

A WOMEN WITH A
VOICE IS BY DEFINITION
A STRONG WOMEN.
BUT THE SEARCH TO
FIND THAT VOICE CAN
BE REMARKABLY
DIFFICULT.



HOW YOU CAN HELP US

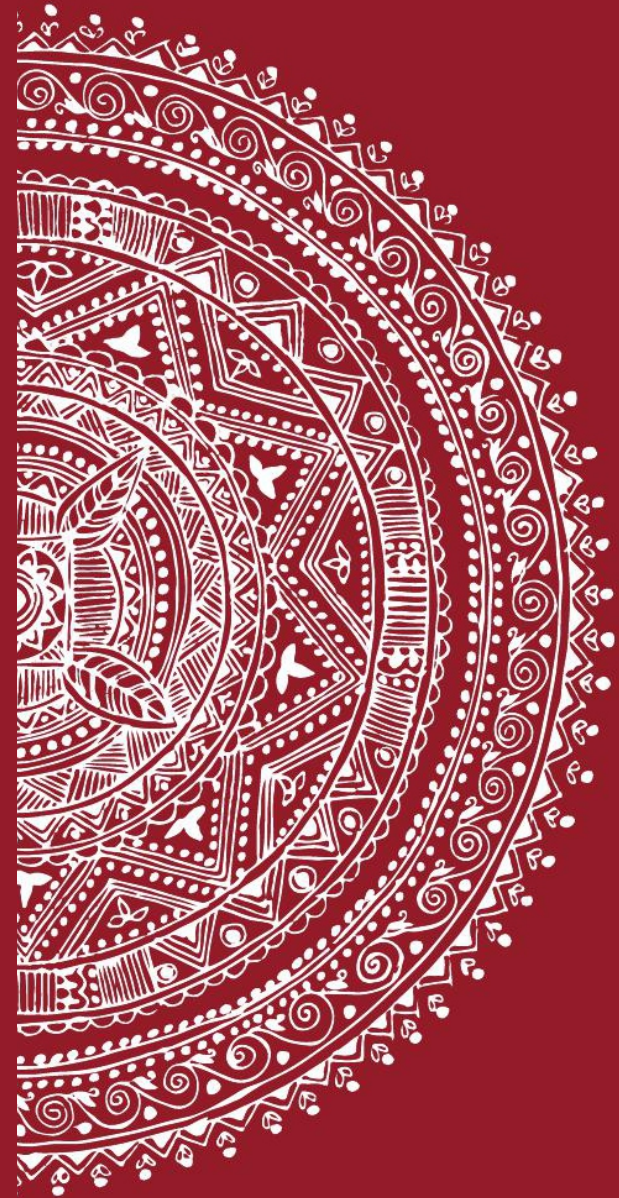
- ★ Become a participating member
- ★ Donate to specific cause
- ★ Sponsor an event
- ★ Patronize HELP Foundation activities
- ★ Become a volunteer
- ★ Encourage women skills by purchasing the products.

LET'S HELP

"HELP FOUNDATION"

HELP means "Himalayan Empowerment and Livelihood Promotion" is a legal entity group of women from Haldwani, with the mission to preserve the cultural and traditional heritage of the region by economically empowering the women. With this mission we are using the devotional art form of Uttarakhand called "AIPAN" for creating the handcrafted beautiful and luxurious lifestyle products. Our vision is to provide marketing support to our artisans through a sustainable global market and help them to revive this traditional art form.

Derived from the word arpan (dedication), the act of creating an aipan, a traditional art form associated with fortune and fertility, is akin to making an offering to god. The background is prepared with red clay, called geru, and the designs are created with a white paste made from rice flour.



HELP FOUNDATION *Lets Help*

HIMALAYAN EMPOWERMENT AND LIVELIHOOD PROMOTION

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**WHEN WOMEN
SUPPORT
EACH OTHER,
INCREDIBLE
THINGS HAPPEN**

The Inspirations of our work are coming from our artisans whose skilled hands have given life to our ideas & crafted our designs into beautiful products. Traditionally, aipan making is the domain of women, who use it to decorate places of worship, house entrances and front yards. Auspicious occasions are considered incomplete without the drawing of fresh aipan and different motifs are used on specific occasions. Some bring good fortune; others seek blessings from the lord, or pray for fertility. Patterns are often handed down through families, from mother to daughter. However, with the wind of modernization blowing, this art is depleting fast. Our younger generation, born and brought up in cities outside Uttarakhand might not be familiar with it.

As a humble attempt to spread awareness of our cultural heritage does not get eliminated in the wind of modernization, we are encouraging women to be the part of this skillful journey of tradition

RED & WHITE GLORY FOR TRANSFORMATION

WHAT WE DO

HELP means “collective good.” We help women and community “do good better” by creating symbiotic relationships between those who are bringing about change on the ground and those who have the means and resources to enable that change.

Since our establishment, HELP Foundation has given marketing support to various groups of small women and craftsmen co-operatives. By giving the opportunity to the women who are engaged in only household activities not only making them economically empowered but also increases the income levels of the families.

It is our continuous effort to provide them an opportunity to improve their living standards and continue with their livelihoods - the tradition of devotional art. We also provide training and teaching facilities to unskilled women, establishing new local groups of women. We are exploring the new ways to make the artisan members self sustainable and to give them access and control over significant financial and social resource, a status in their family and society.



**EMPOWERING
WOMEN
TOGETHER**

**The First Step
Is The Hardest
But Its Oh So
Worth It.**