



Network of Indian
Cultural Enterprises

NICE NEWSLETTER | APRIL 2025

Namaste,

This April, we are pleased to share updates on the programs and initiatives undertaken in March 2025. We extend our sincere gratitude to the NICEorg community for its continued support. Stay tuned for further updates!

Happenings at NICEorg in March 2025!

NICEorg x IICD Crafts Accelerator Program Launch

Following the partnership announcement in the month of Feb 2025, Indian Institute of Crafts and Design (IICD) and NICEorg conducted interviews to select Craft Enterprises as part of the cohort. After day long deliberations, 10 promising craft-based enterprises were selected. The program officially kicks off on 21st April 2025 at the IICD campus in Jaipur.

This collaboration aims to provide tailored support to entrepreneurs working in the crafts sector—enabling them to refine their business models, scale sustainably, and access wider markets.

Collaboration with Beej Picks to Boost Conscious Cultural Brands

NICEorg and Beej Picks have partnered to help Cultural brands tap into the high intent audience of conscious consumers. Beej has over the last few years built a steady organic following of over 30K followers on their social media, all of whom are highly engaged, care about conscious products and are always looking for new young brands to discover and support. Through this collaboration Beej will work with brands and design content to help audience discover new conscious brands, as well as understand the nuances associated with shopping responsibly including how to read labels, go through websites, identify greenwashing etc. This will be offered at a subsidized rate to Enterprises who are part of the NICEorg network.

To know more about and if you want your brand to be associated with this initiative, please write to namaste@niceorg.in

Launching 'Culture Catalyst' – An Accelerator for Punjab's Cultural Brands



Punjab Cultural Project (PCP) entered into a collaboration with AIC at the Indian School of Business (ISB) to launch a NICE-PCP accelerator program for cultural brands in Punjab, titled:

Culture Catalyst: Local Roots, Global Vision

The Memorandum of Understanding (MoU) was formally exchanged between Remanpreet Sandhu and Chitra Iyer, Co-founders of the Punjab Cultural Project and Naman Singhal, CEO, AIC ISB

This landmark initiative is designed to:

- Support and scale heritage-driven businesses
- Uplift traditional craftsmanship and artisanal sectors in Punjab
- Enable access to modern markets while preserving cultural authenticity
- Foster global opportunities for local enterprises

Supported by ISB I-Venture, this accelerator will act as a launchpad for cultural entrepreneurs looking to merge tradition with innovation, and create a lasting impact locally and globally.

#NICEStories: Akhirah Eco – Where Conscious Living Meets Craftsmanship



Akhirah Eco stands as a shining example of how sustainability and luxury can go hand in hand. Founded by Aditi Chandel, the brand was born out of a moment of reflection on a beach in Bombay and a desire to make a tangible difference.

From handcrafted bags to elegant home décor and stationery, Akhirah Eco transforms discarded plastic into premium lifestyle products—each piece rooted in design, conscience, and craftsmanship. True to its name (Akhira meaning afterlife), the brand gives not just waste, but the idea of luxury itself, a meaningful second life.

With over 500 kgs of plastic repurposed and 50+ artisans empowered, the brand is steadily expanding into men's accessories and bulk gifting, aiming to make sustainable choices both aspirational and accessible.

As Akhirah Eco grows, it continues to influence consumer behavior—proving that ethical can be elegant, and mindful choices can shape a better tomorrow.

Read more about their inspiring journey on our [blog](#).

Enterprise Updates

Startup Mahakumbh 2025: Fueling Innovation for Viksit Bharat @ 2047



This year's edition of the Startup Mahakumbh that took place from April 3–5, 2025 at Bharat Mandapam, New Delhi witnessed the participation of Cultural Enterprises from the NICEorg Network

Organized under the leadership of India's top Startup Ecosystem Leaders and supported by FICCI, ASSOCHAM, IVCA, NASSCOM, and other stakeholders, with backing from DPIIT, NSAC, and Startup India, this mega event had a niche focus on building a self-reliant, innovative, and inclusive startup ecosystem leading up to Viksit Bharat @ 2047

Upcoming Events

Coming Soon: Launch of a Unique Accelerator Program

Stay tuned for the unveiling of a new accelerator program exclusively designed to support cultural entrepreneurs across the sectors of Fashion & Home Decor. More details to be shared soon!

Be a part of NICEorg

To join the NICE Chapters and contribute to building the cultural entrepreneurship community in your city.

- Join the Bengaluru chapter: nicebengaluru@niceorg.in
- Join the Mumbai chapter: nicemumbai@niceorg.in
- Join the Chennai chapter: nicechennai@niceorg.in
- Join the Hyderabad chapter: nicehyderabad@niceorg.in
- Join the Delhi chapter: nicedelhi@niceorg.in
- Join the Bengal chapter: nicebengal@niceorg.in
- Join the Punjab chapter: namaste@niceorg.in
- Start a Chapter in your City: namaste@niceorg.in

Get featured on NICE Stories. Tell us about your enterprise.

Fill this Google Form to share your story: <http://bit.ly/nicestories>

Interested in Partnering / Volunteering / Collaborating with us in this exciting journey of building Brand India? Please write to us at namaste@niceorg.in

Follow us on our social media to learn more about our work and to connect with us!



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[NICEorg](https://www.youtube.com/channel/UCNICEorg)

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