



Network of Indian
Cultural Enterprises

NICE NEWSLETTER | JUNE 2025

Namaste,

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

Happenings at NICEorg in May 2025!

NICEorg and ABFRL X ABLBL Launch 'The Craft Accelerator' to fuel growth of India's Cultural Enterprises



NICEorg, in collaboration with Aditya Birla Fashion and Retail Ltd. (ABFRL) and Aditya Birla Lifestyle Brands Ltd. (ABLBL), has launched The Craft Accelerator, a program designed to scale Indian cultural enterprises rooted in rare crafts and heritage design.

Targeted at founders and co-founders in fashion, accessories, home décor, and furnishings, the accelerator offers mentorship, investor access, and growth support. Industry leaders including Dr. Naresh Tyagi (Chief Sustainability Officer, ABFRL), Sooraj Bhat (CEO, Ethnic Business), and Swaminathan Ramachandran (Chief Supply Chain Officer) will be part of the core speaker / mentor committee to engage and work with the selected cohort.

Eligibility Criteria:

- Registered Indian cultural enterprises using rare crafts
- Sectors: fashion, accessories, home décor, furnishings
- Annual revenue of ₹10 lakh or more
- Only founders/co-founders may apply

Applications are open from 15 May to 14 June 2025, with a priority deadline of 31 May. Selection will take place between 15–25 June.

Apply by 14 June 2025, 11:00 PM IST

- Contact - namaste@niceorg.in
- Apply now at <https://lnkd.in/gbxYke4A>

Culture Catalyst 2025–26: AIC ISB, Punjab Cultural Project & NICEorg Launch Grant-Funded Accelerator for Cultural Startups in North India



AIC at ISB, in partnership with the Punjab Cultural Project and NICEorg, has launched Culture Catalyst 2025–26, an accelerator for heritage-led startups in North India. The program offers ₹1 lakh grants, six months of mentorship, and access to investors, markets, and strategic support — with no participation fee.

Target sectors include fashion, food, wellness, home décor, furnishings, and experiential tourism.

Key investor-mentors include Garry Biring, Raman Brar, Jaspreet Singh, Aaina Garg, and Adarsh Garg — all actively invested in being part of the growth of Cultural Brands.

Apply by June 15, 2025:

i-venture.org/culture-catalyst

Module 2 of Crafts Business Accelerator Program 2025 Kicks Off at IIM Udaipur with Legal and Retail Insights



The Crafts Business Accelerator Program (CBAP) 2025 began its second module with a week-long in-person session at the IIM Udaipur Incubation Centre from 25–31 May 2025. This was part of the program aimed at strengthening craft-led enterprises through hands-on learning, field visits, and expert-led sessions.

The module opened with a visit to the City Palace Museum, followed by key sessions including Legal Essentials by Karthik S A (QL Partners) and Craft Retail by Dr. Toolika Gupta (IICD), featuring a visit to Tapri Niwas.

Upcoming sessions cover sustainable finance (CA Atul Mathur), go-to-market strategies (Nitin Pamnani, iTokri), innovation in customer and supply chains (Sujay and Innu, Zwende), storytelling (Abhyudaya Goyal, IIMU), and co-creation models (Prof. Dharmendra Bana, IICD).

The next offline cohort engagement is scheduled to take place by the end of June 2025.

NICEorg Partners with IndiQube to Host 'Indic Santhe' – A Celebration of Handmade Heritage in Bengaluru



Indic Santhe Showcases India's Cultural Heritage in Bengaluru

On May 7, 2025, NICEorg partnered with IndiQube to host Indic Santhe at IndiQube Golf View, Bengaluru. A day-long celebration of handmade crafts, ethical fashion, and traditional foods.

Six heritage-led brands participated in this first collaborative activity:

- Resham Dor – reviving forgotten crafts
- Bhogaraju's Foods – preservative-free pickles and podis
- Tamaala – supporting 160+ rural artisans
- Tharangini Studio – organic block printing with 6,000+ designs
- Tanzeb Chikankari – showcasing intricate embroidery
- Bunavat – promoting ethically sourced handloom weaves

The event included storytelling, product displays, and live block printing demo. The collaboration highlights NICEorg and IndiQube's commitment to supporting cultural entrepreneurship.

For collaborations: namaste@niceorg.in

Discover more at [niceorg.in](https://www.niceorg.in)

Weaving Pride: Handwoven PALLU's Saree Story



Started in 2024 by [Ayush Agnihotri](#), [Handwoven PALLU](#) is reviving India's weaving heritage one saree at a time. With 206+ artisans across 7 villages, the brand puts weavers at the heart of design, crafting 100% natural yarn sarees rooted in tradition and regional diversity.

“Our weavers are not workers they're co-creators,” says Ayush. From Kanpur to culture-conscious homes across India, PALLU blends dignity, design, and purpose.

Read the full story at [NICEorg Stories](#)

Upcoming Initiatives

NICEorg Announces NICE Samanvay 2025: Exploring Technology & Culture for India's Cultural Entrepreneurs



NICE Samanvay 2025 Returns with Focus on Culture and Technology

After the success of the inaugural edition of NICESamanvay 2024 which saw over 400 participants, 45 speakers, 20+ cultural exhibits with representatives from govt, corporations, cultural enterprises, academia, artists and craftspeople participate, we are pleased to announce NICESamanvay 2025, the 2nd edition, on June 28th at the Bangalore International Centre, Bengaluru.

Please check snippets of the inaugural edition [here](#).

With the theme “Technology & Culture: Opportunities and Challenges for Cultural Enterprises”, the summit will feature:

- Keynotes by Industry and Govt leaders
- Panels on tech's role in cultural businesses
- Showcasing Cultural Brands using innovative technology for growth
- Networking with entrepreneurs, investors, and policymakers

Venue - Bangalore International Centre, Domlur, Bengaluru

Follow NICEorg's Social Media Handles for participation details, speaker profiles and more.

Contact: namaste@niceorg.in

Upcoming ABFRL x ABLBL Cohort to Power the Next Wave of Cultural Entrepreneurs.

An exciting new ABFRL x ABLBL Cohort will soon be announced under The Craft Accelerator, offering selected cultural entrepreneurs a unique chance to scale their craft-based brands through expert mentorship, investor access, and integration with iconic Aditya Birla brands. Stay tuned!

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!



[@niceorg.in](https://twitter.com/niceorg.in)



[@NICEorg.in](https://www.facebook.com/NICEorg.in)



[Network of Indian Cultural Enterprises](https://www.linkedin.com/company/network-of-indian-cultural-enterprises)



[@niceorg.in](https://www.instagram.com/niceorg.in)



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

Network of Indian Cultural Enterprises

Email: namaste@niceorg.in

NICE acronym, logo, sub-brands of NICEorg are properties of Network of Indian Cultural Enterprises (NICEorg). All other brands belong to their respective owners.