



# hamari utyasat

A Hand for Handmade initiative  
Celebrating 75 years of the Indian Constitution



# HAND FOR HANDMADE

The Hand for Handmade Foundation (HFH) was established during the Covid-19 pandemic to support artisans. The strength of HFH is its members – more than 500 artisans, designers, academicians, entrepreneurs, NGOs and other stalwarts who work the craft and artisan industry.

HFH aims to reimagine the Indian Handmade industry as a vibrant, contemporary industry that is meaningful for today and tomorrow. We believe in giving the handmade industry a platform through knowledge sharing, design innovation and building effective linkages in the ecosystem.





**2000**

Forms of handmade, including hundreds of textile traditions and over 40 genres of cultural, tribal and folk art.

**200 MILLION**

Livelihoods estimated in the artisan sector.  
Second largest employment generator.

**56%**

Woman Artisans

**Impacts multiple SDG's and climate change**



# MISSION CONCEPT

HAMARI VIRASAT (Our Heritage) is a spectacular mural showcasing 75 hand made textiles to celebrate 75 years of the Indian Constitution.

**The idea is to shine the light on the artisanal and handmade sector in a very visual manner that will capture the attention of the public and mass media.**



**It is a travelling exhibit that will go to major cities in India and be on display at public places where many hundreds of thousands of people can see the artworks.**

We will enable artisanal sales and workshops for artisans to benefit directly from the campaign.





# Idea of India





# THE INSPIRATION

Each of the 75 handmade textile pieces in the mural are inspired by the art on the preamble of the Indian Constitution.

Each artisanal group has generously contributed a 1m x 1m panel of textile art that is a part of this spectacular campaign.





**Symbolism from the preamble**



**Contribution to Hamari Virasat from  
Jaipur Rugs Foundation.**

*Hand woven  
1m x 1m  
textile panel*



**Contribution from Porgai Artisans  
Association working with women from  
Lambadi tribes**



**A naturally dyed Mataji Na Pacheri  
from Viramgam, by artist Dilip Chitara**

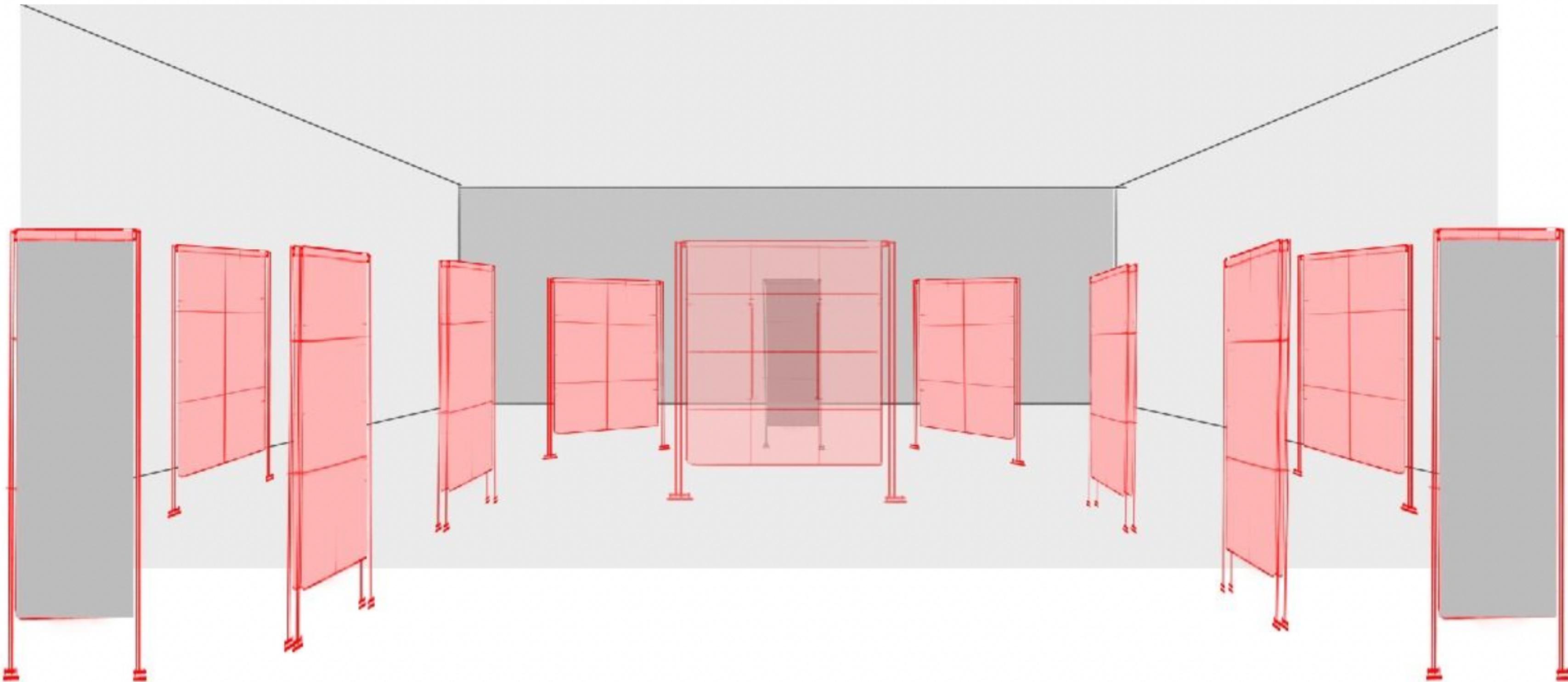


A stunningly beautiful display of 75 artworks  
made by artisans from every state in the country  
as their contribution towards Hamari Virasat.





# Layout for Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (CSMVS) Mumbai

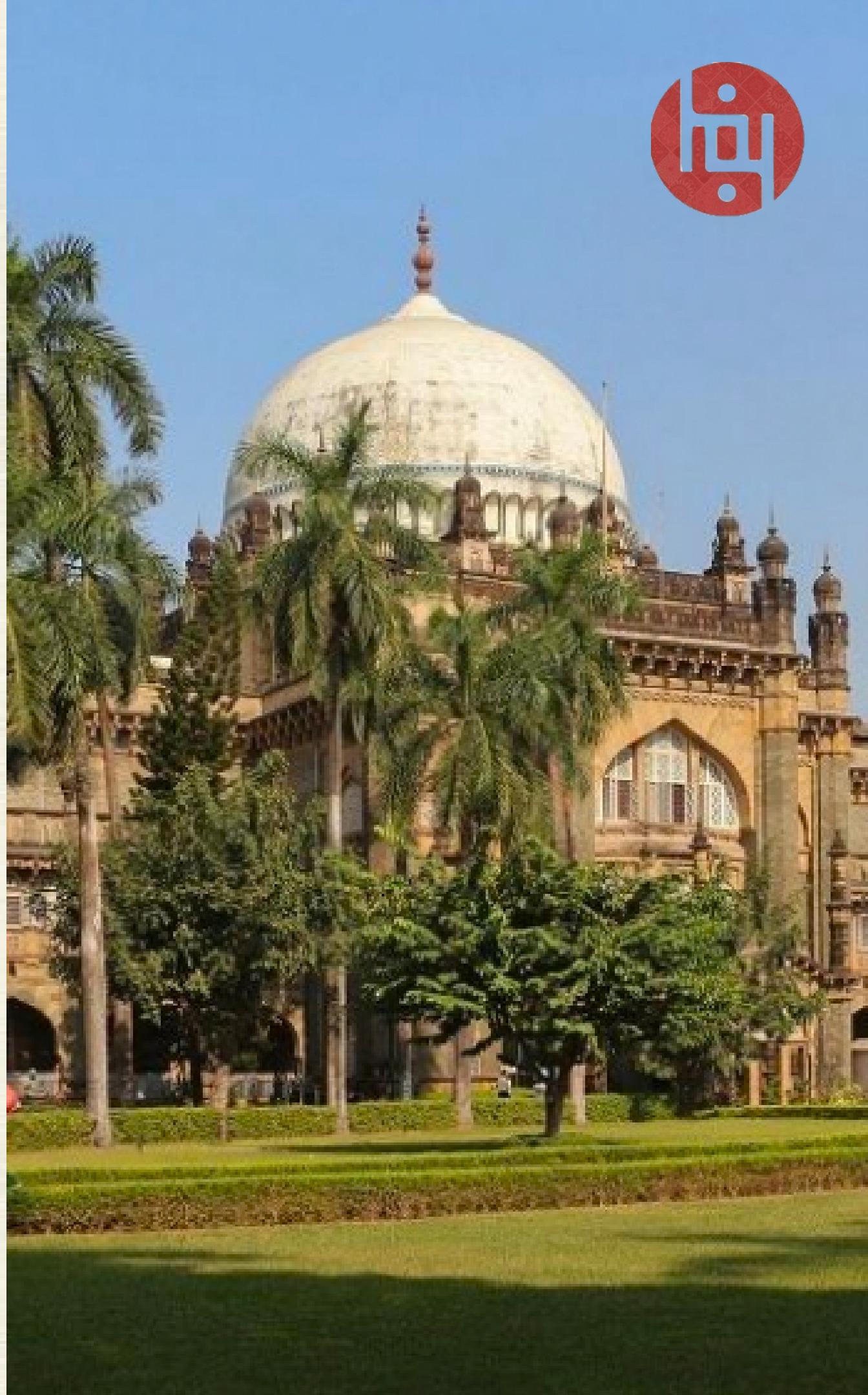




# LAUNCH IN MUMBAI

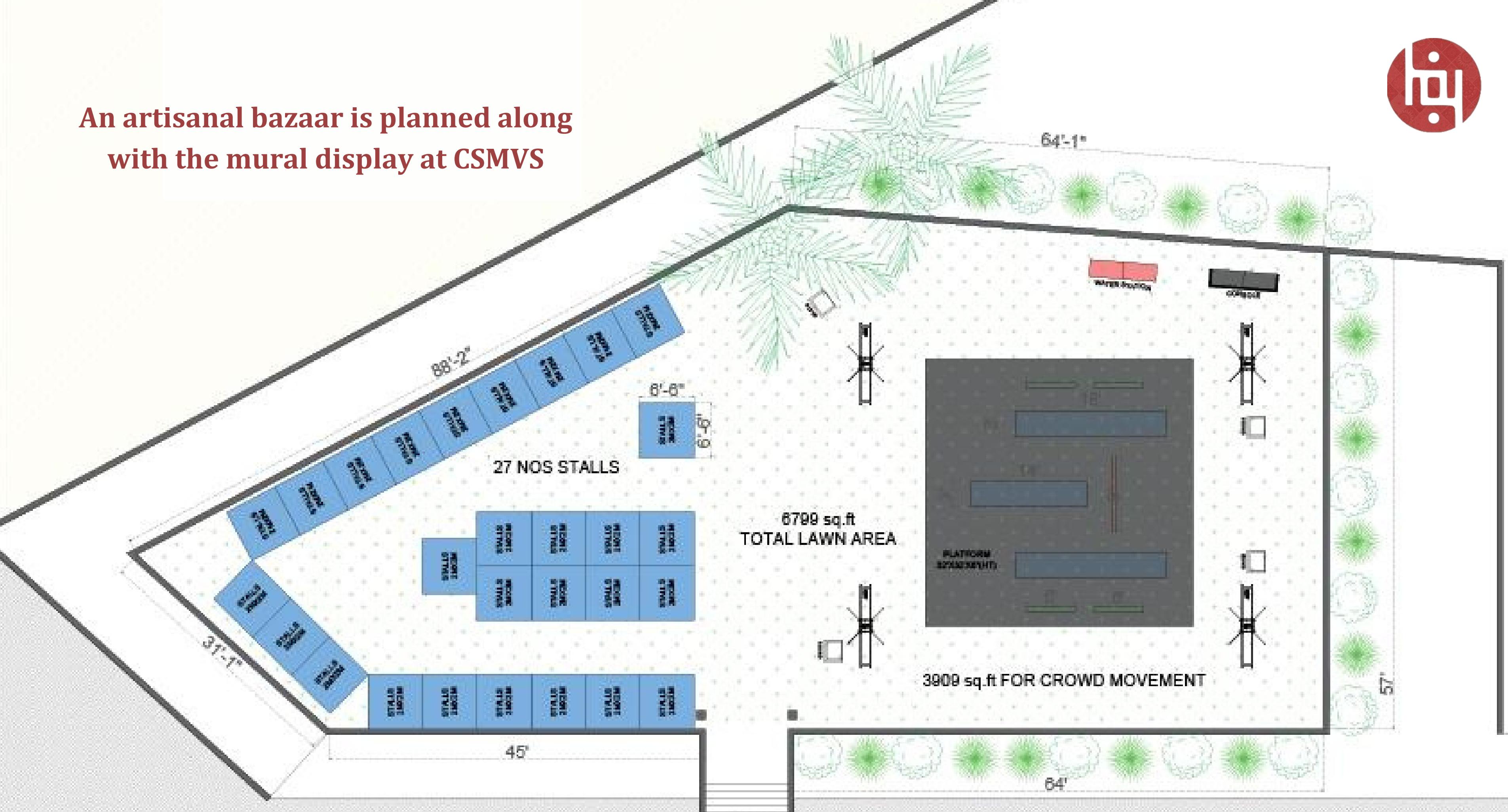
Hamari Virasat will be launched at CSMVS on 12th Jan 2024 and will be on display till 14th Jan. After that it will shift to the Cross Maidan from 20th Jan till 28th Jan as part of the Kalaghoda Exhibition. It may also travel to one more location in Mumbai.

We expect **200,000 people** to view this during this period, apart from coverage in national media, TV channels, on-line and social media.





An artisanal bazaar is planned along  
with the mural display at CSMVS





# EMPOWERMENT WORKSHOPS

As part of the celebrations of the Constitution, we will hold workshops for artisans/artisan groups/NGOs. The workshops will focus on understanding the connection of artisans and their work, with constitutional values, fundamental rights and duties, government departments and schemes. These will be done by our Knowledge Partner We, The People Abhiyan, who has reached more than 25 lakh citizens through training and citizen empowerment programs.

- **Constitutional Rights awareness**
- **Craft X Climate - Working with Natural Dyes**
- **Technical Support - Geo Tagging and Traceability**



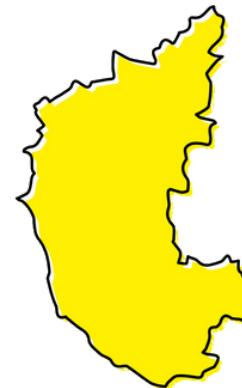
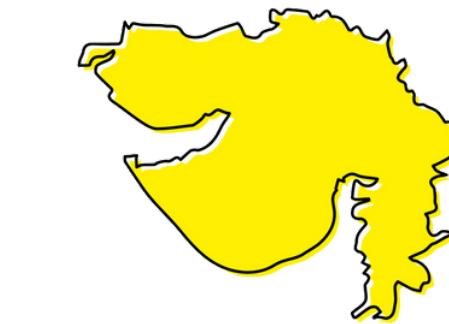
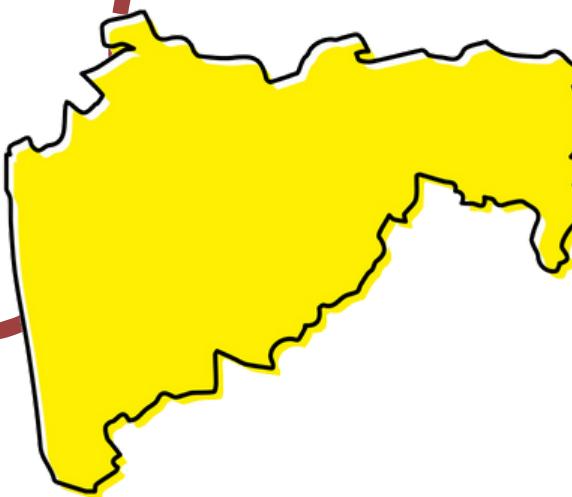


# ARTISAN BAZAARS



2024

# Roadmap for HAMARI VIRASAT



**January**  
Mumbai

12 - 14 Jan  
**CSMVS**  
20 - 28 Jan  
**KGAF**

**February**  
Jaipur

**Jaipur Lit Fest**

Ahemdabad

**LD Museum**

**February - March**  
Delhi

**Bharat Tex**  
**India Habitat Centre**

Bengaluru

**Bangalore**  
**International Centre**  
**Raintree**

Exhibit will continue to travel across various cities through the year



# CALL FOR SPONSORSHIP AND SUPPORT

Artisan clusters and HFH Members have stepped up and very generously given their skills, time and effort by contributing their artworks. Baaya Design is doing the mural and exhibition design on a probono basis.

**We are now doing a call for sponsorships and CSR support for this campaign events and the associated artisan bazaars and workshops. We would like to take this campaign across the country and even to international locations. This will only be possible with adequate funds.**

Join us on this exciting journey !



# Our valued supporters



भारतीय शिल्प संस्थान  
INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR



har dil mein  
**SAMVIDHAN**  
know, recognize, live



# hamari virasat

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