colours three colour combo for Rs. 290, and five-colour combo for Rs. 450. Orders can be placed up to purchase via Deans.

Helping marginalised communities

Craftizen Foundation, HAL 2nd stage, Indiranagar, has been selling non-toxic colours since 2018.

Mayura Balasubramaniam, founder, says, "Our team didn't want to support traditional artisans when we started. We understood that colours can be a source of livelihood for many marginalised communities."

We had got up with partners like Vinodhan, Chitra Seva and Gramina Abhyudaya Seva Samsthe, who helped us connect to artisans with intellectual disability.

"We were looking for a natural material suitable for artisans with intellectual disability to work with. Flowers are therapeutic to work with and this is how we created 'Petalists', a group of such artists," she says.

The foundation sells in three volumes: five-colour combo (100 gm) for Rs. 450, three-colour combo (100 gm) for Rs. 290 and big pack for Rs. 650 pack. "The five-colour and three-colour combos are most popular," she adds. "Orders can be placed up from the foundation location, or delivered through Deans or Swiggy GetGo."

DECCAN CHRONICLE | BINDU GOPAL RAO
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Playing it safe

The joy of Holi will be heightened if we make sure that the colours we use will not harm our skin, eyes and hair

Artisans from Craftizen Foundation preparing organic colours



Contact us

Mayura Balasubramanian: +91 – 96181 06333

mayura@craftizen.org

Megha Shree: +91 – 90088 31016

megha@craftizen.org

