



Craftizen

Raksha Bandhan

2025

About Craftizen

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 **underprivileged women** and **adults with intellectual disability**.

Through our programs, we have skilled over **10,000 beneficiaries** in **100+ Livelihood centres** across **10 states**.





Why Craftizen Rakhis?

Impact generated by every purchase



Recycled and Upcycled

*From Temple Flowers,
Paper Dust and
Textile Discards*



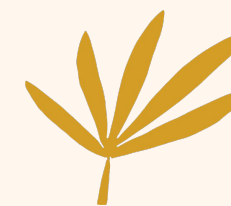
Livelihood Generating

*For 2,000+ Artisans
(Adults with intellectual disabilities,
women from low income families)*



Traditional Skills

*Zardozi, Crochet and
Wooden craft*



Permanent Keepsake

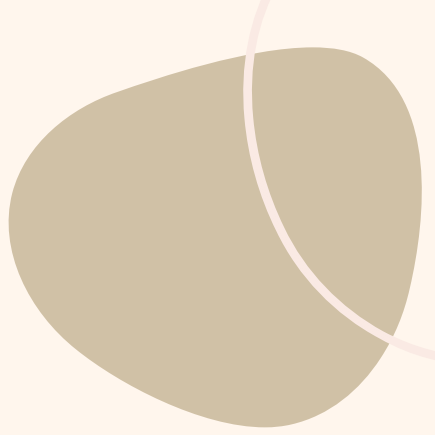
*Rakhis that Convert into
Badges, Fridge Magnets.
Packaging that converts to
Bookmarks*



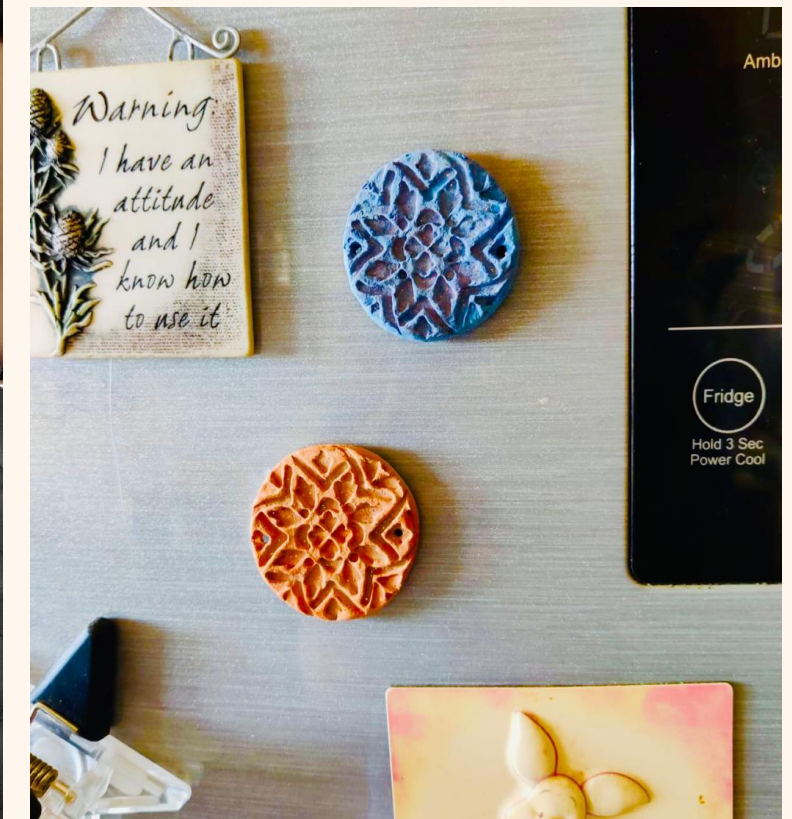
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Craftizen Rakhi as Keepsake



*Rakhis
that can be
converted into
Jewellery*



Our Rakhis are smartly designed so they can be **converted into alternate products**, making them a permanent keepsake of sibling love:

- Flo-Dust rakhis become Fridge Magnets
- Zardosi & Crochet rakhis become Bag tags / brooches/ jewellery
- Wood / MDF Rakhis become Fridge magnets / Bag tags
- Cords are detachable and become bookmarks
- Packaging can be repurposed into bookmarks



Our range of Unique Flo-Dust Rakhis

Flo-Dust is a unique recycled material created by Craftizen by combining **Flower powder and paper-dust.**

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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Flo-dust Rakhis

Flower Pop Range

Upcycled, eco-friendly and hand painted in primary hues , these earthy Rakhis are truly one-of-a-kind.

What makes them all the more unique is how ingeniously they convert into fridge magnets!

All our Rakhis come with Roli Chawal

MRP: Rs. 150

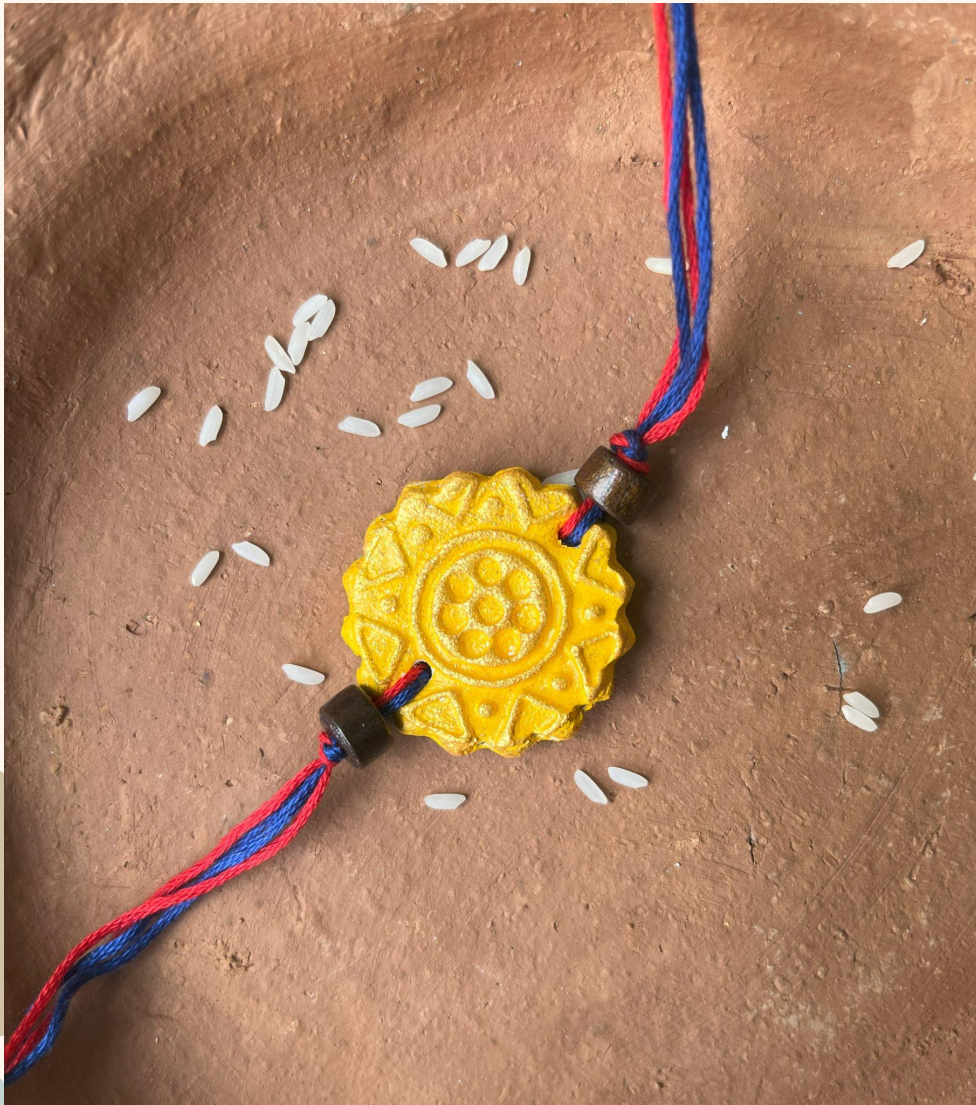
Bulk Price: 100

Available in 3 colour variants



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Flo-dust Rakhis : Flower Pop Range



CD-RAK-FLO-POP-YEL



CD-RAK-FLO-POP-TEAL



CD-RAK-FLO-POP-RED

Flo-dust Rakhis :
Rakhi and Lumba set





Flo-dust Rakhis

Festive Geometric Range

Upcycled, eco-friendly and hand painted in primary hues , these earthy Rakhis are truly one-of-a-kind.

What makes them all the more unique is how ingeniously they convert into fridge magnets!

All our Rakhis come with Roli Chawal

MRP: Rs. 120

Bulk Price: 80

Available in 3 colour variants



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Flo-dust Rakhis : Festive Geometric Range



CD-RAK-FLO-CIR-PUR



CD-RAK-FLO-CIR-BLU



CD-RAK-FLO-CIR-RED



Our range of Premium Zardosi Rakhis

Zardosi (zar meaning gold and dosi meaning embroidery) is an **intricate form of embroidery** that came to India from Persia. Craftizen skills women in this traditional craft and we are proud that **our artisans are amongst a handful of women in the country practising this beautiful art form.**

Our premium collection of Zardosi Rakhis are **inspired from traditional and contemporary motifs.** Each piece is unique and handcrafted with utmost precision and attention to detail.



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Zardosi Rakhis

This Raksha Bandhan, delight your loved ones by adding a touch of class, beauty and elegance to the celebrations by sending them a handcrafted Zardosi Rakhi.

These rakhis have detachable cords which can be reused as bookmarks, while the main Rakhi converts into a Badge / Brooch.

All our Rakhis come with Roli Chawal

MRP: Rs. 150

Bulk Price: 100





All 5 designs are available in 5 exotic colours

MRP: Rs. 150

Bulk Price: 100



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Our range of Quirky Crochet Rakhis

Crochet is a centuries old craft that takes its name from the French word crochet, which means hook.

This exclusive range of Crochet Rakhis is thoughtfully created **by our skilled and talented women artisans.**

The fun and quirky designs were developed specially for all the little ones celebrating this festival of love.



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Crochet Rakhis

These fun rakhis are designed exclusively for the little ones who enjoy Raksha Bandhan with utmost enthusiasm and love.

These rakhis have detachable cords which can be reused as bookmarks, while the main Rakhi converts into a Badge / Brooch.

All our Rakhis come with Roli Chawal

MRP: Rs. 200

Bulk Price: 120



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CD-RAK-CR-CAT



CD-RAK-CR-DOG



CD-RAK-CR-LIO



CD-RAK-CR-BEA



CD-RAK-CR-ELE

Our range of Eco-Friendly Rakhis

A range of eco-friendly rakhis
handcrafted from sustainable materials
including Wood, MDF and Fabric
leftovers.

This exclusive range of Rakhis is
thoughtfully created by our skilled and
talented artisans across multiple
locations.

**Our trendy designs can be customised
for bulk orders.**



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Eco-friendly Premium Rakhis Engraved Range

Made with medium density fiberboard (Wood) and thread discards, this eco-friendly range of Rakhis are lovingly handmade by our traditional artisans from Channapatna

All our Rakhis come with Roli Chawal

***MRP: Ranges from Rs. 150-200
depending on design
(connect for bulk inquiries)***



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*Eco-Friendly Premium Rakhis : Engraved Range
Rakhi & Lumba Set*



Eco-Friendly Premium Rakhis : Engraved Range



CD-RAK-MDF-SCOOTER



CD-RAK-MDF-PLANE



CD-RAK-MDF-ROCKET 1



CD-RAK-MDF-ROCKET 2



Eco-friendly Budget Rakhis

Made with discard fabrics, newspapers and silk discard, this eco-friendly range of Rakhis are perfect for promotional requirements.

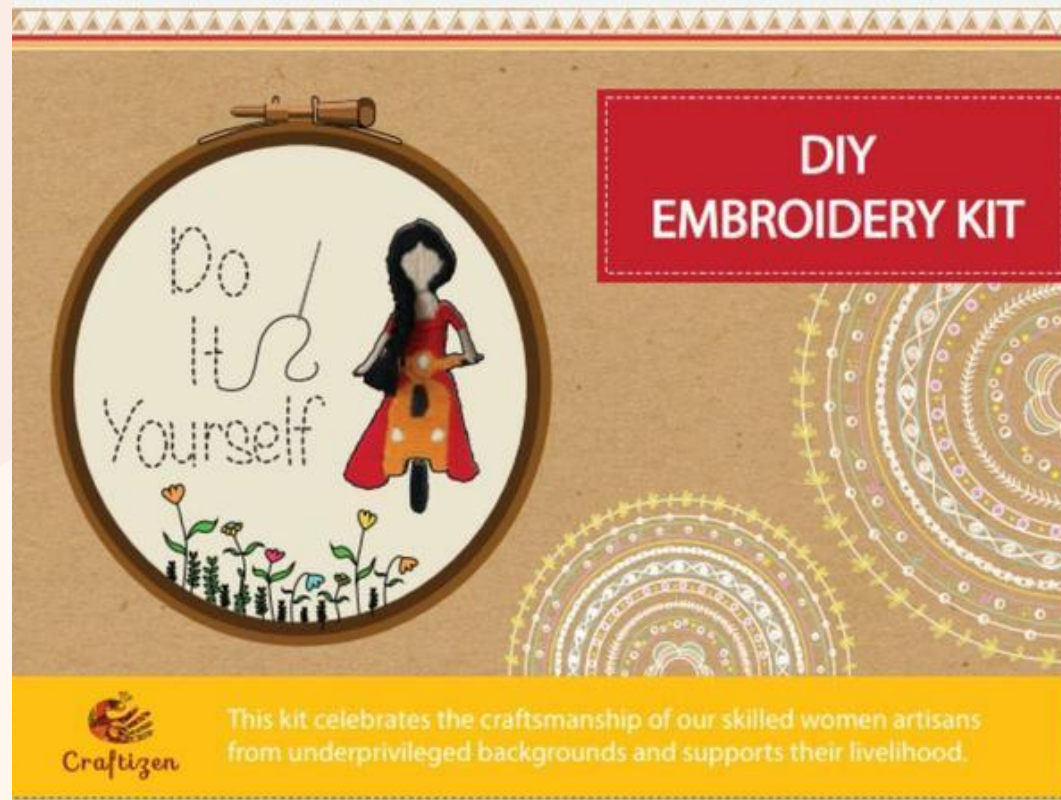
These are lovingly handmade by our artisans with intellectual disability.

***MRP: Ranges between Rs. 25 - 40
(connect for bulk inquiries)***



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Unique Gifting options for Raksha bandhan

Our eclectic range of Home Decor, Jewellery & DIY Kits are ideal gifts for Rakhi festivities

1. DIY Kits

2. Jewellery

3. Home Decor/Toys

4. Aroma Diffuser



3



4

**For more products, visit :
shop.craftizen.org**



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Unique Gifting options for Raksha bandhan

Our range of **DIY Embroidery Hoops** are the perfect gifts this Raksha Bandhan for the ones who want to take a moment to unwind, and spend time quality with their loved ones, one stitch at a time



Available in assorted designs



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Gifts for the Quirky sibling



Spectacle Holders

Gifts for the Playful sibling



Kendama Game

KOBOKAI *Discover the Child In You*

Shop products from our exclusive new brand including toys, puzzles and stress busters for children and adults alike. These are specially designed and handcrafted for thoughtful and playful gifting.

Gifts for the Puzzler sibling



Craftizen Circle of Life Game



ColourKu



Spinning Buttons

Gifts for the Aesthetic sibling



Pen stand, Cutlery Holder
& Planter



Elephant Mobile
Holder

Drop us a note

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