

**Happenings at NICEorg in July 2025!**

**Module 3 of the Craft Business Accelerator Program at Delhi**



The third and final offline cohort engagement took place in New Delhi in the first week of July 2025 at the Rajiv Gandhi Handicrafts Bhawan. The week-long sessions included expert classes on modules related to Negotiation Skills for Craft Businesses, AI in the Craft Sector, Building and Presenting a Pitch Deck and Craft Business Branding. The session concluded with a product display by the Enterprises who were part of the cohort followed by a Valedictory Ceremony. The sessions were delivered by experts comprising of [Vijaya Krishnappa](#), Vivek Sahni from Kama Ayurveda, [Shruti Singh](#), [Chintan Bakshi](#) and [Sneha Ullal Goel](#)

**NICESamanvay 2025 – Christ University Volunteers Felicitation**



A Volunteer Appreciation ceremony was held at Christ University as a token of appreciation and recognition of volunteers from Christ University who actively led and supported NICESamanvay 2025. The event saw participation of students as well as professors from the Communication and Media department

**NICE STORIES**

**KaleNele – Tradition in Thread, Purpose in Practice**



KaleNele - a cultural enterprise rooted in tradition, collaboration, and care is built by a small, hands-on team passionate about craft, culture, and design. KaleNele is committed to creating products through the revival and reinterpretation of traditional art forms, that help preserve India's rich textile heritage while building sustainable livelihoods for the artisans behind them.

Read the full story [here](#)

**Updates from Cultural Enterprises from our network**



Tamaala proudly presents a newly launched range of handcrafted traditional board games, available in three unique formats — elegant large wooden boards that double as coffee tables, medium-sized cloth boards for easy play at home, and compact cloth versions perfect for travel.

This collection revives four timeless classics — *Chauka Barah (Chaupar)*, *Aadu Huli Aata (Bagh Bakri)*, *Navakankari (Navkakri)*, and *Aligulimane Mane (Pallanguzhi)* — each set thoughtfully accompanied by simple, easy-to-follow rules for a fun and engaging experience.

Designed by Suvarna Kamakshi and handcrafted by rural and tribal artisans from the craft clusters of Channapatna, Ettikopakka, Saharanpur, Sathnur, and Gajendragad, these games are a celebration of both heritage and craftsmanship.

With the festive season around the corner, these traditional games are more than just play — they're a beautiful way to connect generations, strengthen family bonds, and bring heritage into the heart of homes.

<https://tamaala.com/search?query=games>



## Kasuti Katha

Celebrating the heritage hand-embroidery of Karnataka

Thu to Sun  
24-27 JULY

### KASUTI EXHIBIT & SALE

A showcase of Kasuti-embroidered sarees, blouses and blouse pieces, customizable ready-to-wear, hand-embroidered accessories and a lot more.  
**11 A.M. TO 8.30 P.M. | Free entry**

Thursday  
24 JULY

### KASUTI EMBROIDERY WORKSHOP

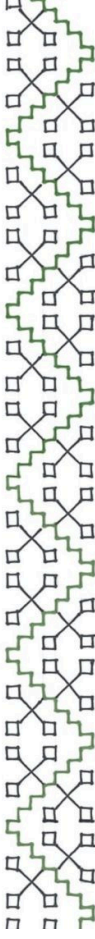
Conducted by Sujaya Mahesh, Founder of Sameeksha School of Embroidery  
Learn heritage Kasuti stitches in a hands-on session.  
**5:30 PM – 8:00 PM | Fee: ₹3000**  
**DM to register or WhatsApp – 9004352273**

Friday  
25 JULY

### KASUTI CHRONICLES

Exploring this heritage hand embroidery with Sujaya Mahesh and Savitha Suri – textile researcher, educator, and curator.  
**3:00 PM – 4:30 PM | By invite only**

Venue: Craft Circle, Versova  
COTTAGE NO. 92, ARAM NAGAR PART II



Sameeksha Studio and School of Embroidery was invited by Craftcircle, Mumbai for a Workshop, Talk and Sale of their products.

## Where Culture meets tradition: Nexus Seawoods Unveils the Art of Happyness Utsav 2025



Nexus Seawoods Mall, in collaboration with EkiBeki, brought out the first edition of Art of Happyness Utsav 2025, a vibrant four-day celebration of India's rich craft, culture, and community from July 25th to 28th.

➡ Over 20 incredible artisans from across India- each with their own story, their own craft, their magic.

🌟 Showcasing 25+ traditional & contemporary styles of craftsmanship, this 4-day art & craft festival featured a diverse array of rare Indian handicrafts including accessories, jewellery, home decor & more! The visitors could shop straight from the creators, no middlemen, just real conversations and heartfelt creations.

## Roll the Dice

### Product Launches

Channe Mane (Wood) – Now live on e-commerce! Beautifully crafted, perfect for all ages.

Classic Pagade Set – Launched with a bang! High-quality, traditional, and family-friendly.

## MEANWHILE MATERIAL FROM SOCIAL MEDIA THAT REINFORCES THE REASON FOR OUR EXISTENCE!

<https://fortune.com/2025/07/03/diaspora-co-spices-india-startup-turmeric/>  
**July 3rd 2025**

How Sana Javeri Kadri built the multi-million dollar The Diaspora Co! In 2016, she cringed at the turmeric latte a coffee shop was selling. Javeri Kadri, who is from Mumbai, was never a big fan herself of the *haldi doodh*, or turmeric milk, her grandmother made for her as a child—a drink that has been made in India for centuries. But the sight of it in San Francisco was proof of how much this spice had bubbled in popularity owing to its anti-inflammatory health benefits. It was one of the top-trending food searches made on Google that year, and Americans had started adding it to everything—their smoothies, salad dressings, soups, and, and to Javeri Kadri's disdain, their milk. In February 2017, Javeri Kadri decided to get into the spice business. The Diaspora Co now sells over 30 spices and works with over 140 farms in India and aims to be profitable this year.

<https://economictimes.indiatimes.com/industry/services/retail/bvlgari-s-kada-bracelets-to-louis-vuittons-autorickshaw-bags-india-is-haute-on-global-luxe-runway/articleshow/122671633.cms?> **July 18th 2025**

Bvlgari's Kada Bracelets to Autorickshaw bags, India is haute on global Luxe Runway

“India has always been a wellspring of aesthetic richness (colour, craftsmanship, symbolism, etc) but only recently has the global luxury industry realised that it also holds immense spending power” Diet Sabya

Bvlgari's reimagined mangalsutra, Franck Muller's exclusive timepieces with Devanagari, Christian Louboutin's Diwali collection, Valentino's India exclusive VSling bag.

**The article also mentions fast growing Indian brands:**

Puttu, Karnataka based SG Corporates that makes Bindu Fizz Jeera Masala and SipOn Mango plans to raise Rs 1000cr from an IPO

**Learn more:** <https://www.houseofbindu.com/> that also says “Indianness at Heart

Our heartbeat echoes the spirit of India, infusing the cultural richness of desi flavours and taste into every product”

Chandigarh based Archian Foods, that makes Lahori Zeera, and gives stiff competition to Coke, Pepsi and Campa, raised Rs 200cr from Motilal Oswal in May 2025 valuing the company at Rs 2800 crore

**Learn more:** <https://lahorizeera.com/> **Apna Desi Thanda**

<https://swarajyamag.com/heritage/while-french-industrial-bodies-build-empires-indian-associations-cant-even-play-catch-up> **Swarajya Magazine**  
**July 2025**

India's industry bodies exist primarily on paper—weak, underfunded, and utterly incapable of protecting Indian heritage on the global stage...India's GI tags are just that: mere tags. While Section 22(1)(b) of the Geographical Indications Act, 1999 makes unauthorised GI use criminal within India's borders, it is a paper tiger that only roars domestically...Rather than building robust, forward-looking institutional mechanisms, India tends to act only after a violation has occurred, by which time the damage is already done. This stands in stark contrast to the hawk-like protection afforded to GI products by European and American governments and industry bodies....

” The next time Prada copies design, the question should be why institutional frameworks making such copying legally impossible and commercially pointless do not exist. The answer to cultural appropriation is not anger. It is building systems that make heritage products so successful and well-protected that copying becomes futile. The goal transcends mere protection. It is an institutional revolution. When *Kolhapuri chappals* achieve the same protected status and premium positioning as Champagne, Roquefort, and Scotch whisky,

we will know this transformation has succeeded. Indian heritage will command respect not through moral appeals, but through legal consequence and market power”

<https://www.bbc.com/travel/article/20250714-indias-ancient-and-mysterious-dwarf-chambers>

What could have been an enormously visited and economically productive tourism site lies abandoned! Needs cultural entrepreneurship in tourism “local guides report that only about 20 to 30 intrepid travellers venture to Hire Benkal some months, with a peak of roughly 100 arriving during the cooler tourist season from October to February. By comparison, Stonehenge’s 83 standing stones lure more than one million visitors annually. "This place has never been promoted, not even among people in nearby cities like Bengaluru," says Disha Ahluwalia, an archaeologist and research scholar at MSU Baroda. "And yet, it deserves so much more attention... A lot of effort has been made by ancient humans to build them; we need to make double the effort to preserve them. And first we need to document them."

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](mailto:nicebengaluru@niceorg.in)
- Join the Mumbai chapter: [nicemumbai@niceorg.in](mailto:nicemumbai@niceorg.in)
- Join the Chennai chapter: [nicechennai@niceorg.in](mailto:nicechennai@niceorg.in)
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- Join the Bengal chapter: [nicebengal@niceorg.in](mailto:nicebengal@niceorg.in)
- Join the Punjab chapter: [namaste@niceorg.in](mailto:namaste@niceorg.in)
- Start a Chapter in your City: [namaste@niceorg.in](mailto:namaste@niceorg.in)

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Fill this [Google Form](#) to share your story

Interested in Partnering / Volunteering / Collaborating with us in this exciting journey of building Brand India? Please write to us at [namaste@niceorg.in](mailto:namaste@niceorg.in)  
Follow us on our social media to learn more about our work and to connect with us!



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