

SHOWCASING INDIA'S FINEST

VOL.1 AUGUST, 2023



Sedr HERITAGE

PROJECT KASHMIR

"Promoting the best of Indian Heritage
through premium, curated products and
services from *Paradise on Earth - Kashmir*"

www.sedrheritage.com



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HERITAGE

Over the centuries, the Indian Subcontinent has grown into a veritable Khazana (treasure-trove) of skilled craftsmanship and exquisite artforms that are without doubt among the best in the world. These arts are not only a mirror of the cultural identity of the artisans, but also reflect the glory of Indian Heritage to the world.

Now however, modern trends and a lack of awareness among today's generations have drastically changed the craftsman's environment. And although he still responds to the threat of "progress" with silent pride and ancient skill, craftsmanship in India has been facing a steady decline.

Our mission at Sedr Heritage is to revive these dying arts by spreading awareness at a societal level and by re-instilling a sense of value for our beautiful and vast heritage through various initiatives.

We promote and showcase the finest of hand-crafted Heritage Products. Each piece is a timeless tribute to our culture, made by highly skilled artisans who work painstakingly for weeks (and even months depending on the artform) to produce the precious article that we now present to you.

We also promote rare regional specialities such as spices & agro-products that are exclusive to the region they are produced in- such as Kashmiri Mongra Saffron, considered to be the best in the world, but now in danger of extinction due to demoralized farmers and exploitive middlemen.

Our goal is to motivate farmers and artisans by putting in the extra effort to source our spices and products directly from the producers themselves, thus ensuring the middleman's profits are removed entirely and instead used to benefit the farmers, artists and craftsmen.

By purchasing our carefully curated products, you not only get to possess a beautiful piece of heritage but also get to join us in our efforts to help improve the quality of life for those who create these products, all while doing your bit to preserve the richness and beauty of India.

Now showcasing *Project Kashmir - India's very own "Paradise on Earth"*.



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ART TRADITION : NAQASHI

History : Brought into Kashmir by the Sufi Saint Mir Sayyid Ali Hamdani in 14th Century AD and developed by the 8th Sultan of Kashmir in 15th Century AD.

Our pieces are sourced and curated directly from artisans in the Kashmir Valley. Each and every piece is handmade and hand-painted individually.

Popular Designs & Motifs : Gul Andar Gul, Gul e Wilayat, Chinar, Badam Tarah

Eco Friendly : Made using recyclable materials and organic paints

In collaboration with artisans, we also undertake customized bulk-orders.



BEVELLED BOX WITH LATCH

Dimensions: 12.5cm x 12.5cm x 5.5cm
Weight: 165g
Shape: Bevelled Square
Item Code: KSH-NAQ-09



BUSINESS CARD HOLDER

Dimensions: 10cm x 7.5cm x 3.5cm
Weight: 85g
Shape: Rectangle
Item Code: KSH-NAQ-10



EMBOSSSED BOX WITH DIVIDER

Dimensions: 17.5cm x 10cm x 4cm
Weight: 195g
Shape: Rectangle
Item Code: KSH-NAQ-11

SQUARE EMBOSSSED BOX

Dimensions: 10cm x 10cm x 3.5cm
Weight: 105g
Shape: Square
Item Code: KSH-NAQ-12



Each of these handcrafted and hand-painted boxes reflect the magnificence and skill of the Kashmiri Naqashi art tradition. May be used as a cigar box, or to store items such as cufflinks, tie-bars, etc.



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CIGAR BOX

Dimensions: 17.5cm x 10cm x 4.5cm
Weight: 205g
Shape: Rectangle, Octagonal
Item Code: KSH-NAQ-13



A truly special gift
that leaves an impression.



Give your customers a fine taste of tradition, with our premium
hand painted papier mâché pieces encased in bespoke packaging.

EMBOSSSED MINI BOX

Dimensions: 7.5cm x 7.5cm x 3.8cm
Weight: 70g
Shape: Square
Item Code: KSH-NAQ-14

MINI BOX

Dimensions: 7.5cm x 7.5cm x 3.5cm
Weight: 65g
Shape: Square
Item Code: KSH-NAQ-15



TISSUE PAPER HOLDER

Dimensions: 17.5cm x 12.5cm x 4.5cm
 Weight: 190g
 Shape: Rectangle
 Item Code: KSH-NAQ-19



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ART TRADITION : KANDKARI

The Kandkari Craft is a rare medieval Kashmiri art tradition being promoted extensively by Sedr Heritage.

Kandkari is the engraving technique used to hand-craft exquisite copperware in the Kashmir Valley. The traditional designs etched into the copperware include local motifs such as the Chinar leaf, Mehrab and the Lotus flower.

Known for its extensive health benefits, copper has been used to make kitchen and tableware for centuries in India, as well Central Asia including Turkey and Persia.

Handcrafted copper water tumblers from the Kashmir Valley. The extensive health benefits of drinking your water from a copper tumbler cannot be understated, and quenching your thirst with these stunning pieces will certainly do wonders for your well-being.

Available in two sizes.




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TUMBLER SMALL

Dimensions: 8cm x 8cm x 9.7cm
Weight: 209g
Item Code: KSH-KND-03



TUMBLER LARGE


Dimensions: 8cm x 8cm x 14cm
Weight: 277g
Item Code: KSH-KND-04

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Stay in touch with your roots and get to know more about the treasure-trove of Indian Art, Architecture, History, and Heritage by following us on social media and subscribing to our blog.

By doing so you gain free access to interviews and articles by architects, artists & master-craftsmen, conservationists, and historians!

Additionally, this helps you stay up to date regarding the various events, performances, workshops and seminars that we organize with the help of experts from all across the globe.

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 info@sedrenterprises.com

 Hyderabad, India.