



DESHOJO CRAFTS PRESENT EXHIBITION

SHORO RITUR BANGLADESH

DATE: 1-7 DECEMBER 2024

TIME: 10AM-8PM

Venue: Safiuddin Shilpalay
House 21A (1st Floor),
Road 4,
Dhanmondi, Dhaka



INTRODUCING DESHOJO CRAFTS

**Global Symbol of Bangladesh's
Heritage**

Deshojo Crafts is a technology based platform where from IT experts and Crafts experts will provide help and cooperation the small and medium entrepreneurs and artisans by using e-commerce, software and apps.

With the advancement of science and technology there is a trend of online marketing, so our effort is to establish a worldwide online medium for introducing our local products crafts to the national and international levels. To materialize our dreams, we are working hard with a band of expert hands, well-equipped with IT knowledge and experience and efficient in technical devices.

We look forward to a bright future of national and global markets. Days are not far off when Deshojo Crafts brings the items of choice to the doorstep of every buyer.

OUR JOINT VENTURE

Deshojo Crafts is providing facilities for shopping, for buying and selling different items of crafts through online. This is an age of busy life and technicians are always ready for supplying the information regarding the availability of the chosen articles and make necessary arrangement so that the buyer can easily have their ordered goods at their doorstep within the shortest possible time.



Nishat Mushfiqua,
Managing Director of Raindrops
Tech Limited and Founder & CEO
of Deshojo Crafts.

Youngest and the First female editor, from Bangladesh of an online daily news portal in Bengali “Sonali Sokal” and a leading fashion and sensational monthly magazine “Lifestyle Bangladesh”, Nishat Mushfiqua does not only exhibits her talents but also her vision and innovation towards the development of people. This is one of the few of her ideas.

She is a Software designer, animated film maker and Graphics designer. As a female entrepreneur she always gives priority to women and Children to build up their efficiency in different fields. For this she is used to taking motivational classes with them for empowering them.

Nishat knows how and where to represent what and to whom.

Working devotedly for the last few years, since her student life, she had been spending most of her times in the rural areas with the people to build up their future.

In 2010, Nishat started her works on Bangladesh Crafts and artisans in detail and presented them in her well reputed magazine ‘Lifestyle Bangladesh’. She published different features on the diverse problems of the artisans and handicrafts men along with their solutions.

On December 7, 2020, Deshojo Crafts started its journey with the slogan of "Global Symbol of Bangladeshis Heritage". Since then Deshojo Crafts organizes various fairs and exhibitions to inspire entrepreneurs and artisans. Deshojo Crafts is organizing an exhibition with only 14 entrepreneurs on December 1-7; 2024 titled "Shoro Ritur Bangladesh”.

In this exhibition, products are designed with the colors that exist in nature. The purpose of Deshojo Crafts is to spread the products of Bangladesh in the country and abroad.



CHARUDIYA

The birds I once drew with crayons in my childhood seem to have gained the strength to spread their wings and take flight, a thought that continually amazes me. Unknowingly, my everyday objects began to burst into color, leaving the plain canvas behind for vibrant strokes of paint. A desire grew within me—to capture the lost imagery of Bengal and encase it in aesthetic beauty. Today, that cherished dream soars high, ready to embrace the open sky.

This humble effort is what we call *Charudiya*. Slowly but surely, *Charudiya* is moving forward on its journey. The next stop on this journey is the Safiuddin Art Gallery. As part of the "Shoro-Ritur Bangladesh" exhibition organized by Deshojo Crafts, *Charudiya* will be present from December 1-7, every day from 10 AM to 8 PM.



ZAARIN'S CREATION



Zaarin's Creation
HOUSE OF NATURAL DYE

I am Afroza Sultana Sheuli.
Owner of Zaarin's creation
Working with pure natural
dyes and hand block.

I have been working with hand
block since 2000. From 2015 I
started working with natural
dyes.

Zaarin's Creation is my dream.
My child. Zaarin is my
daughter's name. My venture
in the name of my
daughter. All my saree punjabi
shirt scarf bed sheet etc
made in my own design. Apart
from cotton, sarees have
muslin pure silk and balaka
silk. Scarves are made of
muslin, pure silk and balaka
silk. Shirts and Punjabis are of
cotton and silk. Bedsheets are
pure cotton hand block and
natural dyed.





TAHAAR

'Tahaar' means mystic and pure, while তাহার represents Her. A pearl is no doubt a mystic form of nature which beholds purity. Adorning 'Her' with even a small pearl will represent her elegance in any occasion.

Tahaar is our small venture of affordable jewellery for Her- carefully made according to one's needs, with organic pearls accompanied by crystal beads, and other precious stones and materials. This is our humble effort to adorn every woman a little more and give her the elegance she deserves.



LITTLE CREATIONS BY AFRIN

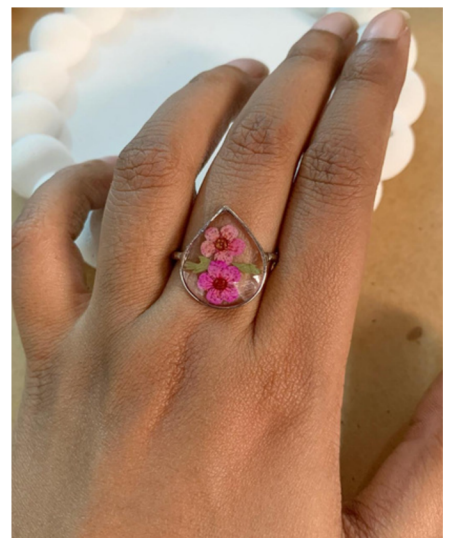


My father was a very good painter, and he did a good job of colouring everything. At a time when all the hobbies are dying in the pursuit of life, it once seemed to me that the hunger for art needs to be satisfied. Only my elder brother supported me and gifted me a big sketch book, and ask me to draw, colour each day!! From then i started painting again and finally started making jewelry.

Each day I try to make a little colorful jewelry for day to day wear. My own small creations!!

Therefore, the page was named "Little Creations by Afrin."

So here i am, Afrin Parvez, a naive artist.



দয়ীতা
DOYEETA



DOYEETA

I am Sayda Sultana Mili.
The name of my business is DOYEETA.
I mainly work with wearable art.
My signature item is beads stitch.
As an artist of wearable art, I enjoy and prefer to create upcycle and recycle jewellery. Creating new pieces using our cultural heritage and tradition Jamdani, Jute and Nakshikaatha is my passion. Besides, several of my pieces are made of natural stone and natural shell.



SHYAMA LIFESTYLE



I love creativity and being involved in creative work. The journey began with writing and will forever be ingrained in me. Creativity is now added to a different dimension.

To become a leading SME in the clothing, jewelry, and handicraft sector in Bangladesh by promoting traditional craftsmanship, providing high-quality and unique products, and empowering local artisans through sustainable and ethical business practices.

Me, Shyamoli Begum started working with local products using block, batik, hand paint, Tie dye, embroidery to highlight the tradition and culture of Bangladesh. Name of the enterprise :: Shyama Lifestyle. I am working in fusion of different types of handicrafts, sarees, jewelry and native wear.

Products of shyama lifestyle :::



হডক

ঐতিহ্য ও আধুনিকতার সংমিশ্রণ



HODOK

Love to all...

'Hodok' is a well-known and popular local brand. We work with products made from indigenous raw materials. Our signature product is jute items.

For the first time, 'Hodok' is participating in the 'Deshijo Craft' Exhibition. This exhibition will be held from December 1 to December 7.

Address

Dhanmondi 4, Shafiuddin Shilpaloy.

On behalf of Hodok, we invite everyone ❤️



ZADUR HAT



After finishing my career in a private company after 14 years, I decided in 2021 that I would no longer work a traditional job and instead pursue something I love. Through my job, I had the opportunity to work on the socio-economic development of women in various regions of the country. With that in mind, I started working on handicrafts in Bogura, inspired by the magical hands of mothers. This is how the story of my "Zadur hat (Magic Market)" began.

Now, I am working with many employees and leader friends from Bogura, Sariakandi, Jamalpur, and Jessore. I am involved in handicrafts, dyeing, and wax batik, and I am also working on traditional quilts made by mothers. The magic of a mother's hands is infused in my products, which is why there is utmost care, affection, and love in this market. Today, this journey with 19 women is a dream that one day will exceed 1,000.



The "Zadur Hat" has no intention of growing alone; we will grow collectively. In 2023, I received training from SME on vegetable dyeing and am currently working on it. I am also doing vat dyeing. Additionally, traditional quilts of Bengal are being made by mothers at the Magic Market. These quilts carry the love and touch of a mother.

"My goal is to make local products shine globally." To achieve this, I am taking training and maintaining communication. So far, I have received training from SME, MIDAS, BRAC Bank Tara, and City Alo on development issues and am continuing to do so. I will keep trying and working to become a successful entrepreneur. I am Asma Meena, and the name of my initiative is "Zadur Hat (Magic Market)."



LAYES FITA

From a young age, I have been captivated by the world of colors and creativity. My earliest artistic endeavors began, quite amusingly, with my mother's beautiful lipstick shades, which I used to decorate the walls of our home with playful geometric patterns...

As I grew older, my creative journey matured. What began as crafting jewelry for my dolls evolved into designing unique pieces for myself. After completing college in 2018, I felt inspired to turn this passion into something meaningful. I initially started by creating hand-painted designs on wood jewelry, which eventually led to a growing interest in fabric jewelry. Along the way, I discovered the potential of recycling fabric scraps to create

one-of-a-kind jewelry pieces, blending sustainability with creativity. Over time, my work has diversified, encompassing a range of handcrafted designs that reflect both my artistic vision and a commitment to eco-friendly practices...

Today, my humble venture, "লেইস ফিতা-Layes fita" is steadily growing, driven by a dedication to crafting beautiful, sustainable jewelry that tells a story with every piece...

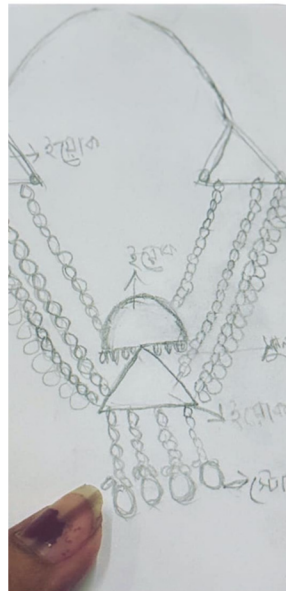


BOX OF ORNAMENTS



****Box of Ornaments**** is a brand that focuses on ethnic and handmade jewelry, blending traditional and contemporary styles. Our collection seems to combine materials like metal and rayon silk, offering unique fusion designs that reflect a blend of hill and plain district cultures. Established in 2017, the company focuses on offering fashionable, trendy, and traditional jewelry.

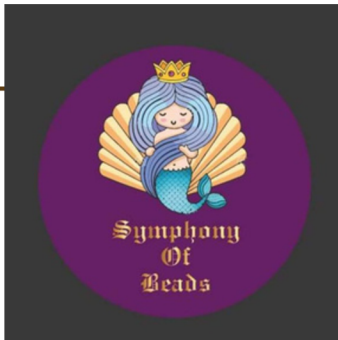
Box of Ornaments
****Established**:** 2017
****Product Offering**:** - Fashionable, trendy ethnic jewelry with a focus on traditional craftsmanship. - Handmade metal jewelry, often featuring a fusion of ****rayon silk**** and ****metal**** components. - Unique designs inspired by the ****hill and plain district**** cultures. -



Specially known for their ****waist loom rayon silk**** incorporated into metal jewelry, adding a distinct texture and aesthetic to each piece. - Aimed at creating jewelry that blends ****heritage with modern style****, making it suitable for contemporary fashion trends. ****Key Features**:** - ****Ethnic & Fusion Designs**:** Combining traditional materials and techniques with modern designs. - ****Handmade Craftsmanship**:** Each piece is meticulously crafted by skilled artisans, focusing on quality and uniqueness. - ****Cultural Representation**:** Reflecting the blend of different cultural influences, particularly from hill and plain regions.



SYMPHONY OF BEADS



I am Samina Halim Ovee. Born & raised in Dhaka. I have so far completed my education from Charukala Institute of Dhaka university. My subject was Oriental art. After my education I started a small Entrepreneurship of mine that I have named Symphony Of Bead's. Because of my educational background and personal interests I am fond of making various accessories for people to wear.




I like to use Mythical and traditional styles of designs in my work.

I hope and pray you will like my work.

Symphony Of Beads will be available at Dhanmondi -4 " Shafiuddin Art Gallery " from December 1st to 7th.

It will be my pleasure if you come and visit.

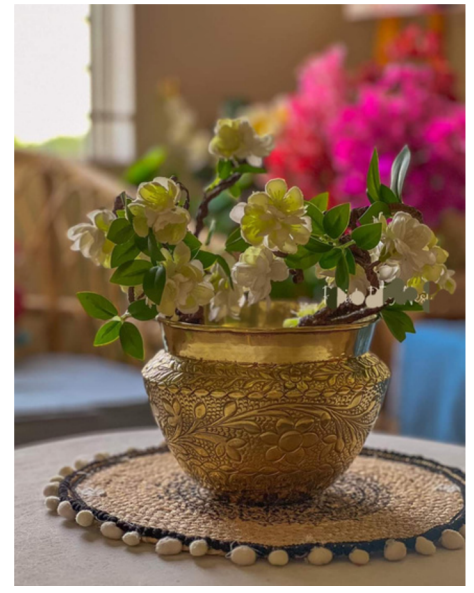
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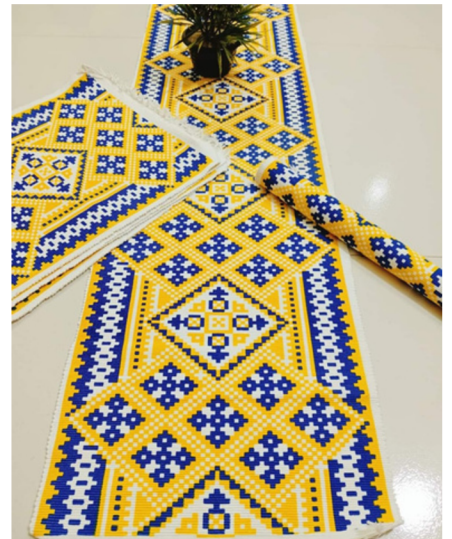


B BASHINI

I am Sheuli Akter proprietor of B Bashini. B Bashini is a F Commerce platform which established in 18 August 2021. Our signature product is kitchen appliances and Home Décor Items made by bell metal, brass and copper. B Bashini also has a shelf corner at Joyeta which is wings of ministry of women and children affairs. To introduce our quality bell metal and brass product to local and international level and also introduce our traditional metal handicrafts into the local and global market.



F.Z. COLLECTIONS



While exploring the beauty of my beloved Bangladesh, I discovered the artistic creations of the small indigenous communities in the lush green hills. These include handcrafted bedcovers, cool mat bags, sarees, lungis, gamchas, tops, three-piece outfits, and traditional thamis and scarves. Additionally, the plains offer traditional Shataranji (woven rugs) and various jute products. With the unwavering support of my family, I have been inspired to continue this work as an entrepreneur, with a vision to take these extraordinary handcrafted items beyond the borders of the country and spread them across the globe.

RIA'S CREATION



ORGANIZED BY



Global Symbol of Bangladesh's Heritage

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VENUE



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