



Network of Indian  
Cultural Enterprises

## NICE NEWSLETTER | DECEMBER 2024

Namaste,

This December, we are excited to share updates about the programs and initiatives carried out during the month of November 2024. Thank you to the NICEorg community for all the support. Stay tuned for updates on what's happening in the NICE community!

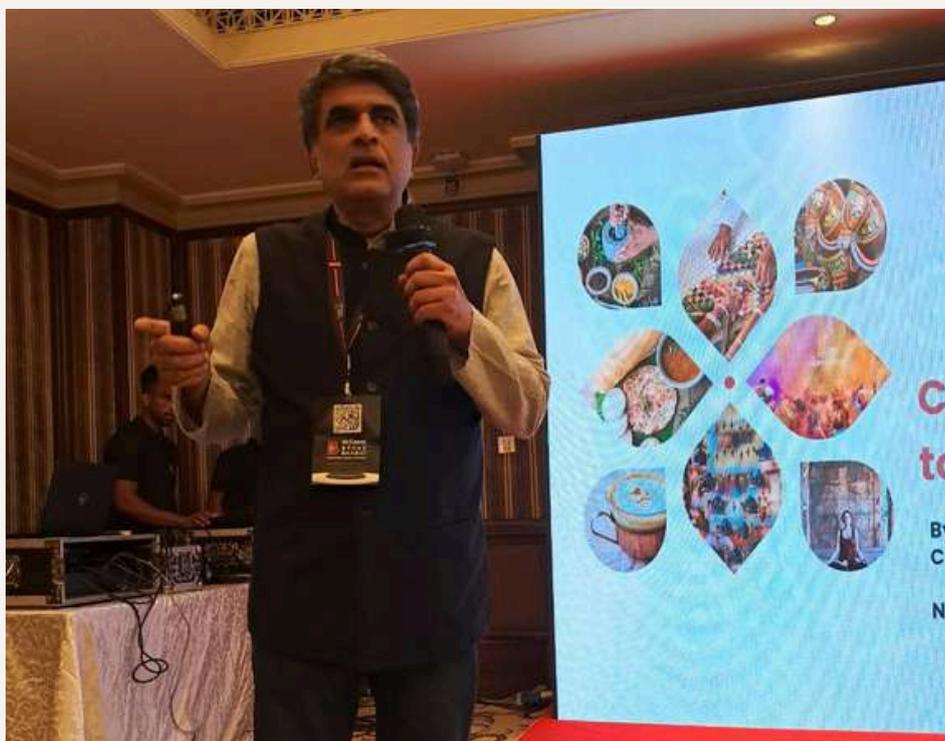
### Happenings at NICEorg in November 2024!



### NICEorg at Huddle Global 2024

**Huddle Global 2024**, held from November 28-30 in Trivandrum, Kerala, is a premier startup event connecting startups, investors, and industry leaders. It features thematic zones, networking opportunities, and initiatives like Funding Mania, fostering innovation and entrepreneurship across sectors.

The panel - Possibilities for startups in the Creative - Cultural sector, moderated by **Tanya Abraham**, Founder, **The Art Outreach Society** discussed various aspects of bridging the gap between art, culture and startups. Taking inspiration from other markets, changing the mindset, and enabling indigenous businesses are necessary to help more startups thrive in the art-culture domain. **Laila Tyabji**, Chairperson, **Dastkar Society** for Crafts & Craftspeople, **Aditya Arya**, Founding Director, **Museo Camera**, **Manasvini Hariharan**, Executive Director, **Urban Land Institute India** and **Kanchana K V**, CEO, **Network of Indian Cultural Enterprises** shared their experiences as trailblazers in the art-culture domain.



## **NICEorg at India Ideas Conclave 2024**

**India Ideas Conclave**, an annual event organised by **India Foundation** is a globally significant gathering that brings together a distinguished group of policymakers and public intellectuals from India and abroad.

The 8th India Ideas Conclave took place from 22 to 24 November 2024 in Bangalore, Karnataka with the theme being 'Building Brand Bharat: Imagining India's Decade'.

NICEorg curated a panel titled "Need for Cultural Entrepreneurship to build Brand India". Panelists included **Payal Nath**: Founder CEO, Director and Founder of **Kadam Haat Basketry Barn Pvt Ltd**, **Chandu Nair**: Entrepreneur, Startup Advisor, Angel Investor, Board Member, **Yatish Rajawat**: Veteran journalist, founder CEO of **Centre for Innovation in Public Policy** and **Ravi Narayan**: Ecosystem builder, entrepreneur, advisor **Startup Genome**.

The speakers brought about varied nuances towards highlighting challenges and areas that need to be addressed eventually leading to accelerated growth of Cultural Entrepreneurship.



## Pure Threads, Timeless Stories: Tanzeb's Chikankari Preservation

**Nidhi Bala** grew up surrounded by the timeless beauty of Chikankari embroidery. Moving to Bangalore after her marriage in 2003, she was shocked by the exorbitant prices and poor quality of Chikankari available in pop-ups and exhibitions. This stark contrast to the authentic craftsmanship she cherished in her youth planted the seed of an idea: bringing genuine Chikankari artisans under one umbrella.

Tanzeb's product line is a harmonious blend of tradition and modernity. Their hero products include intricately designed dupattas and **sarees** that redefine Chikankari for contemporary wardrobes. The brand also ventured into novelty items like **handcrafted notebooks and embroidered frames**, which have been appreciated by notable figures.

A defining moment came in 2023 when Nidhi was invited to represent the brand at the G20 Women's Empowerment Conference in Ahmedabad. As the only woman entrepreneur from the Chikankari sector, Nidhi showcased her products to a global audience, receiving praise and admiration from women leaders across borders.

**Read the full story:** <https://niceorg.in/blog/nicestories-pure-threads-timeless-stories-tanzebs-chikankari-preservation/>

# ENTERPRISE UPDATES

Get insights straight from the enterprises within the NICEorg Network



## Celebrating New Milestones with AyuRythm

We would like to congratulate **AyuRythm** on getting the patent for disease detection using pulse diagnosis.

AyuRythm has been a Business Plan Competition winner at NICEorg and we are thrilled to see their success reach new heights.



### **Resham Dor: Celebrating Sherpai with Jaypore**

We would like to congratulate [Resham Dor](#) for facilitating a valuable connection with [Jaypore](#) during [NICESamanvay](#), making the collaboration on Sherpai accent items from West Bengal a reality. The team is thrilled to be part of this vibrant community and looks forward to the exciting opportunities ahead.



## **Diyas Decoratives: Spreading Hope Through Craft**

Since 2020, Diyas Decoratives has partnered with a Self-Help Group of underprivileged women in Tamil Nadu, transforming lives through creative opportunities. Starting with upcycled fabric keychains, this collaboration now includes over 30 unique handcrafted products, including beautiful Christmas ornaments. The earnings from these crafts primarily fund the education of their children, making each piece a celebration of hope, empowerment, and festive joy.

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How it started



The final outcome



## **Weaving Milestones: Qaushey's 15-Foot Silk Wonder**

**Qaushey Handlooms** recently turned a dream into reality by delivering a custom 15-foot round silk carpet for a Qatar-based HNI client. Despite being just six months old, the team embraced the challenge of creating a bespoke design that perfectly matched the client's interiors. Overcoming logistical and manufacturing hurdles, they delivered an impeccable piece, showcasing their expertise in craftsmanship and problem-solving.

# 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)
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- Start a Chapter in your City: [namaste@niceorg.in](mailto:namaste@niceorg.in)

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***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)***

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