

# nice

Network of Indian  
Cultural Enterprises

## **NICE NEWSLETTER | OCTOBER 2024**

Namaste,

Happy Dussehra to all! This October, we are excited to share updates about the programs and initiatives carried out during the month of September 2024. Thank you to the NICEorg community for all the support and partnership in building the Cultural Entrepreneurship Ecosystem. Stay tuned for updates on what's happening in the NICE community!

### **Happenings at NICEorg in September 2024!**



### **NICEorg turns 4!**

On the 8th of October, 2024, NICEorg turned 4! To celebrate and reflect, we have put together happenings at NICE in the following video - [NICEorg turns 4!](#)

Please do join us and celebrate the growth of the Cultural Entrepreneurship Ecosystem! The team at NICEorg would like to thank all the donors, mentors and cultural entrepreneurs for their support, partnership and collaborative spirit in building Brand India.



## NICEorg at TALTalks

**Sanjay Anandaram**, co-founder of NICEorg, participated at the **TALTalks 2024 Hyderabad Chapter meet**, to share the journey of NICEorg and the work over the past 4 years in building the Cultural Entrepreneurship Ecosystem .



## NICEorg at OP Jindal Global University

The Centre for Advancing Research in Management and Law (CARML) at **Jindal Global Law School (JGLS), O.P. Jindal Global University (JGU)** hosted **Kanchana K V** (CEO of **NICEorg - Network of Indian Cultural Enterprises**) for a Masterclass on 'Cultural Entrepreneurship' on Sept. 23. The session was novel for the audience including budding entrepreneurs, practitioners, and researchers towards opportunities in building Cultural Enterprises & Brands.

# NICE Stories



## The Bindi Project: Weaving Heritage and Empowerment through Sustainability

The Bindi Project, founded by Meghna Khanna, is a brand born out of tradition, driven by innovation and rooted in the belief that every woman should celebrate the goddess within her.

Read the full story here: <https://niceorg.in/blog/nicestories-the-bindi-project-weaving-heritage-and-empowerment-through-sustainability/>



## Qaushey: Weaving Traditions with Purpose

Qaushey Handlooms, a cultural enterprise founded by Jaspreet Singh dedicated to preserving the art of handblock printing using traditional techniques. Each piece is handcrafted in small batches, ensuring authenticity and a personal connection to the artisans. True to their promise of "No Blends, No Compromises," their products embody the richness of tradition and craftsmanship.

Read the full story here: <https://niceorg.in/blog/nicestories-qaushey-weaving-tradition-with-purpose/>

# ENTERPRISE UPDATES

Get insights straight from the enterprises within the NICEorg Network



## Take a look at the Gifting Catalogues by Enterprises in the NICE Network

With the festive season here we would like to share with you Gifting Catalogues created by enterprises in our NICE Network! Each catalogue has contact details of the enterprise for you to easily place your orders.

Please find the catalogues here:

<https://drive.google.com/drive/folders/1yewPADEsCEq1gQjwxiGsSSuiGyEuv7L4?usp=sharing>



## Qaushey is now registered in the USA!

**Qaushey Living LLC** is now registered in the United States of America, State of Michigan. They are open to all B2B and B2C brands and companies to work in the USA.



## ForSarees releases new Laal Paar Collection

ForSarees releases new Laal Paar Collection with red and white sarees on the auspicious occasion for Durga Pujo. This collection can be purchased online here at:

<https://www.forsarees.com/collections/lal-paar-sarees>

Check out ForSarees to find a Saree that fits any occasion and covers the length and breadth of Indian Craftsmanship

## Embroidery Club by Sameeksha School of Embroidery

**Sameeksha School of Embroidery**, situated in Kormangala, Bengaluru has launched an **Embroidery Club** inviting any enthusiasts who have an interest to learn various techniques of embroidery. The club intends to meet every 2nd and 4th Saturday and one can join for individual sessions or take a 3 month subscription. For details please call Sujaya at +91 9845275153.

# NICE CHAPTER MEETS



## NICE Chennai Chapter Meet

Accelerating the growth of cultural entrepreneurship and riding the momentum created by #NICESamanvay, NICEorg's Chennai Chapter held a meeting with a small group in the first week of September. Discussions revolved on endeavours to collaborate, grow together and build aspirational models to increase uptake in building the ecosystem in Tamil Nadu. Join our Chennai Chapter: [nicechennai@niceorg.in](mailto:nicechennai@niceorg.in) to learn more and be part of the NICEorg community.

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## NICE Bengaluru Chapter Meet

NICEorg's Bengaluru Chapter members met in the last week of September with an agenda to discuss and explore collaboration opportunities that not only aids in growing a robust ecosystem but also fuels growth of individual Enterprises. The meeting was led by our chapter member, **Swetha Sunderraman**, Founder of **The Indian Motif**. Join our Bengaluru Chapter: [nicebengaluru@niceorg.in](mailto:nicebengaluru@niceorg.in)

# 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)
- Join the Hyderabad chapter: [nicehyderabad@niceorg.in](mailto:nicehyderabad@niceorg.in)
- Join the Delhi chapter: [nicedelhi@niceorg.in](mailto:nicedelhi@niceorg.in)
- Join the Bengal chapter: [nicebengal@niceorg.in](mailto:nicebengal@niceorg.in)
- Start a Chapter in your City: [namaste@niceorg.in](mailto: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](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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[NICEorg](https://www.youtube.com/channel/UCNICEorg)

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