

Title of the Event/Activity/Achievement: IMEDF's participation in NDTV Handmade Dil Se Telethon

Date: 1st November, 2020

Time: 8 PM

No. of Days: 1

Location: Virtual

No. of Participants: Over 20,000+ viewership

Partners/Donors: NDTV India, Rang De and Habba

Dr. Ashok Khosla, Chairman, Development Alternatives (DA) and Kanika Verma, Programme Director, DA on 1st November, 2020 participated in **Handmade Dil Se** : A special live telethon co-organized by NDTV and Habba to raise awareness about the pandemic-led crisis Indian artisans are battling, and create a much needed boost in the demand for Handmade 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 2 hour special telethon saw participation from corporate leaders, celebrities and thought leaders from the sector pledging support for the cause. Among the guests were Ms. Vidya Balan, Ms. Malavika Sarukkai - renowned classical dancer, Ms. Vinita Bali, Ms. Ratna Krishakumar, Mr. Prasanna Heggodu.

While speaking at the event, Dr Khosla shared the need to understand the values 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 have forgotten its artisans who possess the traditional skills, knowledge and immense potential in shaping the Indian economy.

Kanika Verma added that the voice of the artisans must be given importance in order to truly address the problems that they are facing. She shared that "Right infrastructure, innovative collaboration and linkage to market is how handmade enterprises can be made scalable". She also highlighted over the human centric approach followed in the Indian Micro Enterprises Development Foundation (IMEDF) initiative of DA, where we enable artisans to become the real owners of their enterprise and change makers of their community. Capitalizing 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 organization 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.