



Craftizen

Generating Livelihoods through Crafts

# CORPORATE WORKSHOPS

Craft & Sustainability





# CONNECTING CRAFTS & CORPORATE SECTORS



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

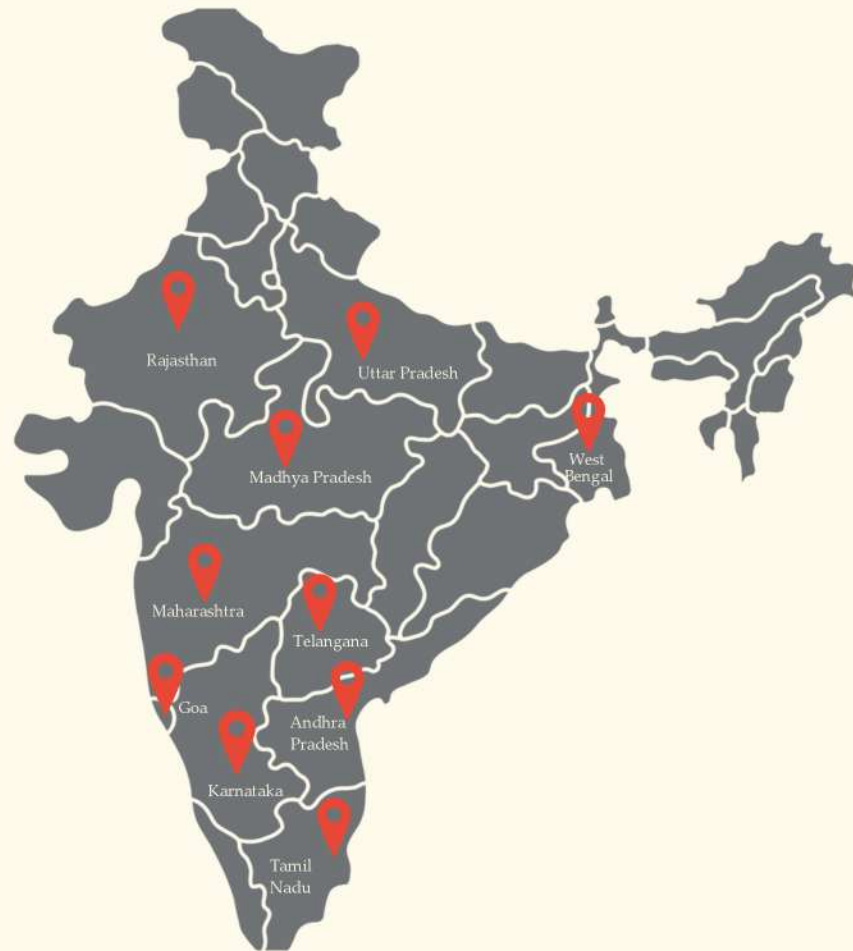
Our services include:

- Tailored **CSR Programs**
- Customized **Merchandise Solutions**
- Interactive **Art & Craft Workshops**
- Employee **Volunteering Programs**





# ABOUT US



## OUR FOOTPRINT:

10 States  
28 Districts  
7 Offices

Through our initiatives, we strive to safeguard India's vibrant cultural heritage, foster social inclusion, and empower communities to overcome the cycle of poverty and inequality.

## 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





# OUR ARTISANS



ADULTS WITH INTELLECTUAL  
DISABILITIES



UNDERPRIVILEGED WOMEN



TRADITIONAL ARTISANS

Our focus is on **vulnerable communities** who have limited access to mainstream opportunities for employment and income earning.

We provide **support across the crafts value chain** from skill training and capacity building, to design innovations, sales and marketing linkages to ensure **long term, sustainable livelihoods**.





# OUR IMPACT



**10,100**

Beneficiaries skilled



**100+**

Livelihood centres



**101**

Active NGO Partners



**400**

Unique designs  
developed



**100,000+**

Discards recycled /  
upcycled (kgs)



**500**

Traditional artisans  
impacted



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# 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



GURGAON



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# Benefits of Arts & Crafts as Engagement Activities

- Proven Stress buster
- Cultivates imagination & creativity
- Boosts teamwork & camaraderie
- Stimulates right brain cells
- Promotes well-being & aids relaxation
- Builds awareness on sustainability & reuse
- Improves hand motor skills
- Working with handmade techniques is therapeutic
- Feel good factor from contributing to positive social impact such as livelihoods for the underprivileged

## Our clients include:





# 1.

## 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





# 2.

## 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





# 3.

## Flo-dust Painting Coaster / Bag tag+Magnet

Flo-dust is Craftizen's new proprietary material made from recycled flowers! This is a therapeutic material that has been customised for our artisans with intellectual disability to provide them a means of dignified livelihood.

Use the material as a canvas and paint the unique products in a myriad of vibrant combinations.

**Products:** Coasters (2) OR Bag Tag (1) + Magnet (1)

**Time needed:** 30 – 60 mins





# 4.

## 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





# 5.

## 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





## Eco - Printing on Tote Bags

Discover nature inspired creativity in this hands-on workshop on Eco-Printing, where participants use real flowers and leaves to create unique prints on reusable cotton tote bags through simple techniques like flower pounding and leaf stamping. The end result is an elegant showcase of a gentle, eco-friendly solution.

**Products:** Cotton Tote Bags, Fresh Flowers & Leaves (variety of colors and shapes)

**Time needed:** 30 - 50 mins





# 7.

## Sound of Sustainability: Coconut Shell Wind Chimes

In this eco-friendly workshop, participants will craft their own coconut shell wind chimes using sustainable materials. As they cut, assemble, and decorate, they'll enjoy a calming creative break while learning about the benefits of natural, renewable resources.

**Products:** Pre-cut Coconut shell Pieces , Jute Twine or Natural String

**Time needed:** 30 - 50 mins



*Reference images, actual product and design will depend on material availability*





# 8.

## MDF Notebook Painting

In this creative and relaxing workshop, participants will paint their own MDF-covered notebooks, combining art and functionality. Each person will transform a plain MDF notebook cover into a personalized piece of art—perfect for journaling, gifting, or brightening up a desk.

**Products:** MDF Note book, Paint

**Time needed:** 30 – 50 mins





## Air-Dry Clay Modeling

Unwind and get creative in this beginner-friendly Clay Modeling Workshop using mess-free, air-dry clay — perfect for corporate teams to relax, de-stress, and enjoy a mindful break.

**Products:** Clay and mold cutters

**Time needed:** 30 – 50 mins





# 10.

## 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





# 11.

## DIY Embroidery Kit

Enjoy the craft of decorating fabric or other materials using a needle to stitch thread or yarn. Learn or upskill the art of embroidery with our DIY Embroidery kit.

**Product:** Embroidery Kit

**Time Taken:** 45 mins – 60 mins





# 12.

## Mini Masterpieces – Postcard Painting

Participants will paint beautiful postcard-sized MDF boards that can be turned into either fridge magnets or mini tabletop stands, using acrylic paints and simple designs curated by us.

**Products:** MDF Postcard , paint

**Time needed:** 30 – 50 mins





# 13.

## Paper Bag making

Embrace the eco-friendly art of paper bag making and turn simple materials into sustainable products for everyday convenience.

**Products:** Paper bags, Pouches

**Time needed:** 30 mins





## Eco-Pens

Turn your old newspapers and magazines into functional eco-pens. Roll newspaper around a refill, and you'll have a pen ready to use. Not as simple as it sounds, this technique is extremely satisfying and therapeutic.

**Product:** Pens (2-3)

**Time needed:** 30 mins







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# FUN & PLAY FOR KIDS



Art & craft fun for the young ones



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# 15.

## Nesting Doll Set

Use our handmade wooden nesting dolls as your canvas to create a vibrant minions / Russian dolls set, adding a touch of quirkiness to your home.

### Products:

Set of 5 Nesting dolls, suitable for ages 7 - 15

**Time needed:** 30 - 60 mins





## DIY Flower Sand Art Kit

Made from recycled Temple flowers, the flower sand art kit 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



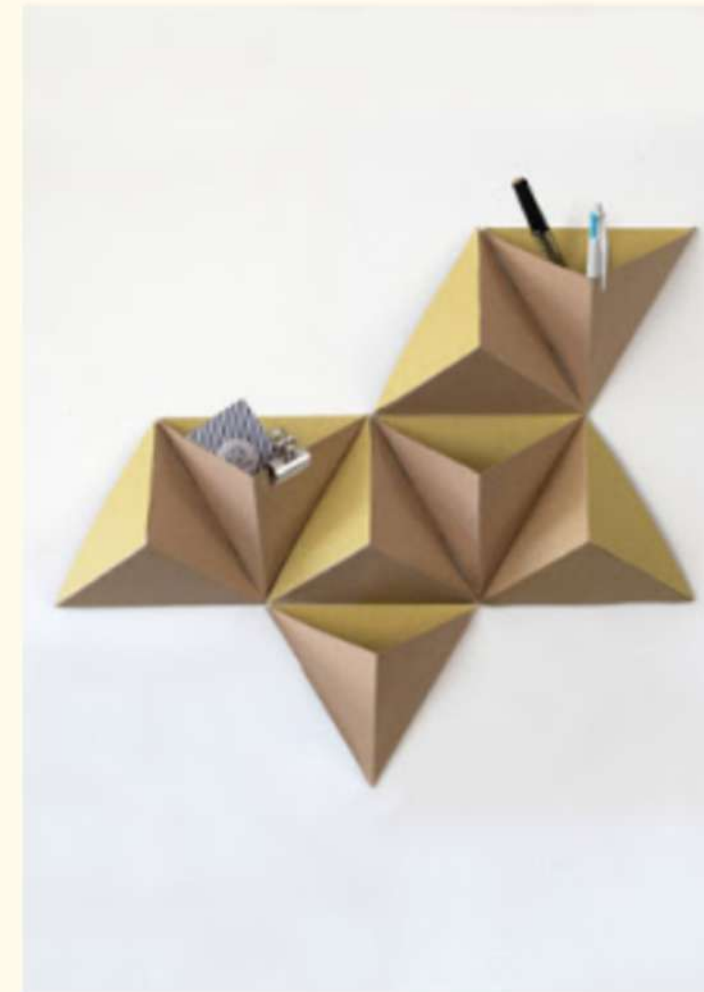


# Origami

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





# 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





# Terms and Conditions

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## **Minimum number of Participants :**

**A minimum of 30 participants are a must to conduct the workshop.**

## **Pricing:**

All prices are exclusive of GST. The pricing varies based on the number of participants.

## **Payment Terms:**

A **50% advance payment** is required to confirm the workshop and the remaining can be paid after the workshop.

## **Confirmation Time:**

Workshops must be confirmed at least **10 days in advance**.

For **Flo-dust** products, lead time is **1 month**.





# CONTACT

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