

CRAFT BASED LIVELIHOOD PROGRAMS



Craftizen

Generating Livelihoods Through Crafts



Craftizen

India has the world's largest population of persons with intellectual disabilities (ID).

50% adults with ID do not have access to income & employment opportunities.



Craftizen's Green Skilling
livelihood centre in
Doddaballapur, Karnataka



Craftizen

Large numbers of women in India, across urban, rural and tribal areas are **unschooled, unskilled, and don't have access to mainstream jobs.**

They need training programs at their doorstep, flexible hours of employment and work from home opportunities.



Craftizen's livelihood centre in Hyderabad's Vatepally slum



Craftizen's Design Innovation
Lab in Channapatna, Karnataka



Craftizen

India's handicrafts and handloom sector, employing over 70 lakh artisans, is the **second largest employment generator** after agriculture in rural India. This sector contributes significantly to the rural economy and export basket, earning INR 35,000 crore in 2021, and yet **66% of artisans earn under INR 5K monthly.**

Source: India Development Review

Our Solution

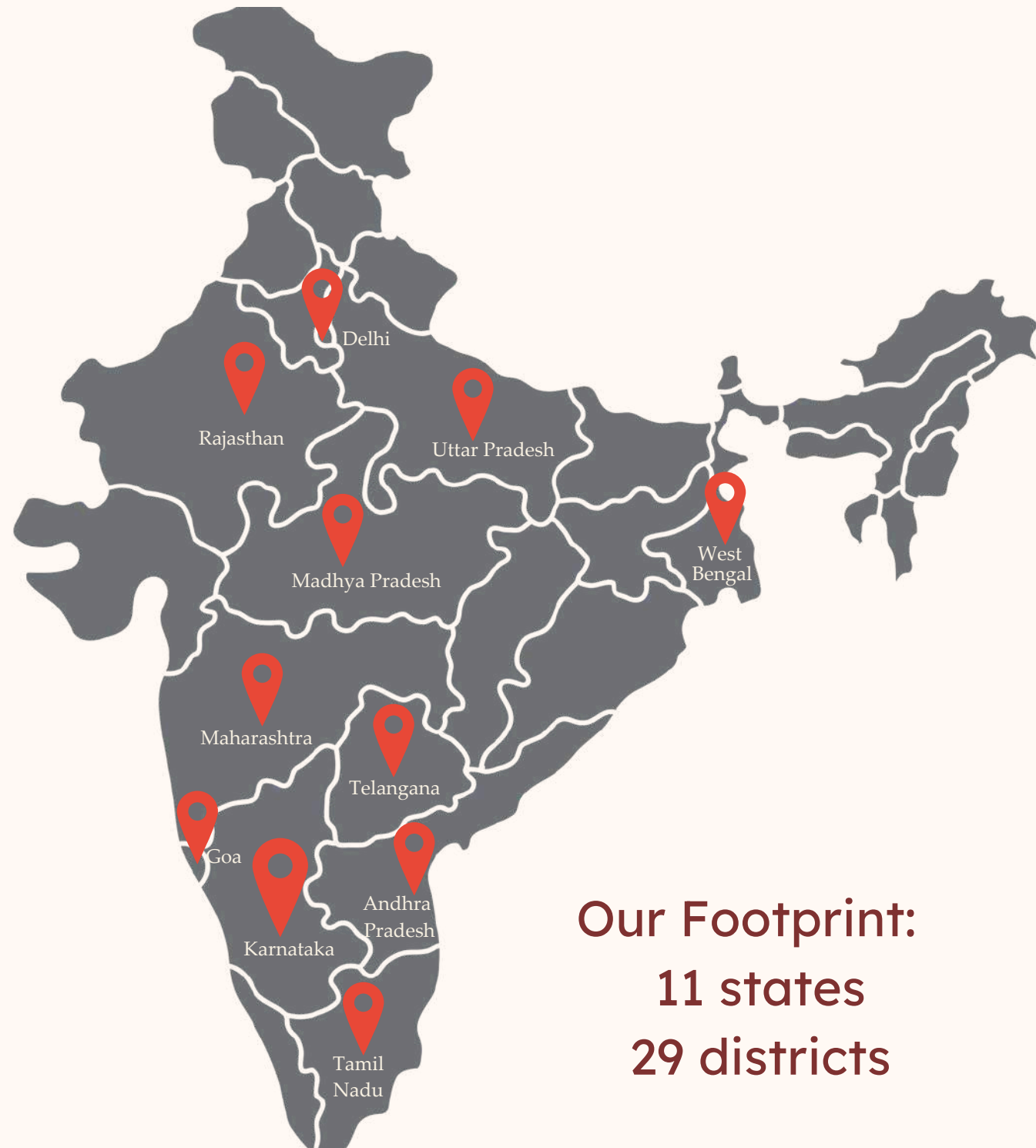
To these underprivileged and marginalised communities, **Craftizen provides craft based livelihood programs** that are designed to provide end to end support across the crafts value chain.

Our programs are currently being implemented in Andhra Pradesh, Delhi, Goa, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal.

Head office: Bangalore

Regional offices: Hyderabad, Pune

Zonal Offices: Bhopal, Lucknow, Nagpur, Nashik, Mumbai, Panaji



Our Footprint:
11 states
29 districts

About Us

VISION

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

MISSION

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

- Registered as a **Section 8** (not for profit) company in 2014
- Currently managing **100+** skill training, design, craft production and livelihood centers pan-India along with our NGO partners



Our Artisans

Join us in enabling dignified livelihoods :



Adults with intellectual disabilities



Underprivileged Women



Traditional Artisans

Our craft based livelihood programs provide **skill training, design development, capacity building and market linkages** to support unskilled communities and traditional artisans.

*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.***

We work across the crafts value chain

Program Design

- Create sustainable business models
- Funding, technical assistance & training
- Structured, long term support

Capacity Building

- Skill Training
- Soft Skills
- Enterprise Creation
- Equipment & Tools
- Business acumen training

Production & Quality

- Production planning
- Quality control
- Logistics support
- Delivery & fulfillment
- Assembly line

Design

- Market-centric research & analysis
- Customised design development
- Functional designs
- Recycling / Upcycling

Marketing

- Research based planning
- Market linkages
- Branding & packaging
- Strategy development

Income
Enhancement
for artisans

Economic
Empowerment
for Women

Livelihood
Opportunities to
marginalised
sections

Customer access
to unique designs

Preserve and
Evolve Indian
Craft Heritage



Craftizen

Snapshot of Our Livelihood Programs

GREEN SKILLING PROGRAM

Our flagship program, incepted in 2016, it has become **India's largest vocational training** initiative for craft-based livelihoods for **adults with intellectual disability**.

Impact:

- Skilled over **7,000 beneficiaries**
- Currently **100+ NGO Partners** in **11 states**

SWAYAM SHAKTI WOMEN EMPOWERMENT PROGRAM

We have trained and supported unskilled **women in urban, rural and tribal areas** to become **economically empowered** through self-employment and group enterprise production units.

Impact:

Skilled over **3,000 women** primarily in Karnataka, Telangana & West Bengal

Crafts: Tailoring, hand embroidery, crochet, block-printing, macrame and folk painting

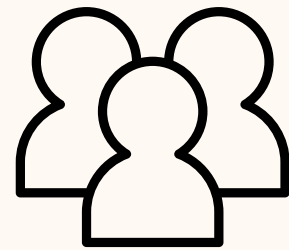
TRADITIONAL CRAFT REVIVAL PROGRAM

Craftizen has successfully executed programs for **revival of traditional craft clusters** through skill enhancement, upgrading equipment & tools, design development and marketing support.

Impact:

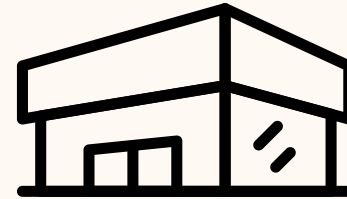
- **Design Innovation Lab** in Channapatna, Karnataka
- **Craft livelihood centre** in Cheriya village, Telangana

Our Impact



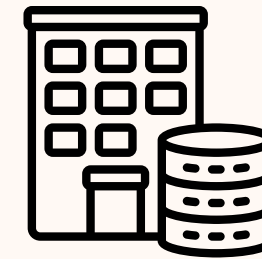
10,100

Beneficiaries skilled



105

Livelihood centres



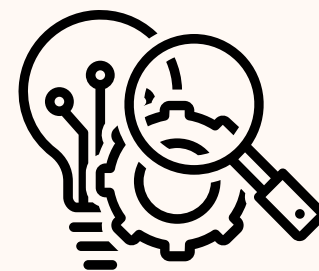
100+

NGO Partners



35

Craft skills
engaged



400

Unique designs
developed

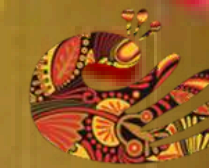


500

Traditional
artisans impacted

Figures till date

PETALISTS LIVELIHOOD PROGRAM



Craftizen



Program Objectives

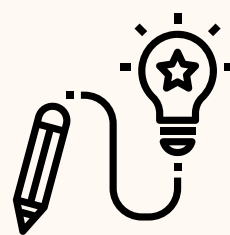
Under our Green Skilling Program we work with **adults with intellectual disability** to create marketable products from discard materials such as Temple flowers, Paper waste, Fabric leftovers and newspapers.

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

We provide:



Customised
Skill training



Design & innovations
that are market-driven



Sustained year-round
production & livelihoods



Collaborative Model:

We work with existing **vocational training centers run by NGOs**, impart ToT programs of our unique designs and innovations. We fund the training and equipments required and provide continuous hand-holding.

Our **environment-friendly initiative** focuses on **recycling** and **up-cycling discards**.



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Journey so far...

**February
2016**

This project initially focused on Bangalore and 4 rural districts in Karnataka. We started with 10 centres including NIMHANS

2019

Expanded to Hyderabad with 1 partner centre

**2022-
2023**

Program scaled to 3 new states - we added partners in Mumbai, Jaipur and Lucknow, selected from over 25 organizations.

**2022-
2023**

New partners added in rural Karnataka. Focus on Design & Innovations and refining our replication model to scale pan-India

**2024-
2025**

Onboarded 55 new partners across 6 states, making it the largest partnership-led initiative in the disability sector for craft-based livelihoods.

**2025-
2026**

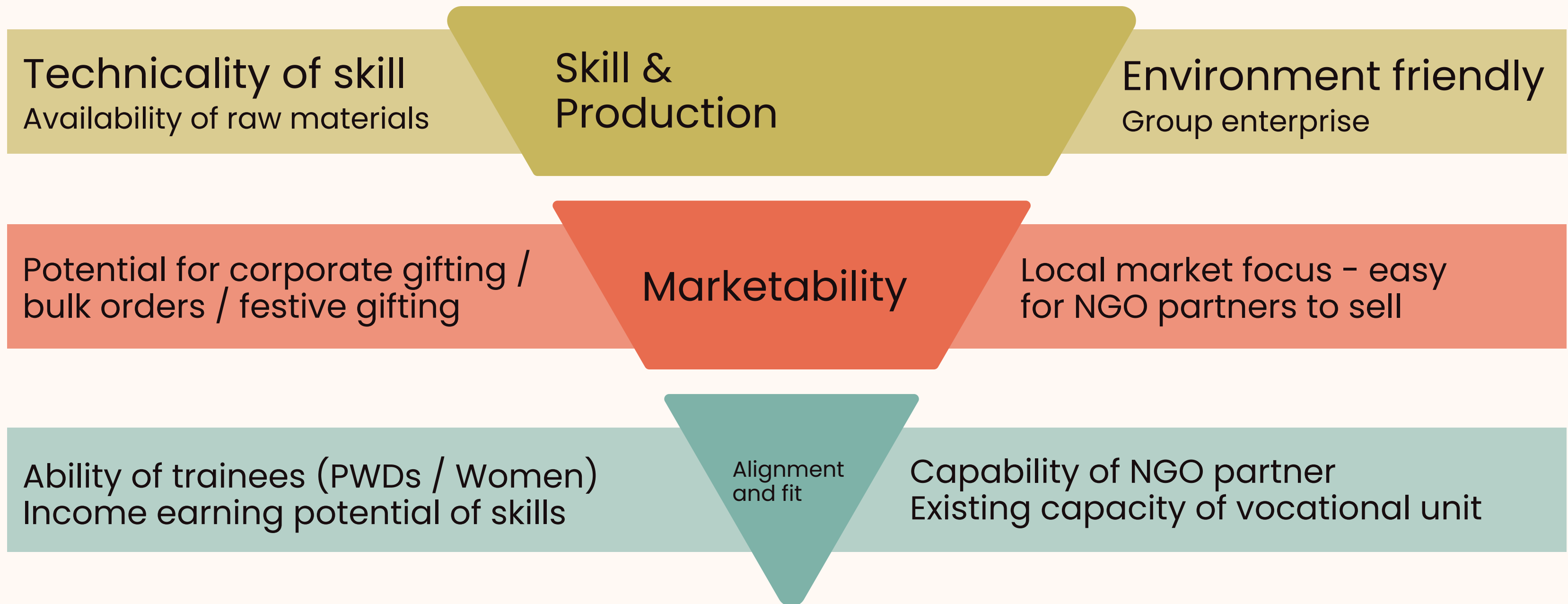
Onboarding: 6 new partners in Telangana, 20 Partners in Maharashtra. Crossed 100 Partners.



Craftizen has designed the program to leverage the community development experience of NGOs combined with our expertise in fund-raising, design & marketing, to enable large-scale impact.

Design filter: Core of Program Design

At Craftizen, **design sits at the heart of all we do**. Driven equally by artisans' abilities and market insights, our approach ensures that craft skills sustain both cultural heritage and livelihoods for many tomorrows.



Craft skills under the program

Through ability-focused training, Craftizen has seen how creativity and community can empower people with diverse needs.

Working with caring trainers, artisans learn skills matched to their talents. By focussing on ability-made products, income streams are tailored to each person's heart and hands. For many of our artisans, working with natural materials such as Temple flowers and paper has provided therapeutic and cognitive benefits.

Recycling / Upcycling:

- Flowers : Temples, Wedding Halls
- Paper Dust: Paper-mills
- Fabric : Garment factories, Tailoring Units
- Silk Threads: Power loom units
- Newspaper & Magazines

Festive Skills:

- Wax products
- Block printing
- Handmade Chocolates
- Diya painting
- Bead Loom Weaving



Unique products from recycling flowers

Agarbatti & Dhoop



Awards and Trophies



Holi Colours



Flo-dust Medals



Coasters



Petalists Brand



Petalists is a collaborative brand created by Craftizen to celebrate the Green Skilling program, and provide a **platform for sustained engagement and livelihoods** for adults with intellectual disabilities.

Petalists is an ode to our artisans, whom we have skilled to become **experts at recycling Temple flowers, paper waste and other discards** to create beautiful, **eco-friendly products** such as **Holi colours, incense sticks, trophies, medals, work accessories and festive gifts.**



Spreading happiness through flowers

Research Publication

Along with **NIMHANS**, Asia's largest centre for mental health, national institute of eminence and founding Green Skilling Partner, we **co-authored** and **published** a paper in the **Journal of Psychosocial Rehabilitation and Mental Health** in May 2019.



The paper documents the *therapeutic* and *cognitive* benefits of the **Green Skilling** program in **psychotherapeutic rehabilitation**.

We jointly presented the impact of our program at the **International Conference on Psychosocial Rehabilitation** in 2019.

*Pictures from the
**International Conference on
Psychosocial Rehabilitation**
held at the **Bangalore Medical
College** in Dec 2019*



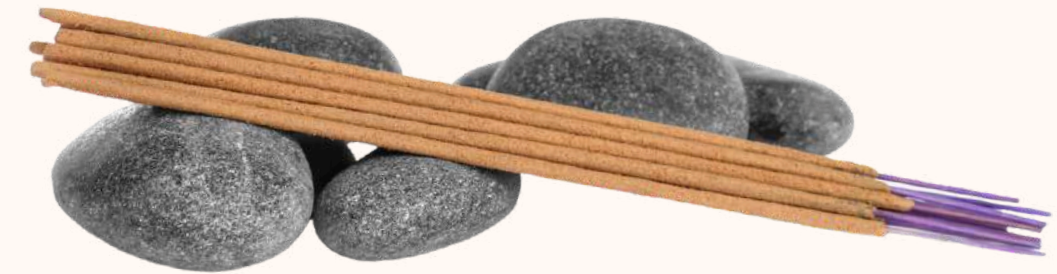
From Harvesting to Handicrafts

IIHR Collaboration

In 2022, Craftizen Foundation and the **Indian Institute of Horticultural Research (ICAR-IIHR)** in Bangalore signed an MOU to collaborate in **creating new products using flowers**.

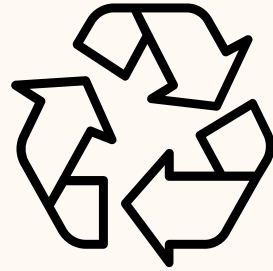


We licensed their technology for **100% charcoal free** Agarbattis and Dhoop made from dried flowers and other natural ingredients.





Green Skilling Impact to date



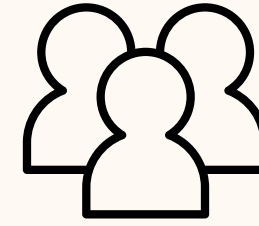
1,00,000

Discards recycled
(kgs) to date



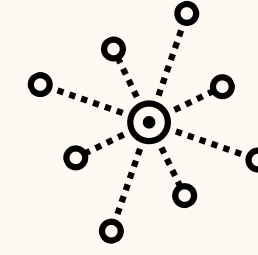
7,000

Beneficiaries trained
including Adults with ID
and women from low
income families



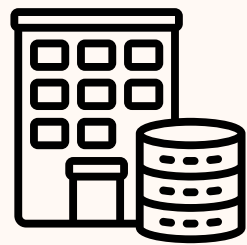
200+

Unique craft designs
including many from upcycling
and recycling of discards



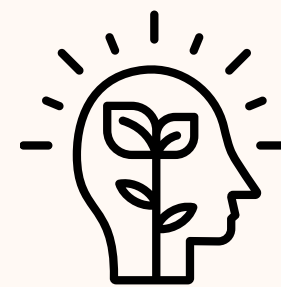
100+

Livelihood centers with
NGO partners in 11
states



Collaborations

- 1) Public institutions: Nimhans, IIHR,
- 2) Disability NGOs Alliance, Karnataka
- 3} Disability rights association of Goa



Therapeutic

Enables therapeutic rehabilitation and
cognitive development



Petalists

brand created for
collaborative marketing of products



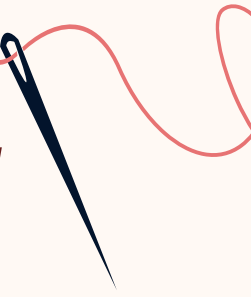
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SWAYAM SHAKTI PROGRAM



Swayam Shakti Program

for Women Empowerment, Hyderabad



Craftizen's **longest running, self-managed livelihood unit** began in August 2018 in the **Vattepally slum** of Hyderabad with **training 30 women in a small garage shutter**. In a few months, the community and Corporator recognised the dire need for our intervention and allotted space to us in a semi-finished school in the heart of the *basti*. Since then, we have engaged **over 500 women** across multiple craft skills.

Project Location:

Vattepally, Hyderabad:

August 2018 to date

Hayath Nagar, Hyd:

Jan 2017 – Mar 2021

Beneficiary Profile:

- Women from low-income families
- 90% first time earners
- many from minority community
- several single mothers

Beneficiary Engagement:

Skill training to over 500 women

Income earning for 400+ women engaged in:

- Tailoring
- Embroidery including zardosi
- Crochet
- Box-making
- Plastic up-cycling

Swayam Shakti impact

95%

First time learners

85%

First time earners

50%

Women are sole bread earners for their households

81%

Involved in production

500+

Provided free skill training

5-10

Avg family size staying in a 1 room-kitchen pucca house

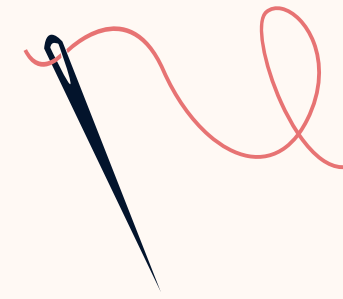
From “UNSKILLED” to “ARTISANS”:

Women who were once confined to their homes, now work year-round in production, take ownership of their work, complete orders staying late if need be, ensure high quality standards & take pride in contributing to their family's income and their own economic empowerment.



Craftizen

The path to Swayam Shakti



- Enabled income for 125 women – 36 full time, 20 part time, 69 job workers
- Explored & consolidated different product ranges, skills and techniques to improve efficiency and output of our full-time artisans

KEY HIGHLIGHTS FY 2019-20

- Overall engagement with 310 women, and income generation for 268 artisans
- Tripled overall income generated for artisans with large orders for fabric masks
- Opened new centre dedicated to tailoring production, equipped with electrical machines

KEY HIGHLIGHTS FY 2021-22

KEY HIGHLIGHTS 2022 - 2025

- Engaged and enabled income for 235 women – 25 full time, 10 part time and 200 job workers
- Provided upskilling training to 155 women in Tailoring, Mehendi, Applique, Embroidery
- Conducted several soft skills sessions including financial literacy and women's health

AUGUST 2018

- Started training centre in a small garage shutter with 30 women for a plastic recycling project

KEY HIGHLIGHTS FY 2020-21

- Despite the Covid pandemic, we engaged with over 177 artisans, enabled income earning for 140 women
- Strengthened production processes to fulfill bulk orders for fabric masks, work from home sets, DIY kits, festive gifts and more

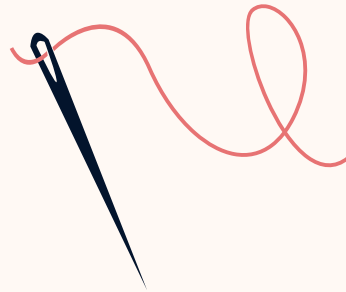


Our Product Range

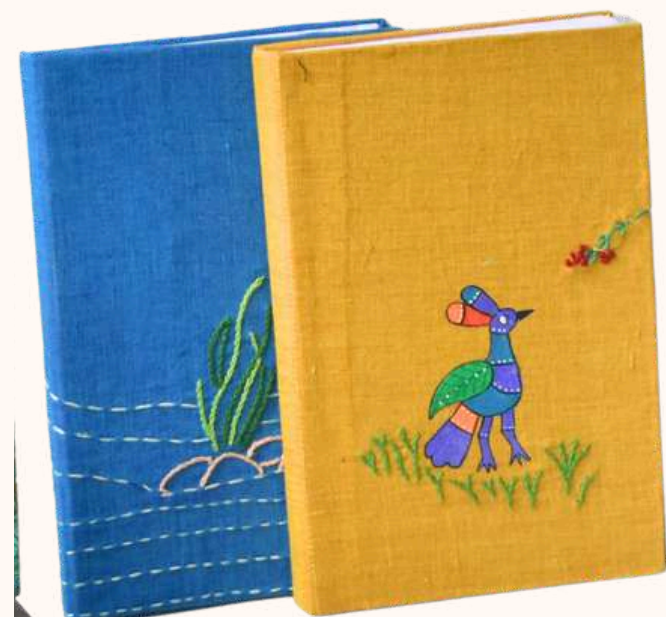
Custom Design Potliis



Jute bags



Hand Embroidery products



Bespoke gift boxes using the skill of box-making



Zardosi Embroidered Tray & coasters



CRAFT REVIVAL PROGRAMS



Crafttizen

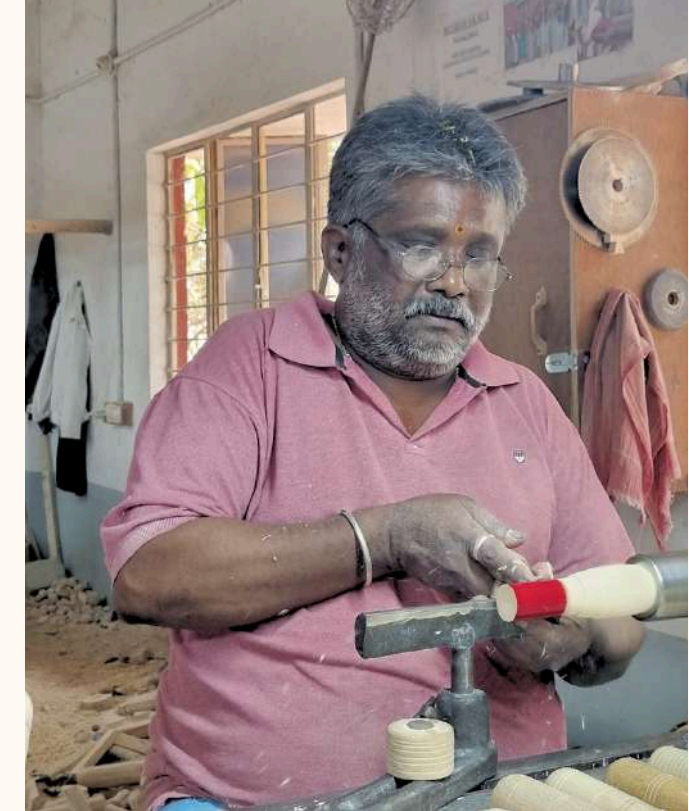
Channapatna - Design Innovation Lab



Craftizen set up a **Design Innovation Lab** in the famed toy cluster of Channapatna, Karnataka in 2022 to **undertake design interventions** that can keep the craft contemporary and relevant.

Channapatna lacquerware crafts originated during the rule of Tipu Sultan in the late 1700s. The town is referred to as the '**gombegala ooru**' or the '**toy-town of Karnataka.**'

This craft features various woods such as rubber, pine, teak, and ivory-wood, and is known for creating a range of wooden delights, including toys, puzzles, kitchenware, wall hangings, and decorative art.



Channapatna - Design Innovation Lab



Objectives:

- Upgraded machinery such as CNC machine and laser engraving to expand the production capacity
- Equipment & tools to take on sampling and prototyping of innovative designs and products
- Build capacity of the artisans to tackle enquiries for design-led, customized products
- Introduce mechanical, electronic components to the traditional wood & lacquer toys

Supporters:

CSR Donor: L&T Technology Services

On-ground NGO: Shilpa Trust

Design Mentor: Mike Foley of Foley Designs



Innovative designs and products were developed to expand the consumer base for the craft and upgrade customer experience with interactive products.



Craft Revival Program - Cheriyaal



Cheriyaal Nakashi folk art from Telangana is known for vibrant paintings, masks, and storytelling scrolls.

Challenges:

Limited artisans (7 master families), lack of semi-skilled assistants, and minimal design innovation.

Intervention:

Craftizen trained 35 women to support master artisans and meet demand.

Conducted design workshops for 15 master artisans with sculptor Karl Antao to foster innovation.



Achievements:

- New products like magnets and smaller masks using traditional techniques.
- Steady incomes for women artisans and increased earnings for master artisans.
- This initiative preserves Cheriyal folk art while ensuring sustainable livelihoods.



Graduation Day. proud moment for our women – from trainees to artisans!



Craft & Cuisine Livelihoods by leveraging tourism

Project Objectives:

- Empower women artisans for tourism markets
- Build skills in production and design
- Develop contemporary souvenirs rooted in tradition
- Enable retail, festival and e-commerce linkages
- Curate itineraries rural tourism steeped in craft & culture





Diagnostic study: Karnataka

- We researched and chose three regions known for crafts and tourism: **Channapatna, Hampi, and Udupi.**
- Invited Eols from **local craft groups** and selected the most promising ones, focusing on those with **strong women's participation.**
- Conducted physical assessment to evaluate the groups, gauge market potential and to understand **what tourists would like to buy.**
- We analyzed how well crafts are reaching tourists and where the gaps are.
- We used a **custom created checklist** to assess capability for tourism souvenirs—looking at things like product quality, design, and marketing.
- Based on this, we **picked four clusters to start our pilot** and began working with them on new designs and improvements.

Artisan Clusters

📍 Hampi & Anegundi



📍 Channapatna



📍 Udupi



Why partner with us?



- Scalable, Collaborative Model
- Customised Skills for Livelihood Creation
- Uplifting Marginalised Communities
- Environment & Sustainability focus
- Measurable Long-Term Impact
- Builds Social Capital and Partnerships
- Preservation of Cultural Heritage
- Revival of Traditional Crafts
- Impact Assessment and Outcome Report



Craftizen's work aligns with the United Nations's Sustainable Development Goals

Awards & Accolades



भारतीय शिल्प संस्थान
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR

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



सत्यमेव जयते
NITI Aayog

Women Transforming India, 2022



CONFLUENCE X
IDEATHON 2021
AN INITIATIVE BY HERO ENTERPRISE



Confluence Ideathon 2021 - Arts X Environment



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



TATA TRUSTS

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



**Startup
Leadership**

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 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

Naroth (name changed) dropped out of school several years back due to financial constraints and his learning disabilities (Microcephaly with slight Mental Retardation). He started as a helper in animal husbandry but due to the unhygienic workplace, he developed a skin infection and had to relieve himself from the job. After being introduced to the Green Skilling Programme back in 2018, not only has he received a stable source of income but also a safe work environment and friends. He loves recycling flowers and making Holi colours and Rangoli powders. He is the only artisan who is allowed to operate the 3HP pulverizer 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 no more and his mother, who was working as a domestic helper before the pandemic outbreak, has lost her job. Naroth is able to support his mother thanks to the income he is earning from making unique and eco-friendly products. Naroth 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 | February 2021



Operating a pulverizer.



THE GOOD NEWS | February 2021 | 71

Non-toxic colours popular among Bengalureans

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

TINI SARA ANIEN
TEAM METROLIFE

With Holi around the corner, sale of herbal gulal and non-toxic colours are going up. An increasing number of Covid-19 cases might have dampened the festive spirit by a tad, but sales of these colours are on, say sellers.

Non-toxic colours are made with discarded flowers or leaves, and mixed with flour. Saritha S S, owner of Jivan Organics, Yelahanka Town and Doddaballapur Main Road, sells non-toxic colours in six shades — red, yellow, green, blue, pink and orange.

"We sold five shades for eight years and increased it to six due to demand. The colours are quite popular among our regulars, especially families with children. These are made by a women self-help group in Sirsi, with flower and vegetable extract, and rice flour and corn starch," she says.

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

Chehan M S, branding head, says, "These colours do not have any toxic chemicals 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.



Founders Debyani Basu (left) and Shikha Mittal of Green MantraStore sell colours in sustainable packing.

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

Puja Hanjura, co-founder says, "Members of the Bhil tribe in Pune make Holi colours out of maize flour and flowers. We have sourced these colours."

Pink colour is made of dried rose petals, yellow of amala flowers, orange of pulah flowers, and green made with tree leaves. "The powder is handcrafted, non-reactive and edible."

With increasing Covid cases, the sales are a bit slow, she notes. The colours are priced at Rs 65 for 100 gm and Rs 150 per kg.

Debyani Basu, co-founder of GreenMantraStore, Marathahalli, has been promoting zero-waste sustainable lifestyle for a while. The store sells sweets and goodies on all festivals in non-plastic packaging. "We sourced non-toxic colours from Craftizen and then repack them in sustainable bags," she says.



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

TO PLACE ORDERS, CALL
• GreenMantraStore: 99455 40847
• FabArtistry: 97900 80020
• Craftizen Foundation: 96060 71227
• Jivan Organics: 97411 10333
• Sahaja Organics, Kanakapura Road: 97416 90741

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

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

Green Mantra sells the colours in two combos: three-colour combo for Rs 290, and five-colour combo for Rs 450. Orders can be picked up in person or via Dunzo.

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

Mayura Balasubramaniam, founder, says, "Our foundation wanted to support traditional artisans when we started. We understood that crafts can be a source of livelihood for many marginalised communities."

We tied up with partners like Nimhans, Orione 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 artisans," she says.

The foundation sells in three volumes: five-colour combo (500 gm) for Rs 450, three-colour combo (300 gm) at Rs 290 and 1 kg packs for Rs 650 each. "The five-colour and three-colour combos are most popular," she adds. Orders can be picked up from the foundation's location, or delivered through Dunzo or Swiggy Genie.

LIFESTYLE, HEALTH AND WELLBEING

Playing it safe

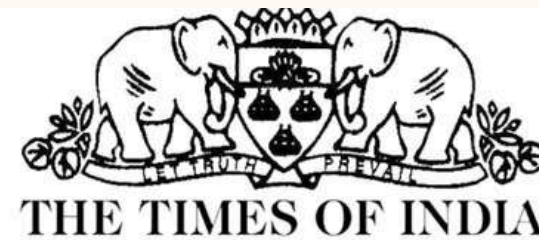
DECCAN CHRONICLE. | BINDU GOPAL RAO

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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



Our Donors



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