



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.



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Paper Dust

Flower Powder

Flo-dust



Craftizen

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

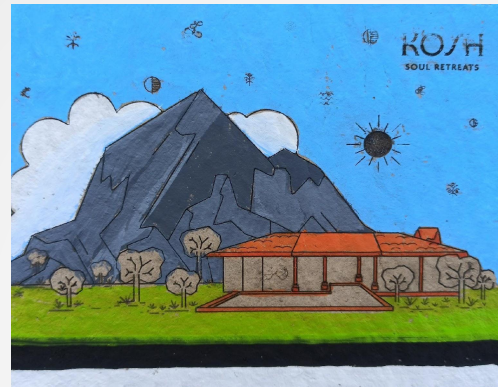
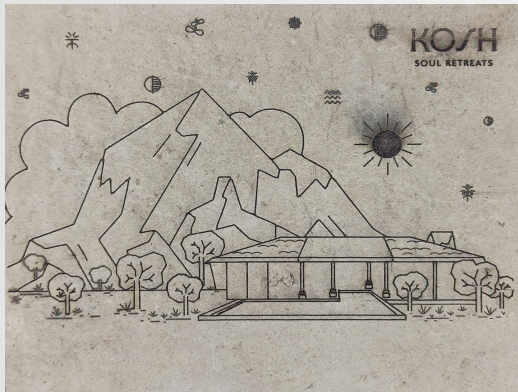
- 4mm Flo-dust slabs
- Laser engraved trophies
- Customised colour schemes based on events
- Company logo branding engraved
- Biodegradable, sturdy material
- Designs in sizes up to 6 inch x 9 inch
- Product possibilities : souvenir magnets with city skyline themes, medals, wall plates, coasters

Lead Time:

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Design techniques



Laser engraved and Hand-painted



Laser etching with wooden base



Embossed



Laser Cutting engraving and Hand-painting

Lead Time:

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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:

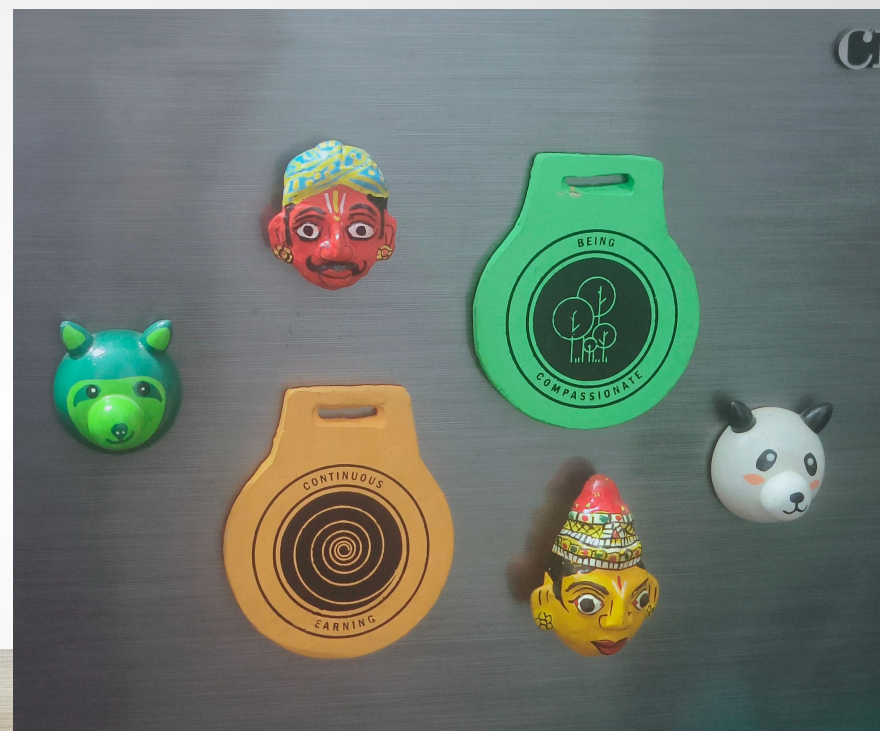
1. Lightweight and sturdy, these are easy and cost-effective to transport (for bulk shipments and events in multiple locations)
2. Lanyards are upcycled from factory surplus shoelaces, upping the eco-friendly quotient
3. Colours can be customised easily
4. Easy to screen-print - which is helpful in matching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



**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 Samste (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

Nasoh (name changed) dropped out of school several years back due to financial constraints and his learning disabilities (Dyscalculia with slight Mental Retardation). He started as a helper to assist his husband but due to the subsequent workplace, he developed a skin infection and had to resign himself from the job. After being introduced to the Green Kitting Programme back in 2016, not only has he received a stable source of income but also a safe work environment and friends. He uses recycled flowers and making Holi colours and Rangoli powders. He is the only artisan who is allowed to operate the still machine to powder dried flower petals on his own and he takes this responsibility very seriously and with a lot of pride and joy.

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



THE GOOD NEWS | January 2021



Mayura Balasubramaniam, Founder & CEO, Craftizen Foundation

THE GOOD NEWS | February 2021

Non-toxic colours popular among Bengalureans

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

THE SARA ANEN TEAM METROFILE

With Holi around the corner, sale of herbal paint and non-toxic colours are going up. An increasing number of Covid-19ers might have dampened the festival spirit by a tad, but sales of these colours are, say sellers. Non-toxic colours are made with discarded flowers or leaves, and mixed with flour. Saraha S.S., owner of Juon Organics, Yelahanka Town and Doddaballapur, Main Road, sells non-toxic colours in six shades—red, yellow, green, blue, pink and orange.



Founders Debjani Basu (left) and Shikha Mittal of Green-Matrix store sell colours in sustainable packing.



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

TO PLACE ORDERS, CALL

- GreenMatrixStore: 8945540847
- FabArtistry: 8730032000
- Craftizen Foundation: 960807227
- Juon Organics: 8741103333
- Sahaja Organics, Kanakapura Road: 9743890741

ONLINE TOO

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

Eco-friendly outlook

FabArtistry, Whitefield, tries to promote eco-friendly products from local manufacturers at its store.

Pink Hanjan, co-founder says, "Members of the Bhal tri in its 7th year make Holi colours out of maize flour and flowers. We have sourced these colours."

Green Matrix sells the colours in two combos: pinkish flowers, and green with tree leaves. "The powder is handcrafted, non-toxic and biodegradable."

Sahaja Organics, opposite Bhal Layout, JP Nagar and Uttara Road, Kanakapura Road, is selling natural colours that are made out of herbs, agri produce, food crops, fruits and vegetable extracts and flowers.

Chetana MS, branding head, says, "These colours do not have any toxic or chemical in them."

Colours available are blue, yellow, pink, orange and green, and are being sold in packets of 100 gm for Rs 54.

Home delivery is available from the Kanakapura Road outlet.

She has been selling Holi colours since 2019. "The sales are a bit low this year, but many of our regulars have placed orders."

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LIFESTYLE, HEALTH AND WELLBEING

Playing it safe

DECCAN CHRONICLE | BINDU GOPAL RAO
Published Mar 28, 2021, 12:04 am IST
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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



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