



Namaste

aadhar is a charitable trust established in the year 2002 with its operational office based in Ahmedabad, Gujarat, India. We are committed to revitalise Arts and Crafts of India.

Since its inception in 2002 *aadhar's* activities are spearheaded by Ms. Avni V. Varia, an artist, researcher, and a heritage consultant educated in London with M.A. Arts and Heritage Management. Later, she was joined by a committed team of professionals, all recognized authorities in Design, Training, Management, Product Design, Research, Textile and Film-making. The team is added with advisory board members and well-wishers who are well-known internationally for their contribution in revival and survival of Art, Design and Heritage of India. The team is passionate about uplifting the traditional crafts and craftspeople of India.

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

Ongoing projects

aadhar is working on intensive research on pottery tradition of Gujarat since 2009 and have documented extensively in north-eastern region of Gujarat. The project further aims to explore all the regions of Gujarat and build up the archive into a Museum format.

The Heritage Film Festival and The Heritage Film Archive are two complementary projects that are part of the archival and promotional objectives of *aadhar*. Both the projects, The Heritage Film Festival (HFF) and The Heritage Film Archive (HFA) work in unison. The HFA will collect and compile the resource and the HFF will promote the films.

aadhar's e-publication, 'Samvaad – A Dialogue on Heritage' is a quarterly online publication that will focus on various aspects of heritage of India with focus on Crafts.

We further aspire for forge collaborations with various individuals/organisations to take the screening of films to a wider, more diverse audience. In this regard, we wish to take the festival to various parts of India as well as around the globe. Skill trainings, skill upgradation, product development, branding, packaging, publicity & awareness etc. are other projects that *aadhar* is involved with for betterment and income generation of our Arts and Crafts communities.

Our team of experts jointly work on below mentioned area with highly creative and professional outputs:

1. Research and analysis
2. Profiling artisans
3. Documentation
4. Branding and publicity
5. Designing audio-visual presentations
6. Film Making
7. Design and execute forums, seminars, interactive workshops, theme pavilions, exhibitions, sales etc
8. Trainings to Artisans
9. Facilitation for creating Artisans' Enterprise
10. Activities to spread awareness about art and crafts sector
11. Develop a marketing support network to create employment
12. Income generating programs
13. Education on Health & Hygiene
14. Promote non-formal medium of education

Expert team in *aadhar* provide consultation services for above all.

We believe that collaborative efforts bring tangible change for betterment of India's Heritage Art sector.