



**Haat to
My E-Haat**
Designing weaves of change

Content



Of metal
and clay

19



Of wood
and grass

29



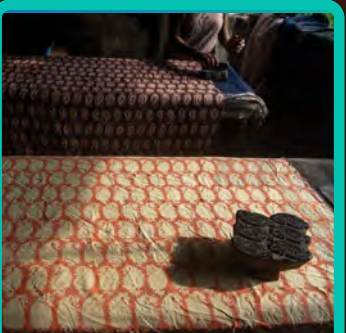
Of thread
and yarn

39



Of weaves
and looms

51



On the trail
of Kalamkari

61



Of brush
and stroke

67



Of flavours
and taste

75

3 | Forewords

7 | Introduction

11 | Building a rural
artisan brand,
Samuday Crafts Pvt. Ltd.

81 | Expansion and scale

83 | Acknowledgement



HCLTech

HCLTech is a global technology company, home to more than 224,000 people across 60 countries, delivering industry-leading capabilities centered around digital, engineering, cloud, AI and software, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending December 2023 totaled \$13.1 billion. To learn how we can supercharge progress for you, visit hcltech.com

HCLFoundation

HCLFoundation delivers the corporate social responsibility agenda of HCLTech in India. It contributes to national and international development goals by investing in long-term sustainable programs and special initiatives with thematic focus on education, nurturing grassroots sports, health and sanitation, skill development and livelihood, environment and disaster risk reduction, and response management. To ensure equitable development, child protective strategies, inclusion and gender transformative approaches are at the core of all the programs. Till date, the HCLFoundation has positively impacted over 5.5 million lives. To learn more visit www.hclfoundation.org

Foreword



भारतीय राष्ट्रीय सहकारी संघ
(भारतीय सहकारी आंदोलन की शीर्षस्थ संस्था)
NATIONAL COOPERATIVE UNION OF INDIA
(APEX ORGANISATION OF THE INDIAN COOPERATIVE MOVEMENT)

डॉ. सुधीर महाजन
आई. ए. एस. (रिटा.)
मुख्य कार्यकारी

Dr. Sudhir Mahajan
IAS (Retd.)
Chief Executive

Ref. No. : NCUI/CE/E-Haat/HCL/2024

Dated : 01.02.2024

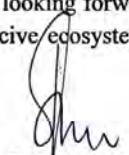
MESSAGE

It is heartening to note that HCL Foundation is going to release a coffee table book on E-Haat project during the partners' meet on 6th February, 2024. More than a grass-root and artisan centric initiative by CSR arm of HCL Tech, My E-Haat has emerged as a platform conducive for partnerships with like-minded organizations from across the domains including Government Sector, policy think tanks, design & management institutions, etc.

National Cooperative Union of India (NCUI) is the apex organization of cooperative movement which is working on various projects for the cooperative development in the country through National Centre for Cooperative Education Field Projects and other activities. In the past two years, NCUI has taken many key initiatives to empower the cooperative sector in India.

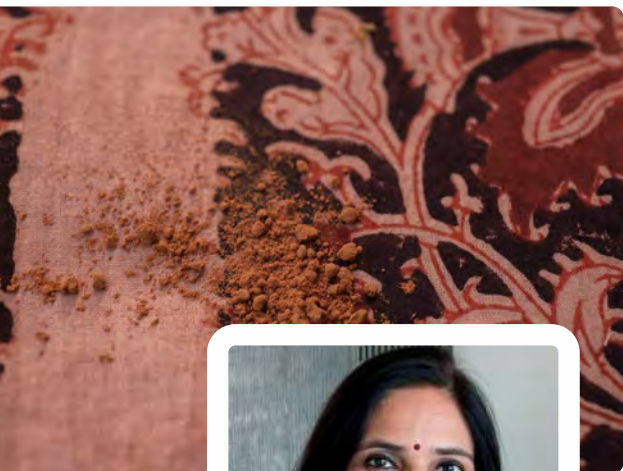
Through its partnership with HCL Foundation, NCUI has been closely working with Artisans, SHG women and Cooperative Societies to implement best practices with an aim to raise their living standards, by engaging them in various income generating activities. Collectively both organizations are working towards empowering artisans and Self Help group Women through livelihood generation and forming cooperatives for their socio-economic development. The objective is to provide comprehensive training and market support for promoting artisanal products to global audiences too. We are planning to jointly organize national and state level craft fairs /exhibitions, providing awareness and access to social entitlements and benefits of government schemes, health check-up camps and capacity building programs for artisans and cooperatives.

I congratulate HCL Foundation on this much needed initiative and would be looking forward to see more global level partnerships, which is crucial for building the conducive ecosystem for sector's growth and last mile reach.


(Dr. Sudhir Mahajan)

3, सीरी इंस्टीट्यूशनल एरिया, अगस्त क्रांति मार्ग, हाउज खास, नई दिल्ली-110016
3, Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi-110016

दूरभाष/Phones: 91-11-46062727/41811157, ई-मेल: ncuichiefexecutive@gmail.com Website: www.ncui.coop



My E-Haat An ode to India's artisans

HANDS that shape, that sculpt; HANDS that mould, that form. HANDS that nurture art forms and traditions over centuries, breathing life into our shared heritage. Custodians of legacies, these hands ensure the vibrant hues and patterns of India's artistic tapestry reverberate through time.

This book is our ode to the Indian artist, our tribute to the Indian craftsperson.

For within these pages lies the resilience of artisan communities. Welcoming us into their homes and lives, they infuse this book with their stories, weaving a rich tapestry of dreams and aspirations.

The My E-Haat special initiative of HCLFoundation honours these dreams. Transcending mere commerce, we design pathways to empowerment. Working alongside artisan communities, we foster entrepreneurial talent. Knitting threads of prosperity, we offer opportunities to upskill their craft, harness the power of collectives and connect directly with customers and markets.

As you turn the pages of this remarkable visual odyssey, we invite you to witness the transformative power of craft and the human spirit. Journeying through India's artistic landscapes, immerse yourself in the soul-stirring narratives of our artisans and feel the heartbeat of traditions pulsating through every page.

In the echoes of every artisan's skill and the rhythm of every crafted masterpiece, may you find inspiration in the HANDS that shape our cultural legacy.



Dr. Nidhi Pundhir

Vice President, Global CSR,
HCLTech & Director,
HCLFoundation

My E-Haat Crafting livelihoods

Over 3,000 artisans, 1,000+ products, 60 strategic partnerships and 1 lakh+ visitors to our online portal, since we conceptualised this special initiative.

In these numbers lies a tale. For they are milestones in a journey. An initiative that walked with scores of artisans as they rose to infuse new life into their craft.

The year was 2020. As the world isolated and hunkered down, we at the Foundation debated and strategized ways to up our game. How can we best serve our communities, especially those at the very last mile?

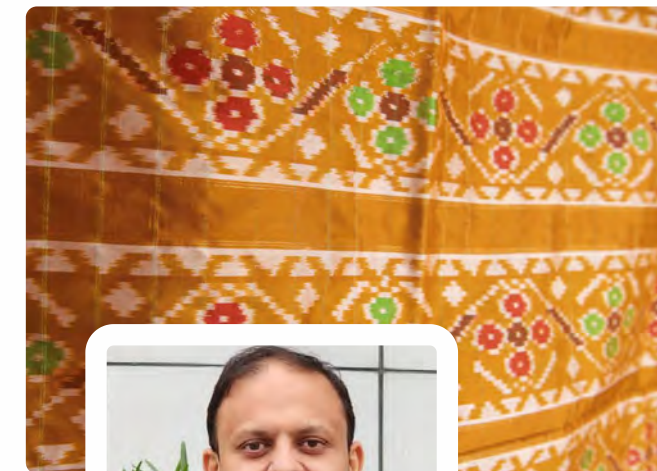
The artisan community was of particular concern. With no way of reaching markets, looms had fallen silent, the potter's wheel had ceased to spin. India's vibrant handicrafts had dimmed in the face of a global pandemic.

It is said that crises give rise to innovative solutions – with unmatched potential to impact lives, at scale. And so it was on August 2021, the HCLFoundation took a pioneering step and launched the My E-Haat special initiative.

A first of its kind CSR-funded inclusive online marketplace www.myehaat.in connects artisans directly with customers.

Shaped during COVID-19, the My E-Haat platform enables thousands of artisans to showcase their unique craft.

Investing in the value chain, it is strengthening the handicrafts ecosystem. Leveraging innovative technology-based systems, it validates handmade products, providing certification to many. My E-Haat is dedicated to India's artisans, its craft people. It is a celebration of their fortitude, of their incredible resilience.



Gaurav Majumdar

Technical Lead
Skill Development and
Livelihoods



My E-Haat: The initiative

Fusing creativity, traditions and skills with empowerment and entrepreneurship, the My E-Haat initiative celebrates India's rich handicraft heritage and its skilled artisans.

For centuries now, communities of artisans have upheld and nurtured diverse art forms.

The swirls of Warli art, the mystical eyes of Madhubani paintings, the 400-year-old practice of carving Kondapalli toys, speak to stories from ancient times.

The intricately embroidered Pashmina shawls, the vibrant colour palettes of the Pochampally, the fine art of Chikankari and the painstaking block printing art of Kalamkari – all proudly resounding with the spirit of India.

Once patronized by emperors, kings and noblemen, Indian handicrafts faced stiff competition from cheap mass-produced goods. The highly prized art fell prey to exploitative systems, pushing artisans to poverty. Disillusioned, many a young member started looking for work as unskilled labour in cities, leaving behind a rich heritage.

The size and opportunity of India's creative economy

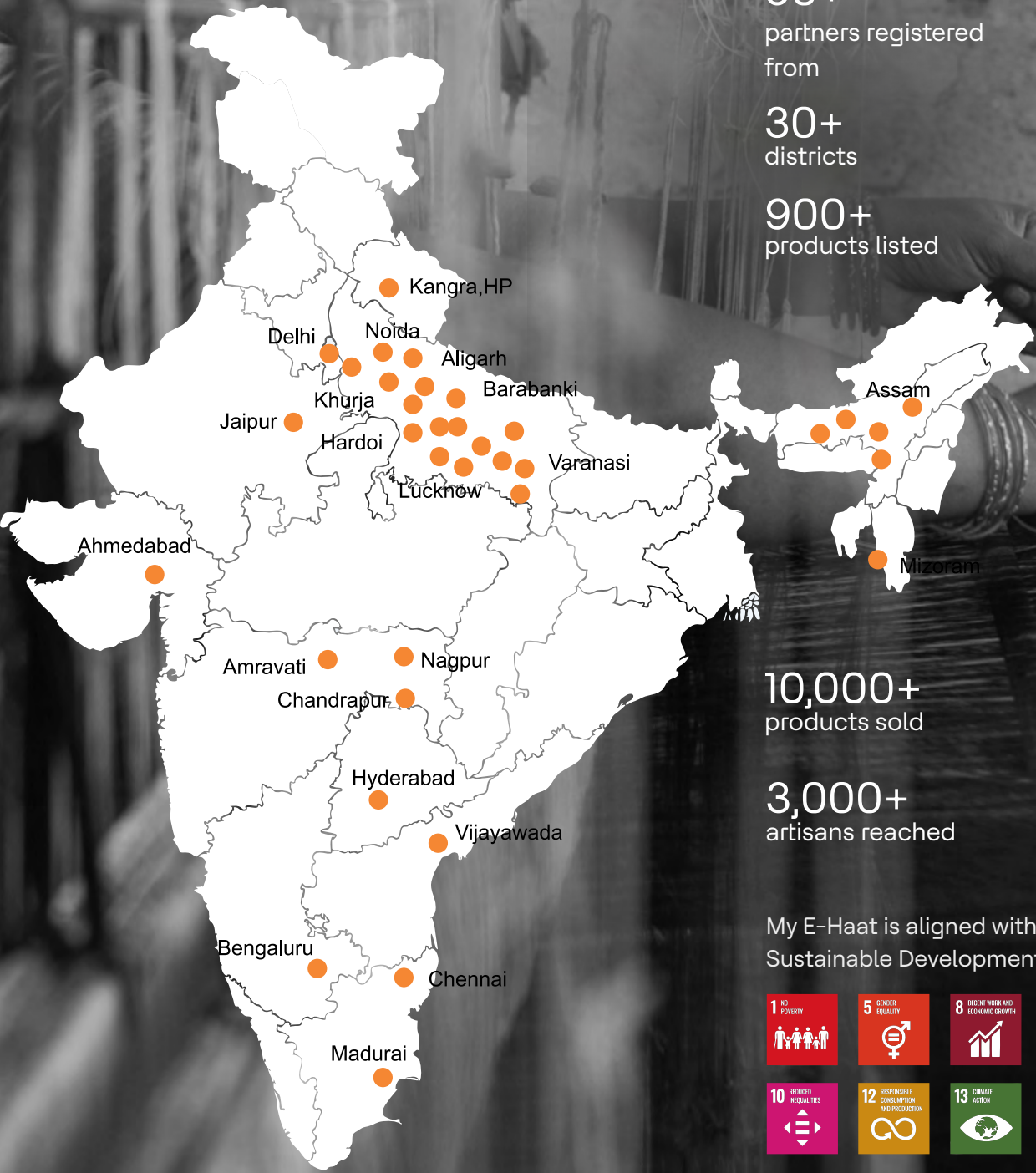
Picture this: over 7 million artisans and 35,000 unique products—India's artisanal economy is a powerhouse of potential. Operating mainly in the informal economy, the artisans belong primarily to rural communities. Second only to agriculture, it's a vibrant sector with the ability to transform rural livelihoods. It is estimated that over 200 million livelihoods are directly or indirectly linked to the artisan economy, making it a driver for employment growth.

Moreover, 50% of artisans in India are women. Hemmed in by social norms and reduced mobility, they find refuge in craft. Allowing them the comfort of working from home, it helps them meet a measure of financial independence. Viewed through a gender lens, bolstering the artisan economy is critical for inclusion.



Footprints

60+
partners registered
from
30+
districts
900+
products listed



10,000+
products sold
3,000+
artisans reached

My E-Haat is aligned with Sustainable Development Goals

1 NO POVERTY

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

Crafting success across the value chain



Seal of authenticity

My E-Haat collaborates with KOSHA for installing AI and cloud computing technology-based devices to authenticate handwoven Khadi. Craftmark: established in 2006, it sets industry-specific standards and norms for labeling handmade products.

Shilp charcha series

Conducted through webinars, our 'Shilp Charcha' series is designed to impart knowledge and build capacities. Conducted in Hindi, it focuses on developing essential skills for establishing and promoting enterprises, through both digital and physical channels.

Building a rural artisan brand

Samuday Crafts Pvt Ltd



“

When I was introduced to block printing, I was nervous. Will I be able to master this art? Today, I am a confident craftsperson. My work is not only neat, it is artistic. I mix the dyes and create beautiful colours.”

Neetesh Vimal Hardoi, U.P.



“

I still remember the celebrations when we received our first order. We were ecstatic. As a leader it is my role to encourage women to earn for themselves. In the next couple of years, our group will be a household name. I am certain of that”.

Madhu Hardoi, U.P.



“

I can fashion various products from wheatgrass - from small pen stands to big laundry baskets. As the work of our group grows, I hope we get more orders. Today, I don't have to ask my husband for small amounts. Tomorrow, I will not ask him for big amounts either. My hopes rest on this wheatgrass. I believe it will bring me economic freedom”.

Priti Devi Hardoi, U.P.



Priti, Madhu, and Nitesh – trailblazers all. Bound by a quest for purpose and identity, they stand tall as women who chose to break free of conventional roles. Among the first few women to sign up for trainings provided by Samuday Crafts, they found their calling as artisans.

Designed to create sustainable livelihoods for women by rejuvenating India's rich craftsmanship, HCLFoundation initiated 'Samuday Crafts' in 2017. Starting with two blocks in Hardoi, U.P. the initiative adopted a cluster approach.

Through a systematic process encompassing interest mapping to skill assessments, women were trained in rug weaving, Moonj weaving, Taat, Block printing, and Shibori crafts. And as women upped their skills and gained confidence, they were exposed to all aspects of running an enterprise. Trainings on financial and digital literacy, design, packaging, sales, marketing and communication were imparted.

Registered as a Pvt Ltd company in 2020, Samuday Crafts boasts an all-women directorial board drawn from the pool of rural women artisans. Linking 623 artisans to its ecosystem, the company fulfils bulk orders for prominent retailers like Fabindia. Their handmade products grace digital platforms such as Okhai, Flourish, My E-Haat, Flipkart, among others, and are showcased at renowned exhibitions nationwide.

With a healthy turnover of 3.5 Cr. (42,2315 \$) since its inception, Samuday Crafts is fulfilling its purpose of empowering women and preserving traditional crafts.



Key statistics

No of women trained
500+

Crafts supported
Natural Fiber (wheat grass, Kaas and Moonj), Chikankari, Taat Embroidery (upcycle plastic), Block printing

Geographical spread
5 Blocks, 35 Villages of Uttar Pradesh

Of metal and clay



“

My E-Haat helped me get an Ayushman card. It is my understanding that we get a cover of five lakhs for the family. With this card, I will get my father treated. I want his eyes to shine with pride when I show him my skills as a brass artist”.

Mohd. Waseem Sambhal, U.P.



Waseem's childhood memories are filled with images of his father hunched over a brightly burning flame, deftly welding brass pieces together. For Waseem, inheriting his father's craft was in keeping with the natural order of things.



In 2020, the COVID-19 pandemic struck, crippling the thriving brass industry in Sambhal. The town stood deserted as artisans fled in search of alternative livelihoods.

Amidst the exodus, Waseem remained. His father's fading vision made him the sole caretaker. Despite severe financial constraints, he chose to seek work locally, even if menial.



As the pandemic waned, My E-Haat joined hands with AIACA (All India Artisans and Craftworkers Welfare Association) to revive the brass work. Creating artisan groups, of which Waseem is an active member, they ensure craftsmen benefit from government schemes.



Key statistics

Art form
Brass craft

No of artisans supported
104

Intervention
Design development and
Upskilling of artisans
Market facilitation
Social security convergence

Partner
All India Artisans and Craftworkers
Welfare Association (AIACA)



“

I was running a small pottery business. After meeting Access and HCLFoundation, my work has grown. Through them I have visited various exhibitions and artisan fairs. Learning new designs and trends, I improved the quality of my products. Increasing my business connections, I am supplying my products to different cities”.

Mohd. Zubair Khurja, U.P.



“

Since our association with the NGOs, work has increased and so has my income. I have opened a bank account and am able to save every month. It is so satisfying to see a healthy bank balance. I can meet my children’s needs and plan for their education.”

Savitri Devi Khurja, U.P.



Key statistics

Art form

Pottery

No of artisans supported

129

Intervention

Market linkage through B2B/ B2C approach
Opportunities for exhibitions and event participation
Product development in 3D design

Partner

Access Development Services

Of wood and grass



Kondapalli toys



“

Kondapalli toys are a 400-year-old tradition, made only in Kondapalli town. Entire families are involved in making these toys. What makes these toys so distinct, is that they are made of special wood. Depicting scenes from rural life, from mythology, they stand as vibrant storytellers. Today we are fighting the proliferation of cheap plastic toys. I am certain with the support of My E-Haat the whole world will know about this exceptional art”.

Durga Prasad Kondapalli, Andhra Pradesh





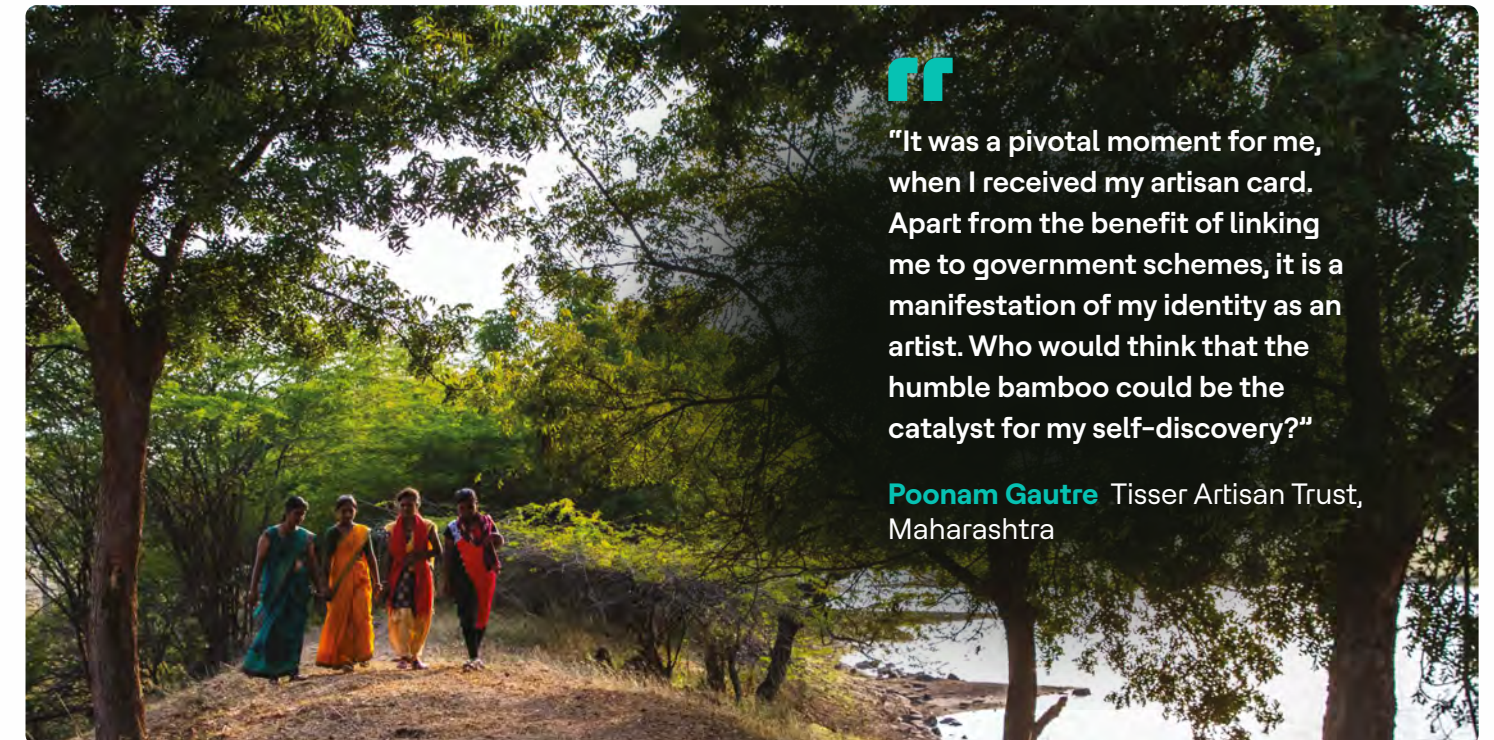
Six years ago, Poonam was confined to her home. Eager to explore any opportunity that would help her grow, to evolve, she longed to explore the world outside her window.

And then bamboo entered her life.

A skill training initiative on bamboo crafting was announced. Held near her village, it was meant only

for women. Intrigued and wanting to break free from the daily monotony, Poonam signed up.

Six years on, Poonam is adept at fashioning bamboo into myriad products – from diaries and notepads, to pot stands and flower vases. Recognizing her zeal and her entrepreneurial spirit, she was nominated as a trainer.



ff

“It was a pivotal moment for me, when I received my artisan card. Apart from the benefit of linking me to government schemes, it is a manifestation of my identity as an artist. Who would think that the humble bamboo could be the catalyst for my self-discovery?”

Poonam Gautre Tisser Artisan Trust, Maharashtra





Key statistics

Art form

Bamboo craft

No of artisans supported

100

Intervention

Product development and marketing

Partner

Tisser Artisan Trust

Of thread and yarn



“

I learnt the fine art of Chikankari embroidery just two years ago. I am very clear that in the next five years, I want to enhance my skills and set up my business. The deeper my knowledge, the finer my embroidery will be. I will attract discerning clients”.

Meena Rawat SHWET, Lucknow



“

I don't like asking my husband for money. And he doesn't allow me to go out. Chikankari presented itself as the perfect solution. I can embroider sitting at home and earn a few rupees. Once you have your own earnings, you are confident and other people respect you too”.

Rani Bai SHWET, Lucknow



Excitement fills the air at the group's meeting. A special order awaits completion— a bespoke Chikankari piece featuring the My E-Haat logo. This will be unveiled at the inaugural My E-Haat Conclave.

Chikankari or Chikan embroidery is synonymous with the city of Lucknow. Its signature shadow effect graces pastel muslin and cotton.

Through trainings, the women have mastered modern techniques. Embracing diverse fabrics and hues, they embellish their work with Mukaish, Kamdani, Badla, sequins, beads. Marketed under the brand SHWET, their products have earned the CRAFTMARK certification.

And as the women meticulously embroider the My E-Haat masterpiece, they are enveloped with a sense of pride. For in its delicate details, lies the essence of their heritage.



Key statistics

Art form

Chikankari

No of artisans supported

700

Intervention

Enterprise development
Sourcing of raw material
Govt scheme entitlements

Partner

Safe Society



“

I am so proud that I create beauty from a simple skein of yarn. Moreover, I am no longer sitting idle as it allows me to work from home. I am a proud contributor to my family's collective income”.

Manju Singh Mon Ami Foundation, NOIDA, U.P.

“

I knew how to crochet, but my work was not neat. After participating in trainings, my work has improved and now I can craft any item. Crochet lends itself to many forms, from a small flower to a flowing dress. I am so thrilled that my work is displayed in big shops”.

Abhilasha Devi Mon Ami Foundation, NOIDA, U.P.



Key statistics

Art form

Crochet

No of artisans supported

350

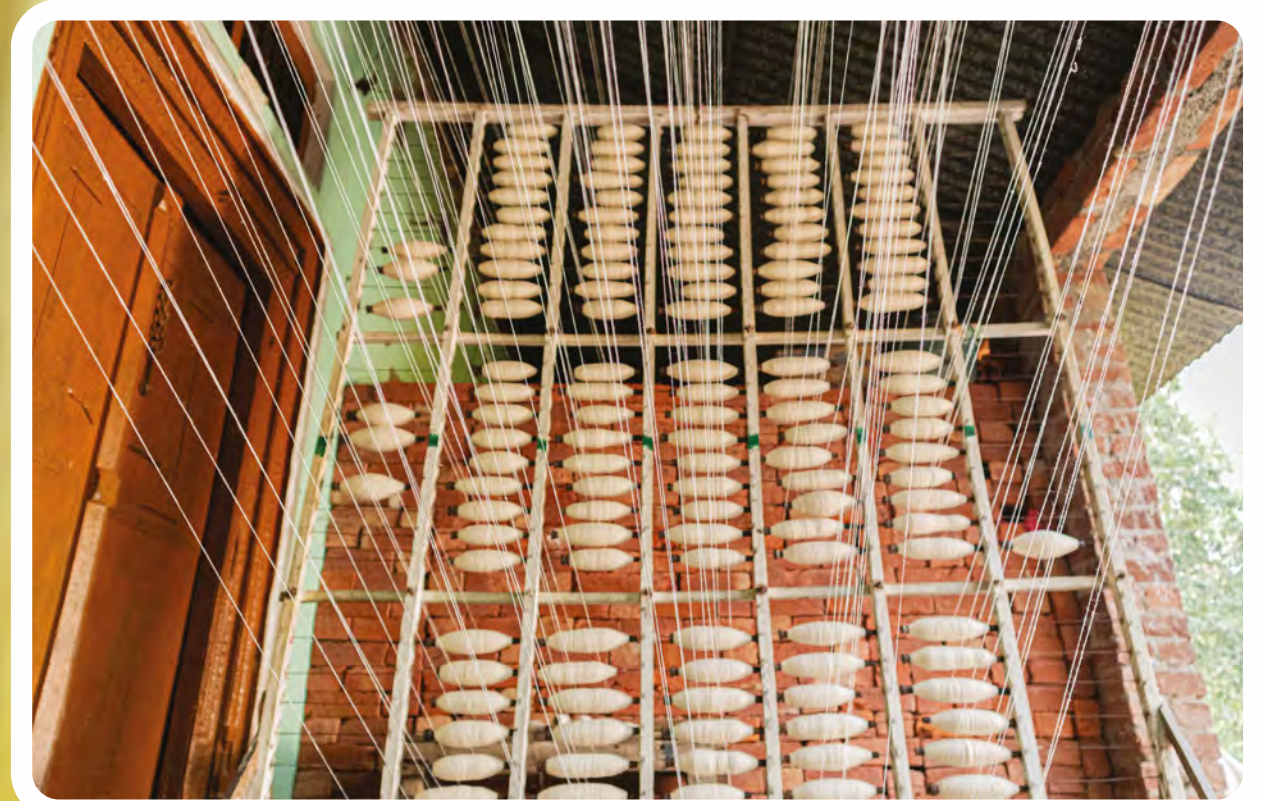
Intervention

Design development and skill upgradation training
Capacity building for digital marketing
Market linkage and business development
Social schemes convergence
Exhibition opportunities

Partner

Mon Ami Foundation
EFRAH

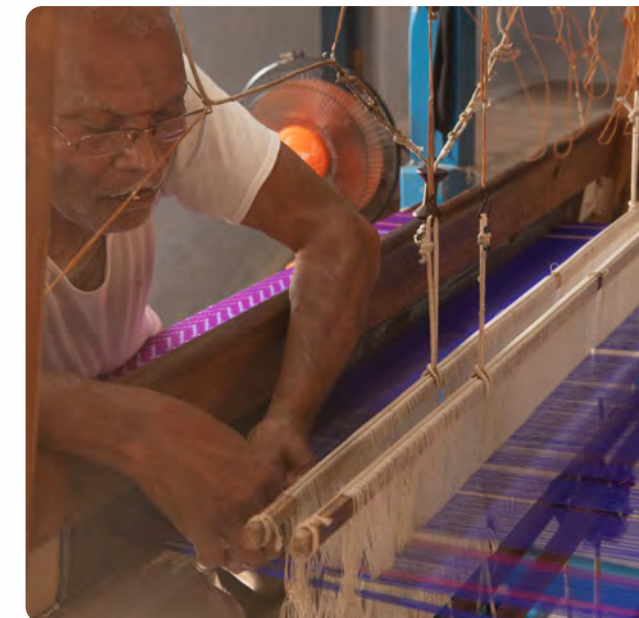
Of weaves and looms





Our village Pochampally is renowned for its sarees. However, small weavers struggle to survive. With the support of My E-Haat, we are improving our marketing. We hope to reach more customers through exhibitions and the My E-Haat online portal”.

Tadak Sharada Pochampally, Telangana



Home to the iconic Pochampally Ikkat sarees, Pochampally town in Telangana is known for the enduring beauty of its centuries old craft. Comprising 80 villages, this weaver's hub has found a place on UNESCO's heritage sites.

The uniqueness of Pochampally Ikat lies in the intricate dance of design and color, skillfully transferred onto warp and weft threads before being woven together—a global phenomenon known as double Ikat textile.

Working with the weavers cooperatives, My E-Haat offers them access to global customers through its e-commerce platform.



Key statistics

Art form

Pochampally

No of artisans supported

100

Intervention

Financial literacy and digital integration
Representation in international exhibitions

Partner

Federation for MSME Clusters

Weaving fine cloth in Barabanki



“

We've always worked through local contractors. And though we were underpaid for our craft, we had no choice. As artisans we want to grow our work. With the support of AIACA and HCLFoundation we have set up a group - TANA BANA. From earning 10 rupees per metre, we are now earning 35 rupees per metre.”

Ameenursheed Sehari, Barabanki, U.P.

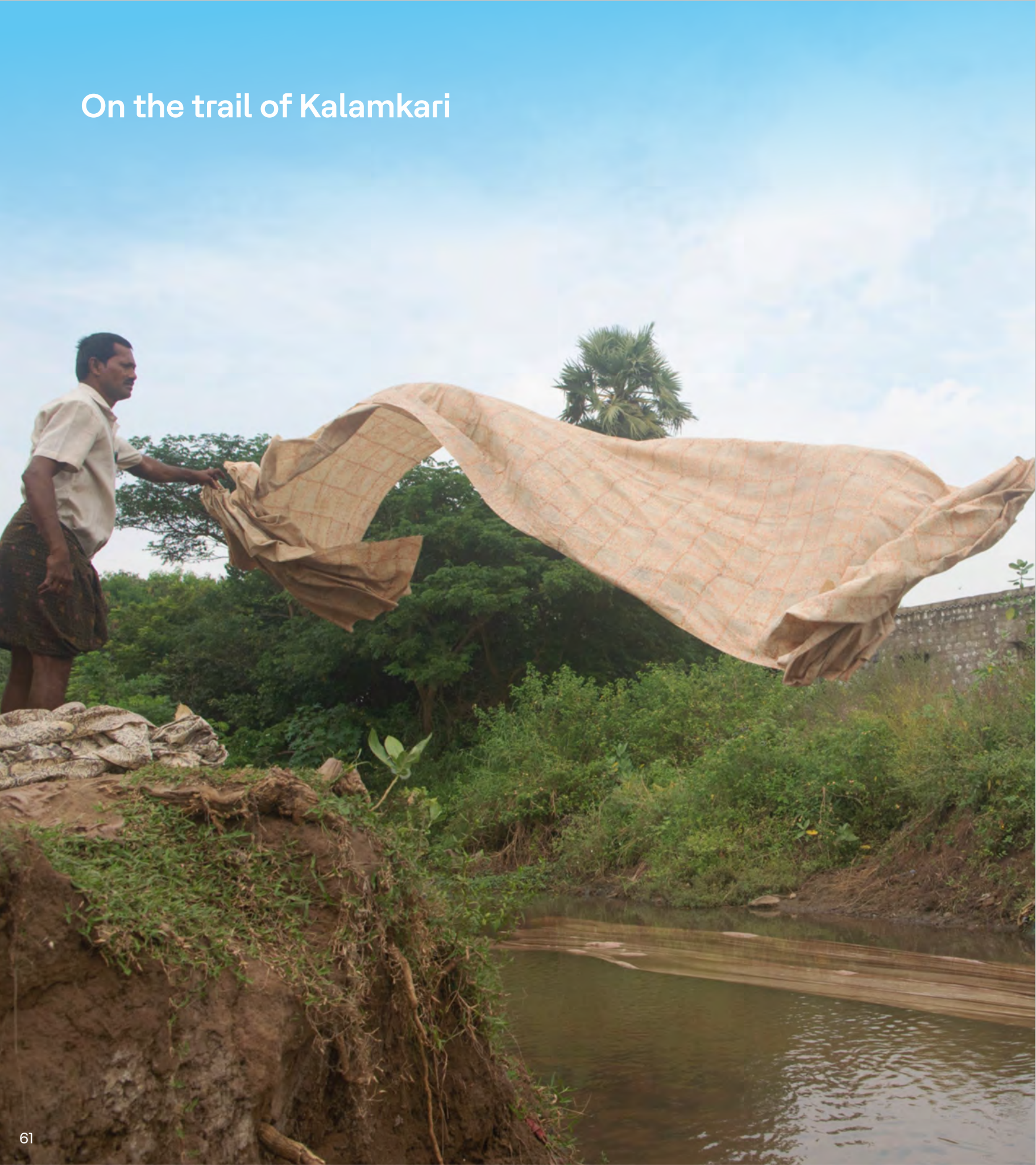


Confined to our villages, we had no knowledge of the outside world. This made us dependent on contractors, or middlemen. With the support of our group, we too have travelled to big cities. Participating in trainings and exhibitions, our perspective has widened, our horizons have broadened. Our pathways to prosperity have increased”.

Nureen Sehari, Barabanki, U.P.



On the trail of Kalamkari





rr

I am happy that HCLFoundation has recognized the work of Kalamkari artists. Passed on from generation to generation, our village is famous for this art. We are thrilled to see our products on the My E-Haat portal. We want everyone in India to learn about our art and place orders”.

Syamala Rao Pedana Kalamkari Cluster, Andhra Pradesh



Standing on the edge of a flowing stream, Syamala Rao tosses metres of fabric into the water. As metre after metre unfurls, finding its way into the stream, his artisans untangle and expertly and submerge it in the water.

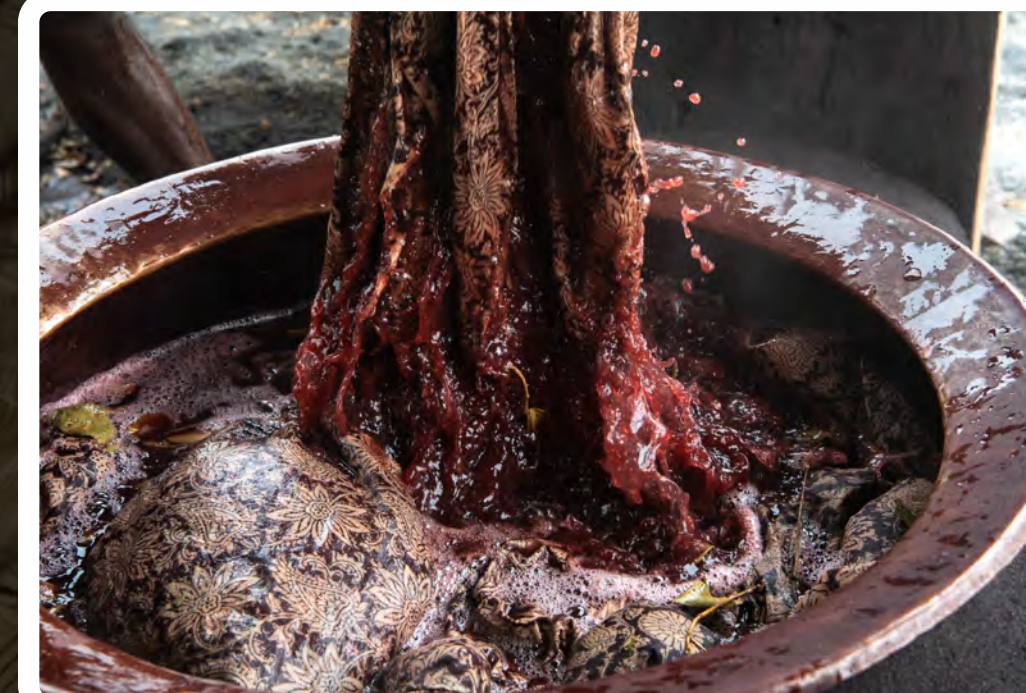
Known as ‘canal wash’, this step is an integral part of the several phases involved in Kalamkari. This textile art of painting and block-printing cotton and silk fabrics involves several painstaking steps. Bleaching, softening, sun drying, preparing natural dyes, hand painting, air drying, and washing.

Syamala Rao belongs to Kappaladoddi village near Machilipatnam. Renowned for the Pedana or the Machilipatnam style of Kalamkari, more

than 70% of the village relies on this art for their livelihood.

Literally meaning ‘work done with a pen, the word Kalamkari originates from the Persian words ‘Qalam’ (pen) and ‘kari’ (craftsmanship). Intricate designs, mythological narratives, folklore, and scenes from nature are carefully transferred on the cloth through block printing.

Made from natural vegetable dyes, its vibrant colour palette is derived from locally sourced plants and minerals. Rooted in history, Kalamkari has adapted to the contemporary world, gaining global appreciation as both a traditional craft and a timeless art form.



Key statistics

Art form

Kalamkari

No of artisans supported

650

Intervention

Contemporary design

Upskilling by National Institute of Design

Marketing on digital platforms
My E-Haat, Indiahandmade.com,

Exhibitions and expositions.

Partner

Vasavya Mahila Mandali

Of brush and stroke





“

I love painting. And when I heard about the Madhubani Centre, I jumped at the opportunity to learn this art. I love the way fish, birds and flowers are depicted in Madhubani. I am looking to hone my skills and become a famous artist”.

Shivangi Diwakar NOIDA, U.P.



Literally translating to "Forest of Honey," the Madhubani art boasts of origins as rich as its bold designs. Rooted in the rural customs of Mithila (Bihar), women adorned the walls of their homes with this art. Narrating mythological tales and local folklore with every brushstroke – each piece is a visual feast.



Key statistics

Art form

Madhubani painting

No of artisans supported

100

Intervention

New product development

Digital media promotion

Partner

Praytna

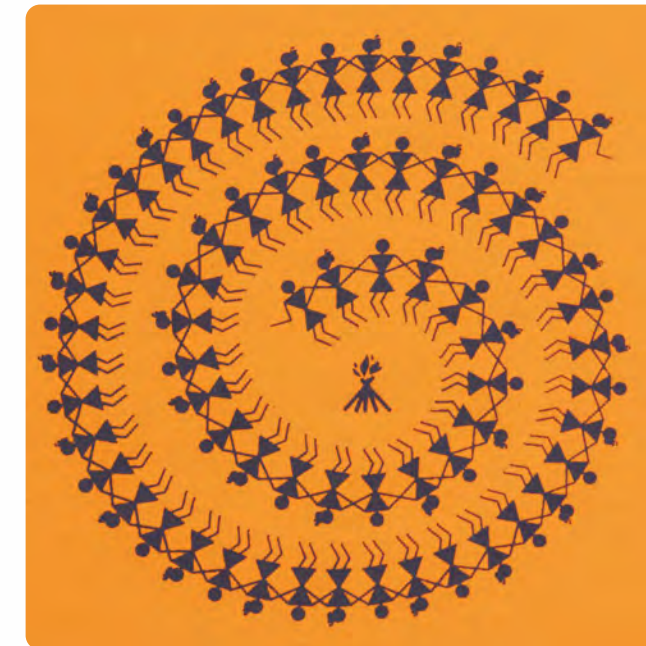


One of the finest examples of tribal art, Warli paintings from Maharashtra are defined by their elemental simplicity.

Originating from the Warli tribe, this art is a celebration of the daily rhythms of tribal life. Tracing its roots to 2500 B.C, the hallmark of Warli lies in its visual language. Each stroke, each shape, an ode to tribal bonds, and their fundamental relationship with nature.

From the walls of tribal huts, curated collections extend their reach. Warli's circular patterns now grace an array of products, including bags, file folders, apparel, home décor and paintings.

Together with many leading institutions and organizations, My E-Haat is committed to preserving this art form.



Key statistics

Art form

Warli

No of artisans supported

150

Intervention

Design development trainings
Social security convergence

Partner

Aroha Multipurpose Society



Of flavours and taste





Sitting quietly, members of the Irula tribe watch reverently as their headman performs the puja. As the tribe prepares to venture into the forest, he is appealing to the forest deity for protection.

With their home in the hills of Denkanikottai, in Tamil Nadu, the Irula tribe depend on the forest for their survival. Harvesting honey, amla, roots of the Irula tree and other produce, they live in complete synchronicity with nature.

Collaborating with Rural Development Council (RDC), My E-Haat has supported the establishment of Melagiri Natural Products Pvt Ltd. Bringing together all organic products produced by the Irula tribe under one brand, the partners are creating a sustained livelihood stream for the Irulas.



Key statistics

Art form

Non-Timber forest products cultivation

No of artisans supported

150

Intervention

Packaging and brand development
Market promotion

Partner

Rural Development Council (RDC)

“

I am now a baker. I know how to bake cookies with different flavors. Be it sweet or savory, or prepared from wheat or millets. I am excited we have opened a café on the HCL campus. Baked with love and care, catering to different palates, I know our Zingzest cookies will be a hit”.

Khushlata Singh NOIDA , U.P.



“

Over the course of my training, I have learnt the importance of measurement. It is critical in baking. Just a couple of grams here or there, can make a word of difference to the taste and texture of your product. Consistency is key”.

Vineeta NOIDA, U.P.

Key statistics

Art form

Healthy Millet Products

No of artisans supported

150

Intervention

Capacity building and training
Enterprise development
Market linkage

Partner

Access Development Services





My E-Haat Display Centre

Expansion and scale

Step into the future of craftsmanship at My E-Haat Display Centre in Sector 104, Noida, Uttar Pradesh.

Inaugurated on October 14, 2022, by Dr. Nidhi Pundhir, VP & Director HCLFoundation, Ms. Aoife Walsh, Senior Director Global Thought Leadership, and our outstanding artisans, this hub weaves together skill enhancement and empowerment. For within this space, the artisans display their skilfully crafted products, and receive

trainings on design development, government support, quality control, and financial literacy training.

Featuring a boutique setup with 900+ handmade treasures from across India, it's a gateway for collaborations and corporate partnerships.

The Display Centre is where tradition meets tomorrow, crafting a sustainable future!



My E-Haat Conclave

The My E-Haat Conclave radiates unity and purpose, gathering policymakers, industry leaders, and artisans in a powerful synergy. Curated by HCLFoundation this national forum is dedicated to tackling challenges faced by artisans and women entrepreneurs in the handloom and handicraft sector.

By fostering dialogue among diverse stakeholders, from government bodies to industry experts, the Conclave strives to unlock innovative solutions, promote digital promotion, and amplify the voices of those shaping India's vibrant cultural enterprises.

An annual event, the My E-Haat Conclave is driven by the Foundation's purpose to create a future of boundless possibilities for artisans and entrepreneurs alike.



Acknowledgement

Partners

All India Artisans And Craftworkers Welfare
ACCESS Development Services
Association (AIACA)
Prayatna
Monami Foundation
Empowering Impressions-Shishu Sarothi
Hygiene Services
Green Bird FPO
Kalakritiyan
Shri Handicrafts
She Weaves Wonders
Madhubani Chitrakala Studio
Udaan
Aranyaka Processing Unit
Kalaaai Studio
Chiranthana
Panaah
Dhanraj Pottery Manufacturer
Practicable Box
Kalaaai
Mustard Cottage
Nagpur Handicraft
Nageshwar Enterprises
Hand Made Is Heart Made
Apna Kangra
Mimosa Designs
Green Donkey Farms
Firoja Moonj Products
Falah Handicrafts
Tiranga Clf_fashion Clothes
M/s Aryan Statue Works
Zingnzest Private Limited
Nishtha Macrame Work
Black Bubble
Naina Creation
Kadam Haat Basketry Barn Private Limited
Gcart

Ode To Earth Enterprises Private Ltd.
Khandelwal Enterprises
Devs Handicrafts
Kajal's Kraft
Ankuran Handicraft Pvt. Ltd
Maa Lalite Sankul Estariya Samiti
Sarvesh Shoemaker Hamirpur
Subho Cluster Level Primary Coop Society Ltd
M/s Jai Lakshmi Swayam Sahayata
Mahadurga Shg
Puja Aajivika Self Help Group
Mainao Self Help Group
Bhimrao Ambedkar Swyam Sahayata Samuh
Sangam Prerna
Kangra Art Promotion Society
Aatm Nirbhar Women's Association Trust
Hawakhana Cluster Level Federation
Vishvas Mahila Sankul Sangh Nagal
Gunjan Handicraft Co-operative Society
Viransh International
Tinytoons
Ivillage Social Solution LLP
Earthcare
Fonts Education And Learning Foundation
Janardan Prasad Memorial Multipurpose
Social Service Society
Sunaina's Ceramic
Cultech Wave Pvt Ltd
AV Groups
Sadhna
Gulmeher Green Producer Company Ltd
Terracotta By Sachii
Industree Foundation
Ekibeki India Pvt Ltd
Gauri International
Ayang Trust
Aroha Multipurpose Society
Varanasi Weavers & Artisans Society



Society For Public Education Cultural Training and
Rural Action (SPECTRA)
Living Looms Of India Producer Company Ltd
Seher Retail Pvt Ltd
Crafts Women Producer Company Limited
Desert Pastoral Producer Company Limited
Tisser Rural Handicraft Private Limited
Madhavi Creations
Shivalika Corporates
Sakha Ek Pehel Foundation
Aawahan The New Voice
R & R Group LLP
GMR Foundation
Mrinal's Bangalore
Child & Social Welfare Society
Vasavya Mahila Mandali
Creasent Handicraft Handloom Artisan Assoc.
The Banyan
Vikram A Sarabhai Community Science Centre
Sathvika Ikkat House
AEPC Society For Human Resource Development
Safe Society
Action for Ability Development and Inclusion (AADI)
Thenkani Women Trust
Community Aid and Sponsorship Programme
Samuday Crafts Pvt Ltd
EFRAH (Empowerment For Rehabilitation Academic
and Health)
Foundation For MSME Clusters

Leadership
Dr. Nidhi Pundhir,
Vice President, Global CSR,
HCLTech & Director,
HCLFoundation

Ms. Simi Suri,
General Manager, HCLFoundation

Coffee Table Book Development team
Gaurav Majumdar
Vikas Dargan
Ayushi Maheshwari
Mili Agarwal
Sumit Malik

Team
Anshu Joshi, Piyush Wankhade, Samuel Ebenezer, Bapanapalli
Shrinivasulu, Prabakar Ignatious Prince, Vineet Singh, Sheetal
Kumari, C. Newton Raj, Prijoe Tharuk, Anoob Varghese,
Sreelakshmi S Menon, S. Joshua Livingston, Mahender Kasula,
Mohsin Ansari, Milan Paul, Anoop Naryan

Photography
Moin Mubarak: Bamboo craft, Crochet, Chikankari, Handloom
weaves in Barabanki, Khurja pottery, Brasscraft Sambal,
Samuday crafts, Warli art, Tie and Dye, Madhubani art,
Zingzest cookies, My E-Haat Display Center
Santhosh Pai: Kalmakari, Kondapalli toys, Pochampally and
Irula tribe

Content, conceptualization and design
Payal Randhawa,
Founder Director
BWorks Communication and Advisory Services
Dev Datta, Founder Dev.Datta.Design



HCLFoundation

hclfoundation@hcl.com

HCL Technologies Ltd. | Technology Hub, SEZ,
Plot No. 3A, Sector 126 | Noida - 201304, Uttar Pradesh, India

www.hclfoundation.org

www.myehaat.in

Follow us on

