



A Hand For Handmade Initiative

hamari
utqasat



On 26th January 1950, the Constitution of India was adopted and came into force and Bharat, now called India, became a republic. From 26th January 2024, we will be entering the 75th year of the Constitution, which is indeed a momentous occasion and worth celebrating for all citizens. The Constitution builds on the idea of India as a diverse yet unified nation, a vibrant democracy with the ideals of liberty, fraternity, justice and equality.

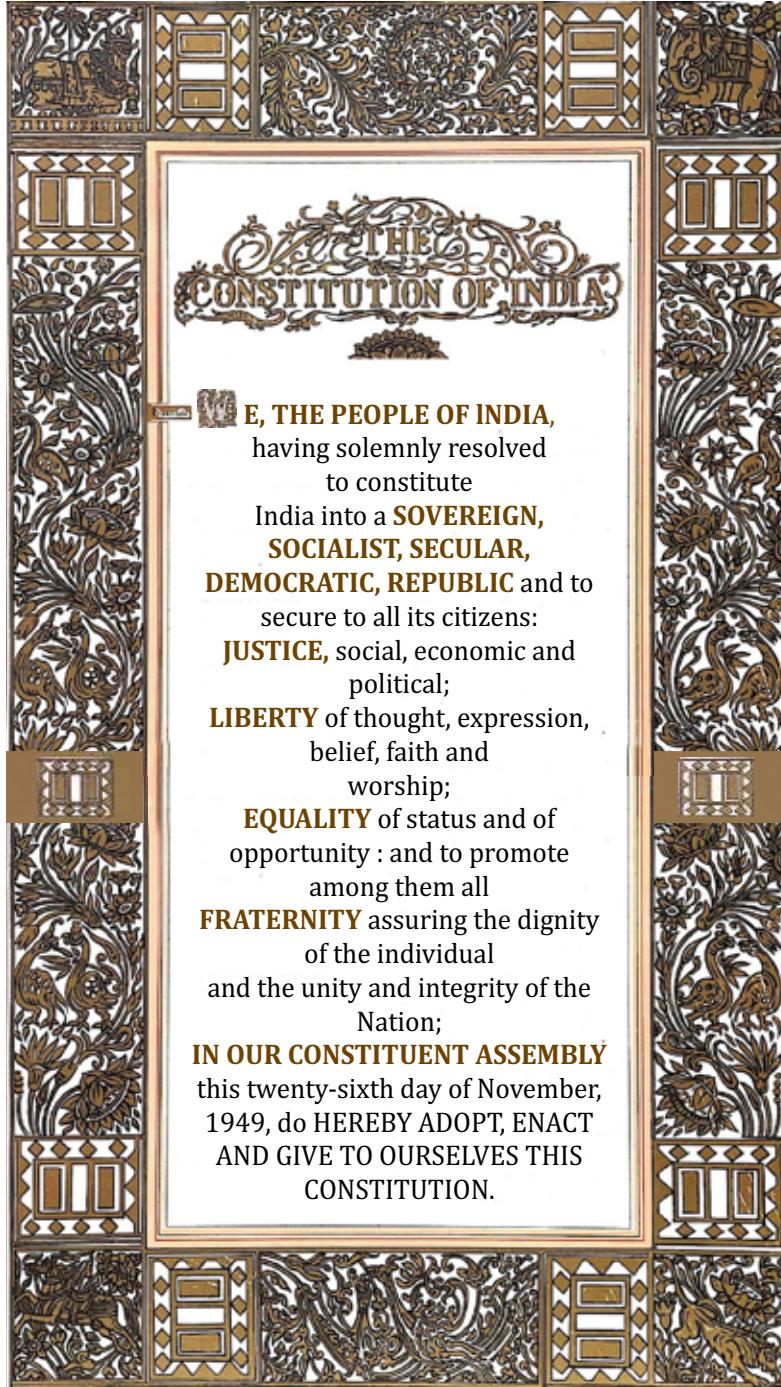
The handmade and craft sector, with its myriad forms and practices, expresses the diversity of India perfectly. Liberty of creative expression has led to the amazing variety of craft and handmade traditions. A 200 million strong artisan community from every region of India, every religion, every section of society works in the sector with a strong sense of fraternity and equality. It is indeed a microcosm of Indian society and represents the constitutional values and plays an important role in building a strong and unified nation.

Hamari Virasat (Our Heritage), is a celebration of the richness of the artisanal sector in India through its showcase of 75 different handmade textile artworks. Contributed pro bono by Hand for Handmade members from across the country, each 1m x 1m artwork is inspired by the art represented

on the preamble of the Indian Constitution. The artworks serve as a visual testament to the connection between the constitutional values and the artisanal sector's profound contribution to nation building. HFH conceptualized this campaign with the intent to put the spotlight on India's artisan sector and its contribution to millions of livelihoods and women empowerment. We also hope that Hamari Virasat will drive conversations around the art and craft sector and help us reimagine the industry to create greater impact in the times to come. Hamari Virasat features workshops that highlight stories of artists who contributed to the making of the Constitution and explore how constitutional values have translated into rights and welfare for all citizens and for artisans in particular.

These will be done by our knowledge partner We, the People Abhiyan. The format is of a traveling exhibition and the mural will be on display across key cities in the country. Join us in recognizing the vibrant tapestry of our heritage and the artisans who weave it. "Hamari Virasat" is not just a mural; it's a celebration of our constitutional values and our national identity through the lens of craftsmanship.

Shibani Jain
Founder and Director
Hand for Handmade Foundation



The Preamble of our Constitution highlights the vision of a society based on human values. All pages of this powerful book were illustrated by Nandalal Bose and artists from Shantiniketan. Nandalal Bose was inspired by his mother, who was a craftswoman and he used motifs from India's craft and heritage extensively. The Preamble, by exception, was illustrated by Beohar Rammanohar Sinha with motifs from the natural world: animals, leaves and flowers. The entire book was handwritten by Prem Behari Narain Raizada.

Knowledge Partner -

We, The People Abhiyan



We The People Abhiyan is a non-profit organization working on empowering citizens through constitutional awareness and capacity building. Our mission is to empower all citizens to own, understand and practice constitutional values, rights and responsibilities in their lives and communities.

INDEX

- A-1 Naksha at Midnight
 A-2 Tricolour by Common Threads
 A-3 Kantha Bloom
 A-4 Nandi by Miharu
 A-5 Tree of Life
 A-6 Indian Element by Shrujan Team
 A-7 Our Own Country by Resham Dor
 A-8 Lotus Harmony
 A-9 Hamari Saathi (Fraternity)
 A-10 Unity in Diversity: The Constitutional Tapestry
 A-11 "Beautiful Indian Ocean" Home of Tsunamika
 A-12 Nandi by Jaipur Rugs
 A-13 Sozni by Special Hands of Kashmir
 A-14 Chitra Katha in Kalamkari
 A-15 The Golden Lotus
 A-16 Woman of India
 A-17 Vriksh Chayya
 A-18 Moods in Shibori
 A-19 Elephant Troves by Yesphoho
 A-20 Dance of Fraternity
 A-21 The Majestic Steed of Democracy
 A-22 Unity and Strength
 A-23 Ansari Zardozi
 A-24 Bowstring Handmade in Batik
 A-25 Tapestry of Unity and Diversity
 A-26 Kushira
 A-27 Aamani's Crochet
 A-28 Mural of Celebration
 A-29 Rainbow Fusion
 A-30 Srikalahasti
 A-31 Resham Haathi

- Naksha
 Common Threads Studio
 She Foundation
 Miharu
 Spun by Welspun
 Shrujan
 Resham Dor
 Usha Patel,IIAD
 Tanisha Agarwal
 Aame Artisan Producer Company
 Upasana
 Jaipur Rugs
 Special Hands of Kashmir
 Chitra Artworks
 K P Lakshmi Ahuja
 Porgai Artisans Association
 InventArt
 Mura Collective
 Yesphoho India Private Limited
 Saumya Gupta
 Vidushini Prasad
 Aarti Kalro
 Hunar Art and Craft
 Bowstring Handmade
 Kushira
 Akshonline
 Sriparna Das Chakraborty
 Jyotsna Chitara
 Tisser Artisans Trust
 Samhita Weaves
 Meher Embroideries
- 10
 12
 14
 16
 18
 20
 22
 24
 26
 28
 30
 32
 34
 36
 38
 40
 42
 44
 46
 48
 50
 52
 54
 56
 58
 60
 62
 64
 66
 68
 70

- A-32 Golden Jungle
 A-33 The Female Song
 A-34 Gota Patti
 A-35 Elephant on orange in Khadi
 A-36 Native Swirl
 A-37 Applique in Daylight
 A-38 Basholi Sisters
 A-39 Pardhan Gond Elephant
 A-40 Waves (Tharanga)
 A-41 Cardinal Unity
 A-42 Anootha
 A-43 Rooted in Ajrakh
 A-44 Sparsh Peacock
 A-45 Mustard Lotus
 A-46 Dastkari Haat Samiti
 A-47 Truly Tribal Tree of Life
 A-48 Batik Saraswati
 A-49 Sarnath in Kalamkari
 A-50 Jai Bharat
 A-51 Seventy Five Years
 A-52 Ashok Chakra - The Peace That Brings
 A-53 Chakra in White
 A-54 Vyoma's India
 A-55 Iditri
 A-56 tattvabypretti
 A-57 Bishnupuri
 A-58 King of the Jungle
 A-59 Jamdani Peacock
 A-60 Neeli Utsav
 A-61 The Motherland
 A-62 Madhubani Fours
 A-63 Ellie - Fragments of Love, Affection and Care
 A-64 Kotay - Handloom Tree
 A-65 whARTever - The Horse
 A-66 Almora Pattern - A traditional craft from Kumaon

- Kalyan Joshi
 Ramesh Hengade
 Charu Gupta
 Meenakumai Damre
 Chirashree Thakkar & Meenakumari Damre
 Jamnagar Design Center
 Shilpkari Bazaar
 Venkat Shyam
 Tharangini Studio
 One Wheel Drive
 Anoothi
 Khatri Saad Yusuf
 Sparsh Creation
 Bandiworks
 Dastkari Haat Samiti
 Truly Tribal
 Yash Joshi
 Tasneem Shaikh
 Khatri Ibrahim
 Imtiyaz Khatri
 Aakib Ibrahimbhai Khatri
 Angira Shah
 Vyoma Atul Parikh
 Iditri
 tattvabypreethi
 Annapurna Saree
 Baaya Design
 Shoma Sen
 Jabbar Rogan
 Archana Bagri
 Seema Singh
 Ambika Agnihotri Magotra
 Handloom Tree
 whARTever
 Avani

A-67	<i>Johargram</i>	144
A-68	<i>PARZOR</i>	146
A-69	<i>Kantha Stitch</i>	148
A-70	<i>Airavata Ashwa Mayur</i>	150
A-71	<i>Sounds of Nandideva</i>	152
A-72	<i>Single Indigo Nation</i>	154
A-73	<i>Soul of Artistry</i>	156
A-74	<i>Macrame Lotus</i>	158
A-75	<i>Assyrian Tree of Life</i>	160
A-76	<i>Sentila Yagner</i>	162
A-77	<i>Ladakh Story</i>	164



Hand For Handmade Foundation

Hand For Handmade (HFH) Foundation is an NGO that was established during the Covid-19 pandemic to support artisans. It is a collective with more than 500 artisans, designers, entrepreneurs, academicians, NGOs and other organisations who work with the art and craft industry. Apart from the founder, design entrepreneur, Shibani Dasgupta Jain, its co-founders include Chirashree Thakkar, heritage evangelist and architect, and Vipul Jain, tech entrepreneur and investor. Stalwarts like Ms. Jaya Jaitley and Dr. Ashoke Chatterjee are mentors to HFH.

The mission of Hand For Handmade is to empower and support the growth of the handmade industry through knowledge sharing, design innovation and building effective linkages in the ecosystem. Over the past three years, Hand for Handmade has taken up many path breaking and innovative projects such as creating India's first multi-lingual e-learning content platform for the artisan sector, 360 degree mentoring for artisan clusters, master classes, business networking and artisan bazaars. The vision of HFH is to reimagine the Indian Handmade industry as a vibrant, contemporary industry that is meaningful for today and tomorrow.



NAKSHA AT MIDNIGHT

The tussar threads are cultivated in the districts of Bengal and then handwoven into fabrics. The fabric is hand-dyed and made ready for work. This 1mtr tussar fabric has been done in a similar way, hand-dyed in black. The karigar from the interior village, less known and spoken about, has put in his best and embroidered motifs in traditional kantha stitch, a unique needle art of Bengal.

The very framework of the Constitution has inspired the selection of motifs in this artwork. The dense floral patterns on all four sides framing the placard have

influenced the choice of tendrils, lotus, buds, and leaves as motifs. Pichwai cows, symbolic of one of the principles of The Constitution - LIBERTY of belief, faith, and worship, have also been selected. These cows are typically seen as companions of Srinath ji, symbolizing a Holy Form. Hence, Lotus depicts purity and prosperity, and the Holy cows depict Liberty of belief, faith, and worship.

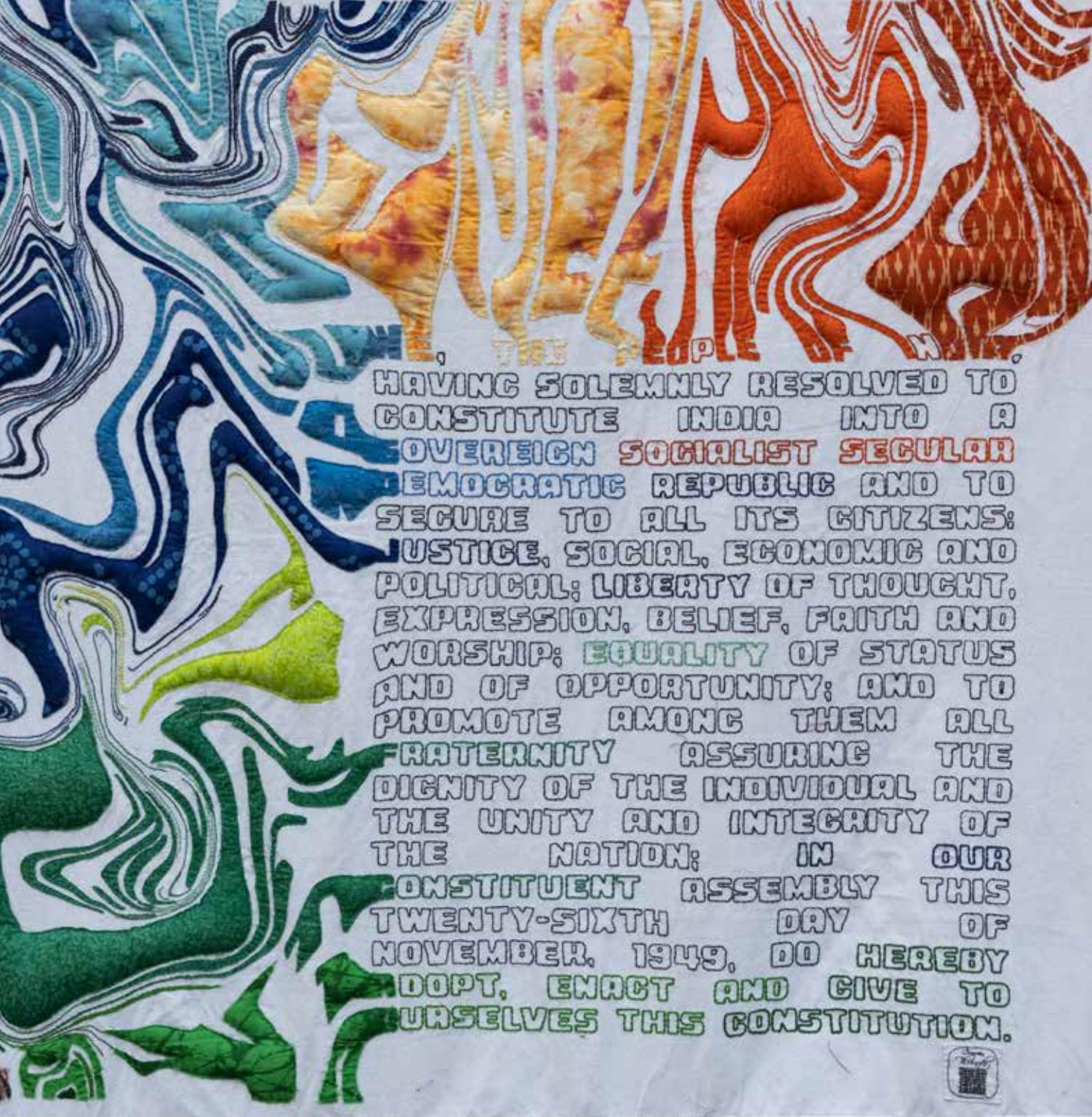
Not only the motifs but also the style in which these motifs have been drawn all around the placard has been an inspiration to present the selected motifs in a mesh form (jaal form). Therefore, The Constitution of India has inspired this artwork, which, in turn, has been meticulously embroidered by the karigar of Bengal.

A home grown unit working with artisans right from weavers to karigars, mainly promoting craftsmanship of Bengal. We create artistic six yards in hand woven silks and tussar fabrics only. These fabrics are color dyed and then block printed, batik or hand embroidered.



- A1 -

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9831780698



TRICOLOUR BY COMMON THREADS

The art piece embraces the use of upcycled fabrics, mindfully handcrafted with embroidery and appliquéd. It depicts the constantly evolving, complex, diverse, and layered fabric of the country through contemporary graphic forms. Colors drawn from the national flag of India are incorporated into the artwork. The Preamble is the soul of the Indian Constitution, embodying the core values of the nation. The very fabric of the country is reflected in the artwork, portraying its constant evolution and complexity. The contemporary graphic forms capture the diversity and layers of the nation. The

use of upcycled fabrics and mindful handcrafting, along with embroidery, symbolizes the essence of the national flag of India.

Common Threads Studio is a textile and fibre art studio. As a practice, we at Common Threads Studio encourage working together to create impactful and mindful art through experiments and explorations. Our close-knit team consists of dynamic individuals with unique skills and capabilities collaborating under one space. The collective insights with different approaches, methodology, and perspective are crucial to the artistic process.

- A2 -

Common Threads Studio | #13, Second Floor, 2nd Main Road, Nehru Nagar, Adyar, Chennai - 600020 |
9840041199 / 7845819593 | kalyani.commonthreads@gmail.com



KANTHA BLOOM

In 1963, the peacock was declared the National Bird of India due to its rich religious and legendary involvement in Indian traditions. The criteria for this choice were many, including the bird's well-distribution within the country and recognizability to the common man. The image of the peacock has been beautifully depicted in the Constitution's beautiful border. The Indian Constitution itself reflects the principles and aspirations of the Indian people, and the inclusion of symbols like the peacock in Indian culture fosters a sense of national identity and pride.

Shamlu formed a small NGO, Self Help Enterprise (S.H.E.), with a few KANTHA artisans. She was supported by her daughter Malika, who was the first one to market kantha textiles, through Malika's Kantha Collection.

The art of Kantha embroidery, when skillfully executed, can transform a simple piece of

fabric into a mesmerizing masterpiece. The peacock design in Kantha embroidery showcases the meticulous craftsmanship of the talented women of rural Bengal, who not only create breathtaking works of art but also empower themselves and their communities through their creative pursuits.

Beyond the enchanting beauty of the peacock design in Kantha embroidery lies a deeper significance—a story of empowerment for the women of rural Bengal. Kantha embroidery has long been a traditional craft passed down through generations of women. Now it serves as a means of economic independence and empowerment for them.

Through their expertise in this art form, these rural artisans have carved a niche for themselves in the world of textile craftsmanship.

SHE Foundation was set up as an outlet for corporate social responsibility of Malika's Kantha Collection (started in 1986).

Shamlu, and her daughter, Malika converted the kanthaarkaaj – the poor man's quilting stitch - into a decorative stitch, for single-layered luxury fabrics, such as tussars and silks.

- A3 -

She Foundation | 4/1, Alipore Park Road. Kolkata 700027. West Bengal | 9874667444 |
shekantha@gmail.com



NANDI BY MIHARU

Our inspiration is drawn from the animal figures depicted in the preamble of India and the traditional Dokra craft technique of using wax threads. We envision creating a captivating wall art piece that combines the elegance of Dokra craftsmanship with the symbolic representation of animals found in the preamble. This fusion reflects unity, diversity, and the harmonious coexistence of all beings.

This unique fusion will not only be a visual delight but also a powerful reminder of our shared values and the richness of our traditions. Drawing from this, we envision creating a captivating wall art piece that celebrates our cultural heritage.

Miharu work with Dokra artisans to make products that are functional and utility based, including fashion jewelry and table top products.

- A4 -

Miharu | 1e kanakangan, City Centre , Durgapur 713216, Dist Paschim Burdwan, West Bengal |
9748466555 | bengalcraftmart@gmail.com



TREE OF LIFE

Through TREE OF LIFE, we depict the harmonious culture of India. It's an ode to our constitution, which was forged to pave India's democracy to a new era. With context to our Constitution, this tree of life illustrates motion, flow & progress. The artwork incorporates a depiction of the Tree of Life, symbolizing the harmonious culture of India and paying homage to the constitution that ushered in a new era of Indian democracy. Within the context of our Constitution, this tree illustrates motion, flow, and progress.



The artwork includes representations of a lion, peacock, bull, and horse, along with lotus and tribal art, all integral parts of the Constitution's manuscript. We will embroider the panel in different styles of embroideries prevalent in Kutch, reflecting the diverse cultural influences of the region.

Spun, born in 2014, a tale of stories that speaks of empowerment of village women, sustainability and craft. We endeavor to preserve and celebrate the handcrafted heritage that is woven through lives of traditional communities.

- A5 -

Spun By Welspun | Spun Sampling Center, WCL – Gujarat Colony, Village – Varshamedhi, Taluka – Anjar, District- Kutch, Gujarat – 370110 | 9029012743 / 9892068992 | lhembrom@gmail.com



INDIAN ELEMENT BY SHRUJAN TEAM

From the Shrujan Team, 13 people playing various roles in designing, illustrating, printing, embroidery, etc., have worked collectively to create this art panel. Inspired by the Preamble of the Constitution, the panel commemorates India's 75th Republic Day.

This piece showcases the revival efforts of extinct stitches of the Sodha and Jadeja communities. The contemporization of the embroidery has been done with sensitivity to ensure that the soul of the craft stays true.

Shrujan-Trust is a not-for-profit organization based in Kutch. It is a pioneer in craft revival, craft promotion and craft entrepreneurship. Over 2,000 women in 60 villages belonging to 12 communities practising over 70 distinct hand embroidery styles.

- A6 -

Shrujan | Behind G.E.B Sub- station, Post: Bhujodi, Taluka: Bhuj-Kutch, Gujarat, India Pin: 370020 | 9426454915 | pankti@shrujanlldc.org

The design elements used in the piece are as follows:

+ The Ashok Stambh: Represents the three essential elements of Life - Fire, Water, and Earth.

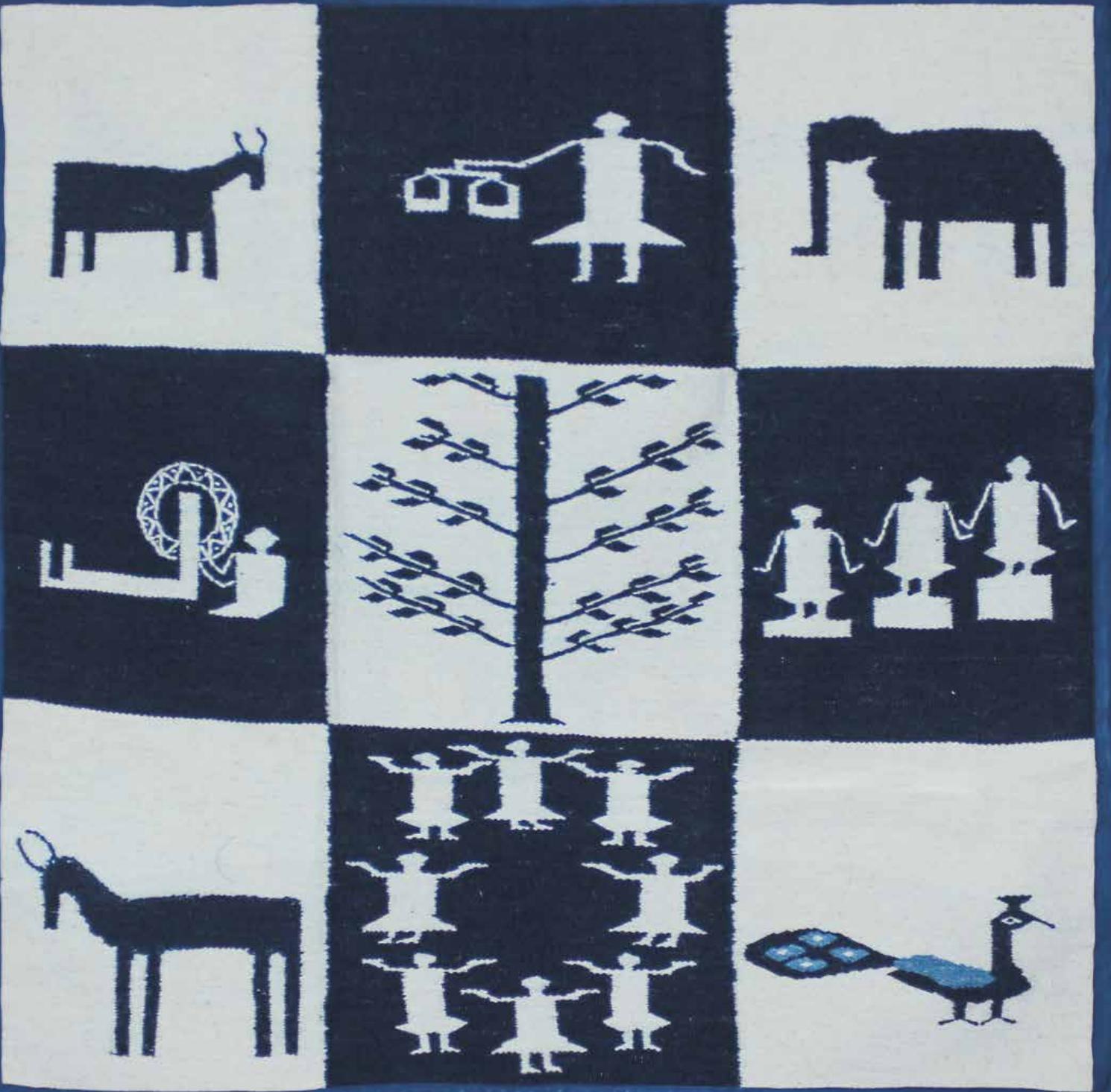
+ The Asiatic Lions: Represent power, courage, confidence, and pride.

+ The Bull on the Stambh: Symbolizes the sacrifice and dedication that won independence.

+ The Horse: Represents freedom and progress.

+ The Ashok Chakra: Each of the 24 spokes stands for essential human qualities such as love, peace, health, morality, equality, etc.

+ The Bull in the Art Panel (Nandi): He is the protector of Justice, just like the Indian Constitution.



OUR OWN COUNTRY BY RESHAM DOR

This captivating artwork draws inspiration from the core values in the preamble and animal representations inspired by the preamble artwork. The design language is infused with the unique Kharad design, providing your space with a sense of connection to nature and the ideals of governance. This tapestry serves as a visual testament to India's constitutional legacy, honoring the values and ideals that shape the nation's identity.

Resham Dor was born out of our passion to preserve, promote and value exquisite Indian handloom and handicraft. At Resham Dor, we work with our artisan partners to create unique, artisanal products , for the conscious soul. Each of our products carry a purpose, a story - to treasure and keep!

- A7 -

Resham Dor | 002 harmony , sun city , Bellandur , Bengaluru 560103 . Craft is from Bhuj ,
Kutch , Gujarat | 9873723212 | malhotla@gmail.com



LOTUS HARMONY



The artwork is inspired by the symbolism of the lotus and the peacock, aiming to emphasize the country's commitment to inclusivity, cultural richness, and national pride. The lotus symbolizes purity, enlightenment, and spiritual awakening, representing the Indian nation's unity, harmony, and communal goals.

The Constitution envisions a community rising above class divisions, achieving an equilibrium of purity, much like the lotus emerging beautifully from muddy waters. The peacock, associated with beauty, grace, and pride, symbolizes the rich cultural history and the spirit of plurality.

Both the lotus and the peacock represent resilience and flexibility, highlighting the importance of many cultures, customs, and communities coexisting peacefully. They invoke a sense of national pride and identity. The color scheme, inspired by the bright feathers of the peacock and the delicate colors of the lotus, blends blue, green, and pink shades.

The goal of this design is to instill a sense of national pride, cultural awareness, and respect for the fundamental ideals that underpin the country's democratic fabric.

Indian Institute of Art & Design (IIAD) offers a creative, studio-based education through its rigorous three-year BA in Fashion Design programme following a one-year Foundation programme. Through unique project-based learning and trans-disciplinary practices, the students are mentored by industry experts and experienced core and visiting faculty as part of their four-year stay at IIAD. Students who worked on this project are 3rd year BA (Hons.) students of Fashion Design (Level 5).



HAMARI SAATHI (FRATERNITY)

The artwork represents the word "FRATERNITY," signifying the importance of respecting each other's dignity and supporting togetherness. Elephants, being magnificent creatures, exhibit complex social structures and behaviors, including a remarkable sense of Fraternity within their herds. Elephants hold great significance in Indian society and culture, deeply intertwined with the history, religion, and traditions of the country for centuries.

Tanisha is a hardworking and versatile individual with creative mind. Has a strong aesthetic and color sensibility which allow her to bring precision in every project. She is somebody who is always keen on learning new skills.

- A9 -

Tanisha Agarwal | tanisha.ag07@gmail.com | U-63/6 DLF phase , Gurgaon, Haryana 122002 |
9315439937



UNITY IN DIVERSITY: THE CONSTITUTIONAL TAPESTRY

At its center, the Indian map is adorned with the national flower, the Lotus, holding deep cultural and spiritual significance symbolizing purity, enlightenment, and divine beauty. In the context of the Constitution, the Lotus represents the pursuit of justice, equality, and fraternity. Surrounding the map are motifs of the Bull, Horse, and Peacock forming outer circles. The Bull symbolizes strength, stability, and prosperity, reflecting the principles of justice, equality, and liberty enshrined in the Constitution. The Horse represents power, speed, and freedom, symbolizing the empowerment of people in the democratic process. The Peacock, the national bird,

symbolizes beauty, grace, and immortality, representing the vibrant and diverse cultural tapestry of India.

The circular shape surrounding the map represents Earth, symbolizing the idea of unity and interconnectedness, signifying that the Constitution binds the diverse elements of the nation together, creating a harmonious and progressive society. The positioning of these motifs within the artwork represents the movement and rotation of the Earth, symbolizing the dynamic and ever-evolving nature of India's constitutional journey.

Through the combination of these elements, the artwork beautifully reflects the ideals and spirit of the Constitution of India, celebrating its commitment to justice, equality, freedom, and cultural diversity. It serves as a visual reminder of the collective efforts required to uphold and nurture the values that the Constitution embodies.

Aame, a group of 96 differently-abled women from Anantapur, Andhra Pradesh, creates handmade products such as jute craft, fashion jewelry, paper crafts, eco crafts, tailoring, and hand embroidery. Through their crafts, these women ensure their livelihoods, food, accommodation, and healthcare.

- A10 -

Aame Artisan Producer Company | 22, Raphadu, Anantapur, Andhra Pradesh, 515001 |
9849637303 / 9381685262 | communication.aame@gmail.com



"BEAUTIFUL INDIAN OCEAN" HOME OF TSUNAMIKA

The artwork by Tsunamika for Hamari Virasat is based on the "Clean Ocean Campaign" with a focus on the 7500 km of the Indian coastline. Tsunamika, a tiny traveling doll upcycled from fashion waste in Upasana Auroville, Tamil Nadu, serves as a living symbol of hope and resilience.

Tsunamika's artwork is dedicated to the "Beautiful Indian Ocean," the home of Tsunamika. The concept is rooted in the "Clean Ocean Campaign," aiming to make

the 7500 km Indian coastline truly beautiful by removing plastic garbage.

Tsunamika mothers, who are fisherwomen from Tamil Nadu, have created a small steps bag as part of the campaign for a clean ocean. In the artwork, they have incorporated the lotus from the Preamble of the Indian Constitution at the center, bringing its spiritual meaning of purity, perfection, and growth.

A brown creeper flows through the design, symbolically holding the country and its ecology together. The names of Tsunamika mothers who participated in making this artwork are listed, reflecting the collaborative effort and dedication to the cause. The artwork not only visually represents the beauty of the Indian Ocean but also carries a profound message about environmental responsibility, cleanliness, and the importance of preserving the ocean's pristine state.

Upasana, Auroville is conscious clothing brand , A unit of Auroville foundation.

Upasana is rooted in the multicultural spiritual township of Auroville. At Upasana creativity, design, Indian culture, business, social responsibility, and spiritual progress get woven together. Touching the lives of farmers, weavers, dyers, and countless families through their work. For us, design is creative, problem-solving. Any problem, be it post-tsunami trauma, farmer suicides, garbage littering, weavers losing their job, Upasana looks at social issues as a space to exercise for change

Name of Tsunamika mothers who participated in making this artwork are following

1. Bredha - Bommayapalayam - Tamilnadu
2. Subi - Pillaichavady - Tamilnadu
3. Kousalya - Pillaichavady- Tamilnadu
4. Nithya - Pillaichavady- Tamilnadu
5. Jenni - Pillaichavady- Tamilnadu
6. Asmika - Bommayapalayam- Tamilnadu
7. Sivaranjani - Bommayapalayam- Tamilnadu
8. Elavarasi - Alankuppam- Tamilnadu
9. Silamarasi - Pillaichavady- Tamilnadu
10. Lakshana - Upasana, Auroville - Tamilnadu
11. Uma prajapati - Upasana, Auroville – Tamilnadu

- A11 -



NANDI BY JAIPUR RUGS

Nandi, a hand-tufted masterpiece from Jaipur Rugs, emerges as a radiant tapestry embodying the essence of India's rich heritage and vibrant modern spirit. Inspired by the profound motifs of the Preamble of the Indian Constitution and named after Lord Shiva's revered bull, this rug beautifully weaves tradition into contemporary design. Crafted with meticulous care using neon-colored New Zealand wool, it becomes a vivid symbol of India's dynamic energy. The Nandi motif, representing strength and loyalty, mirrors the enduring values of the nation. Each thread, meticulously hand-tufted by Jaipur Rugs'

skilled artisans, tells a tale of not just craftsmanship but a celebration of cultural richness. In every fiber, Nandi radiates a narrative that unites tradition, modernity, and the indomitable spirit of India.

Jaipur Rugs is a family business strengthened by the purpose of protecting ancestral know-how and connecting rural craftsmanship with global consumers. By placing the human aspect at its core, the company has grown to become the largest network of artisans in India. It uses the age-old art form of handmade carpets as a tool to bring prosperity into the homes of 40,000+ rural artisans of which 85% are women. It works in 650+ villages spread across five states in India, providing families with sustainable livelihood at their door steps.

- A12 -

Jaipur Rugs | divyankshi.g@jaipurrugs.com | Jaipur Rugs, G-250, Mansarovar Industrial Area, Jaipur-20, Rajasthan, India - 302020 | 7230003884



SOZNI BY SPECIAL HANDS OF KASHMIR

Our panel intricately showcases the Sozni art form, a technique that permeates the majority of our creations. Amidst numerous symbols holding significance in representing the constitution, we deliberately selected the Lotus, our national flower, as a central motif. The choice to employ Sozni embroidery stems from the belief that this delicate art form provides the perfect canvas for capturing the intricate beauty of the Lotus, allowing for a nuanced and refined execution of this significant symbol.

Special Hands of Kashmir is pioneering and path breaking enterprise to create sustainable livelihood through skills with Special focus on persons with disability. We are very much Committed to Promote and Revive the traditional craft of Kashmir. We produce Pashmina shawls, sarees, Stoles and all customize work

- A13 -

Tariq Ahmad Mir | Specialhandskashmir@gmail.com | Gotapora Budgam Kashmir J&K _191111 |
7006546430



CHITRA KATHA IN KALAMKARI

In this pure Kalamkari art piece, the depiction revolves around humans giving away happiness to every life on earth, emphasizing the sun as the primary source of life. The intricate artistry of Kalamkari is employed to convey the essence of this giving and interconnectedness with all living beings.

Chitra Artworks is an experimental mixed media virtual art studio. The studio serves as a private sanctuary where methods, materials, and equipment are shared, offering a unique insight into the artistic process. This dedicated space elevates the status and sense of professionalism for the artists, providing an environment conducive to their creative work.

- A14 -

Chitra artworks | chitraartworks@gmail.com | Shrutina, 10-C Panchvati Society, St.no.-8, Near Amin Marg, Rajkot-360001 | 9624033678



THE GOLDEN LOTUS

The idea is based on 'Ardhanareeswara', the Ancient Indian deity representing the male (half shiva - purusha) and female (half shakti-sthree) co-existence for complete balance of life . Both male and female traits exist in each individual. Respect the other gender with the same respect and Dignity of life that we expect and yearn for in our own lives. Peace , stability and harmony can be achieved in individual lives , families and so in society only through this understanding of gender balance .

The Golden Lotus in the center of the piece represents the strong individual

blooming with a golden heart of Equality. On both sides of the Lotus is the Kerala fabric in 80s cotton which is worn by men and women. The same woven fabric though worn differently achieves the same elegance and grandeur. Female "Veshti "(upper length of the female attire)has pallu tassels and horizontal broad kasavu border .

Male side has a narrow kasavu that falls vertically while wearing a dhoti .

Yellow khadi is used for back fabric on male left side and handloom in light red on the right female side .Yellow khadi fabric is from

Farmshare,, cheruthuruthy Shornur. The light red back fabric is from Eravathody Handloom Society.

A freelance textile designer, active in creative dignity kerala supporting artisans with the design philosophy of creating value in society through art , textiles and crafts as her medium of expression. The current work is to bring a kerala weavers' cluster of kuthampully and eravathody struggling for existence with the onslaught of powerloom unknown to the ignorant customer - a disparaging.Unjust inequality faced by them while showcasing equality under the constitution of India

- A15 -

KP Lakshmi Ahuja | PLRA 122, Thripura, ponoth rd, Ponoth lane, Kaloor, Kochi 682017, Kerala
| 9876139600 | kplaks@gmail.com



WOMAN OF INDIA

This piece was created through discussion and ideation with the artisans of Porgai Artisan Association to develop a project related to the Constitution of India from a woman's perspective. The textile features the representation of a traditionally dressed typical Lambadi woman in the center and is crafted using various embroidery techniques. The artwork is a poignant expression from the perspective of women in India, particularly focusing on their experience of liberty, equality, and justice. Crafted in collaboration with the artisans of the Porgai Artisan Association, the piece reflects the voices of women who may not always experience

the ideals enshrined in the Constitution. A traditionally dressed Lambadi woman is portrayed at the center, her left hand held tightly closed and tense, representing her feelings of discontent and a lack of freedom in her life. The Blue Jay, a bird common in the valley, symbolizes the woman's dreams of freedom, aspiring to be as free as the flying birds on the wings of her dreams and aspirations. The Tamil word for freedom, 'Cutantiram,' is embroidered above the Lambadi woman's head, signifying its utmost importance to her. Colored patches surrounding her represent various oppressed minorities claiming their stake on equality in the country.

Green for farmers and tribals,

blue for religious minorities, and rainbow colors for gender minorities. Each year of the Constitution since its creation in 1949 has been embroidered on the piece, symbolizing the ongoing struggle for fraternity, equity, equality, and justice for women and minorities in the country. This reflects the continuous effort to uphold the principles laid out in the Constitution.

Porgai Artisans Association is a women led artisan society nurturing Tamil Nadu Lambadi hand embroidery. Our ethosis centred around the craft and happiness of the artisan, a low carbon foot print and empowering a rural livelihood.

- A16 -

Porgai artisans association | porgai@gmail.com | Porgai Artisans Association, Sittlingi, Dharmapuri district, Tamil Nadu 636907 | 9786743223



VRIKSH CHAYYA

'Vriksh Chayya' was crafted using the Kalamkari technique by Jagdish Chitara, an artisan based in Ahmedabad. The specific technique employed is known as "Mata ni Pachedi." It draws inspiration from the motifs found in 'Samvidhaan' (Constitution). In India, there is a tradition of worshiping nature, and the Tree of Life is considered a symbol of the energy that connects all living things.

The artwork reflects the reverence for nature and the interconnectedness of all living beings. Crafted using the Kalamkari technique by Jagdish Chitara, this piece is specifically executed using the "Mata ni Pachedi" method. The intricate details and symbolism in the artwork pay homage to the cultural and traditional roots of India, blending artistic expression with spiritual and natural elements.

- A17 -

Inventart/ Niharika | inventartconnect@gmail.com | B/73 Someshwar park society, Near Bileshwar Mahadev temple, Shyamal cross road, Satellite, Ahmedabad-380015, Gujarat | 6353640057



MOODS IN SHIBORI

Based on the theme of the Mural, we chose the stately elephant & the Cow as themes inspired from the constitution. Alongside we chose typical enchanting Shibori texture designs like Arashi & the signature Mura zigzag design which we crafted many years ago.

Mura Collective is a Textile & craft organisation focused on the Shibori craft form. Mura has been recognised as the pioneers in this technique in India & has been awarded the UNESCO Seal of Excellence four times, over the years. We create employment for the local community in Neb Sarai, where we are located, particularly for women from this urban village pocket village.

- A18 -

Mura Collective, Building No 197, second floor , Neb Sarai, New Delhi.110068 | 9811582826 / 9873696990 / 9873696993 | prabha.gahtori@gmail.com



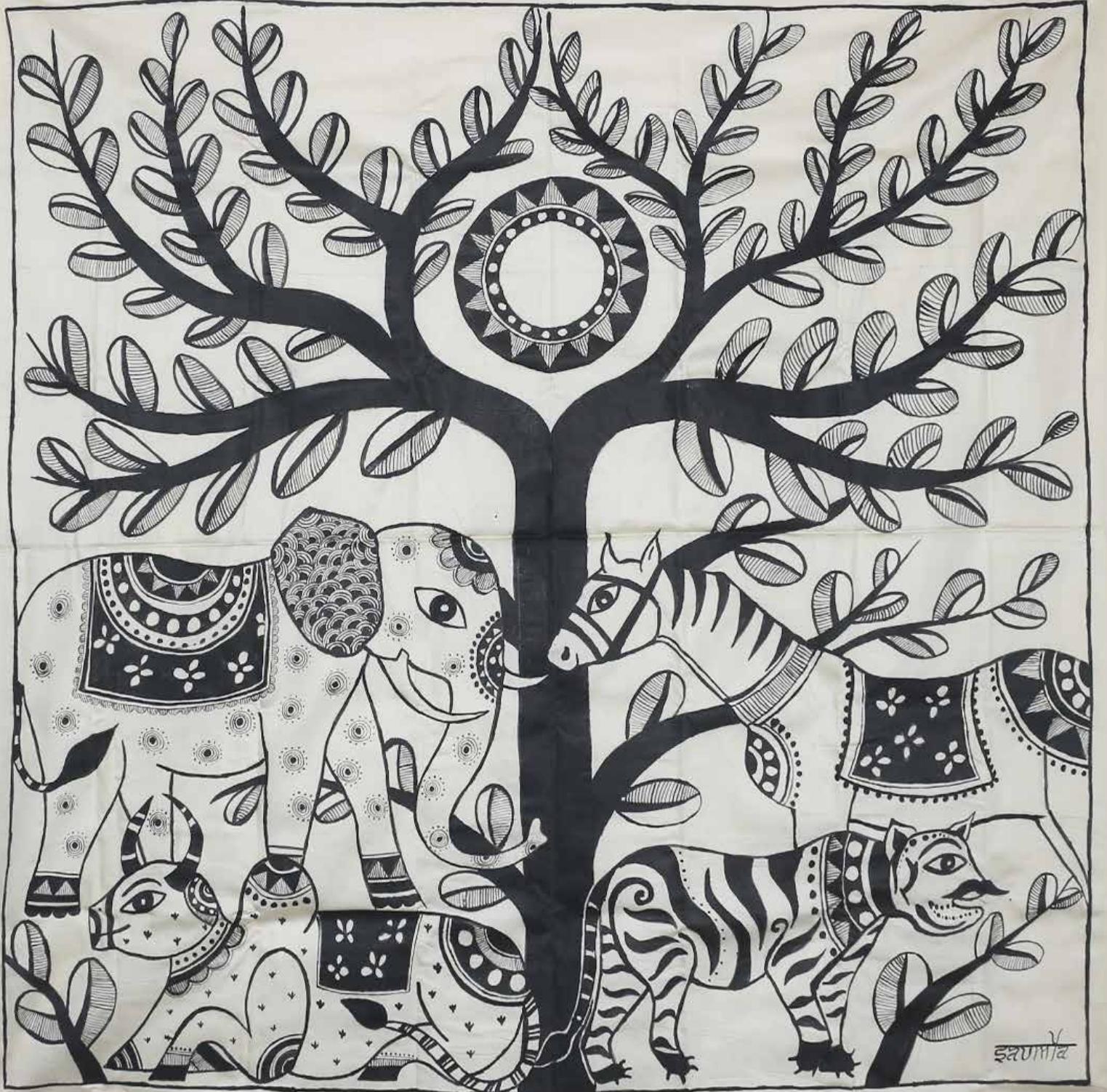
ELEPHANT TROVES BY YESPHOHO

Elevating Elegance:
The Artistry of Elephant Butik Design: Elephant Butik seamlessly blends tradition and modernity in its designs. Artists create intricate patterns, and skilled craftsmen bring them to life with a hands-on approach, resulting in a collection that celebrates timeless elegance. Each unique piece reflects a commitment to authenticity and craftsmanship, standing as a testament to the brand's belief that true luxury lies in the details.

A social engagement-based digital platform for 500m+ users where content, social interaction, personalization & customization converge to deliver products and aim to Improve the Livelihood and Socio-economic conditions of Artisans.

- A19 -

Yespho India Private Limited | meenakshi.dubey@yespho.com | Rishi Classic, 80/a, Shilpi Valley, Madhapur Hyderabad 500081| 9833809528



DANCE OF FRATERNITY

The theme of the artwork revolves around representing "FRATERNITY."

The artwork showcases a forest setting with animals represented in the preamble illustrations, including a Tiger, horse, bull, and elephant. These animals are chosen for their symbolic significance and representation in the preamble.

The motifs are painted in the Madhubani style, known for its intricate and detailed line work. Madhubani is a traditional Indian art form that originated in the Mithila region, characterized by bold colors, geometric patterns,

and detailed depictions of nature and mythology. The choice of animals, each with its unique symbolism, adds depth to the representation of "FRATERNITY." The forest setting may symbolize unity and harmony, emphasizing the interconnectedness of different elements in the preamble.

The combination of the Madhubani style and the chosen thematic elements creates a visually striking representation of the concept of "FRATERNITY" in the context of the preamble illustrations.

Saumya is working as a Folkcrafts Designer with craft clusters and artisans across India. Being a storyteller at heart, she loves to explore creative styles of conveying narratives of Art, Craft and Cultures via Written word, Dance and Design. She is inspired to learn, innovate and create for a cause to impact lives. Enchanted by the Folk Culture of India, She aims to design holistic experiences for the Craft Community.

- A 20 -

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| guptasaumya2018@gmail.com | 9454827924



THE MAJESTIC STEED OF DEMOCRACY

*A Bangalore based
Mithila artist and
founder of Madhubani
Arts India*

A Mithila-Inspired Tribute to India's Constitution. In a harmonious fusion of tradition and modernity, a Mithila-style painting stands as a testament to the enduring spirit of democracy in India. This masterpiece, created as part of the Hamari Virasat - Har Dil Mein Samvidhan Campaign, captures the essence of the preamble to the Constitution of India.

The painting utilizes bold red vibrant color and intricate patterns. A magnificent horse is at the center of the artwork, exuding strength, grace, and nobility. The horse, an age-old symbol of power and freedom, serves as a metaphor for the robust and forward-moving journey of Indian democracy. The

intricate detailing and vibrant red color evoke a sense of celebration and pride for the rich tapestry of India's cultural diversity. The horse symbolizes power, freedom, and the robust journey of Indian democracy, celebrating the democratic ideals enshrined in the Constitution.

The artwork is not just a visual delight; it is a tribute to the collective effort that goes into preserving and upholding the constitutional ideals that have guided India through its journey of nation-building. Through this artwork, the artist celebrates not only the past but also provides inspiration for the future, where democracy and culture intertwine to create a more vibrant and inclusive India.

- A 21 -
Vidushini Prasad | vidushini@gmail.com | Bangalore 560064. Karnataka | 96115 69498



UNITY AND STRENGTH

A graduate of fashion and an Energy Healer Aarti aims to create art and experiences that push others to expand and grow. Leaving a positive impact that is lasting for the greater whole is a legacy she wishes to create.

The inspiration for this piece came from 4 elements used in the artwork of the constitution by Beohar Rammanohar Sinha Using the number four - the use of four motifs is a representation of the elements - earth, fire, water and air and the directions - north, south , east and west. Together they create a solid foundation.. a balance of spirit and matter. India has been the land for spirituality since ancient times, attracting many from around the world. The lotus represents our ability to rise over challenges using wisdom and a rich diverse heritage of grace and beauty. We are an amalgamation of cultures,

peoples and beliefs... unique yet united , represented by the ever shifting wheel in the center, moving together with the flow , each spoke unique, and one without the other cannot exist. I also used the stripes of the tiger (ableist in the colour green to represent courage, and majesty ,a tribute to a beautiful animal, and a reminder that we must take care of our forests and ecosystems. A responsibility we cannot avoid. Man is nature, we must co exist to preserve this great land of ours.

May this beautiful country always be united, diverse and prosperous..

- A 22 -

Aarti Kalro | 19A , Ram Prasad House , Lane Opp Cafe Condi , Ranwar Village , Bandra 400050 | arurahealing@gmail.com | 9967361733



ANSARI ZARDOZI

In the creation process, the raw materials take center stage, featuring the intricate elements of antique nakshi, antic kora, golden nakshi, and triangle kora. The techniques applied are equally diverse, encompassing farisha, aari, and long & short, each contributing to the unique craftsmanship of the final product.

Originating from the rich cultural landscape of Gujarat, the kora art form is characterized by its exquisite detailing and fine craftsmanship. Kora, also known as zari or gota work, involves the intricate embroidery of metallic threads, often gold or silver in color, onto fabric. This traditional art form has deep roots in Gujarati textile traditions, adding a touch of opulence and elegance to the final product.

Hailing from the vibrant heritage of Gujarat, the aari art form is a meticulous embroidery technique that involves using a pointed needle known as an aari. Artisans employ this technique to create intricate patterns and designs on fabric. The aari work is known for its precision and delicacy, often resulting in finely detailed and visually stunning textiles. This traditional form of needlework has been a significant part of Gujarat's cultural legacy, reflecting the skilled craftsmanship passed down through generations.

Shahid Ansari works on fabric with aari and zardozi

- A 23 -

Shahid Hussain Iqbal Hussain Ansari | A-102 Karishma Complex, opp shell petrol pump jivraj park , Ahmedabad | 9898542331 | hunar.art111@gmail.com



BOWSTRING HANDMADE IN BATIK

This artwork is a collaborative creation of Bowstring Handmade and the Batik artisan Shakil Ahmed. The intricate wax-resist technique is employed, weaving a visual tapestry mirroring the intricate fabric of Indian society. The batik artwork speaks of unity and diversity, embodying India's multifaceted identity—a harmonious convergence of cultures, religions, languages, and traditions. At its core lies a vivid representation of unity, capturing the essence of the campaign's message—a plea for unity and understanding. The border features delicate lotus motifs, paying homage to India's national flower. Each petal reflects the layers of Indian society, symbolizing the diverse populace coming together to create a remarkable whole. Through

batik's interplay of elements, the piece mirrors the harmonious amalgamation of diverse voices into the anthem of a united nation. This collaborative artwork beautifully encapsulates the spirit of unity, diversity, and the rich cultural tapestry of India.

Bowstring Handmade is a dynamic startup fostering collaboration with artisan entrepreneurs, empowering them to craft bespoke products and establish their independent brands in the market. As part of their Humari Virasaat artwork initiative, we've teamed up with Shakil Ahmed, a skilled artisan designer specializing in Batik Hand Block printing, to bring unique and culturally rich creations to the forefront.

- A 24 -

Khushbu Mathur | Registered in Jaipur, Rajasthan 302020 (For this project, we worked in Mundra, Kutch, Gujarat 370421) | 9116001917 | khushbumathur09@gmail.com



TAPESTRY OF UNITY AND DIVERSITY

Produced on Khadi cloth, a symbol of India's independence movement and self-reliance, the artwork itself reflects the spirit of unity and resilience that defines the nation.

At the heart of this masterpiece are intricately crafted elephants made out of Khadi fabric patchwork. Elephants hold a special place in Indian culture, symbolizing strength, wisdom, and stability. By incorporating these majestic creatures, the artwork embodies the firm foundation upon which the Constitution stands. Just as elephants are known for their loyalty to their herds, the Preamble emphasizes the unity and fraternity that binds India's diverse population.

The patchwork technique itself exemplifies the

harmonious coexistence of various cultures, languages, and traditions within the country. Like the diverse pieces of fabric coming together to create a harmonious image, India's citizens unite to form a vibrant and cohesive nation.

Around the elephants, the canvas comes alive with the exquisite embroidery of lotuses. The lotus is an iconic flower in Indian spirituality, symbolizing purity, enlightenment, and growth. Its roots lie in the mud, but its petals rise above the water, untouched and unstained – much like the resilience of the Indian spirit. By hand-embroidering lotuses, the artist celebrates India's journey of growth, transformation, and enlightenment through the Constitution.

The lotuses, with their vibrant colors, also represent the beauty of diversity. The Constitution of India upholds the rights and freedoms of its citizens, irrespective of their backgrounds, just as the lotuses thrive side by side, displaying their unique beauty together in a mesmerizing array.

Through the artistic interplay of khadi, elephants, and lotuses, the piece encapsulates the essence of India - a diverse yet unified nation, embracing its heritage while striving towards progress and inclusivity.

In its entirety, this unique tapestry serves not only as an artistic marvel but also as a reflection of India's identity as a sovereign, socialist, secular, and democratic republic.

- A 25 -

Kushira/ Shiva Bishnoi | 1021, Neelkanth, Ward 13, Purani Ababi, Sri Ganganagar 335001
Rajasthan Temporary Address-23C, CGO Residential Complex, Sector 38A, Chandigarh
160036 | bishnoishiva@gmail.com | 8826716444

KUSHIRA



The patchwork technique exemplifies the harmonious coexistence of various cultures, languages, and traditions within the country. Like the diverse pieces of fabric coming together, India's citizens unite to form a vibrant and cohesive nation. The artwork, inspired by the Preamble to the Constitution of India, is a captivating representation of the nation's foundational principles and rich cultural heritage. Crafted on Khadi cloth, a symbol of India's independence movement and self-reliance, the artwork resonates with the spirit of unity and resilience that defines the nation.

At its core, the masterpiece features intricately crafted

elephants made out of Khadi fabric patchwork. Elephants, symbolizing strength, wisdom, and stability, embody the firm foundation upon which the Constitution stands. Their representation emphasizes the unity and fraternity that binds India's diverse population, akin to the loyalty of elephants to their herds.

In this portrait, Rama, the king, ensures justice to the inhabitants of the monkey kingdom, a part of his land, by following the Dharma. The image captures the essence of justice being a foundational principle, highlighting the historical and cultural significance of upholding Dharma in the pursuit of justice.

This artwork serves as a visual reminder of the core values enshrined in the Preamble to the Constitution of India. It stands as a testament to the country's commitment to justice, liberty, equality, and fraternity. Through the artistic interplay of khadi, elephants, and lotuses, the piece encapsulates the essence of India—a diverse yet unified nation, embracing its heritage while striving towards progress and inclusivity.

Aksh Weaves and Crafts, a Chennai-based textile studio strives to preserve the coromandal region's age-old traditions and techniques through research, documentation and execution.

- A 26 -

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9/6, TeachersColony, Adyar, Chennai, Tamilnadu-600020



AAMANI'S CROCHET

A amani's Crochet established in 2017 is a B2B and B2C handmade manufacturing venture delivers the best in class Crochet & Macramé products to the artcrafts lovers in a trendy way to address the modern era need while preserving its timeless elegance and charm using eco-friendly and sustainable raw materials.

Our production crew encompass 100% women artisans and we take pride in providing them FREE training of crochet and macramé under the project called Zarriya by Aamani's Crochet to make them skilled in earning their income for the family and dignity for a better lifestyle. Till date we have trained more than 200 women Pan India.

We are indigenous handmade manufacturing company, but our exquisite & unique deliverables have given us more than 1500+ happy, satisfied patrons till date. Our wide range of product category includes apparels, accessories & jewelleries, bags & potlis, shoes & belts, home furnishings, toys, weddings collection, gifts, rakhis etc

Sriparna is Graphic Designer turned into an Entrepreneur. She is a state Artisan from Haryana. Established her venture Aamani's Crochet in 2017. They are into manufacturing of handmade Crochet and Macramé products. Recently one of their tops got featured in the movie - The Archies. They are proudly having a all women team, currently 200 women artisans working with them from pan India.

- A 27 -

Sriparna Das Chakraborty | House no 860D, 3rd Floor, Sector 51, Gurgaon, Haryana, Pin 122018 | sriparna@aamaniscrochet.com/ sriparna.2005@gmail.com | 9953056368



MURAL OF CELEBRATION

The use of the peacock, India's national bird, as the centerpiece is a powerful choice, given its cultural significance and vibrant symbolism. Additionally, the incorporation of a traditional motif featuring the tree of life is often representing interconnectedness, growth, and the cycle of life.

The background elements such as stars, falling leaves, and other creatures like elephants and horses add depth and complexity to the artwork. The inclusion of stars might symbolize

cosmic connections, while falling leaves could signify the passage of time or the transient nature of life. Elephants and horses are culturally significant animals in India, often symbolizing strength, wisdom, and power.

The borders designed with details resembling stone mountains provide a sense of stability and endurance. The climbers wrapping around the main branch, portraying the need for support in life, is a poignant metaphor. This element suggests that just as climbers rely on the support of the tree, individuals need support and connections to thrive and grow.

700 years old art, working with a team of 30 rural women artisans

- A 28 -

Dilip Chitara | 201,dilip chitara ashok nagar,Branch Post office, Bank of Baroda
viramgam382140 93766 12477



RAINBOW FUSION

The nine squares consist of a combination of Madhubani and Pattachitra artworks which are hand-painted on fabric. The chosen artworks, Madhubani and Pattachitra, have been fused together to create a unique piece. The fusion incorporates the animal theme present in both styles, merging the aesthetics of both artworks. Our vision behind this creation is to seamlessly blend the

distinctive characteristics of Madhubani and Pattachitra, resulting in a single aesthetic that harmoniously represents the essence of both traditional art forms.

'Tisser' is a French word that means 'to weave'. We are weaving a network of global customers with innovative Indian products, preserving its Art, Artisans, & Culture.

- A 29 -

Tisser Artisans Trust | Murshid House, Basement, Mazgaon Rd, opposite Greenfield Restaurant, Restaurant, opposite Sales Tax office, Ekta Nagar, Mazgaon, Mumbai, Maharashtra 400010 | 9082483515 / 9821222130/ 9834140361 | komaldhumal456@gmail.com



SRIKALAHASTI

The artwork is made in Srikalahasti, one of the distinctive styles of Kalamkari. It draws inspiration from the peacock, India's national bird. Executed using the Srikalahasti style of Kalamkari, the technique involves freehand drawing with a "kalam" or pen and filling in colors entirely by hand. The fabric undergoes a meticulous process, including seeping in astringents and buffalo milk, drying under the sun, and outlining designs with a mordant. The vibrant red, black, brown, and violet portions are then treated with alizarin. Natural dyes extracted from roots, leaves, and mineral salts, along

with myrobalan and alum, contribute to the rich color palette. This fusion artwork not only captures the visual allure of the peacock but also pays homage to the intricate craftsmanship and natural dye techniques deeply rooted in Indian tradition.

Samhita Weaves is a platform to bridge the gap between handmade lovers and craftsman. With promoting and spreading awareness about sustainable products, procuring and selling unique innovative handwoven and handcrafted attires which empower the livelihood of weavers and artisans.

- A 30 -

Samhita Weaves | Fresco Apartments, Nirvana Country, Sector 50, Gurgaon - 122018, Haryana
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RESHAM HAATHI

The techniques used in the design made for Har Dil Mein Samvidhan is a combination of Resham work, mirror work and zardozi work. I have embroidered the figure of an elephant in my artwork. Elephants have played a significant role in Indian culture for thousands of years, being revered and worshiped as sacred animals in Hindu religion. They have been integral to various religious ceremonies and festivals. Additionally, the elephant is the symbol of the Constituent Assembly of India, thus influencing my choice for this artwork. In creating this piece, I considered the historical adornment of elephants. Traditionally, people adorned

elephants with beautiful, colorful sheets, golden anklets on their feet, pearls, and tassels. Drawing inspiration from this, I sought to decorate my artwork using hand embroidery, employing various techniques and color combinations. In the realm of embroidery, I endeavored to revive ancient practices such as Resham work, mirror work, and zardozi techniques, aiming to give a three-dimensional effect to the figure.

Imran Shaikh has a manufacturing unit of Hand Embroidery in Mumbai with a team of artisans. They do all kinds of hand embroidery like zardozi work, Resham work, crystals work, sequins work etc.on garments, and also make hand embroidered jewelery



- A 31 -

Meher Embroideries | Islam Building, 2/ 202, Souter Street, Meghraj Sethi marg, Byculla(west),Mumbai- 400011, Maharashtra | meher.emb@gmail.com | 9967305735



GOLDEN JUNGLE

Made on the concept of "Hamara Samvidhan," the painting measures 4ft by 4ft and incorporates real gold along with pigment colors like red and gold, which are fundamental to the craft itself. The artwork is created with my unique thought process and understanding. I drew inspiration from the floral patterns and animal motifs present in the constitution. Hence, I selected the elephant and Nandi cow as the main motifs in the center, with additional depictions of elephants playing with climbers and creepers on the sides.

- A 32 -

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94141 15987 | kalyanpjoshi@gmail.com



THE FEMALE SONG

According to the theme, I aimed to incorporate it into Warli Art, which is my traditional art form. To begin, I prepared the cloth base by layering it with cow dung and soil paste. Afterward, I drew the figures using white color made from chalk powder. The entire artwork is centered around a ritual where a specific chowk, known as

"shaadi ka chowk," is drawn. During this ritual, women sing along while the main female relative draws in sync with the song. This illustrates the richness of our country and emphasizes the importance of preserving our traditions and rituals for the future, as stated in the constitution.

- A 33 -

Ramesh Hengade Warli | Warli Chitrakala Ghar, Bapugaon,Tal_Dahanu,Dist_Palghar,
Maharashtra 401602 | 9226193016



GOTA PATTI

The depicted artwork encapsulates themes of unity, harmony, freedom, and culture. Rajasthan and its inhabitants, including elephants, camels, and the intricate Gota work, conveys the illusion of an oasis. The chosen crafts for creating this panel include block printing, embroidery, and Gota Patti work. This piece of art serves as a symbolic representation of unity, portraying how all elements in nature coexist harmoniously.

- A 34 -

R.K Gupta/ Charu Gupta | charugupta@iicd.ac.in | 9509631853



ELEPHANT ON ORANGE KHADI

The artwork seamlessly blends Dhabu and Ajrak prints, traditional techniques from Kutch, onto khadi fabric sourced from Surendranagar. The intricate art of patchwork, hailing from Jamnagar, is employed to create a unique fusion. These regions, once part of Gujarat and Sindh (now in Pakistan), contribute to the rich cultural tapestry of the artwork. The piece not only showcases the

craftsmanship of Dhabu and Ajrak prints but also reflects the collaborative spirit of artisans across different regions, celebrating the cultural heritage of the area.

* Dhabu and Ajrak prints originate from Kutch, Gujarat.

* Khadi fabric sourced from Surendranagar, Gujarat.

* Patchwork technique employed in Jamnagar, Gujarat.

- A 35 -

Meenakumari Damre | A-404, Aryamaan Awas, Opposite Ramdevnagar, Satellite,
Ahmedabad-380015, Gujarat | meenadamre@gmail.com | 7383287736



NATIVE SWIRL

The floral motif featured in the Preamble Art is skillfully crafted through the application of applique work, utilizing both Khadi fabric and block-printed fabric. Gujarat, renowned for its rich textile traditions, boasts a heritage steeped in weaving, hand block printing, and applique work. In a nod to these time-honored practices, our team embarked on creating this unique piece, seamlessly integrating Gamthi print fabric (hand block printed) adorned with vegetative patterns and juxtaposed it with plain Khadi fabric in a spectrum of green hues, all expertly assembled using Gaaj tako (buttonhole stitch).

This creation pays homage to the textile legacy of Gujarat, marrying traditional techniques with contemporary design. The Applique work, a craft deeply rooted in the cultural fabric of Ahmedabad, Saurashtra, and Kutch, adds an authentic touch to the piece. The result is a harmonious blend of craftsmanship and tradition, weaving together the diverse textile heritage of Gujarat into a vibrant and visually striking representation in the Preamble Art.

Chirashree Thakkar, an architect and Meenakumari Damre, an artist, have worked together on many artisanal projects

- A 36-

Chirashree Thakker and Meenakumari Damre | A-404, Aryamaan Aws, Opposite Sai Mandir, Ramdevnagar, Satellite Ahmedabad-380015,Gujarat | 7383287736 | chirashreethakkar@gmail.com



APPLIQUE IN DAYLIGHT

Kartik Chauhan serves as the director of Jamnagar Design Center Producer Company Limited, a company specializing in the creation of modern and unique applique craft products. The focal point of their work revolves around the intricate art of applique, where fabrics are carefully stretched and intricately stitched together using a needle and thread. The company specializes in crafting a diverse range of applique products, including but not limited to applique sarees, cushion covers, bed

sheets, jewelry boxes, photo frames, and more. By skillfully incorporating the applique technique into various items, the company brings forth a blend of craftsmanship and creativity, offering a range of distinctive and contemporary applique craft products to its clientele.

Kartik Chauhan is director of Jamnagar Design Center producer company limited. This company makes modern and different types of applique craft products.

- A 37-

Kartik Chauhan | 5-126K Machunagar, Meghpar-2 At.po. Meghpar, Tal, Jodiya, Gujarat
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BASHOLI SISTERS

Basohli painting is a reputed school of miniature paintings known for its vivid, evocative colours, bold lines, and deep-set facial patterns. This style of painting saw its best years in the 17-18th century. Basohli is a historical town in Kathua district in the state of Jammu and Kashmir, India.

Basohli, earlier known as Vishwasthali, was founded by Raja Bhupat Pal around 1635. Basohli paintings are considered as the first school of Pahari paintings, many of which have evolved into the much more detailed and widespread style of Kangra painting school. Basohli art is traditionally miniature

paintings which are made on handmade paper and use natural stone colour. The brush used is made out of the tail hair of squirrels. The Basohli style of painting has 4 systematic series that are popular. These are: Gita Govinda, Devi Tantrik, Raas Manjari, Raga Mala

Shilpkari Bazaar is an initiative to promote the local artisans and artists from the grass root level. We want Jammu handicrafts to go globally. Our objective is "revive, innovate and sustain" Our main products are Basohli painting , Binna, chabhari, bamboo lamp , crochet, embroidery .

- A 38-

Sanchaita | House number 87/5 Nanak Nagar, Pincode 180004 Jammu | 78389 66645 |
shilpkaribazaar@gmail.com



PARDHAN GOND ELEPHANT

Venkat Raman Singh Shyam was born in 1970. He apprenticed with his uncle and the legendary Jangarh Singh Shyam in the 1990s. He has pursued a career in art while working at various jobs, including as house painter, screen printer and signbyoard artist. Having travelled and exhibited widely in India, the U.S., Canada, Australia, and Europe, he has been exposed to a wide range of arts practices which have influenced his sensibility. While continuing to harness the Pardhan Gond method of pointillistic detailing established by Jangarh, he also has honed the ability to draw figures that aspire to realism.

In 2002, he was awarded the Rajya Hasta Shilpa Puraskar by the Government of Madhya Pradesh. In 2007, he was awarded the Tallest Story Competition Trophy at the Inverness Festival in Scotland as the coordinator of an animated film based on Gond folk tales. In 2013, he exhibited his work at Sakahàn, an international indigenous art exhibition in Canada, called " largest-ever global survey of contemporary indigenous art ". Venkat's graphic autobiography, Finding My Way, coauthored with S. Anand, was published in 2016 to critical acclaim and more books.

- A 39-

Venkat Shyam Gond | Vishal nagar, phase-3, Neelbad, Bhopal, Madhya Pradesh pin- 462044
| 97536 81103 | shyamvenkat05@gmail.com

WAVES (THARANGA)

The piece is inspired by Nature that surrounds our heritage studio in Bangalore. Tharanga means Waves in Sanskrit. Gini is a parrot in Kannada. The picture represents "Tharangini".

In the first 30 years of their existence, Tharangini was primarily designing sarees along with the printing of some fabric, made into garments. They worked mostly with silk since the state of Karnataka is the largest producer of silk in the country. Also back then, everybody wore silk, even Lakshmi herself. Their mode of operation was entirely business to business (B2B). Some of their clients included airlines like Air India and Royal Nepal who would buy beautiful hand block printed sarees from Tharangini, to be worn by their air hostesses.

However, in 2007, when Lakshmi handed over the

reins of Tharangini to her daughter Padmini, changing times called for a change in their business strategy as well. As the silk and saree market was barely able to hold the fort, Tharangini switched to fabrics for home furnishings in 2007 which continue to be exported till this day. Their mode of operation continues to run on B2B and the fabrics are exported to other businesses that make garments at their end. Locally, they have also tied up with a garment brand and a fair-trade certified garment unit based in Bangalore and this helps connect Tharangini with other members of the community. "It's about bringing in community. It's not about profit margins", said Padmini. Another reason that Padmini gave for Tharangini to move into export was to be able to afford fair-trade wage standards for their artisans.

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CARDINAL UNITY

The artwork boasts clean lines and predominantly features basic colors, including white, black, and red, with subtle hints of gold. Rich royal blues and vibrant greens intertwine seamlessly with exquisite copper reds, complemented by bursts of Rafa and wine maroons, along with delicate pink hues. This vibrant palette lends a dynamic and visually engaging quality to the piece. Notably, this artwork is a harmonious blend of four renowned Indian art forms, namely Madhubani, Pichwai, Bankhura, and Gondh. Each of these art forms contributes its unique essence, creating a diverse and textured visual experience. The overarching concept seeks to interconnect the four cardinal

points of Indian diversity – East, West, North, and South – symbolically represented by a lotus, the national flower. This intentional integration not only highlights the geographical diversity of India but also pays homage to the rich cultural heritage embedded in each art form, fostering a sense of unity through artistic expression.

A studio pottery by Anshu Dorairaj set up around 2011 in Bombay to create handcrafted high fired stoneware pottery. Table ware- mugs, jugs, bowls , serve ware and dinnerware. Installations and murals custom made for projects with architects.

- A 41 -

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ANOOCHA

The artwork is crafted on a base of raw silk, utilizing fabric art techniques. The central idea behind its creation is to symbolize the unity of diverse cultures, states, and ethnicities within India. Different fabrics, representing the feathers of the peacock, are employed to signify the rich diversity of the country and its people. The peacock, a symbolic representation, embodies the essence of the nation, highlighting the unity that prevails amidst its cultural plurality.

India is a vast, diverse and beautiful country. Every state has something different to offer that is unique - 'anootha' and endearing. And though

these states have their own culture, ethnicities, beliefs - the underlying emotion is the same - Indian to the core. The artwork of the peacock with different coloured feathers was designed with this thought. That although we all may come from different cultures, beliefs and ethnicities, we all are one. We all are Indians. The peacock denotes India and the feathers are the different states.

Anoothi" - What is in a name? Well, everything starts with a name and a thought. Anoothi simply means one of a kind, unique, unlike anything else. When we named our studio - Anoothi - we wanted to build a saree brand for the modern Indian woman who knows how to express herself through what she wears. This woman is an achiever, a maverick, and a dreamer. She is bold and beautiful and

is not afraid to communicate or assert her identity through her sartorial choices. For us, each one of you is unique and special. So what you wear has to be as special and as unique as you. Each one of us has so many stories and experiences to share - we at 'Anoothi' help you tell and share those stories with sarees."

- A 42 -

Anoothi | Flat No 3, Shree Sai Apartments, Opposite The Orchid School, Rutuja Park Lane, Baner Road, Pune - 411045 Maharashtra | hello@anoothi.in | 8177811846



ROOTED IN AJRAKH

The use of lines and triangles, along with the incorporation of diamonds created through triangle blocks, adds a geometric and visually engaging aspect to the artwork.

The addition of Ajrakh material not only enhances the visual appeal but also adds a layer of cultural significance. This inclusion allows people familiar with the craft to easily recognize and relate to the artwork, creating a connection between the piece and its cultural roots.

The decision to use indigo as the natural color is thoughtful, considering its historical significance and its ability to adapt to different weather conditions. The fact that indigo is known for providing warmth in winter and coolness in summer adds a dynamic and practical element to the artwork, making it not only visually appealing but also functional in a way that aligns with traditional practices.

- A 43 -

Khatri Saad Yusuf/ Sael Khatri | Ajrakhpur,padhar, bhuj, Kutch Gujarat 370105
| khatrisaad1@gmail.com | 9724610552



SPARSH PEACOCK

I am very proud, my handicraft made kurti is going to be launched in the museum. I am feeling proud of myself, through this work I will get further orders and my recognition. Thank you Bhodevi ji. I will be financially capable

Sharmistha Patel Ahmedabad
Gujarat does all type of hand work embroidery and mirror work

- A 44 -

Sharmistha Patel | sharmisthapatel2206@gmail.com | 9510291271



MUSTARD LOTUS

The lotus, deeply rooted in Indian philosophy, unfolds its symbolism in my 'Hamari Virasat' project's eco-dyed and botanically printed piece expressing 'Har dil mein Samvidhaan'. Created especially to commemorate our 75th Republic Day on 26th January 2024.

Bandana Agarwal curates diverse art and craft experiences, weaving together the rich tapestry of Indian and International Heritage Arts, Folk Arts, and Environmental Arts. She guides you on a creative journey that transcends cultures and spans the depths of artistic expression.

Representing purity and spiritual awakening, the lotus emerges unstained from the mud, symbolizing the soul's journey from materialism to enlightenment. The marigold-derived yellow background adds auspiciousness, while the guava leaves, eco-printed in homemade kashish/rust liquid, create a distinct black print, symbolizing abundance and prosperity.

The stems of the lotus are meticulously hand-painted with a natural black ink made from pomegranate skin and kashish. The pomegranate, with its rich and vibrant seeds, carries symbolism of fertility, life, and rebirth in various cultural contexts. In this artwork, the use of pomegranate ink adds another layer of

meaning, emphasizing the cyclical nature of life and the interconnectedness of art and nature.

Through the intentional incorporation of marigold, guava, and pomegranate, this simple piece not only captures aesthetic beauty but also weaves a narrative rich in cultural and natural significance showcasing the transformative power of art inspired by the Earth. It aligns with the essence of our Indian Constitution- our samvidhaan, the artwork becomes a symbolic representation of the transformative power of unity, diversity, and the harmonious coexistence of cultural elements – an artistic expression echoing the foundational principles of our constitutional framework.

- A 45 -

Bandiworks | A-19, Sector 26, Noida 201301 | 81308 88444

DASTKARI HAAT SAMITI

Dastkari Haat Samiti is a not-for-profit organization functioning according to democratic procedures and self help. Through its 26 years of work artisans have achieved self-confidence and have gained dignity and recognition in society through many of the programmes organized by the Samiti. It is truly an artisan's organization with work contribution by its President and Executive Committee members for no remuneration.

It employs only five administrative staff persons, a full time accountant and a full time designer. All the organizational work done at its exhibitions and craft bazaars is with voluntary help of its artisan members and supporters.



- A 46 -
Dastkari Haat / Jaya Jaitly | 9871814894 (Charu Verma)



TRULY TRIBAL TREE OF LIFE

The artwork beautifully captures the essence of a Banyan tree, its roots gracefully extending into the ground. Symbolically, this majestic national tree becomes a representation of the country itself, with life flourishing abundantly around it and adorning its branches. The diverse array of species coexisting harmoniously on and around the tree serves as a poignant reflection of the nation's rich biodiversity.

Moreover, the imagery deliberately accentuates the profound concept of being rooted to the ground. This symbolism carries a deeper meaning, signifying a profound connection to one's roots and the land. It portrays a sense of groundedness and continuity, highlighting the importance of preserving and nurturing the cultural and

natural heritage that forms the foundation of the nation. In essence, the artwork eloquently communicates the interconnectedness between the flourishing life on the Banyan tree and the deep-rooted identity of the country it symbolizes.

Truly Tribal is a social enterprise working with tribal and folk artisans across India. They embark on a journey that transcends the realm of commerce, delving into India's rich artistic traditions. They are on a mission to bridge gap between traditional artistry & contemporary relevance. By curating a collections of Indian Paintings & Indian art infused artifacts & utility products, they aim to provide a platform to their artisans to showcase their craft to global audience.

- A 47 -

Truly Tribal (Shweta Menon) 101, Kedari Landmark (1sr Floor) Above RBL BANK Opp Kedari Petrol Pump Wanowarie Pune - 411040 | info@trulytribal.in | 9511909951



BATIK SARASWATI

The art piece is meticulously crafted using the Indonesian Batik technique, a method that involves the application of molten wax and dyes to color natural fabrics, resulting in a distinctive and intricate design.

The inspiration behind this captivating artwork stems from a desire to showcase the rich culture of India. Drawing on design elements found in the preamble of the Indian constitution, particular emphasis is placed on depicting lotuses and peacocks. These motifs symbolize cultural richness and national identity. At the heart of the design, a central element portrays a woman playing the

Saraswati Veena, drawing inspiration from the revered Goddess Saraswati. This choice reflects a deliberate effort to incorporate more Indian art forms, specifically highlighting the realm of Indian music. In doing so, the artwork becomes a poignant representation of the diverse and vibrant artistic heritage of India.

Yash is an Indonesian Batik artist, based in Indore, M.P. He has been learning the craft since his childhood from his father Mr.Satish Joshi, and incorporates modern motifs and patterns in his artworks using the traditional batik technique to create unique art pieces.

- A 48 -

Yash Joshi | 155 Sai Shradhha Palace Colony, Indore, Madhya Pradesh | 6265 094 844 |
joshi.yash2102@gmail.com



SARNATH IN KALAMKARI

The artwork is an artistic interpretation inspired by Kalamkari, a hand-painted textile art originating in southern India. While traditionally using natural dyed muted tones, the artist utilized acrylic paint and paint pens for this creation. The lion, chosen for its expressive body language, takes center stage, with four lions holding significance in Indian art history. The inclusion of the tree serves to balance the composition and link the four lions, creating a harmonious visual narrative. Completed

in approximately 10 days of continuous work, this piece is a proud contribution to the Hamari Virasat campaign, celebrating the magnificence of India and its rich heritage. The artist extends congratulations to all involved in making the campaign a reality and encourages pride in India's cultural legacy.

A self taught artist, a free lance graphic designer and illustrator, i teach art to small children and rediscover the joy of just creating art for the fun of it through their ways

- A 49 -

Tasneem Shaikh | 2201 blue Mountains tower, shastri nagar, Andheri west, mumbai 400053, Maharashtra | 98701 23573 | tasneem.rshaikh@gmail.com



JAI BHARAT

The Palu showcases traditional Ajrakh, with the Ashoka pillar positioned in between. Symbolizing the fundamental rights of India's constitution, five flowers represent unity in diversity, encapsulating justice, languages, cultures, religions, and regions. This bouquet-like arrangement binds India together harmoniously.

The word "India" is inscribed on the right side for general photography and on the left side. The term "Bharat" is written in the Awadi direction, inviting individuals to take a selfie. This artistic representation aims to evoke a sense of eagerness among the people of India, fostering a deeper love for the country and its constitution. Wishing for the perpetual flourishing of our nation, like early blossoms in other places, the artwork concludes with a supplication to Allah Ta'ala and the spirited exclamation, "Jai Bharat."

Master artisan Ibrahim Bhai was born on October 9, 1971 in the artisan family of Ajrakh living in Dhamdka village of Kutch. He studied up to class 10, joined his brother Anwar Isha in the traditional profession of Ajarkh Kala and started using natural materials. In the earthquake in Kutch on January 26, 2001, the family suffered a lot of financial loss. He along with the people of the society settled Ajarakhpur colony near Bhuj and shifted there from March, 2001. Ajrakh tried to popularize art by participating in exhibitions in various parts of India.

- A 50 -

Khatri Ibrahim | Ajrakhpur, padhar tal. bhuj, district Kutch -Gujarat pin-370105
| 98701 23573 | khatriibrahimisa@gmail.com



SEVENTY FIVE YEARS

The artistic process begins as Imtiaz takes a white cotton cloth, soaking it in clean water to remove the kanji and make it soft. Subsequently, harde powder is dissolved in water to dye the cloth, which is then dried in the sun. The printing involves placing a wooden block on a table to meticulously create designs. In commemoration of 75 years since the constitution of India, Imtiaz incorporates the number 75 with a block and prints the national full lotus flower around it. The intricate details of Imtiaz's artwork include using White Butta Lime + Acacia Gum, Black Butta Iron + Gud + Tamarind Seed, and Nupavdar Mati printed with a paste. After covering it with alum paste, the cloth is left for one to two days before

being washed in clean water. The final touch involves the Aligarin + Khati Ambali flower, dissolved in water and boiled, resulting in a vibrant red color symbolizing the sacrifices made by forefathers for the country and constitution. Through this artistic process, Imtiaz finds a sense of fulfillment, believing that meaningful contributions have been made to the country through the creation of these unique artworks.

Imtiyaz Khatri is a hand block print artist. He works with natural dyes. He studied up to Gujarati standard 8 but had to drop out due to unavoidable circumstances. He learned the work of hand block printing from his father Ibrahimbhai, and he is making a living by running a business in Ajarakhpur village.

- A 51 -

Imtiyaz Khatri | Imtiyaz_khatri@yahoo.co.in | 9727862954



ASHOK CHAKRA - THE PEACE THAT BRINGS

Akib Khatri | AJRAKHPUR, PO. PADHAR, TAL. BHUJ, DIST. KUTCH, GUJARAT. PIN. 370105
| khatri.akib@gmail.com | 9724841417

- A 52 -

For this artwork, a cotton cloth underwent an intensive process. It was soaked in water for 24 hours, beaten with a wooden bat, washed, dyed in myrobalan powder water, and then dried, preparing it for printing. In the center, a small circle was tied with thread and dyed, and the 24 spokes of the Ashoka Chakra were block-printed to convey a message of safeguarding the Constitution of India around the clock. Lotus flowers, symbolizing purity and peace, were printed between the spokes. Shibori

art was applied with thread and needle to create the circle. Borders were printed in four directions to secure the boundary, and buttas were printed in the four corners to signify security centers. Natural substances like lime, glue, alum, iron rust, hirakshi, alizarin, dhavadiful, myrobalan, jaggery, tamarind seed powder, etc. were utilized to dye the colors of the artwork. An attempt has been made to use and highlight three hand arts and crafts to create this piece



CHAKRA IN WHITE

The artwork is a contemporary expression of textile techniques, featuring khadi as the base fabric, symbolizing the fabric of the country. The top application utilizes felt fabric for its robustness in external situations. The spiral form within the artwork represents the source of life, blooming from a small opening to a wider one. The tri-colors naturally derive from the Indian flag. This piece is not

rooted in traditional craft applications like block print, zardosi, or appliqué but is a contemporary expression of stitched techniques, showcasing the artist's unique and modern approach to textile art.

Contemporary textile installation using basic material and a lot of handskills

- A 53 -

Angira Shah | 2A , Prem Nagar Society, nr Sardar Patel stadium, Ahmedabad, Gujarat | 98240 36098 | angira@studiosquare1.in

VYOMA'S INDIA



Skilled in a variety of techniques, utilizing oil and acrylics, the artist draws inspiration from the origins and evolution of things. The portfolio covers diverse themes, including depictions of a mother and child, an emerging sun over mountains, the interplay of light on a lotus pond, and the timeless stories of divine gods and goddesses. Through her paintings, viewers can witness her portrayal of blossoming relationships, the onset of a new dawn, and a profound grasp of

the rich tapestry of mythology's stories and symbolism. Born and brought up in Mumbai, Vyoma has always had a passion for arts. Apart from being an artist, she was an accomplished table tennis player having represented and captained the Indian Women's Team at many international events, namely the Asian Games and World Championships between 1979 to 1987. Besides being a successful jeweler for the last three decades, she spends her days painting at her South Bombay Studio.

The artist marked her debut solo

exhibition in December 2016, followed by another successful showcase in 2018 in Mumbai. Beyond solo exhibitions, she organized two online sales during the Covid-19 pandemic, directing the proceeds to charitable organizations. Notably, one of her paintings is displayed in the Vidhan Sabha at Mumbai.

Vyoma has been working with oils for the last 3 decades. Her love for nature inspires her to make art which gives everlasting joy. The other subjects are mythological in nature. They have a pressing need to tell the many untold stories!

- A 54 -

Vyoma Atul Parikh | vyoma.vmaya@gmail.com | Mumbai | 98202 97461



IDITRI

The artwork is a stunning blend of vibrant colors, intricate designs, and beautiful geometric patterns inspired by the essence of Madhya Pradesh. Known as the 'heart of India,' the state's unique blend of tribal painted arts and finest textile traditions is represented in this piece. Motifs from the preamble of the Indian Constitution, featuring a peacock, elephant, horse, and bull, symbolize beauty, magnanimity, power, and strength.

The artwork specifically highlights three lesser-known woven crafts—Waraseoni, Sausar, and Baiga sarees. These are seamlessly woven together with the dots and dashes of Gond paintings, representing the spirit of the Indian constitution and its people. The installation is a blend of Traditional Crafts - Gond Art Painting and Handloom Weaving. It serves as a window to the world of craft, where traditions combine seamlessly with innovation. It showcases the unique art and craft techniques of Madhya Pradesh, demonstrating the

rich cultural heritage of India through the beauty of its traditional art forms.

Iditri is a passion-driven venture committed to bringing you the exquisite charm of handloom sarees, with a special focus on the mesmerizing Waraseoni, Sausar, and Baiga Sarees from the heartland of Madhya Pradesh. Rooted in the rich heritage of traditional weaving, we delve into the heart of craftsmanship to curate a collection that embodies the beauty of cultural artistry.

- A 55 -

Iditri | C-9 Aum duplex Manjalpur, vadodara, Gujarat -390011 | 7600801232 |
sohoniswati@gmail.com



TATTVABYPRETTI

Engaged in a quaint home-based enterprise, this artistic venture meticulously crafts hand-painted home decor, sarees, bags, and jewelry, evoking an essence of timeless elegance and cultural richness. Within this creative endeavor, the paintings are primarily inspired by the diverse and vibrant palette of Indian art forms.

Each piece is a labor of passion and dedication, a fusion of traditional craftsmanship and contemporary aesthetics. The hand-painted home decor items, carefully curated sarees, intricately designed

bags, and unique jewelry pieces serve as a testament to the artisan's commitment to preserving and celebrating the artistic heritage of India. The canvas of their creations unfolds with a kaleidoscope of colors, capturing the essence of various Indian art traditions. From the intricate details of Madhubani to the bold strokes of Warli, the artworks reflect a harmonious blend of cultural narratives and artistic expressions.

Making Indian art accessible to masses by painting them on Lifestyle products and fashion accessories..

- A 56 -
Preethi Rao | A-3/203,Mohan pride ,Kalyan west ,Thane - 421301 | 79772 28905



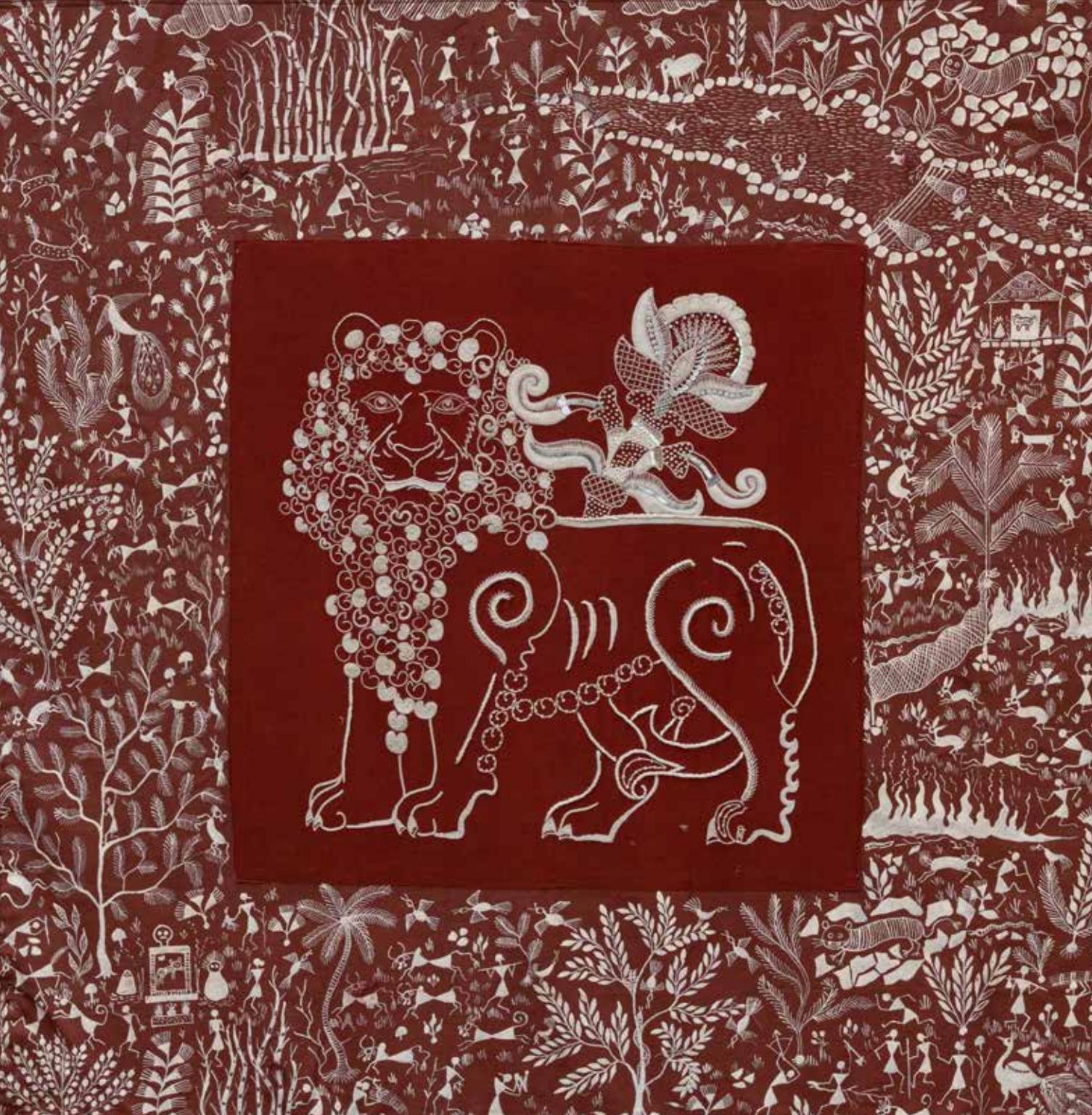
BISHNUPURI

Imagine a tiny but lovely Bishnupuri silk saree. We took special care to paint it by hand, using acid printing ink and a brush. They didn't use big machines—just their hands and a little brush to make it look pretty.

Even though it's a small piece, it's kind of like a story told in colors. The soft Bishnupuri silk feels nice, and the painted designs make it special. Someone made it with a lot of care, using their hands to paint on the colors, making this little piece a unique and beautiful part of a bigger story about art and creativity.

- A 57 -

Annapurna Saree | 3. Sherampure , noga more , maradan more, Nearby - shreya bhavon oppojit road, Pin - 712204 hoogly , west bengal | 7001056339



KING OF THE JUNGLE

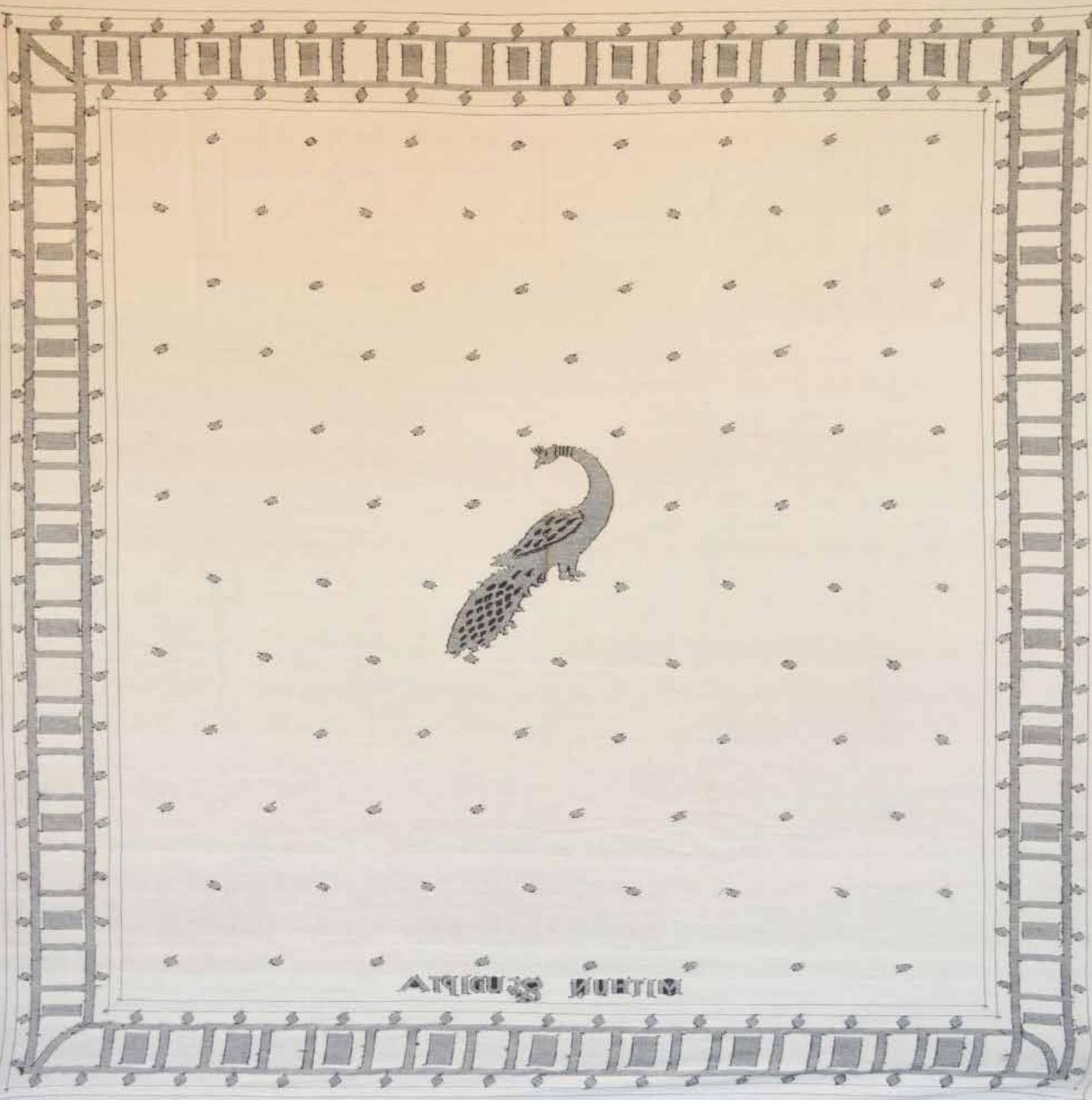
The 75th Republic Day holds immense significance for India, a momentous occasion for the world's largest democracy. As part of our social agenda, Baaya pays tribute to our Constitution through a unique artwork, blending Maharashtra's Warli and Gujarat's Ari. With the lion taking center stage and drawing inspiration from the Constitution's Preamble motifs, our masterpiece embraces unity, reflecting India's heritage. The art narrates tales of courage, echoing justice, liberty, and equality ideals. The art harmonizes tribal motifs

with regal lions, a homage to ancient traditions and artisans who shaped our history.

Baaya Design store & studio provides a unique experiential environment, that showcases the most authentic arts & crafts from across India. We offer art, artifacts, gifts, furniture, lights & lamps using master artisan skills. Baaya has over 20 forms of cultural art right from Pichwai paintings, Gond art to Kalamkari & Dokra art. Baaya is where design meets tradition in the most meaningful way.

- A 58 -

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JAMDANI PEACOCK

The artwork is created using the Jamdani technique, a form of handwoven art combined with needlework. The design incorporates a border on the four sides resembling the border drawn on the preamble, and one corner features a peacock, the national bird of India. The peacock is intricately hand woven in the middle of the piece.

The design and concept are credited to Shoma Sen of Alankrita Brand, with the actual weaving executed by weavers Sudipto and Mithun.

This piece reflects the artistic prowess of the Jamdani technique and pays homage to the national symbols, capturing the essence of the Indian constitution through intricate hand woven details.

Shoma Sen is working for 25 years in textile specialised in jamdani, which is reviving this handicraft and works in west bengal. she empower women by training them in this craft and over 180 weavers are working currently its been 25 to 30 years now in this field and started in 1990 works with itokri, tisser and many other brands.



NEELA UTSAV

This art piece draws inspiration from the rich flora and fauna of my local region, Kutch in India. The area, characterized by its arid nature, assumes a monochromatic palette during summers. Despite the dry climate, Kutch thrives with diverse communities, each contributing to the vibrant tapestry of the region through their colorful, embroidered traditional garments. This artwork beautifully portrays the harmonious intermingling of these communities, making Kutch one of the most vibrant and colorful districts in the country. Even in the tropical climate, this piece celebrates the resilience and unity of the people in Kutch, highlighting the significance of "utsav" or festival. It serves as a testament to the spirit of festivity that transcends

environmental challenges, emphasizing the enduring vibrancy that emanates from the collective cultural heritage of the communities in Kutch.

Jabbar is am a proud artisan practicing the traditional craft of Rogan Art in a small village of Nirona in Kutch, Gujarat India. The craft runs in his family, he grew up watching my father, Sri Khatri Arab Hasam (National & State award winner) and his uncle, Padamshree Khatri Abdugafur Daud practicing Rogan. Soon he also started learning from them and started taking steps towards sustaining his craft. He has presented and taught Rogan at various events and conferences. He has also taken workshops for school and college students. All his efforts are towards bringing his craft of Rogan art forward and keep it going.

- A 60 -

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| 9662550599



THE MOTHERLAND

I always think of India as a amalgamation of different art, culture, food, thought, religion and beliefs and each one has it's own place in our vast motherland. My art work depicts four different art works coming together to complete the peacock (our national bird) a symbol of India on backdrop of orange and green. Green depicts that we have to work together to acquire food , clothing and

shelter. Orange depicts that even while gathering wealth to live in this world, we are always guided by our Gurus to follow a path of spirituality ,seva and have faith in the almighty to reach our true goal : being one with the Universe.

While having so many different views, we still come together and make a beautiful painting in our world.

- A 61 -

Archana Bagri | archana.bagri@gmail.com | Mumbai - 400011, Maharashtra | 91677 88442



MADHUBANI FOURS

Madhubani painting is the traditional folk art of Bihar in which depiction of natural, social and religious life is seen. Earlier this art was done in the courtyard of the house but now it is also done in a vigorous manner on new fashion and new products.

Roots Tale dedicated to do authentic hand painted madhubani art work of Bihar. They do traditional art on textiles and made products for home decor too.

- A 62 -
Seema Singh | rootstale@gmail.com | 9773668938



ELLIE - FRAGMENTS OF LOVE, AFFECTION AND CARE

My piece "Ellie - Fragments of Love, Affection, and Care" draws direct inspiration from the preamble of the Constitution of India. I have used a stylized form of the 'Elephant' using scraps of cloth, and subsequently made a collage of various fabrics. The base of the piece is a discarded bedsheets. Ellie depicts the movement of saving the environment. This is performed by diverting the flow of scraps from being dumped into landfills to an artistically represented resemblance of fabric collaging to our traditional handicraft called kantha. Inspired from the preamble motifs, I picked of all is the Elephant, which displays multitudes of qualities that mirror the ideal morality of humans, a symbolization of strength,

fertility, wisdom, patience, kindness - a palette of qualities so enriched that the Preamble of our Constitution awards by recognizing. The environmental significance of the Elephant is very divine - we are a nation that worships the flora and fauna that blesses our land. Such reference is drawn in my piece - the depth of incorporating the roots of Indian lore and expediting modern requirements of fashion.

Ambika Agnihotri Magotra, a graduate from NID has been into academics for longest period of professionally spread life. She is Professor of Fashion at World University of Design (WUD). She is currently heading Fashion Foundation design and Fashion communication

at WUD, developing critical pedagogical frameworks for collaborative creative practices. Her design work focuses on exploring possibilities for making self-determined services through teaching and design research. She is an ardent supporter of craft and educates younger design students to embrace it as a language of their design ideology and continue to co-create with variety of Indian craft community, which stands tall as the rich background. She collaborates with Kashmiri artisans and a women cluster in Delhi NCR, developing textile craft based product line @ laQeeronline. She is a proud core team member of Hand for handmade and enjoys mentoring craftclusters & young designers.

- A 63 -

Ambika Agnihotri Magotra | ambika.magotra@wud.ac.in | New Delhi | 9871553570



KOTAY - HANDLOOM TREE

The artwork presented is a representation of our traditional craft, with the peacock motif intricately woven using the extra weft weaving technique. I am Mansukh Vankar, and my brand is named Handloom Tree. Hailing from the villages of Kotay, Bhuj, Kutch, our area of specialization lies in extra weft weaving, utilizing kala cotton, soft cotton, woolen, and experimenting with innovative materials. Our diverse range of products includes sarees, stoles, dupattas, and various other materials. Currently, our team comprises six artisans, with three of them being talented female artisans.

Mansukh vankar runs brand named Handloom Tree. He belongs to Kutch. His area specialises in extra weft weaving Products like saree, stole, dupatta, yardage are produced here.

- A 64 -

Mansukh kanji vankar | mansukh.ths03@gmail.com | 9737217929



WHATEVER - THE HORSE

Vivek's mastery lies not only in the diverse repertoire of styles but also in his ingenious use of unconventional materials he uses as his canvas. From a medicine tablet to breathing life into bottle caps, or transforming stone slates and more such! Vivek's artistic side knows no limits.

In a world of competition and haste, Vivek's greatest inspiration lies in understanding INDIAN HISTORY and weaving his creative output from it. whARTever puts a quite fascinating creative lens on day to day life merging it with history of India and bring out each story. This invites the user to pause and reflect. Rediscovering the hidden beauty in the chaos as Vivek Wagh continues to push the mark on art scene In INDIA.

- A 65 -

Vivek Wagh | wharteverartstudio@gmail.com | B1-61, Asmita Jyoti, Marve Road, Malad West. Mumbai 400095 | 94045 28218

As an artist who loves India, the artwork that I created instantly came from my heart. India is all about colours and diversity. Whether it is agriculture, or being the best technical support to the world, 300+ languages or the diversity in festivals. The variety in landscapes or the food on our plate. We have it all. I wanted to bring that out.

Introducing Vivek Wagh, the artistic visionary behind whARTever, a Mumbai-based art studio. He has been defying conventions and pushing ART boundaries in all forms since 2011. Varsha And Vivek have been passionately creating evolving art styles and innovative use of mediums.



ALMORA PATTERN - FROM KUMAON

The essence of the craft of the Kumaon region can be explored through the Almora Pattern—a timeless traditional weave. Meticulously woven on 4-paddle handlooms, each Almora pattern product is a testament to artistry passed down through generations. Handwoven and naturally dyed, these creations embody the spirit of the region's heritage, seamlessly intertwining tradition and craftsmanship. Embrace the beauty of Almora, where culture is intricately woven into each fabric. These fabrics are naturally dyed using locally cultivated natural dyes.

The exquisite stoles and shawls, woven with precision on 4-paddle looms, are generally crafted from handspun silk (Weft) and wool (Warp) blend. It is a testament to artistry passed down through generations, embodying an effective modern interpretation of traditional design. This seamless blend combines consummate skill and nuanced control in the natural dyeing process, resulting in a product which provides warmth and fashion with tradition.

The business of organic textiles is now being managed by the artisan cooperative The Kumaon Earthcraft Self Reliant Cooperative that comprises largely of women. This enterprise has received Jankidevi Bajaj Award and

Citi Micro Enterprise Award for rural entrepreneurship. EARTH CRAFT produces and markets hand spun, hand woven and naturally dyed wool and silk textiles. It has introduced the cultivation, spinning and weaving of silk in the villages as well as the collection and cultivation of natural dyes. Both these interventions have led to the preservation of natural resources and the traditional craft of hand spinning and hand weaving. Over 2200 artisans and farmers in 64 villages are presently part of the textile initiative.

- A 66 -

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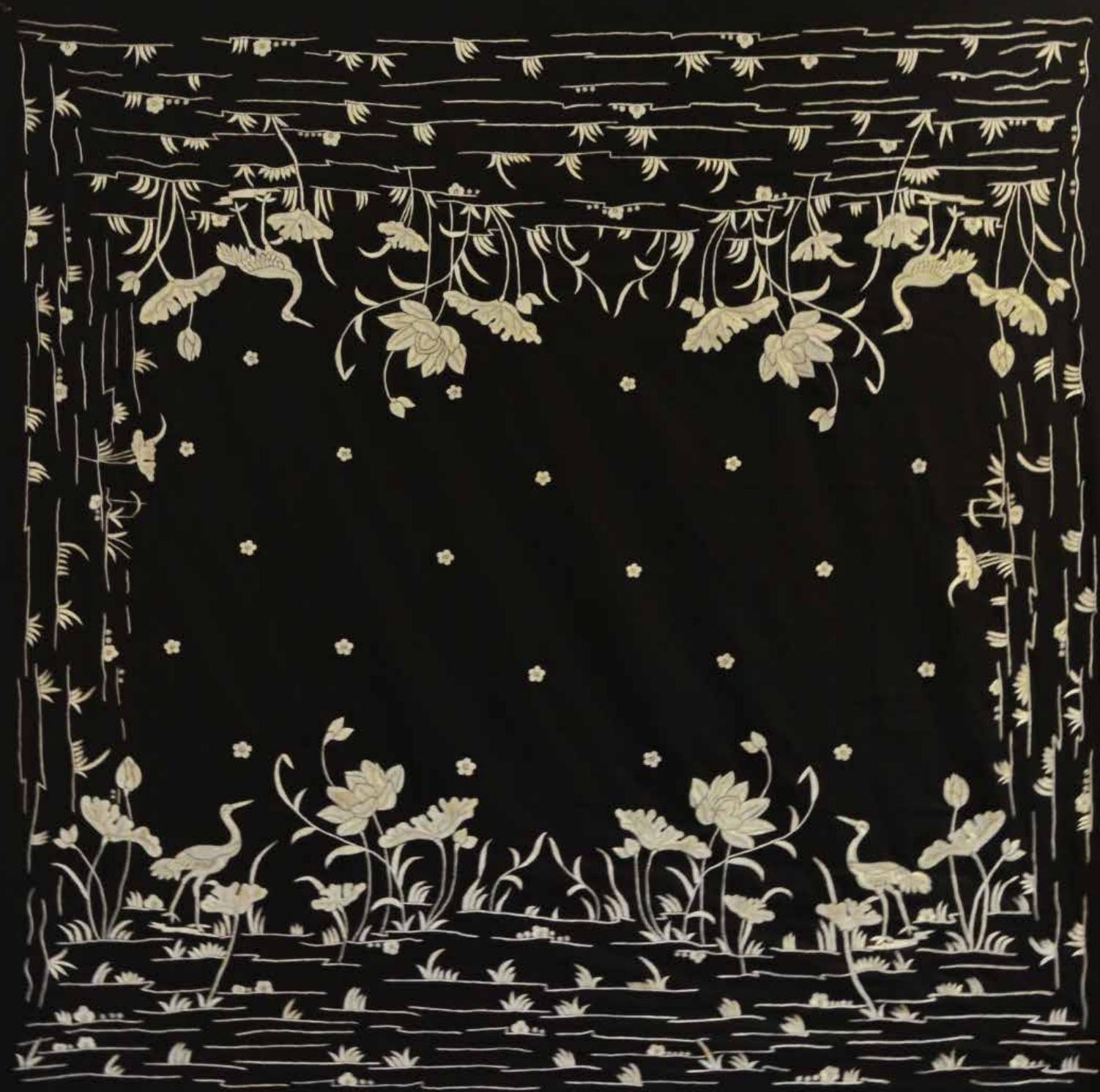
JOHARGRAM

We have crafted motifs inspired by the Constitution by employing indigenous textile weave techniques inherent to Jharkhand. Our creative process involves a harmonious fusion of traditional Kukhna shawl designs and inventive patterns inspired by the Constitution. This unique approach seamlessly blends heritage with contemporary elements. To emphasize sustainability, we utilize plain weaves and recycled yarns, thereby contributing to both eco-friendliness and the preservation of indigenous weaving techniques.

As he looks back on his childhood in Jharkhand, Ashish Sahu's mind plays with scenes of celebrating indigenous festivals, dancing under the abundant trees, and creating craft projects late into the night. His innate flair for creativity was nurtured by his nature-rich environs, where craft is central to local custom. Johargram, meaning "namaste village", focuses on integrating legacy craftsmanship techniques into everyday streetwear. Current collections feature contemporary mainstays like bomber jackets, bucket hats, and co-ord sets crafted from local fabrics like biru and kukhna, used originally as shawls, turbans, or musical-instrument wraps. Staying faithful to custom, red and white form the brand's signature palette. White denotes peace, and red, sacrifice.

- A 67 -

Johargram | Johargram@gmail.com | Plot no. 223, Sahu Bhawan, Ground Floor Sarovar Nagar, Hesal Devi Mandap Road Ranchi (Jharkhand) - 834005
| 8825196672/9016546479



PARZOR

The Parzor Foundation for Preservation of Vulnerable Human Heritage
The Parsis are a distinct thread in the tapestry of India. Founded by the Bronze Age prophet Zarathushtra of Iran, Zoroastrianism is the world's oldest revealed religion. Its core beliefs Humata, Hukata, Huvarashta, Good Thoughts, Good Words, Good Deeds, provide for a holistic vision of life

Iranian, Indian, Chinese, and European influences have helped create a hybrid Parsi culture. Loss of cultural traditions is a growing phenomenon worldwide, when to this is added a steep demographic decline there is the danger of a culture being lost.

The Parzor Foundation aims to create awareness of the age-old co-existence of cultures in India. Parsi embroidery is an artistic and cultural amalgamation of four unique design traditions — Persian, Indian, Chinese and European. This has resulted in a distinctive style which blends nature's creations, birds — real and exotic, flowers, plant life and animals, with elements of mythology. Many stitches and techniques used in weaving the materials are now forgotten. It is imperative to ensure that this tradition of embroidery is not lost forever. Cranes come from the Chinese tradition where they symbolize long life and wisdom. The lotus emerges from the mire, but smells

sweet, and is a symbol of purity. Water is sacred in Persian Chinese and Indian traditions and represents fertility. The artwork blends the three symbols depicting a beautiful waterfront scene.

*Parzor Crafts aims to create awareness of the age old co-existence of cultures in India
Parzor facilitates social and scientific research with special focus on Parsi culture.*

- A 68 -

Parzor Crafts | nilouferparzor@gmail.com | Delhi | 90165 46479



KANTHA STITCH

W eaving Tradition into Textile Art" - Kantha Stitch, originating from Bengal, elevates old fabrics into a form of art through meticulous running stitches. This ancient embroidery technique, adorned with diverse patterns and vibrant hues, becomes a storyteller, capturing narratives and earning global acclaim for its enduring beauty. In the realm of mass production, Kantha emerges as a symbol of handcrafted elegance, serving as a steadfast guardian of cultural legacies with every carefully crafted stitch.

A social engagement-based digital platform for 500m+ users where content, social interaction, personalization & customization converge to deliver products and aim to Improve the Livelihood and Socio-economic conditions of Artisans.

- A 69 -
Yespoho India Private Limited | meenakshi.dubey@yespoho.com | Rishi Classic, 80/a, Shilpi Valley, Madhapur Hyderabad 500081 | 9833809528



AIRAVATA ASHWA MAYUR

"Crafting Unity in Diversity: An Artistic Exploration of Constitutional Values Inspired by Shri Beohar Rammanohar Sinha's acclaimed work on the original calligraphic manuscript pages of the Indian Constitution, our art integrates motifs like Airavata (Elephant), Ashwa (Horse), and Mayur (Peacock) to visually represent its spirit. This piece merges the timeless beauty of Kantha embroidery with the evocative storytelling of Warli art, meticulously crafting Justice, Liberty, Equality, and Fraternity – the foundational principles of our Constitution. Justice:

Warli figures symbolize our collective responsibility for justice. Liberty: A peacock motif embodies liberty, with Warli figures celebrating freedom through dance. Equality: Depicting a horse and an elephant side by side, Warli figures holding hands emphasize diversity and equality. Fraternity: At the heart, Warli figures join hands in a circle, radiating brotherhood.

This embroidered masterpiece conveys that our constitution is more than a legal document; it's a living entity in every citizen's heart. "Har Dil Mein Samvidhan" isn't just a slogan; it's a call to action, reminding us that constitutional principles should guide our thoughts, actions, and creations. May this artwork visually tribute our nation's values, celebrating the diversity that fortifies our unity and keeps our democracy vibrant."

- A 70 -

VibrantHues | vibranthues.in@gmail.com | Registered Address: P-39, Block B, Bangur Avenue, Kolkata, West Bengal, (Communication Address: Flat G306, Spruce Block, Raheja Residency, Koamangala - 3rd Block, Bangalore - 560034, Karnataka) | 9611174450

VibrantHues is a eco-conscious brand where sustainability meets timeless craftsmanship. We With unwavering commitment, we create and design a collection that marries the splendour of hand-embroidered and hand-woven masterpieces with the ethics of slow fashion and eco-friendliness.



AIRAVATA ASHWA MAYUR

This artwork beautifully portrays Nandideva, featuring an image of Lord Krishna's hands playing the basuri. Our acrylic painting serves as a reverential homage to sacred religious symbols, skillfully employing versatile, popular, and contemporary mediums in the realm of visual arts. Acrylic, renowned for its swift drying time and vivid color palette, becomes a powerful canvas for artistic exploration. Artists leverage acrylics to delve into diverse techniques, from layering for depth to experimenting with

mixed media. Its accessibility makes it suitable for artists of all levels, providing a dynamic platform for creative expression and a potent tool for conveying a range of emotions and integral parts of Indian history.

A social engagement-based digital platform for 500m+ users where content, social interaction, personalization & customization converge to deliver products and aim to Improve the Livelihood and Socio-economic conditions of Artisans.

- A 71 -

VibrantHues | vibranthues.in@gmail.com | Registered Address: P-39, Block B, Bangur Avenue, Kolkata, West Bengal, (Communication Address: Flat G306, Spruce Block, Raheja Residency, Koamangala - 3rd Block, Bangalore - 560034, Karnataka) | 9611174450



SINGLE INDIGO NATION

"Har Dil Mein Samvidhan" artwork by Dr. Sukriti Patel, a PhD in clothing and textiles, showcases a profound passion for India's rich traditions. For this project, she explains, "I chose jute fabric dyed in peacock blue, symbolizing our national bird, as the base material. Next, I dyed patches of indigo cotton and intricately embroidered them with motifs such as horses, lions, elephants, peacocks, and various forms of leaves found in our preamble. These indigo-dyed and embroidered patches symbolize India's diverse and

rich traditions. I then stitched these individual patches into a cohesive unit, deliberately selecting a woven orange sample with circular motifs at the center, representing the Ashok Chakra. This central element signifies the unity of India's different states forming a single nation. For the borders, I incorporated a floral scroll motif, a feature inspired by the preamble. Thus, in this artwork, I aimed to integrate various Indian crafts – weaving, dyeing, and printing/painting – into a single, cohesive piece."

- A 72 -

Sukriti Patel | sukriti.dutta18@gmail.com | 9824198183 | E 603 Sarvam Heights, Manjalpur, Vadodara 390011, Gujarat



SOUL OF
ARTISTRY



- A 73 -
Punarnawa Studio



MACRAME LOTUS

Each element in this artwork draws inspiration from the coverage of the constitution, with a black inverted triangle forming the backdrop for the main component, the 'lotus'. The Ashoka Emblem is prominently placed at the core, symbolizing the focal point of our constitution. The technique employed involves the meticulous use of macrame thread, which is carefully run along a specific path to create intricate shapes. In this composition, macrame of suitable color and thickness adheres closely

to the canvas. The execution of such a composition demands a keen sense of visualization, understanding of color, values, and a considerable amount of patience.

'Two Trees Tale', conceptualise, design and develop artistic products. Concept being that every product/ design/ consignment sold will result in planting two trees...and the tale continues.

- A 74 -

Two Trees Tale | twotreestale@gmail.com | House no 29, maitri Avenue, phase 1, motera Ahmedabad Gujarat pincode 380005 | 7304854836



ASSYRIAN TREE OF LIFE

The Tree of Life - on a red background which depicts a bold and strong portrayal of a timeless symbol of our connections to everything around us, and a powerful reminder that our own happiness and health are inextricably intertwined with the happiness and health of all living things around us. The origins of this go back to Ancient Mesopotamia.

The Assyrian tree of life was represented by a series of nodes and crisscrossing lines. It was apparently an important religious symbol, often attended to in Assyrian palace reliefs by human or eagle-headed winged genies, or the King, and blessed or fertilized with bucket and cone.

The Tree of Life - ancient Celtic symbol of balance, harmony and rebirth. Powerful, sacred, wise beyond measure and a portal to the otherworld. Life giving, sanctuaries, symbols of rebirth. The Celts of ancient times believed that trees had several powers and were the source of all life. Birds in different colors and shapes depict life in different moods and forms and stages.

A studio pottery by Anshu Dorairaj set up around 2011 in Bombay to create handcrafted high fired stoneware pottery. Table ware- mugs, jugs, bowls , serve ware and dinnerware. Installations and murals custom made for projects with architects.

- A 74 -

One Wheel Drive | Hand made potters | Bombay | anshu.dorairaj@gmail.com | 9967634365



Sentila T. Yanger is a social entrepreneur, culture conservationist, curator, Naga textile specialist and handloom entrepreneur based out of Dimapur, Nagaland. She is widely acknowledged for her work with women development and empowerment alongside her contributory role and commitment towards the conservation and promotion of Naga heritage and culture. She has notably mobilized women craft artisans and weaver groups in training, product development, marketing support, and formation into SHGs to engage collectively with strength in numbers. Her pursuit in reviving and documenting the lost indigo traditions of the Nagas has drawn attention to the fading

status of the languishing craft, with the first written document on the Naga natural dye practices credited to her. Her work in the promotion, conservation and preservation of heritage and culture is wide ranging- from research and documentation projects, talks and presentations in national and international forums on issues advocating and confronting the heritage and culture of the Northeast region of India. Curatorial projects have promoted the works of Naga artists, textile traditions, languishing craft practices and staged several festivals on the intangible heritage of North East India.

- A 75 -
Sentila Yanger



LADAKH STORY

This piece is a nomadic textile hand weave from Ladakh, adorned with tribal motifs. This is an example of Warp and Weft. Life and the act of weaving are intrinsically linked. Here, the very origins of human existence and the act of giving birth are tied up in the textiles. The Warp is strong and tightly twisted, representing the male form. The weft is weak and loose in comparison, and is the female form. Together they support each other to a common goal - the birth of a child. The woven cloth is an expression of the family as a unit. Each thread narrates tales of tradition, echoing through generations with meticulous artistry. Vibrant hues mirror Ladakh's landscapes, blending earthy tones and vivid shades to

create stories. The red is evocative and holds strength in its innate character. This textile gem embodies the essence of Ladakh's cultural richness in a timeless and mesmerizing display.

Our design studio, Baaya aims to continue to look for artwork around India that showcases our heritage, craft traditions. The Hamari Virasat initiative is a step towards nation building, and providing for an inclusive future for all our artisans, who are a part of our diverse and beautiful country. Our journey has just begun, and we look forward to the coming year. We are proud to showcase this exhibition on behalf of Hand for Handmade Foundation, and are thankful for all our contributors that have made this possible.

- A 76 -
Shibani Jain



A Hand For Handmade Initiative

hamari
virasat

----- HAMARI VIRASAT TEAM -----

PROJECT CONSULTANT : ARADHANA NAGPAL

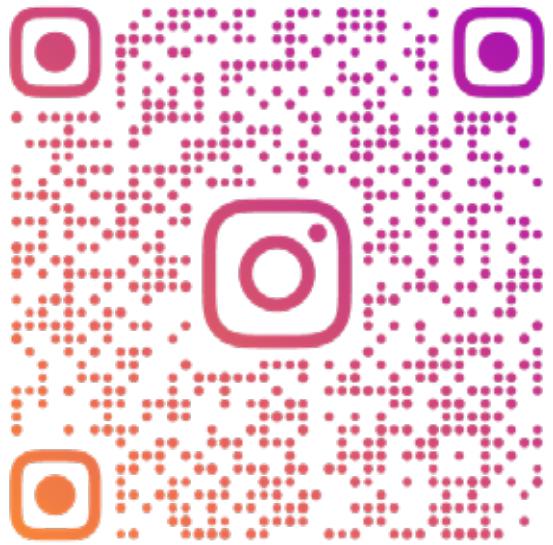
MURAL CONCEPT AND DESIGN : BAAYA DESIGN

GRAPHIC DESIGN : DESIGNMEMBRANE

CREATIVES : SAACHI JAIN

MEDIA : GNOTHI-SEAUTON

HAND FOR HANDMADE FOUNDATION TEAM:
ANAND DEO, BHOODEVI TADKAPELLY AND ANKITA SHARMA



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