

## Yogini Handicraft adds Latest Trends in FASHION & LIFESTYLE

Yogini Handicraft has been making continuous strides in diversifying its handicrafts' portfolio by adding such crafts and art forms that are unique, refreshing and at the same time customer friendly.



In line with its objective, Yogini Handicraft has added one more category that is Jewellery in its range of collection. The jewellery is being crafted by women Self Help Group from Mansaur, Madhya

Pradesh. Its range includes earrings, pendants, jewellery sets and several other items of utility such as decorative puja thalis in Meenakari artwork. **Meenakari** is the art of coloring and ornamenting the surface of metals with beautiful colors that are fused with traditional & contemporary designs. The Mughals invented the art of enamel or metal-craft and it was popular with both the Mughals and the Hindu princes of Rajasthan where it was used for creating precious objects and enriching jewellery.



Apart from Meenakari Jewellery, Yogini has also introduced chic & contemporary utility items made from Bamboo such as flower vases, lamp shades, table lamps, multipurpose pots, hats and pencil boxes. The group behind this creative line is Saraswati Swayam Sahayta Samuh from Godda in Jharkhand. The Group consists of around 20 members, basically landless and marginalised farmers belonging to the scheduled caste community who were producing routine



baskets and soups for local use only before the initiation of National Agriculture Innovation Project (NAIP).



This particular group was made under NAIP for the enhancement of their income in the year 2010 – 11. The income has since increased by two fold. Now, every member of the group is imparted training to prepare value added products from bamboo. The group has been awarded by Birsa Agricultural University, Ranchi for their handicrafts stall at Agrotech Kisan Mela - 2013.

