



Craftizen

Festive Edit

Everyday Treasures Rooted in Heritage

2026 - 2027



Cheriyal Folk Art

Cheriyal scroll painting is a **400-year-old storytelling tradition** of the Nakashi artisans of Telangana. Traditionally painted with natural pigments on long canvas scrolls, these vivid illustrations brought epics, folklore and everyday stories to life.

Craftizen has been working with the Cheriyal artisan community since 2022, training women, supporting master artisans and facilitating design innovation while retaining traditional techniques. Today, our livelihood centre in Cheriyal village employs 8–10 women trained through this initiative, helping strengthen the craft and create sustainable livelihoods.

This Diwali, Cheriyal's expressive folk motifs come alive on contemporary objects, **creating new markets while keeping this living storytelling tradition thriving.**



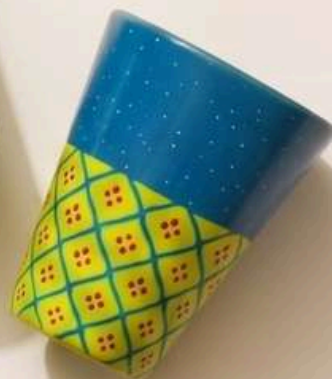


Collection 1

The Cheriya Chai Chest

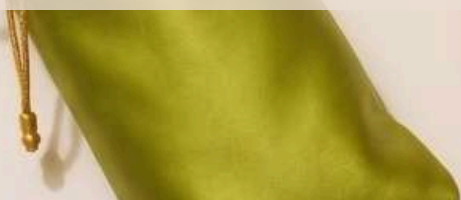
*A **Timeless Tea Ritual** designed to bring people together, elevated through handcrafted artistry and festive indulgence.*





Cheriyal Chai Baithak

- Cheriyal Coasters | Set of 2
- Brass Tea Strainer
- Ceramic Kulhads | Set of 2
- Speciality Tea | 200gms
- Chocochip cookies | 100gms
- Handcrafted fabric chest



Cheriyal Chai Mehfil

- Cheriyal Coasters | Set of 2
- Ceramic Kulhads | Set of 2
- Speciality tea | 200gms
- Whole Spices in glass jars | Set of 2
- Handcrafted fabric chest





Cheriyal Chai Aangan

- Handcrafted fabric tea caddy
- Cheriyal glass jar with hand-painted lid
- Peri peri nuts | 60gms
- Premium green tea sachets | Set of 10



Collection 2

Radiance in Repose

A gentle invitation to slow down, light the flame, and savour the warm, multi-sensory beauty of the festive season.



Cheriyal Sandhya

- Hand-painted Cheriyal leaf tray
- Lotus urli candle | Set of 2
- Wooden incense holder
- Incense sticks | Pack of 30
- Handcrafted fabric chest



Cheriyal Saanjh

- Hand-painted Cheriyal trinket tray
- Brass urli candle | Set of 2
- Handcrafted fabric chest



Cheriyal Sukoon

- Brass Urli candle | Set of 2
- Cheriyal design gift box



Collection 3

Festive in Flow

*An effortless celebration of light, fragrance and the joyful rituals
of the season.*





Banaras Noor

- Banaras Tealights* | Set of 4
- Premium brownies | 100gms

** Handcrafted by Banaras wooden-toy artisans, creating new opportunities for traditional livelihoods.*



Banaras Utsav

- Banaras Incense holder
- Banaras Tealights | Set of 2
- Incense sticks | Pack of 30
- Peri peri nuts | 100gms

Cheriyal Sangat

- Cheriyal coasters | Set of 2
- Millet bars | Set of 5
- Peri peri nuts | 100gms



Nimmalkunta Deepam

- Tholu Bommalata tealight holder
- Scented Wax tablet
- Millet bars | Set of 5



Second Bloom

Flower petal diyas | Set of 6
Crafted from *recycled Temple flowers*



*Packaging is representative
could be subject to changes

The Craft Edit

A curated selection of authentic, craft-rooted creations to personalise your festive gifting.



Hand-painted Cheriyal trays



Hand-painted using vibrant Cheriyal folk art motifs, these wooden trays effortlessly combine centuries of heritage with functional daily utility. Designed to seamlessly adapt to your lifestyle, it works beautifully as a desk or entryway trinket tray for daily essentials, a striking tabletop accent, or eye-catching hanging wall art.

Cheriyal Jars

Hand-painted Cheriyal wooden lids transform premium glass jars into miniature canvases. Featuring traditional Telangana motifs inspired by rural Indian life, these functional pieces bring the distinctive Cheriyal folk-art tradition into contemporary homes.



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Cheriyal Deck Of Cards

Step into a world of folklore, colour and craft with this distinctive deck of playing cards, featuring original illustrations hand-painted by traditional Cheriyal artisans from Telangana.



Hand-painted by : P. Srivani

Banaras Tea Light Holders

Brighten up your home with hand-painted Banaras wooden tealight holders, each inspired by the playful forms and colours of traditional wooden toys.



Brass Urli Candles

Illuminate your home with handcrafted brass urli candles, fragranced with delicate floral notes for the festive season.



Tholu Bommalata Tea Light Holders



Bring the luminous storytelling tradition of Tholu Bommalata into your home with these hand-painted leather tealight holders.

Crafted from translucent leather, each piece comes alive when lit, transforming the art of traditional puppetry into functional décor.

Available in 16 designs, with colours customisable for bulk orders.

Scented Wax Tablets

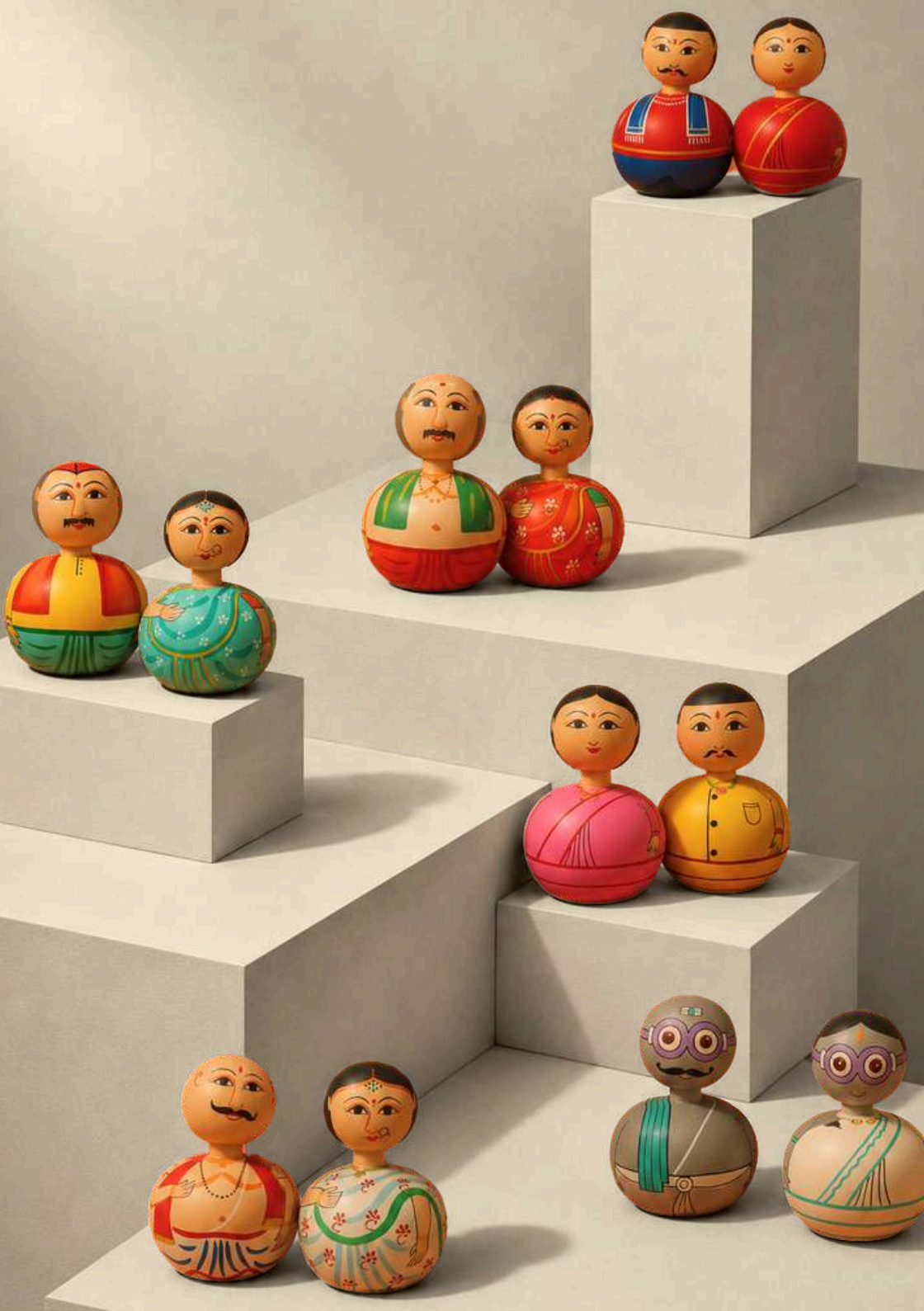
Fragrant wax tablets designed to gently scent cupboards, drawers and wardrobes.

Infused with botanicals and dried flowers, they bring a soothing charm to everyday spaces.



Nod Squad | Banaras

Handcrafted by skilled Banaras wooden-toy artisans, these playful bobblehead toys bring folk characters to life with their signature nodding mechanism.



Nod Squad | Channaptna

Lac-turned
Channapatna
bobbleheads
inspired by the
mesmerizing
dance form of
Kathakali.





Cheriyal Magnets

Crafted from a unique blend of tamarind seed powder and sawdust, these colourful magnets bring the distinctive characters of Cheriyal folk art to life.

Made by women artisans trained through **Craftizen's Craft Revival Initiative**, each piece helps sustain this rare folk-art tradition.



Pop & Pour

Hand-painted Banaras miniatures inspired by India's vibrant transport culture, bringing colour and character to everyday spaces as **bottle openers and fridge magnets.**



Desi Riders

Celebrate India's playful transport culture through hand-painted miniature vehicles. Each handcrafted collectible transforms familiar Indian rides into vibrant decorative art.



Culinary Treats

Available in 100g and 200g packs.



Dark chocolate
cookies



Sattu brownies



Chocochip cookies



Spiced nuts



Chocolates



Millet bars

Packaging

Thoughtfully designed packaging elements to help you customize, curate, and complete every hamper.



Customise your packaging

Create a hamper that's uniquely yours. Choose from a range of colours and premium fabrics, including Brocade, Kalamkari and Ikkat.



Cheriyal print corrugated box



Handcrafted fabric chest



Brocade potlis



Printed tray potli

Images are for illustrative purposes only. Actual colours, fabrics and finishes may vary.

Artisan Impact

Made by Many Hands, Made with Purpose

Our nationwide network of **artisan partners** enables us to execute large-scale gifting projects across India while creating sustainable livelihoods. We collaborate with traditional craftspeople from **Channapatna, Cheriya and Banaras, women-led craft units, and adults with intellectual disabilities** to create distinctive, craft-rooted products while building dignified livelihoods.

Every product reflects our core values:

- Heritage crafts reimagined for modern gifting
- Women-led tailoring and embroidery creations
- Eco-conscious products by adults with intellectual disabilities



Our Clients

 **accenture**

Lenovo

Deloitte.



TIMKEN



SANKARA EYE HOSPITAL
YOUR VISION OUR MISSION

Terms & conditions

1. **Minimum Order Quantity (MOQ)**

A minimum order quantity of 50 units applies to bulk orders.

2. **Pricing**

Prices are inclusive of GST. Shipping and delivery are charged at actuals.

3. **Payment Terms**

A 50% advance is required to confirm the order; the remaining balance is payable prior to dispatch.

4. **Production Timelines**

Most handcrafted products require 2–4 weeks for production, depending on product category, order volume, design and customisation.

5. **Handcrafted Variations**

Each product is individually handcrafted. Slight variations in colour, texture, finish and detailing are inherent to the handmade process and contribute to the uniqueness and authenticity of every piece.





Contact us

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