



## **NICE NEWSLETTER | January 2025**

Namaste,

Happy New Year! This January, we are excited to share updates about the programs and initiatives carried out during the month of December 2024. Thank you to the NICEorg community for all the support. Stay tuned for updates!

### **From the CEO's Desk: Celebrating 2024 and Looking Ahead to 2025**

Dear Reader,

As we bid adieu to 2024, the month of December proved to be the perfect icing on the cake for NICEorg's mission of growing Cultural Entrepreneurship in the country. December saw a lot of initiatives/conversations through the year culminating into positive outcomes; great impetus going into 2025!

For the first time, [TiE Global Summit 2024](#) (TGS2024) created a day for cultural entrepreneurship which was curated by NICEorg. The event brought to the fore insightful discussions on what it takes to grow Cultural Entrepreneurship in the country along with Cultural Entrepreneurs presenting their brand stories via different storytelling formats. This stage set the tone for a lot of ambitious initiatives; some of which have already gained traction in the weeks following TGS.

December also witnessed Cultural Entrepreneurship being promoted at the [Kula Conclave](#) and HCL Foundation's [My E-Haat Conclave](#).

Heartfelt gratitude to the NICEorg Board, our advisors, investors, funders, interns, volunteers and all the Cultural Entrepreneurs for being part of our journey. Looking forward to accelerating this growth journey with you all in 2025 too!

K.V. Kanchana  
CEO

# Happenings at NICEorg in December 2024!



## NICEorg at TiE Global Summit 2024

**TiE Global Summit 2024** brought for the first time a segment on Cultural Entrepreneurship in partnership with **NICEorg** at Mysuru on the 12th of Dec., 2024. Sessions were designed to have varied conversations ranging from exploring and celebrating the uniqueness of cultural entrepreneurship to discussing how to build thriving **cultural entrepreneurship ecosystems**. The event also had inspiring talks by cultural entrepreneurs.

The sessions aimed to educate, showcase branded cultural enterprises, and highlight entrepreneurs, policymakers, funders, academics, and industry leaders driving livelihoods, wealth creation, and impact in their journey towards building Brand India. Key talks and panels featured entrepreneurs from sectors related to Experiential Tourism, Health & Wellness, food & beverages, Fashion and Home Decor.



## **NICEorg at Kula Conclave 2024**

At the Kula Conclave 2024, NICEorg participated in a session titled “Why Invest in India’s Creative and Cultural Enterprises.”

The discussions centered around:

- The economic and impact potential of creative and cultural industries
- The unique DNA of creative and cultural enterprises.
- What role can the right investment and support play to build a strong ecosystem

Speakers on the panel included **Ms Smriti Rajgarhia, Director, Serendipity Arts Foundation, Ms Kanchana KV, CEO, NICEorg and Mr Rafael Pereira, Executive Trustee, IMX- India Music Exchange.**

The session was moderated by **Ruchira Das, Director Arts, British Council**



## **NICEorg at HCL Foundation's My E-Haat Conclave 2024**

**HCL Foundation's My E-Haat Conclave**, held on December 13, 2024, at the National Crafts Museum in New Delhi, celebrated the rich artistry of Indian artisans and their invaluable contributions to our cultural heritage. This year's theme, **"Revitalizing the Craft Economy: Empowering Artisans, Enriching Traditions,"** brought together stakeholders from diverse domains, highlighting innovation and collaboration in the handloom and handicraft sectors.

The agenda was packed with insightful sessions, including a panel discussion titled "Craft Entrepreneurship and Incubation: Fostering Sustainable Craft-Based Ventures," moderated by **Ms. Kanchana KV, CEO of NICEorg**. This panel explored strategies for sustainable craft ventures, focusing on empowering artisans and revitalizing traditional crafts. Distinguished panelists included:

- **Prof. Darryl W Reed, Professor, Shiv Nadar University**
- **Ms. Khushlata, Member, ZingnZest Pvt. Ltd.**
- **Mr. Nitin Pamnani, Co-Founder, iTokri Enterprises Pvt. Ltd.**
- **Ms. Sharon Buteau, Executive Director, LEAD at Krea University**

Their discussions revolved around innovative approaches to strengthen the craft economy, ensuring artisans' livelihoods while preserving cultural traditions.



## **Svaguna: From Tech Marketing to Sustainable Food Forests**

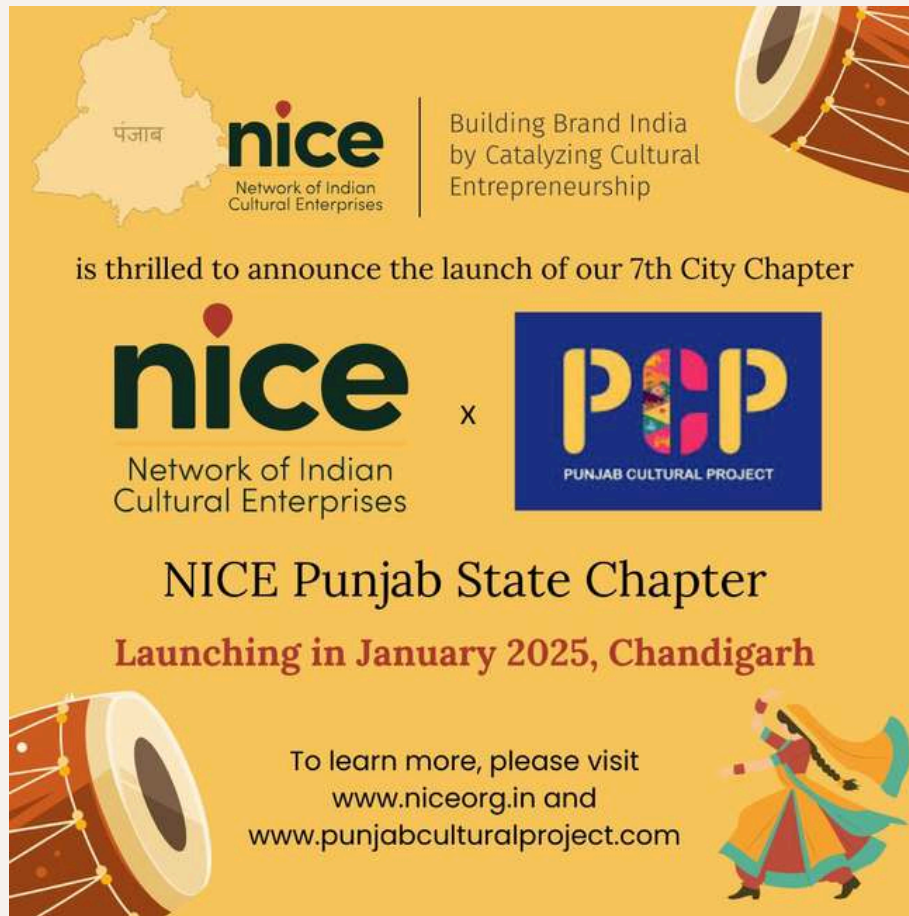
A decade ago, three siblings Monita, Rahul, and Dimple—transitioned from running a successful family tech marketing business to becoming pioneers in agroforestry. Driven by their passion for sustainability, they established **Svaguna**, a brand dedicated to transforming land into food forests and promoting biodiversity.

Guided by the principles of nurturing soil health, environmental harmony, and consumer well-being, Svaguna's journey hasn't been without challenges. From failed crops to farm fires, resilience and innovation became their guiding forces. Their flagship initiative—a food forest model—prioritizes long-term ecological balance, with products like natural lemon powder, Ayurvedic healers, and unique mithai blends embodying their ethos of purity and sustainability.

Today, Svaguna is more than a brand; it's a social impact venture. Their journey has been enriched through platforms like NICEorg, where they found mentorship, industry expertise, and opportunities to scale their vision. From representing India at global events to planning immersive retail spaces, Svaguna continues to redefine sustainable food cultivation with purpose and passion.

**Read the full story: <https://niceorg.in/blog/nicestories-svaguna-cultivating-groves-growing-impact/>**

# Upcoming Events at NICEorg



## **Launch of the NICE-PCP Punjab State Chapter**

NICEorg, in collaboration with the **Punjab Cultural Project (PCP)**, is thrilled to announce the launch of the NICE-PCP Punjab State Chapter. This marks the seventh addition to the NICE chapter network, following Hyderabad, Bengaluru, Chennai, Delhi, Mumbai, and Bengal.

The launch event will take place in Chandigarh in January 2025, bringing together cultural entrepreneurs, founding member organizations, and institutional stakeholders.

This pioneering initiative is designed to support Punjab-based cultural brands in starting, growing, and scaling by providing access to exceptional resources, expertise, funding, networks, and markets. Through programs such as Arohana and Mantrana, cultural entrepreneurs will have access to upskilling opportunities, mentorship, market access, and investor networks. The chapter will also advocate for policy support and foster collaborations to strengthen the cultural economy in Punjab.

Join NICEorg and the Punjab Cultural Project for the launch of the **NICE-PCP Punjab State Chapter on 18th January 2025.**

# 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!***



[@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](mailto: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.***