



Craftizen

Generating Livelihoods through Crafts

CORPORATE WORKSHOPS

Craft & Sustainability

ABOUT US

We call ourselves Craft Architects, building bridges that connect the handicrafts sector to newer possibilities.



**OUR FOOTPRINT:
9 STATES, 4 OFFICES**

VISION

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

MISSION

To provide sustainable craft based livelihoods to marginalized communities

CONNECTING CRAFTS & CORPORATE SECTORS



Craftizen has been **bridging the gap between the crafts and corporate sectors** since 2014.

Our services include:

- Tailored **CSR Programs**
- Customized **Merchandise Solutions**
- Interactive **Employee Engagement Workshops**
- Festive **Donation Campaigns**

OUR ARTISANS



ADULTS WITH INTELLECTUAL
DISABILITIES



UNDERPRIVILEGED WOMEN



TRADITIONAL ARTISANS

Our focus is on **vulnerable communities** with limited access to mainstream opportunities for employment and income earning. We provide support across the crafts value chain to ensure **long term, sustainable livelihoods**.

Through our initiatives, we aim to preserve **India's rich cultural heritage, promote social inclusion, and empower communities to break the cycle of poverty and inequality.**

OUR IMPACT



4,600

Beneficiaries skilled



60

Livelihood centres



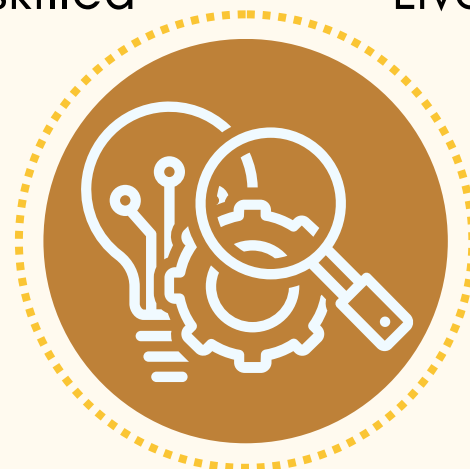
35

Craft skills engaged



80

NGO
Partners



350

Unique designs
developed



65,000

Discards recycled /
upcycled (kgs)



500

Traditional artisans
impacted

WORKSHOPS ON ARTS & CRAFTS

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



PUNE



HYDERABAD



DELHI



MUMBAI



Crafttizen

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



Terracotta Mug Painting

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

Product: Terracotta Mug / Planter

Time needed: 30 - 45 mins



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



Potpourri Making

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





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SPECTRUM OF COLOURS



Workshops using various arts and crafts techniques

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

Travel Pouch

Gift wrapping papers (2-3)

Time needed: 45 – 60 mins



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

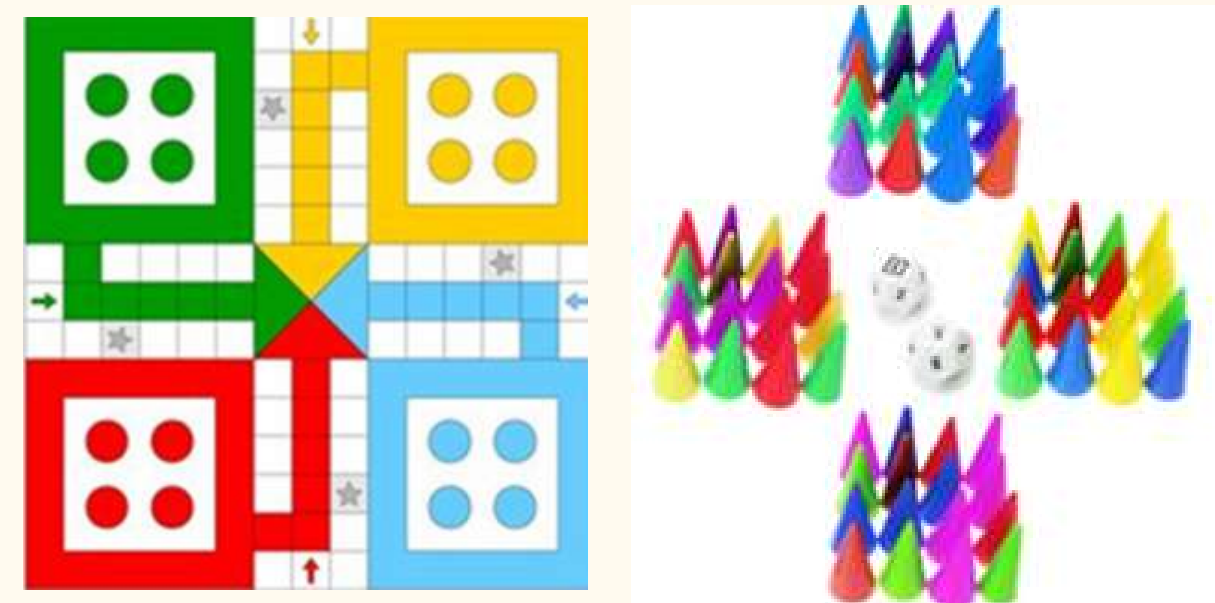


Paint a Board Game on Fabric Bag

Black & white outline of a ludo / snakes & ladder game will be screen-printed on a fabric tote bag. Participants will colour in the grids of the board game(s) with fabric markers / paints. We will also provide playing pieces of the game in a handy pouch. The end result is a Tote Bag which is also a mobile Board Game.

Product: Tote bag (1)

Time needed: 30 - 45 mins



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

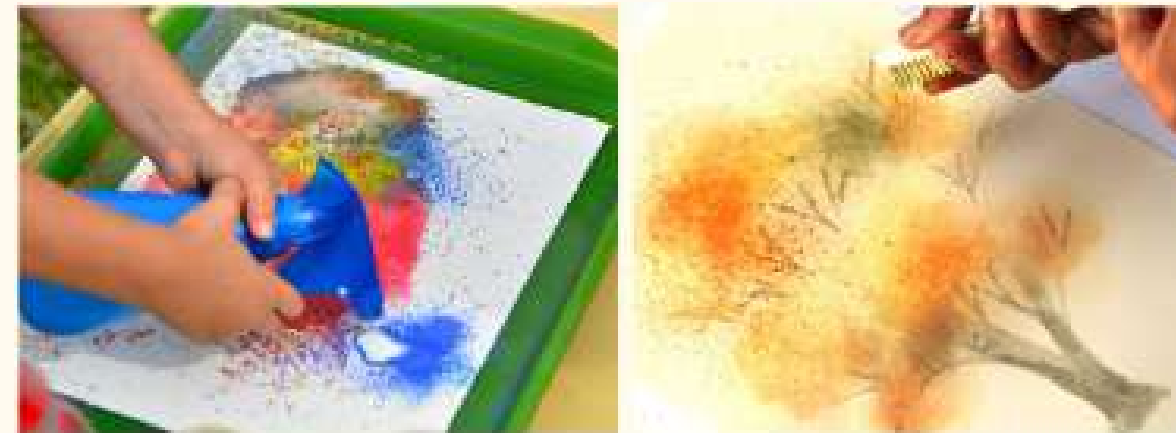


Wall Art With Spray Painting

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

Product: Painting (1)

Time needed: 45 - 60 mins





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PAPER PIONEERS



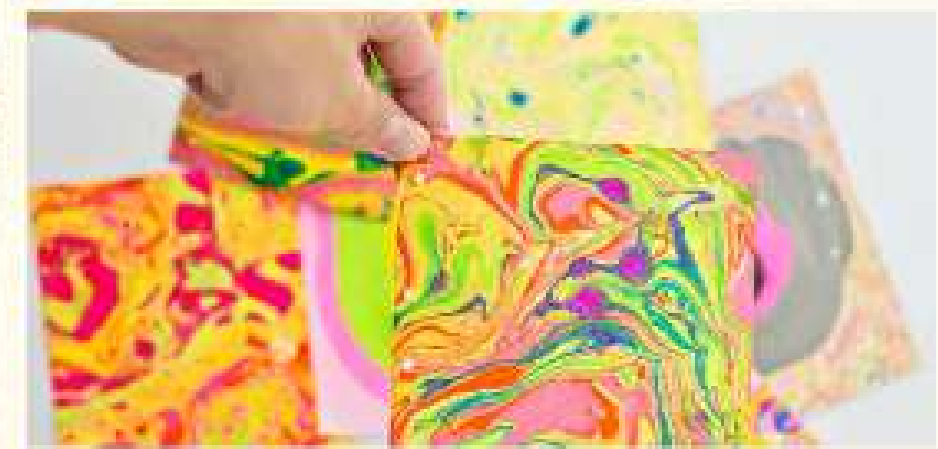
Workshops with paper crafts and techniques

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

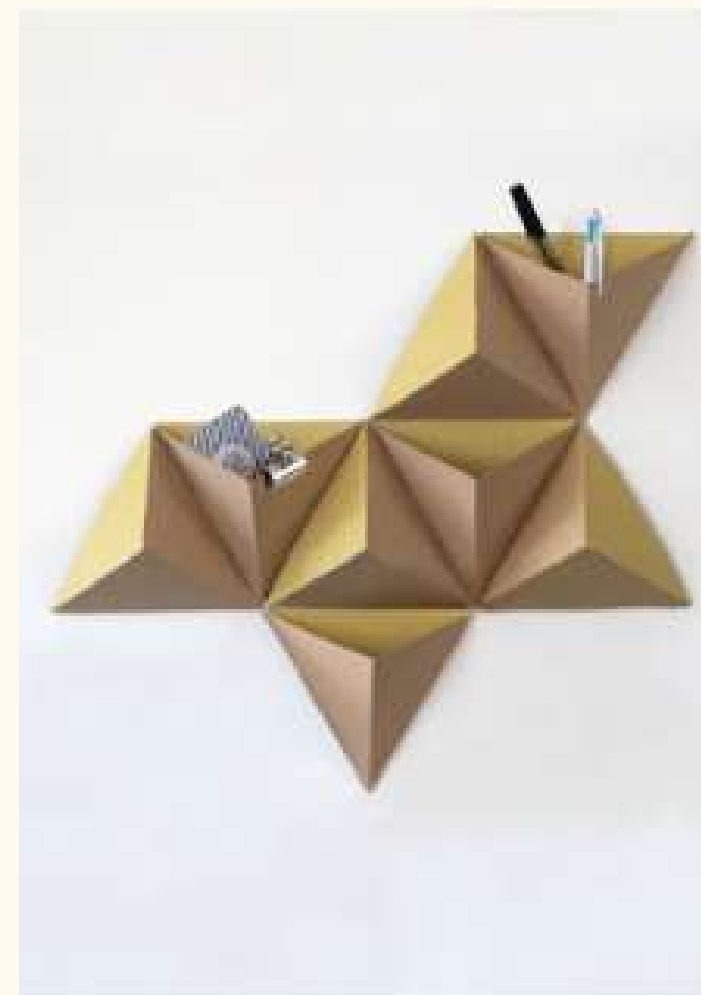


Origami

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



Eco-Pens

Turn your old newspapers and magazines into these make an eco pen for yourself. 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



Paper Bag making

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: 30 mins



Hand Bound Books

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





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THREAD TALES



Workshops using fabrics and threads

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



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





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FUN & PLAY FOR KIDS



Art & craft fun for the young ones

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



DIY Flower Sand Art Kit

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

Product: Flower Sand Art, suitable for ages 5 – 10.

Kit includes 5 templates, 5 flower sand colours, applicator and instructions.

Time needed: 35 – 50 mins



Case Study: Salesforce, Mumbai

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



Case Study: Razorpay

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



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