



**Inclined to revitalise traditional Arts & Crafts**

**aadhar is a non-profit organisation with its operations in Gujarat, India.**

**The mission of aadhar is to develop programs and opportunities that supports traditional artisans and craftspeople in an effort to sustain their livelihood, which contributes to the collective cultural heritage.**

aadhar started its operations in the month of November 2002 with its function from Ahmedabad.

aadhar is the Brain Child of a individual (Avni V. Varia) hailing from a traditional family of potters educated in design, later joined by committed professionals who, in their respective fields, may be considered remarkable authoritative. Teams expertise is in Designing, Training, Management, Product design, Research, Textile, Film-making etc. A passionate urge to uplift traditional crafts and craftsmen is the common factor that team of aadhar share as a driving force.

aadhar aims at stimulating, fostering and promoting the individual enterprise rather than provide just another place to sell ethnic products.

To preserve and spread the legacy would be only one mission, aadhar wishes to work towards instilling a sense of belonging towards this inherent talent amongst generations to come, a sense of adherence to art and craft as a valuable asset more than a commercial activity for that is hat globalisation has made our rich arts and crafts into.

The objective of aadhar is to perform, without any allegiance to any particular cast, creed, religion, sect and / or sub sect and promote various activities in the field of art, crafts and culture for the good of the general public with specific benefit towards enhancing inherent enterprise amongst the craftsmen and their families.

aadhar propose to focus on harnessing such skill possessed by the artists / craftsmen and develop professionalism while keeping their adherence to purity of craft and skill intact. While we also propose to spread awareness and sensitivity about the current situation of the crafts sector for the masses, we intend also to educate the craftsmen to come forth and be their own brand ambassadors as creative and intelligent professionals who are at core artists.

This shall all be done in an organic way towards more progress gradually. There shall be networking of the activities, organisations, and individuals so as to achieve the desired objective.

With the help of Individuals & Organisations, who are keen to extend their support to the Cause of aadhar, we may work towards achieving the following objectives:

- Provide an Interactive Platform
- Activities to spread awareness of art and crafts sector
- Design and execute forums, seminars, interactive workshops, exhibitions, festivals, sales etc
- Research, development and documentation activities concerned with / for the Cause
- Develop a marketing support network to create employment
- Income generating programs
- Educate people on Health & Hygiene
- Promote non-formal medium of education
- Provide consultation services

# Past projects

1. **Skill Training:** Considering the potential of the women and their inclination for enhancing their skills we conducted skill training program of hand embroidery, in Kochrab village in Paldi area of Ahmedabad, in the month of January 2003, to excel the existing skills of the participants.



# Past projects

**VARIADesign CENTRE**  
 is organizing an exhibition of  
 Art pieces and Textile products  
 developed by  
 Varia Design Centre  
 with  
 locals of Kochrab village  
 for  
**aadhar**

*'amma'*  
 Shrimati Mrinalini Sarabhai  
 Will grace the event and bestow her blessings  
 on 11<sup>th</sup> march 2003 at 6 pm.

Guest of honor  
 'Dada'  
 Shri Toofan Rafai

For, Varia Design Centre

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Date  
 11 to 13 march '03

Time  
 5 to 8 pm

Venue  
 Karnavati Art Gallery,  
 bhikhabhai garden, nr. sakar-II, ashram road,  
 ahmedabad-380008.

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Aadhar begins its mission today  
 and would be honored to have your presence.

**2. Exhibition:** After the training the participants felt a need to showcase their skills, so we developed products (Art pieces and Textile products) for contemporary market which further was showcased in a exhibition at Karnavati Art Gallery on 11th, 12th and 13th march 2003.



# Past projects

**3. Skill training for underprivileged children :** Looking at the success of training and exhibition few of our participants suggested that we can start skill training in *Kochrab Gaam* for underprivileged kids. With the cooperation of Kochrab Ashram we conducted skill training program for underprivileged children of the village. They learnt crochet, hand knitting & hand embroidery.

**4. Potters Research:** Initial survey of Pottery – started in July 2009.

This research project aimed to investigate and understand the current scenario of the Pottery Craft practiced by the Varia community based mainly from north-eastern area in Gujarat.

The outcome of this research was presented in an International conference :

**Pairings:** Conversations, Collaborations, Materials in May 2011.

**‘The Vanishing Pottery of the Varia Potters’** – An audio-visual presentation and poster about the current condition of the Varia Potters.

One can see the 15 minutes audio-visual presentation online at <http://eternalnomad.com/ppt/>

# Past projects

The outcome of the research initiated by aadhar in 2009 - 2010 brought attention to many issues relative to the Varia Potters Community.



**In the last five years, the number of practicing potters has drastically dropped from 700 to 300.**

The educated youth of the Varia community do not want to practice the pottery traditions for various reasons.

Those potters who are still working are struggling for survival and are losing the hope that this hereditary craft will not survive the next generation.

The practicing potters are passionate about their craft heritage and are seeking support for its survival and revival.

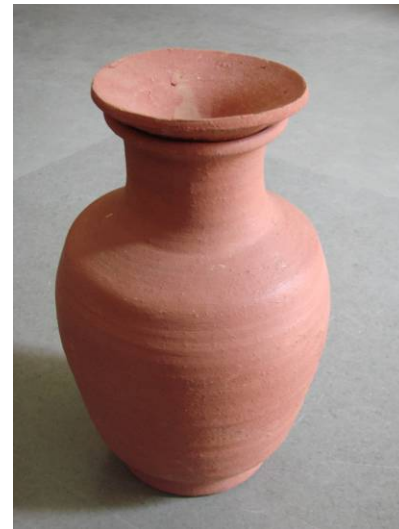


# Potters project



Product range and tools of Varia community Potters

# Product range – Varia Potters



# Current projects

**Pottery research (ongoing):** The regeneration of Varia Potters Community is one of the current ongoing projects of aadhar, with the goal of saving this glorious craft tradition from the brink of extinction.

At moment we are planning 2nd phase of research. Further we aim to investigate the business potential and livelihood sustainability of potters from Varia Community.

We aim to create a model of research that later can be replicated in other parts of Gujarat and India.

Here are few proposed tasks under these research project:

- Archive details of all the practicing potters of Varia community.
- Create a cooperative of potters of varia community.
- Documenting all the products with its traditional use.
- Documenting all the product making processes
- Investigating the business potential of pottery of Gujarat (case study of Varia potters)
- Mapping the production cycle and marketing links of varia community potters.
- Product modification and development for contemporary markets.
- Marketing space in urban areas.
- Identity cards to all potters – DC-Handicrafts norms
- Brand identity for potter. (graphics and packaging)
- Archiving the history of varia potters talking to the elders of the community.
- A workshop and community space for Varia potters near the practicing potters working region.
- Collecting old photographs of varia potters lifestyle and things around...





aadhar is proud to announce launch of its new project 'The Heritage Film Festival' as part of its awareness objective.

Through audio-visual media the Festival will celebrate the hand-craft skills of India, demonstrate the diversity of our artistic heritage and raise awareness about their importance in various aspects of our lives. This is a unique endeavour aimed at generating enthusiasm for our glorious artistic heritage and compliments our other awareness projects relating to Traditional Arts and Crafts of India. In the coming years, we plan to cover various other aspects and themes related to India's rich cultural heritage.

The Festival will happen during the World Heritage Week between 19-25 November. We are planning to keep the screening of the Juried films during 19-25 November at various Venues in Ahmedabad.

# Prospective Projects

## **We aim to work on below mentioned projects:**

- The Heritage Film Club
- aadhar website
- A work space for Varia Potters project in Gujarat which includes a workshop campus, a Resource bank, a Gallery Cafeteria, a museum archive space.
  
- Craft Event Calendar (local, national and international) – online.
- E Newsletter / Newsletter Print version.
- Online interactive platform.
- Data Bank of individuals / organizations working for the cause (constantly monitor and update by a team).
- Data bank of artisans and craftsperson (constantly monitor and update by a team)
- Provide services for collaborations.
- Online profiling of artisans and craftsperson.
- Design & Organize exhibitions / talks / seminars / workshops for the awareness and promotion of the Cause.
- Documentation of cultural viewpoint with arts and crafts.
- Income generation projects.

## **Namaste**

aadhar has sustained till now with funding support by trustees and friends in cash and kinds.

We are now at a stage to take up a major research that will bring awareness to the pottery craft sector of Gujarat and will help support them to revive and create a sustainable livelihood.

**With our enthusiastic team and community volunteers now the project has come to a stage where we seek for support.**

We welcome your donation in cash and kind to get closer to our goal.

All donations done in cash are eligible for tax exemption under Section 80G. Thank you for considering our request and becoming a part of our creative cause.

If you have any queries regarding our fund management policy, various projects, or our organisation, Please feel free to contact us at the [mail.aadhar@gmail.com](mailto:mail.aadhar@gmail.com) or 0091 9408781522.

Note: the donation to be done in the name of “aadhar”



**Let us join our hands to make difference in the world a better place for an  
Artisan / Craftsperson**

- Friends of aadhar (volunteer your time / skill for the cause)
- Fund / Partner a project (collaborative individuals and organisations)
- Fund the Admin expenses / Operational cost.
- Fund the website (design, execution and maintenance)
- Cash donation.
- Spread a word to make the network.

**Join Us @**



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Avni serves as Secretary of **aadhar** for the Regeneration of Traditional Arts and Crafts in Gujarat.

Hailing from a traditional potters' family in Gujarat, India, Avni admires the great culture of her country and its legacy of arts and crafts. Her surname, Varia, refers to the familial line of traditional potters in the northwest Indian state of Gujarat.

Avni has over 12 years of extensive experience teaching and managing art, craft and design projects. She is keenly interested in using her extensive management skills and knowledge to enhance the status of traditional craftspeople and artisans.

Determined to gain educational experience to compliment her significant professional experience, she traveled to the U.K. in 2010 in pursuit of an MA in Arts and Heritage Management from London Metropolitan University.

During her professional work of over 12 years Avni has associated with various organisations for development of Traditional Crafts in India.

Avni's web-portfolio: [www.eternalnomad.com](http://www.eternalnomad.com)