

PRESS NOTE

SEWA CO-OPERATIVE FEDERATION proudly announces the reopening of recently restored **Design Sewa in SEWA NI HAVELI**. Shri Elaben Bhatt, Founder, SEWA will inaugurate the event on 28th February, 2014.

DESIGN SEWA, housed in SEWA NI HAVELI was created by the Sewa Co-operative Federation to enable the artisans to get in touch with their own skills and traditional designs, preserve and help them to reproduce, modify, create, adapt and improvise designs for the contemporary market, so that "Artisans become Designers".

This HAVELI will enable the communities to participate in learning about the traditional Heritage of Gujarat through live demonstrations, exhibitions, crafts walks and trainings in crafts such as patchwork, block printing, embroidery, puppetry, tie & die, badla work etc.

Dhal ni Pol, one of the oldest places of dwelling in the city of Ahmedabad, holds the ethnic bearing of an era bygone. Initially called Ashapura Tekra, it derives its name from the leader of the first tribe that came to inhabit this piece of land, called Asha Bheel. The Pol stands as a historical connoisseur of art and trade today.

Design Sewa, designed as a house of artisans has found its place in SEWA NI HAVELI on the 'tekra'. The house speaks volumes of the traditional crafts being nurtured within its premises.

Design SEWA, regarded as a treasure house of design reference is like a resource center and an open house for all artisans who come and browse through designs, use the space as a workshop to develop new designs or as a place to bring their own design and exchange as a work design ideas. 500 women are attached with design SEWA.

Design center facilitates artisans as well as sensitize the community regarding the rich heritage of Gujarat through crafts walk, beginning at SEWA NI HAVELI.

SEWA Ni Haveli is a British Colonial Style building with a traditional Ahmedabad Vernacular House Plan. The three storey building has remarkable features like a central courtyard, decorative balconies, Lime stucco and wood carved support pillars. In 2000, an earthquake brought stress to the building foundation, which was restored to its original state. This was achieved in 2013-14 by Sewa Co-operative Federation with the support of National Culture Fund, Ministry of India and sponsored by Rural Electrification Corporation Limited, a Govt. of India Enterprise, under its Corporate Social Responsibility initiatives.

Date: 28/02/2014

Time: 11:00 AM to 1:00 PM

Venue: SEWA NI HAVELI, Rasik chowk, Dhal ni Pol, Astodia, Ahmedabad.