



DA Supporting Indian Artisans with NDTV and Habba

Dr. Ashok Khosla, Chairman and Kanika Verma, Programme Director, Development Alternatives participated in **Handmade Dil Se**: A special live telethon co-organised by NDTV and Habba on 1 November 2020. The programme was aimed at raising awareness about the pandemic-led crisis Indian artisans are battling and creating a much-needed boost in the demand for handmade products in India.

Handmade Dil Se is Habba's attempt to bring back the demand for handmade in India and revive the livelihoods of artisans and weavers. The two-hour special telethon saw participation from corporate leaders, celebrities, and thought leaders from the sector pledging support for the cause. Among the guests were Vidya Balan, Malavika Sarukkai, Vinita Bali, Ratna Krishakumar, and Prasanna Heggodu.

While speaking at the event, Dr Khosla shared the need to understand the importance of handicraft and artisans and going back to the values of Mahatma Gandhi. He also asserted that over the past years, the country as a whole has forgotten its artisans who possess the traditional skills, knowledge, and immense potential to shape the Indian economy.

Kanika Verma added that the voice of the artisans must be given importance in order to truly address the key problems faced on ground by them. She asserted, "the right infrastructure, innovative collaboration, and linkage to market are how handmade enterprises can be made scalable". She also highlighted the human-centric approach followed in the Indian Micro Enterprises Development Foundation (IMEDF) initiative of DA, which enables artisans to become the real owners of their enterprises and changemakers of their community. Capitalising on the potential of youth and women, IMEDF supports rural artisans and craftsmen through its network of over 24 partners all over India.

Habba, is a nonprofit organisation based out of Bangalore, India, and attempts to provide fair profits to artisans across India. Designed ground up to ensure that artisans are no longer deprived of their livelihood, Habba is more than just an e-commerce platform. Its partnership with NDTV under the

'Handmade Dil Se' initiative has till now impacted over 1000 artisans and made a sale of over INR 14,00,000.