Charutha

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Kerala is richly endowed with crafts as it is with natural beauty. Charutha Crafts is an initiative of ‘Kudumbashree’ (Kerala State Poverty Eradication Mission) for enhancing the livelihoods of women artisans by reviving the traditional crafts of Kerala.

The rich heritage of Kerala crafts find their expression in ‘Charutha’ craft products created by poor women of Kudumbashree network. Kudumbashree assists the women to refine their product offerings and access suitable markets, such as ‘Responsible Tourism’ institutions.

Besides enhancing the livelihood of artisans, this initiative also contributes to the revival of many ethnic crafts that are gradually losing their rightful place in Kerala’s cultural milieu.

Charutha crafts are designed to combine beauty with utility, and provide attractive value proposition to international tourists, tourism institutions and other interested clientele. They include diverse craft products created of wood, pottery, natural fiber, jewelry, fabric etc.
Elephant Business Card Holder

2.5 in X 2.5 in elephant made of rosewood. Can hold upto 20 business cards
Elephant Fridge Magnet
(Twin Pack)

1.5 in X 1 in mini-elephant fridge magnet made of rosewood.
A collector's item.
Elephant Curtain Tieback
(Twin Pack)

6.5 in X 3.25 in X 0.75 in elephant shaped rosewood tie-back fitted on to a 2.5 in X 2.5 in elephant. Functions to tuck curtains to sides of windows and doors.
17 in radius parasol made from traditional kerala 'Kasavu' fabric, fitted with metal tassles at the edges and with a carved wooden handle.
17 in radius parasol made from traditional kerala 'Kasavu' fabric, painted with Kerala mural art, fitted with metal tassles at the edges, and with a carved wooden handle.
Mural Fridge Magnet
(4 No.s)

0.55 in radius semispherical magnet with traditional Kerala mural art painted on to them. A collector’s item.
Mural Key Chain

0.55 in radius semispherical keychain with traditional Kerala mural art painted on to it.
Dhow Napkin holder is made in the shape of a Dhow- a traditional sailing vessel with one or more masts and lateen sails (locally known by the name ‘Uru’). This product (14 cm x 8 cm x 18 cm) holds napkins from falling or slipping from its hold.
This product is modelled on traditional Kerala houseboats that are used for backwater cruises. The prototype of the houseboat made from soft wood (11 cm x 11 cm x 14 cm) is split at the middle to serve as bookends that keep a row of books upright. The Houseboat Bookend can serve both utilitarian and decorative purpose.
Snake Boat Cutlery

3.75 in X 0.5 in X 1.25 in snake boat ('Chundan Vallam') made of Elephant Bamboo fitted on coconut shell cutlery. May be used for servings and food presentations.
Terra Cotta Snack-pick Holder

A small terra cotta pot that serves to hold wooden ‘Snack Picks.’ used in food service and helps make the food presentation more appealing. The product is 6 cm tall and has a diameter of 5 cm at its broadest portion.
Hay Art Coaster

Product used for placing cups, mugs etc on table tops, protecting the tables from heat, stains and other damages. The Hay Art coaster has dimensions of 8 cm x 8 cm x 0.5 cm, and utilises beautiful pictures constructed of hay as its base material.
This product is made out of palm leaf and can be used both as a Table Runner and Place Mat. It serves both utility and decorative purposes. Its dimensions are 12.5 inches x 12.5 inches.
The Dry flower serving platter is a shallow platform (35 cm x 20 cm) designed for carrying a variety of objects. It can also function as a serving tray. Beautiful flowers that have been dried under a shade are glued to the surface of the platter under a glass frame.
Hand Embroidered Kerchief

Kerchief made of pure cotton fabric, with its trimmings and designs hand embroidered. The Kerchief can be carried in the pocket or purse, and is intended for personal hygiene purposes. The dimensions of the product are 28 cm x 28 cm.
The glass painted photo frame is a decorative frame made of glass, which serves to hold pictures, paintings or photographs. The frame (13.5 cm x 13.5 cm) has designs and patterns engraved on its backside that makes the product stand out due to its thematic variety, stunning clarity and use of rich colours.
This aesthetically made bangle is made by gold plating bangles made of copper or brass. The gold plated bangle (6.5 cm diameter) resembles real gold bangles in sparkle and richness, and can be used as fashion jewellery.
Aranmula Mirror Pendant

Aranmula mirror is an exquisite handmade metal mirror native to the village, Aranmula. The Aranmula mirror pendant (2.5 cm x 2.5 cm) is carved from the Aranmula mirror. This product can be a unique part of the jewellery collection.
This is a handcrafted product with a modern clock set fitted on to traditional Kerala fabric base. The fabric has motifs in Jacquard weave and is a fusion of contemporary and traditional elements. The dimensions of the product are 15 cm x 15 cm.
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