



THE NABHA FOUNDATION



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Nabha Phulkari

Standing The Test Of Time And Winning Accolades

In November 2021, 'Nabha Phulkari Mahila SHG' was chosen for a new initiative by the **All India Artisans and Craftworkers Welfare Association (AIACA)** supported by the **Faizal and Shabana Foundation** due to its potential for growth and enterprise.

Training and workshops for the artisans under this initiative are successfully being conducted (details given in the diagram). New artisans/villages have been identified by our team and are now part of the group.



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Skill Training

For the artisans part of the group. 60 new artisans were identified in 10 new villages and have now joined the group

Cluster Development

There are 10 clusters with 94 members. 5 meetings were held with them on awareness, social & business development of the artisans

Business & Skill Development Workshops

For the artisans on Costing, Quality Control & Production, Leadership & Social Entitlements

Activities covered by the Nabha Foundation under the AIACA initiative supported by the Faizal and Shabana Foundation

Design Competition

84 artisans participated and their natural creativity was encouraged. 3 winning entries were announced on Women's Day

Social Entitlement Schemes

For awareness on Government Schemes & Entitlements and the process to avail the benefits, two Convergence Camps were organised for the community and many artisans participated

BHARATBHAGYA VIDHATA -Satrangi Bazaar

We participated in this 10 day event at Red Fort and showcased Nabha Phulkari

Design Development workshop for the Artisans in Collaboration with the National Institute of Fashion Technology (NIFT)

Under the guidance of the Ministry of Minority Affairs, the Nabha Foundation in collaboration with NIFT organized a 15-day long design development workshop 'Intervention and Product Diversification Workshop in Phulkari'.

The Ministry of Minority Affairs has launched a scheme 'Upgrading The Skills and Training in Traditional Arts/Crafts for Development (USTTAD)', which aims to preserve the heritage of traditional arts and crafts of minorities and build the capacity of traditional crafts persons and artisans. The scheme aims at capacity building and updating the traditional skills of master crafts persons and artisans. Under the scheme, the Ministry of Minority Affairs has entrusted a project to NIFT with the objective of training and upgrading the skills of craft persons belonging to the minority communities thereby preserving traditional ancestral arts/crafts being practiced by them.

This is the 4th design development workshop in the series hosted by NIFT for the artisans of Phulkari Mehla SHG in which 15 artisans participated. Renowned Designer Ms. Pratima Pandey led the workshop. Ms. Pandey is a NIFT alumnus and winner of the Grazia Young Awards in 2011 in the category of eco-friendly fashion. Her women's wear label PRAMAA (established in 2009), emphasizes natural fabrics and indigenous embroidery techniques thereby encouraging craftsmanship and sustainability.

The Ministry of Minority Affairs representative consultants Mr. Kalyan Basu and Mr. Lalit Mehta visited the workshop which was organised by Ms. Neeti Banga, Associate Professor Campus Project coordinator Phulkari USTTAD NIFT, New Delhi. The Consultants from the Ministry were very happy to see the output achieved in form of training for the artisans and the team motivation and deliverables through the efforts of the Nabha Foundation and NIFT. We also invited Mr. Gurdev Singh Mann, MLA of Nabha to attend and see the work of the artisans on display. Mr. Mann was very happy to know about the sustainable contributions toward the revival of the craft and motivated the artisans to give their best

Reviving & Preserving our Heritage

Our initiative aims to provide a decent, sustainable livelihood to the phulkari artisans. Our focus also lies to revive ancient phulkari and make it a cherished part of the

contemporary world. The Nabha Foundation launched The Phulkari Traditional Textile and Craft Program in 2007, as an income generation activity among women below the poverty line and to empower them towards a destination of self-sustainability. Nabha Phulkari Mahila SHG, which was formed under the program, is providing sustainable livelihoods to many women in the region.

It was a moment of pride when Phulkari by our artisans of Nabha was displayed at the National Museum.

A big thanks to Ph.D. Scholar Gurvinder Kaur Gunde, Guide and Mentor Prof (Dr.) Anjali Karolia, Department of Clothing and Textiles, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara for designing this exquisite art piece and supporting the Foundation for reviving traditional, ancient phulkari. Ms. Gurvinder worked closely with our artisans who took up the challenge and the result of their hard work is now displayed at the National Museum in Delhi. It took months of persistence, patience, painstaking attention to detail and most of all passion to create a masterpiece of this magnitude.

About the Exhibition

Ministry of Culture and the National Museum in collaboration with Abheraj Baldota Foundation organized an exhibition 'Sutr Santati', celebrating 75 years of India's birth as an independent nation, by bringing together diverse textile traditions of the country yesterday. The exhibition was inaugurated by Secretary, Ministry of Culture Shri Govind Mohan. On display are more than 100 textiles by 75 prominent artisans, craftspeople, designers, and artists. 'Sutr Santati' means the continuity of yarn. As a title to the exhibition, it is a metaphor for ongoing dialogues in Indian culture and society, which shape its evolution, bridging the past with the future. Curated by Ms. Lavina Baldota, the exhibition highlights the craftsmanship and ecological preservation as its key feature. The exhibition's curatorial vision seeks to promote the ideals of organic and slow consumerism in defining a nation such as India's self-worth, and the inherent collective, collaborative efforts which are required to push towards such goals

About The Exhibited art-piece titled 'RUKH-Tree of life'

'RUKH-Tree of life' is a symbol of personal development, uniqueness, individual beauty, and its connection with divine power.

In the presented artwork, Artist-Designer Ms. Gurvinder attempts to connect the main motif tree of life with its



symbolism depicted in Sainchi Phulkari and its blend with Darshan-Dwar Phulkari. Sainchi Phulkaris were media and story canvas of Punjabi women. This domestic craft was embroidered by women to express their aspirations and count their blessings. The Darshan Dwar translates to the doorway to heaven; was made when one's pious wishes for the well-being of the family were fulfilled. It was made to be offered to the holy shrine, where it was used as a holy book cover for Guru Granth Sahib Ji or was decorated as a wall piece behind the holy shrine.

The presented artwork has been uniquely designed using a tree of life motif enclosed with the Darshan Dwar motif to symbolise its connection with the creator the divine power. The peacock motif embroidered near the door of Dwar symbolises beauty and wealth. The lion motifs on top of the Dwar symbolise the protector. The other motifs are the floral motifs embroidered as countless floral offerings to divine power.

Do visit the National Museum, Janpath, New Delhi from 20th August till 20th September 2022 to witness the amazing collection. The National Museum was established in 1949. It holds a variety of articles ranging from the pre-historic era to modern works of art.

Special Visitors at the Exhibition

Manish Malhotra, India's leading Couturier attended the exhibition and said "The Artisans weave magic all the time, the colour, the design the pattern and the magical part is their passion and patience to be involved for that many hours and create something so artistic and beautiful that we are all so proud of culturally, that itself is magical" (source: India Today).

Radhika Raje Gaekwad, Maharani of Baroda attended the exhibition and loved the Nabha Phulkari on display and said "it's amazing that the technique is kept as authentic as done in olden time".

Gaurav Gupta, India's leading Couturier attended the exhibition and said "What is most important is being authentic to your craft. There are many ways designers today can take sustainable steps. The message of sustainability needs to be spread continuously so that there is much more awareness among the consumers eventually that what I am wearing is authentic and sustainable. Traditionally Indian artisans and India as a concept have always been sustainable, we just need to revive it back" (source: India Today).



Talking Through Pictures....



ਨਾਭਾ ਫਾਊਂਡੇਸ਼ਨ ਵਲੋਂ ਔਰਤ ਦਿਵਸ ਮਨਾਏ ਜਾਣ ਮੌਕੇ ਦਾ ਦ੍ਰਿਸ਼। ਅਜੀਤ ਤਸਵੀਰ

ਨਾਭਾ ਫਾਊਂਡੇਸ਼ਨ ਨੇ ਮਨਾਇਆ ਵਿਸ਼ਵ ਔਰਤ ਦਿਵਸ

ਨਾਭਾ, 8 ਮਾਰਚ (ਕਰਮਜੀਤ ਸਿੰਘ)-ਨਾਭਾ ਫਾਊਂਡੇਸ਼ਨ ਵਲੋਂ ਉਨ੍ਹਾਂ ਦੇ ਦਫ਼ਤਰ ਵਿਖੇ ਆਇਕਾ ਅਤੇ ਫੇਜ਼ਲ-ਛਬਾਨਾ ਫਾਊਂਡੇਸ਼ਨ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਫਾਊਂਡੇਸ਼ਨ ਦੇ ਮੈਨੇਜਰ ਮੇਜਰ ਟੀ.ਐੱਸ. ਮਣਕੂ ਦੀ ਅਗਵਾਈ ਹੇਠ ਵਿਸ਼ਵ ਔਰਤ ਦਿਵਸ ਮਨਾਇਆ ਗਿਆ। ਇਸ ਮੌਕੇ ਨਾਭਾ ਦੇ ਵੱਖ-ਵੱਖ ਪਿੰਡਾਂ ਦੀਆਂ ਔਰਤਾਂ ਅਤੇ ਲੜਕੀਆਂ ਨੇ ਰੰਗ-ਰੰਗ ਪ੍ਰੋਗਰਾਮ ਪੇਸ਼ ਕੀਤਾ। ਇਸ ਮੌਕੇ ਔਰਤਾਂ ਨੂੰ ਉਨ੍ਹਾਂ ਦੇ ਹੱਕਾਂ ਪ੍ਰਤੀ ਜਾਗਰੂਕ ਕਰਨ ਲਈ ਭਾਸ਼ਣ

ਤੇ ਕਵਿਤਾਵਾਂ ਦੇ ਮੁਕਾਬਲੇ ਕਰਵਾਏ ਗਏ। ਇਸ ਮੌਕੇ ਐਡਵੋਕੇਟ ਮੋਡਮ ਦੀਪਿਕਾ ਸ਼ਰਮਾ ਮੁੱਖ ਮਹਿਮਾਨ ਦੇ ਤੌਰ 'ਤੇ ਹਾਜ਼ਰ ਰਹੇ। ਜਿਨ੍ਹਾਂ ਨੇ ਔਰਤਾਂ ਨੂੰ ਅਗਾਂਹਵਧੂ ਵਿਚਾਰਾਂ ਨਾਲ ਪ੍ਰੇਰਿਆ ਅਤੇ ਨਾਭਾ ਫਾਊਂਡੇਸ਼ਨ ਵਲੋਂ ਸਮਾਜ ਭਲਾਈ ਦੇ ਵੱਖ-ਵੱਖ ਖੇਤਰਾਂ ਵਿਚ ਕੀਤੀਆਂ ਜਾ ਰਹੀਆਂ ਗਤੀਵਿਧੀਆਂ ਦੀ ਸਲਾਘਾ ਕੀਤੀ। ਇਸ ਮੌਕੇ 'ਤੇ ਸਮੂਹ ਨਾਭਾ ਫਾਊਂਡੇਸ਼ਨ ਸਟਾਫ਼ ਉਚੇਚੇ ਤੌਰ 'ਤੇ ਸਹਿਯੋਗੀ ਰੂਪ ਵਿਚ ਹਾਜ਼ਰ ਰਿਹਾ।



Women Empowerment Through Phulkari Program

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