



INSHA•e•NOOR

Empowering Community. Celebrating Heritage.

Product Catalogue



Our Family, Our Story

Insha-e-Noor, meaning "the creation of light" defines the spirit of this programme. It is a celebration of ideas, people, cultures and a rich heritage. It represents a constant drive to create, innovate and evolve.

Insha-e-Noor is a group of women's self help groups from Hazrat Nizamuddin Basti, New Delhi. They create beautiful, hand crafted textile and paper products that draw inspiration from the rich cultural and architectural heritage of Humayun's Tomb.

The Insha-e-Noor is a family built by strong women who want to make a difference not only to their own lives but also to their community. They have taken a huge step towards economic and social independence by choosing to be part of this initiative.

The aim of the Nizamuddin Urban Renewal project is to improve the quality of life of the people living in the Basti through the project's work in the areas of women's livelihoods, health, education. The Insha-e-Noor Programme is a part of this holistic strategy to strengthen and give direction to the women of the community.



textiles



The local women are involved in creating products for economic gain from within the comfort of their homes. The women are trained in ari embroidery, crochet and tailoring.

They create and sell various hand made products: children's clothes, crocheted decor items like dream catchers, pouches, embroidered dupattas, soft-toys and more. The designs and patterns draw their design cues and motifs from the beauty and vibrance of the Humayun's Tomb Monument.



Crafting Techniques

Crochet: It is a process of creating fabric by interlocking loops of yarn, thread, or strands of other materials using a crochet hook.

Ari Embroidery: It is a type of fine embroidery used to create highly refined and elaborate motifs. Aari embroidery, tracing its emergence way back in the 12th century, was and still is considered to be one of the most intricate forms of needle work.

Tailoring: The women are trained to use an electronic sewing machine.



List of Products

Ari Toys
Bags
Bahikhata
Bangles
Bird Hanging
Bunting (Thoran)
Clutch
Coasters
Crochet Baby Blankets
Crochet Baby Booties
Crochet Charms
Crochet Magnets
Crochet Hair Accessories
Crochet Pouches
Cushion Covers
Customized Diaries
Dream Catchers
Earrings
Notebooks
Paper Weights
Stoles (Ari Embroidery)
Stoles (Crochet)
Stoles (Hand Embroidery)
T Light Holder
Wall Art





Ari Toys

Cheerful and absolutely cute soft toys made of pure cotton fabrics and decorated with ari embroidery in lovely colors are perfect for childrens' rooms or even your car dashboard!

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OUR FAMILY
OUR STORIES

Razda (34), has 3 sons, one of whom has cerebral palsy and is paralysed waist down. She used to make and sell needles, now she is a fine Sanjhi, paper cutting artist. She is an ICDS anganwadi helper. Razda is part of the Insha-e-Noor family.

Bags

Vibrant bags with Hand embroidery done on them are perfect for your day out with friends.



Bags

Embellished with detailed Ari work, these bags are ideal for all purposes.



Crochet Bags

Intricate jaali crocheted using cotton threads, stitched on these cotton bags with contrast lining are durable and eye catching.



Bahikhata

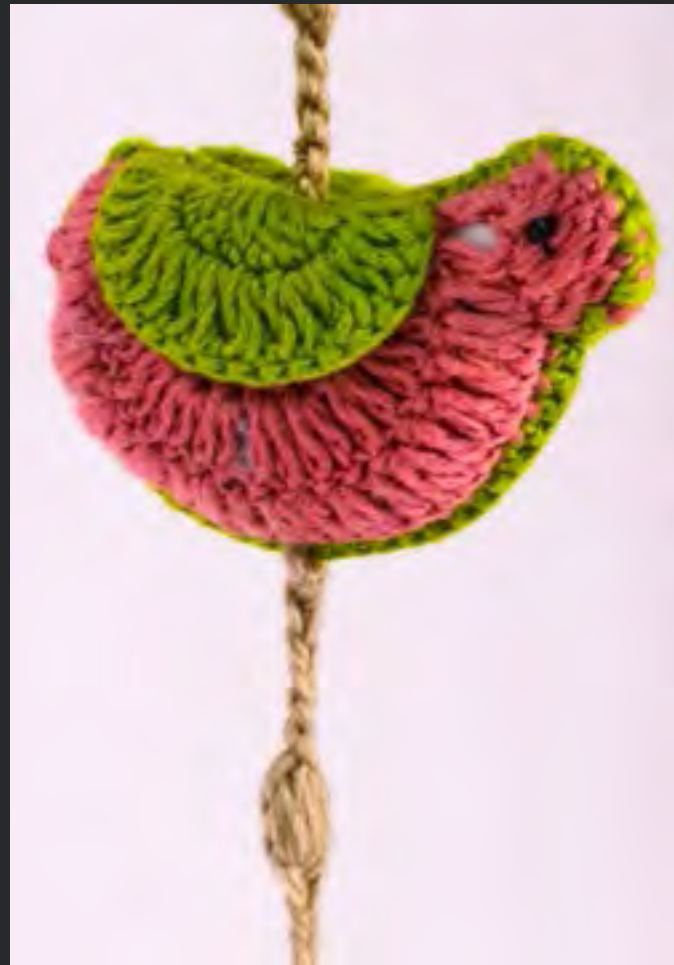
Colourful centre stitched bahikhata notebooks with an attractive hand crafted flower stitched to it. Now keep a record of all your expenses in these cheerful bahikhata's.



Crochet Bangles

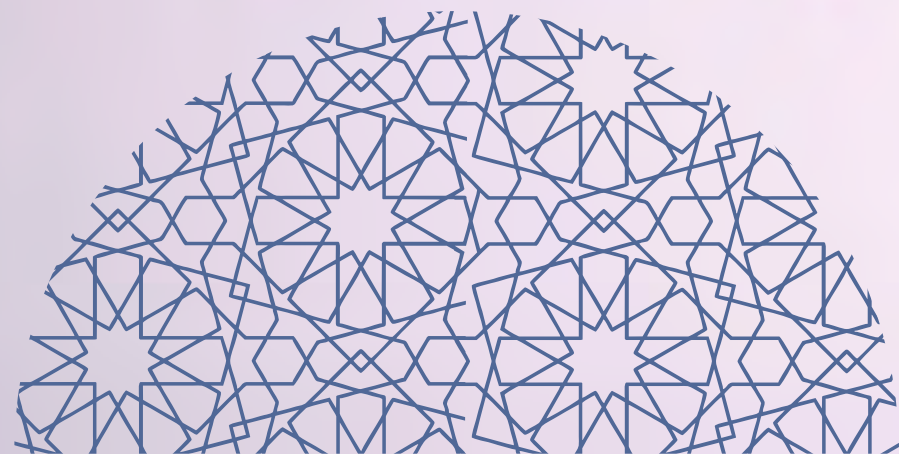
Bangles made of colourful threads with beads all around are a perfect match with both your Indian and western outfit.





Bird Garland

Adorable little birds crocheted into a long cheerful hanging, ideal for a child's room.



Bunting (Thoran)

Buntings are crocheted using brilliantly glowing threads which look stunning hanging at your door.



Clutch

These chic clutches are made of silk and embellished with heavy and intricate ari work.

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Aari Embroidered Clutch

These stylish clutches are embellished with detailed and heavy ari work.



Coasters
Set of 6 attractive hand embroidered coasters are durable and eye catching.



Coasters

Colourful felt coasters with crochet border in contrasting colours are appealing and long lasting.



Crochet Coasters

Crocheted using cotton threads these coasters are appealing and durable.



Wooden Coasters

A border crocheted around these wooden coasters make them look attractive and elegant. They are sturdy and long lasting.

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Crochet Baby Blankets

Cheerful patterns made of soft acrylic wool, are ideal for your baby. They are light in weight and are soft on the skin.





Crochet Baby Booties

Crocheted baby booties with adorable hand crafted flowers stitched on them are soft on the baby's feet. They are sturdy and durable.



OUR FAMILY
OUR STORIES

Shama (18) goes to school and would love to continue studying. She cannot resist ice-cream and wishes she was taller. She dreams of one day buying a car of her own. Shama is part of the Insha-e-Noor family.

Crochet Charms

Adorable little crocheted charms are appealing and are perfect for your bags and keychains.



Crochet Magnets

Decorate your fridge with hand crafted magnets. These attractive magnets are made of fine colourful cotton threads.

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Crochet Hair Accessories

These cute, lively rubber bands and hair clips have been handcrafted. The crochet flowers are stitched on to the rubber bands and clips making them durable and sturdy. They are washable and the threads used are colour fast.

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Crochet Pouches

Colorful potlis crocheted in cheerful multi-colors are perfect for the day out. Made of cotton with a contrast lining, these pouches are durable and eye-catching.

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Cushion Covers

Decorate your room with these intricately embroidered cushion covers. These cushions are made of cotton with a contrast colour piping all around the cushion.



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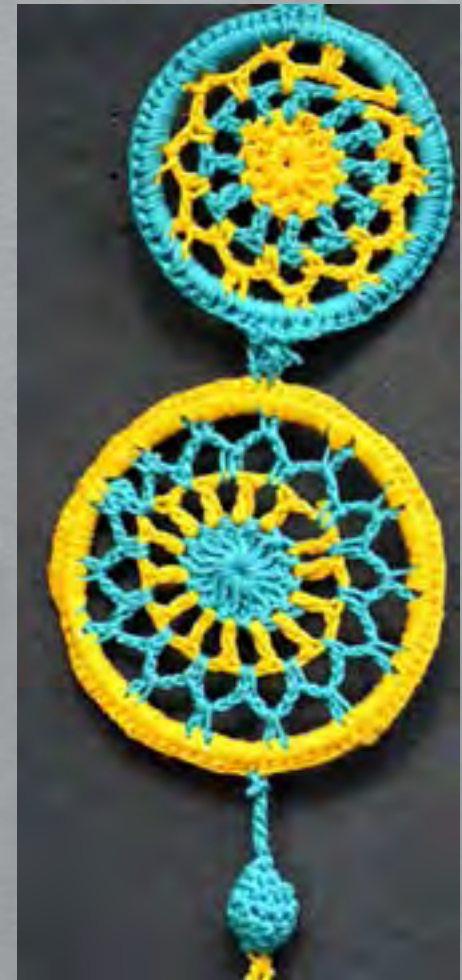
Cushion Covers

Decorate your room with these crocheted cushion covers. These cushions are made of cotton with a contrast colour piping all around the cushion.



Customized Diaries

Gift your dear ones personalized hand crafted diaries. Get a name/ message embroidered on these beautiful handcrafted notebooks, giving them a special touch.



Dream Catchers

Hang these beautiful crocheted dream catchers on your beds head board. They are made of fine cotton threads and colorful beads.



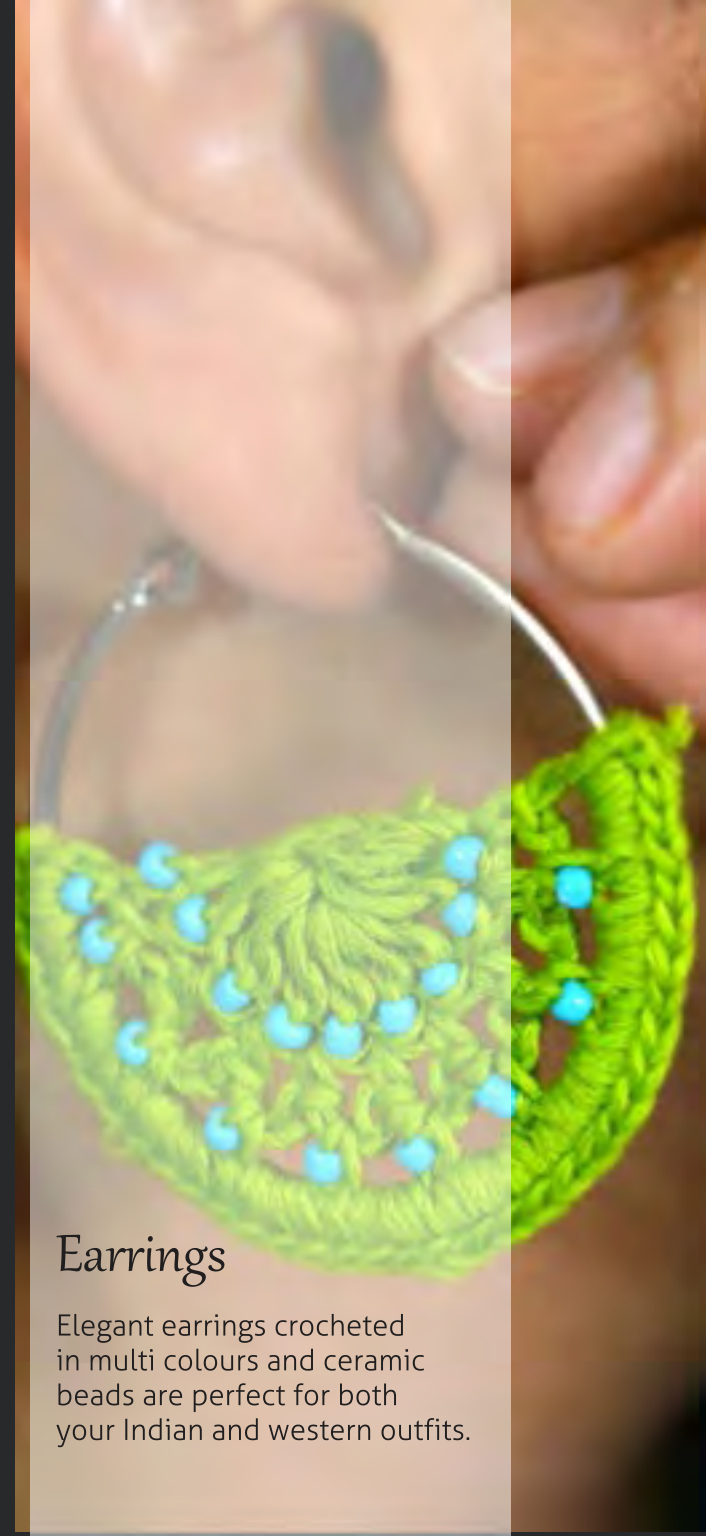
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Earrings

Elegant earrings crocheted in multi colours and ceramic beads are perfect for both your Indian and western outfits.



Mamta (37), a doting mother of 2, she loves meeting people and making new friends. She uses her income to shop for her kids. She loves to experiment with crochet & make new things esp. toys. Mamta is part of the Insha-e-Noor family.



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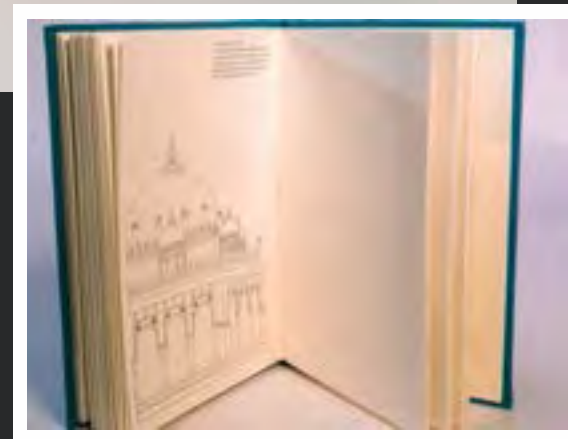
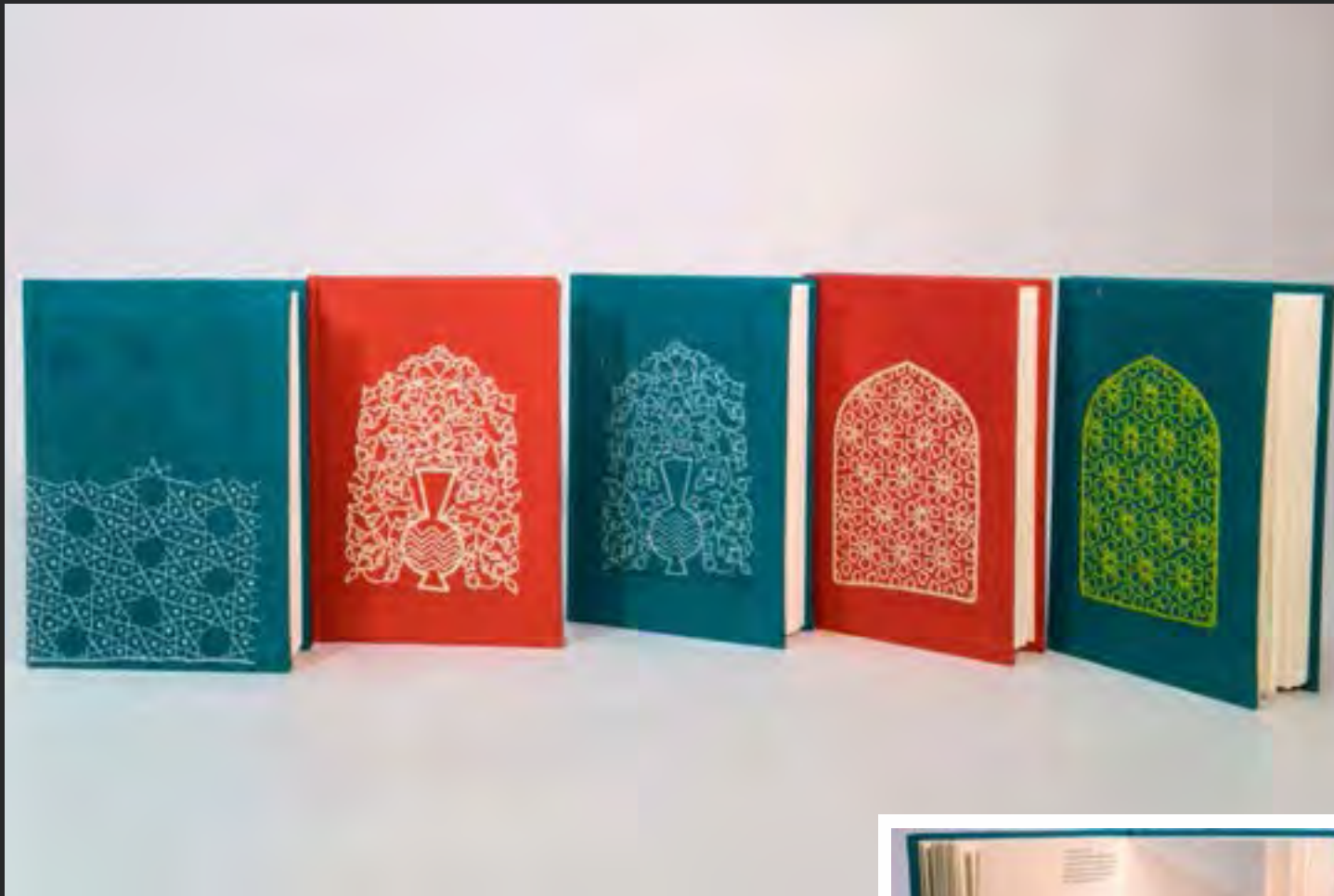


OUR FAMILY
OUR STORIES

Gulshan (26), is very fond of children, is a great cook and has a lovely singing voice. Her most memorable experience with the group was a trip to Udaipur, her first trip ever out of Delhi. Gulshan is part of the Insha-e-Noor family.

Notebooks

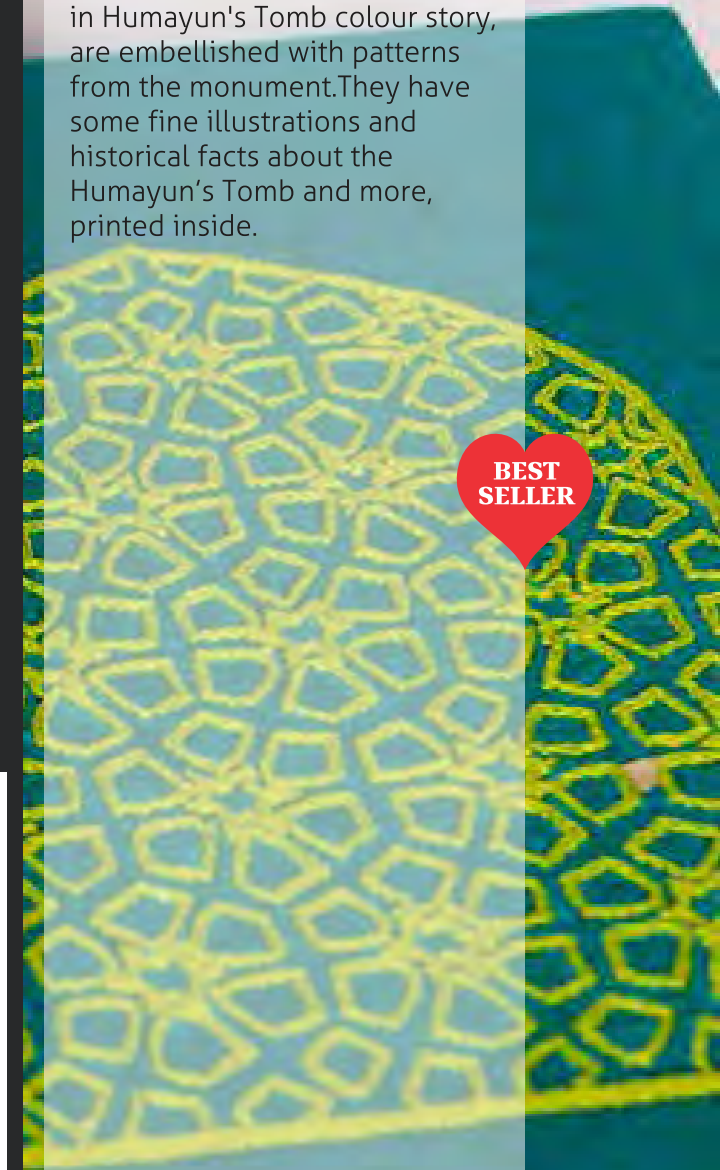
These beautiful hand embroidered notebooks are appealing and are a perfect gift for your family and friends.



Notebooks

These beautiful notebooks, done in Humayun's Tomb colour story, are embellished with patterns from the monument. They have some fine illustrations and historical facts about the Humayun's Tomb and more, printed inside.

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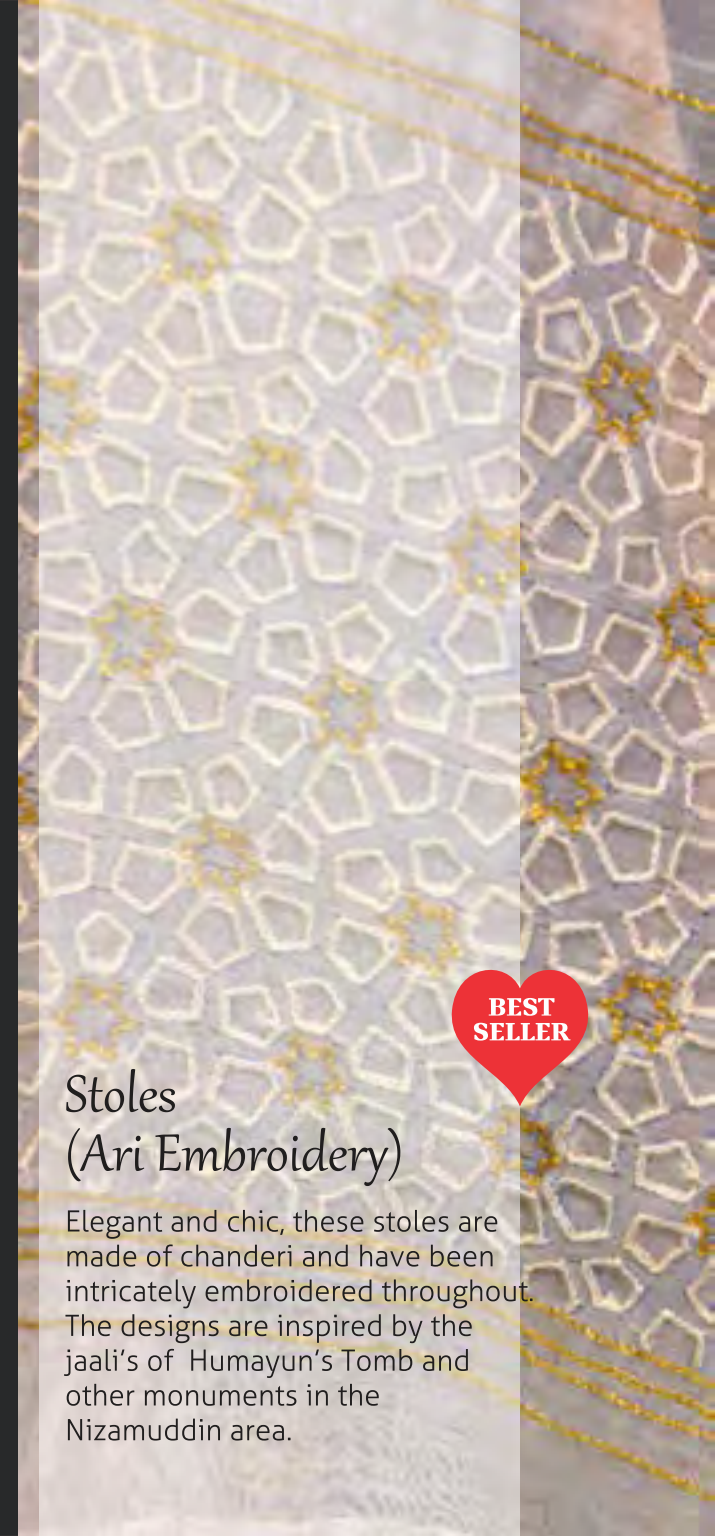
Paper Weights

Stones from the Humayun's Tomb have been crocheted in multi colours. The designs are inspired from the jaali's of Humayun's Tomb and other monuments in the Nizamuddin area.



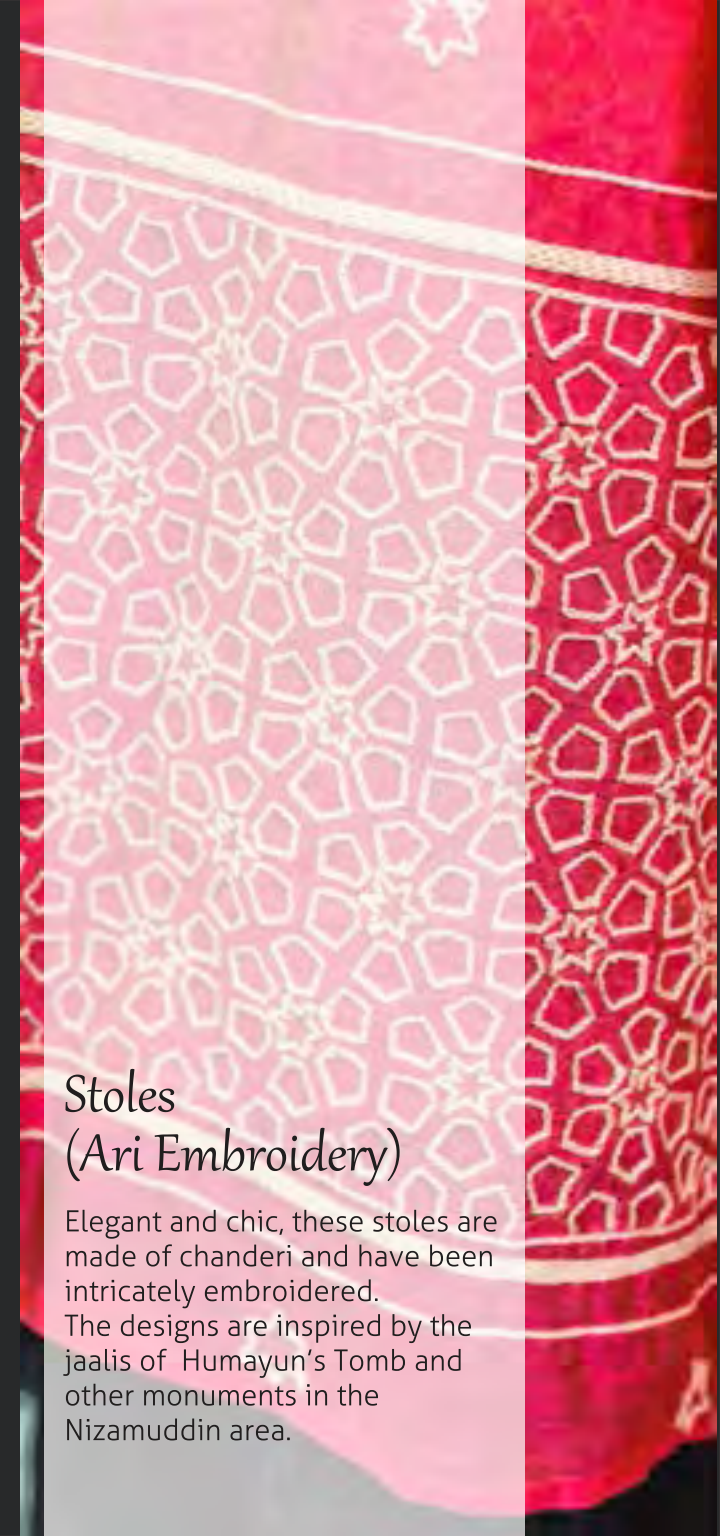
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Stoles (Ari Embroidery)

Elegant and chic, these stoles are made of chanderi and have been intricately embroidered throughout. The designs are inspired by the jaali's of Humayun's Tomb and other monuments in the Nizamuddin area.



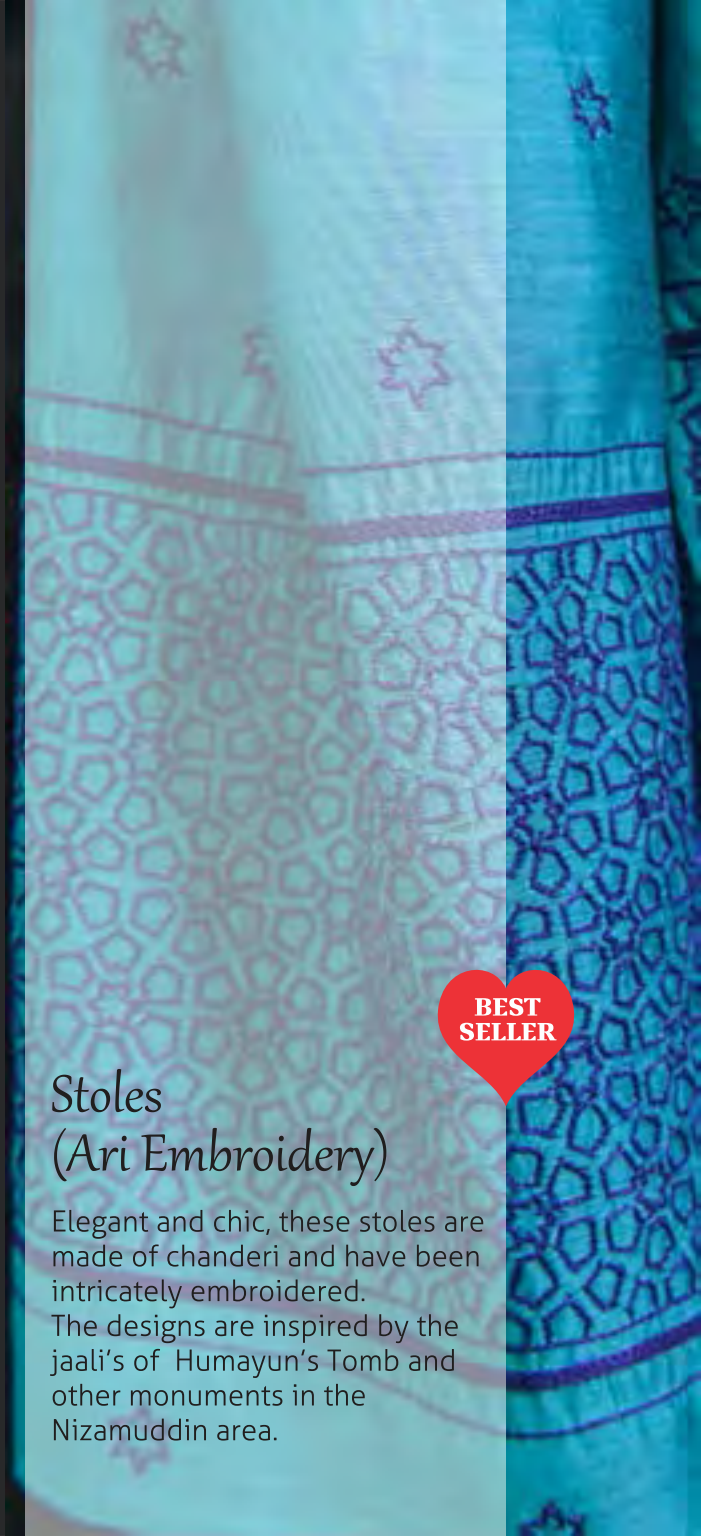
OUR FAMILY
OUR STORIES

Ruksana (25), a graduate and a very good cook, she takes up catering orders as well. Her proudest achievement was learning to stitch clothes so that she can experiment with her style! Ruksana is part of the Insha-e-Noor family.

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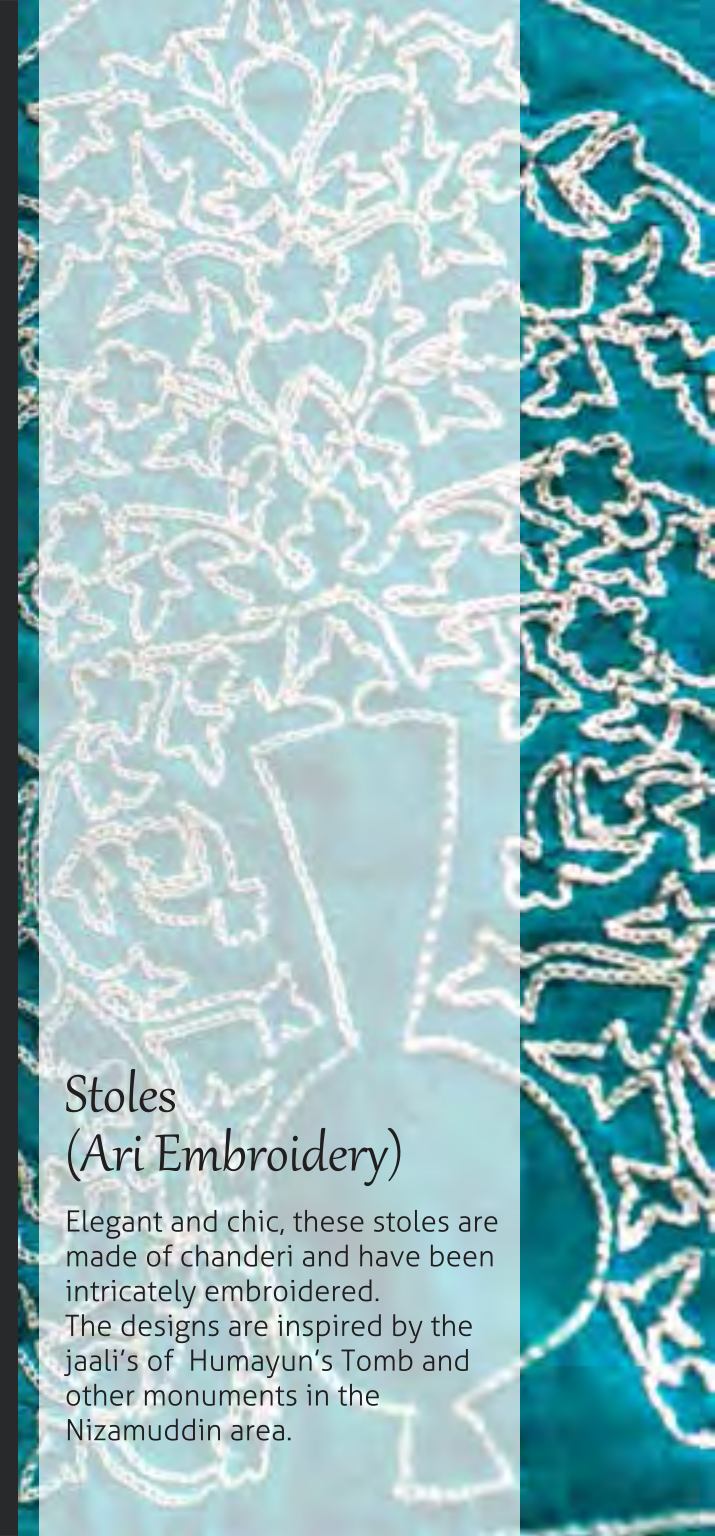
Shama (22), is part of a huge joint family of 20! She finds Sanjhi, paper cutting so beautiful that she teaches the art to her younger siblings, cousins, nieces at home. Shama is part of the Insha-e-Noor family.

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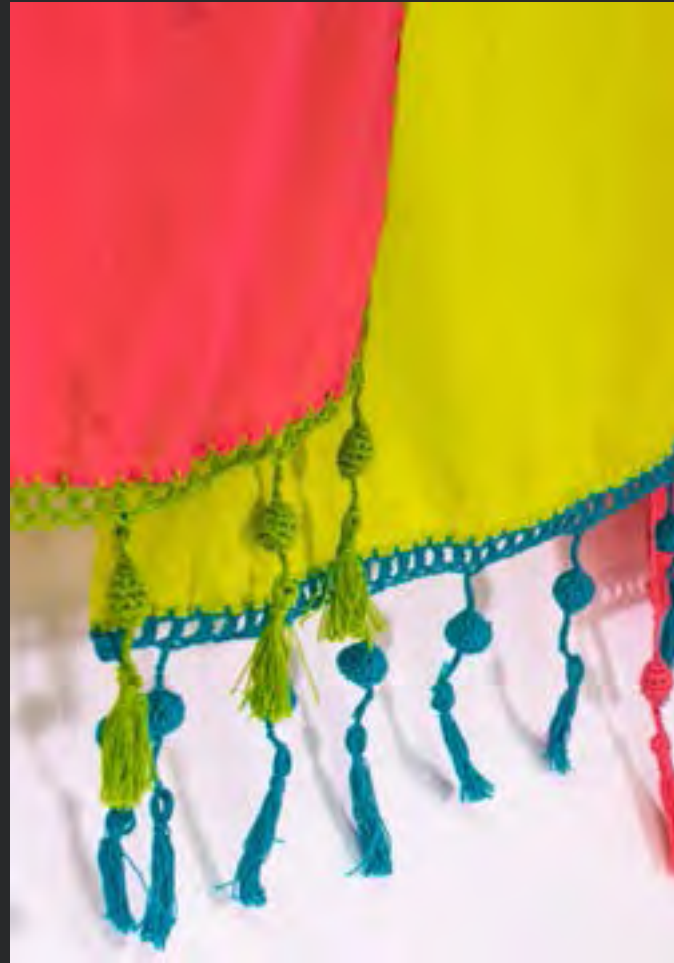


Rabiya (21), is a budding artist who loves to paint. Her proudest moments were being elected treasurer of the group and celebrating her birthday with her friends using her first salary! Rabiya is part of the Insha-e-Noor family.

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Stoles (Crochet)

These fun and colorful cotton stoles in soft mul fabric have a simple crochet border in happy contrasting colors to add a bit of zest to any outfit.



OUR FAMILY
OUR STORIES

Seema (36) mother of 2, she enjoys making clothes for herself and her kids. She is most grateful for her work because she can now buy toys for her children without feeling guilty. Seema is part of the Insha-e-Noor family.

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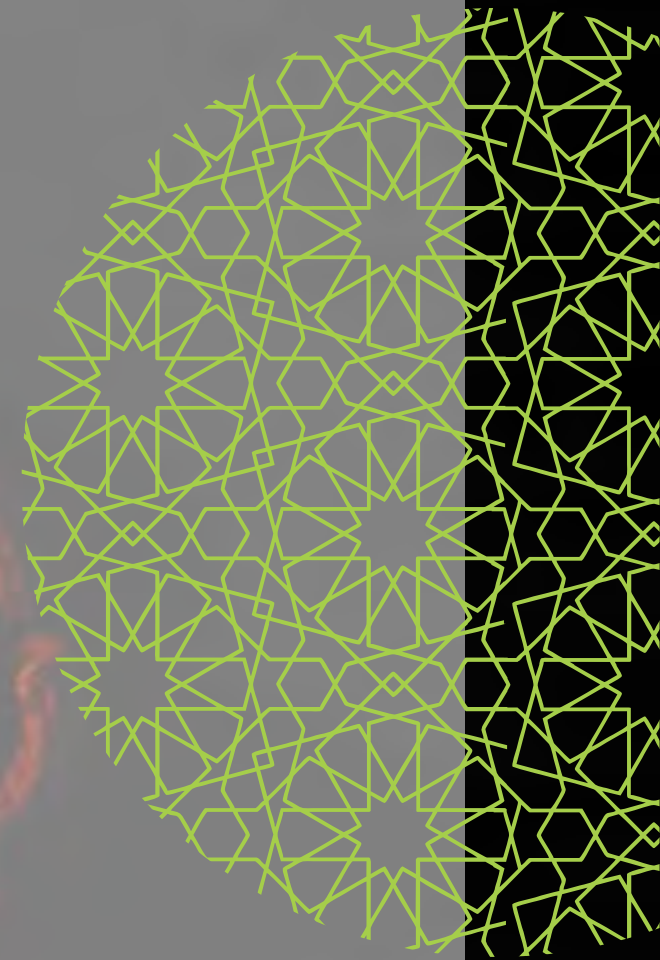


OUR FAMILY
OUR STORIES

Arifa (38), a dynamic mother of 4 school-going children, she also works in boutiques to supplement the family income! Her first and only self-indulgence was a pair of silver anklets with her first salary. Arifa is part of the Insha-e-Noor family.

Stoles (Hand Embroidery)

These colourful stoles are made of cotton and are embellished with heavy hand embroidery. They are elegant and are perfect for a day out.



T Light Holder

These t-light holders are crocheted using brilliantly colored threads which look stunning when lit.



Wall Art

Decorate your houses with these beautiful Hand embroidered wall arts. The designs are inspired by the colors and motifs of the Humayun's tomb.



paper



The women of the Basti are trained in the delicate art of Sanjhi, paper cutting. This craft uniquely and perfectly combines a beautiful art form with the restoration arm of the revival programme.

Sanjhi is the art of paper cutting to create intricate lattice forms. The group uses specially customized scissors to create paper products like books, greeting cards, wall hangings, lampshades, candle stands, book marks etc.



Sanjhi Craft

Sanjhi, the ancient art of hand cutting designs on paper, is an art form of Mathura in Uttar Pradesh, the legendary home of Lord Krishna.

The women are trained in Sanjhi by a master craft person from Mathura, translate the Jali patterns of Humayun's Tomb on to paper and come up with beautiful products that truly capture the essence of the monument.



List of Products

- Bookmarks
- Gift Boxes
- Gift Boxes (Collapsible)
- Greeting Cards
- Lamps
- Luggage Tag
- Notebooks
- Planner
- T Light Holder
- Wall Art

Produced by Noor, a Women's Self Help Group from the Hazrat Nizamuddin Basti

Noor has been founded as part of the Aga Khan Development Network
Urban Renewal Partnership Project.

HUMAYUN'S TOMB
SUNDER NURSERY
HAZRAT NIZAMUDDIN BASTI

Urban renewal initiative

A Public-Private Partnership. Initiative of Archaeological Survey of India
Municipal Corporation of Delhi - Central Public Works Department
Aga Khan Foundation - Aga Khan Trust for Culture



Bookmarks

These elegant hand
crafted Sanjhi bookmarks
have been cut by the women
of Insha-e-Noor Group.

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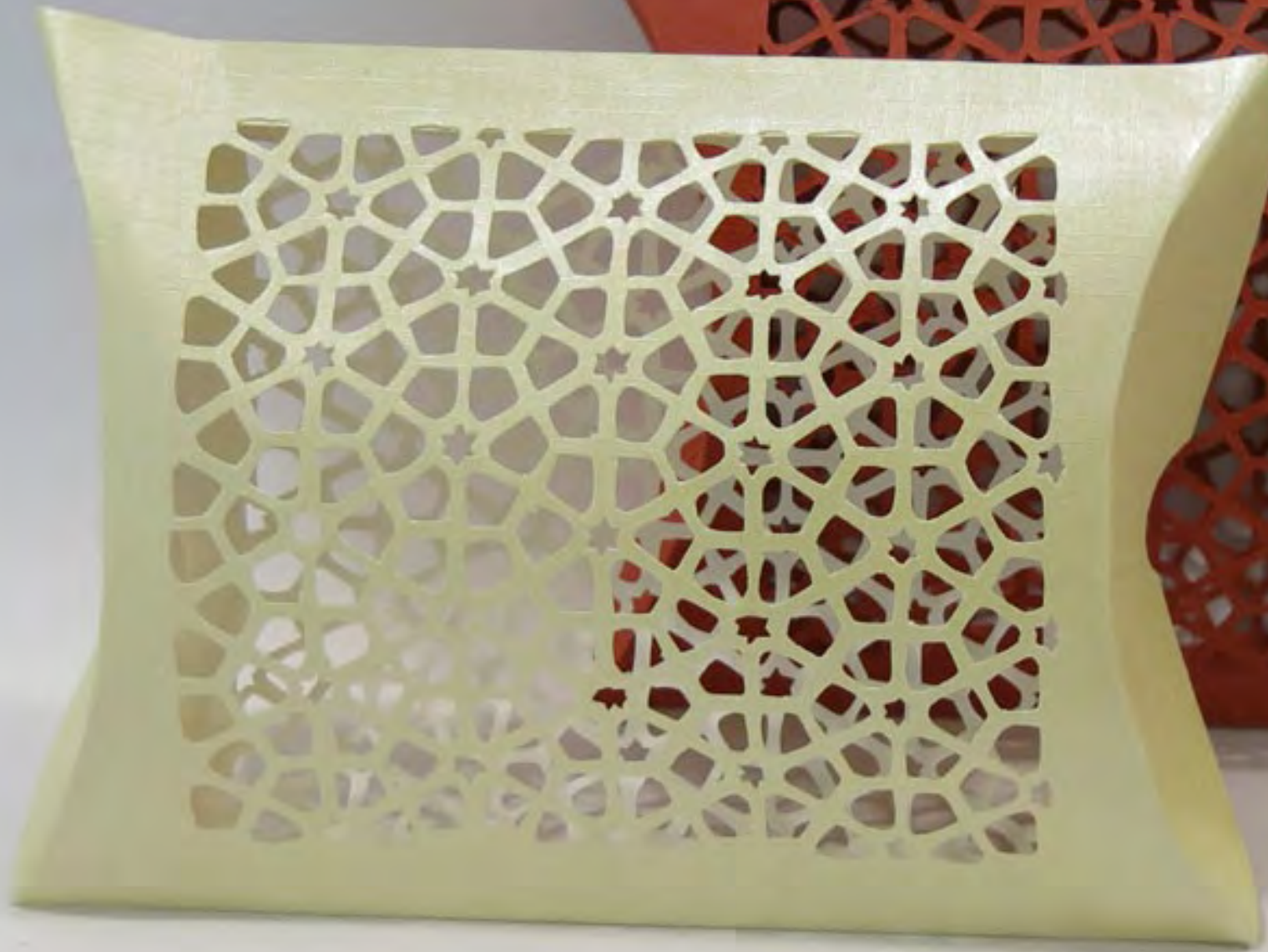
OUR FAMILY
OUR STORIES

Shaheen (40), has 2 sons and 2 daughters and believes in the power of education. She used her first salary to enroll her daughter in a certified teachers' training course. She loves Big Boss. Shaheen is part of the Insha-e-Noor family.



Gift Boxes

These vibrant gift boxes have been embellished by beautiful Sanjhi cut jaali patterns. These boxes are available in various shapes and sizes.



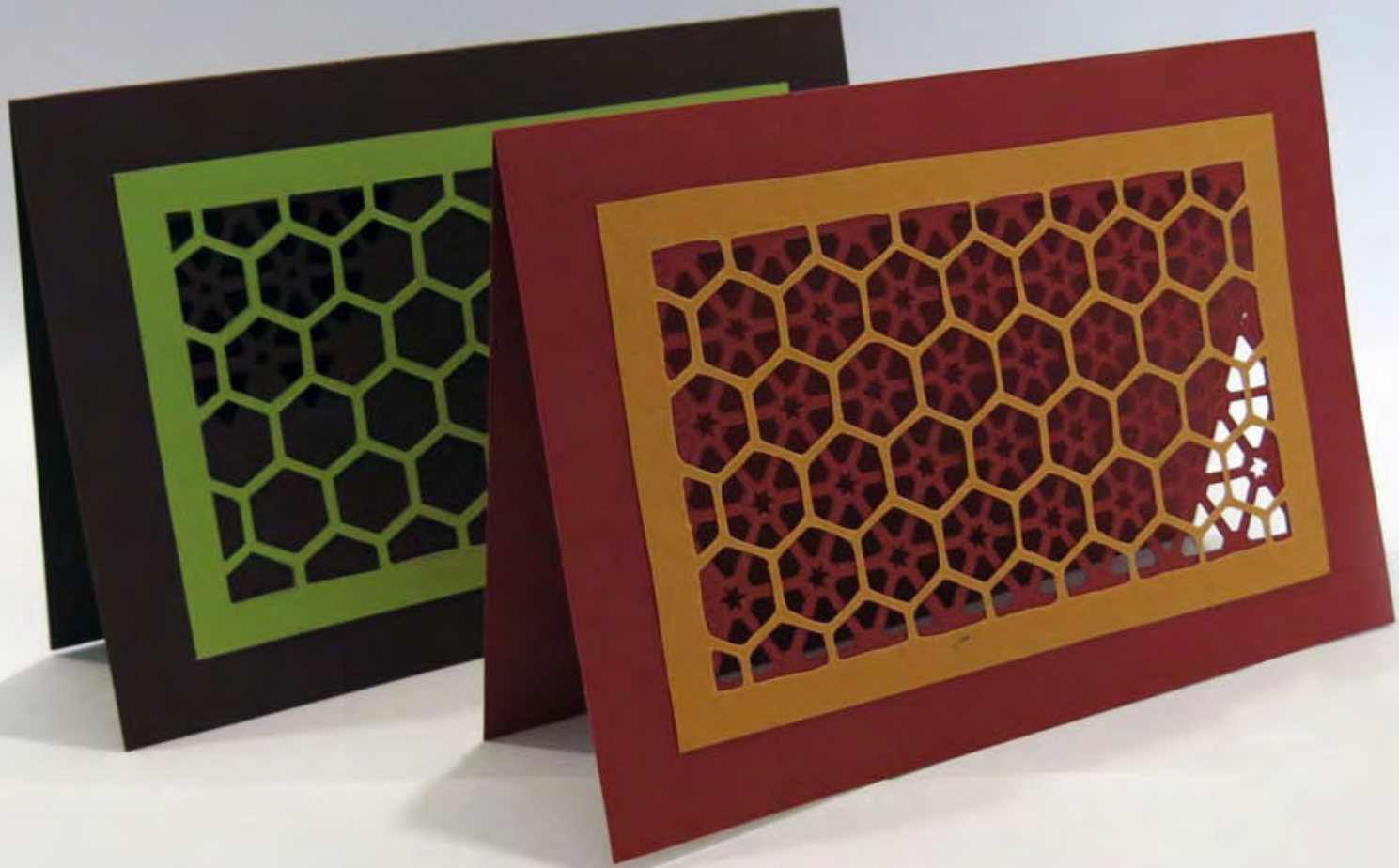
Gift Boxes (Collapsible)

Intricate jaalis have been cut on these collapsible boxes. Keep a present in these beautiful boxes to gift your loved ones.



Greeting Cards

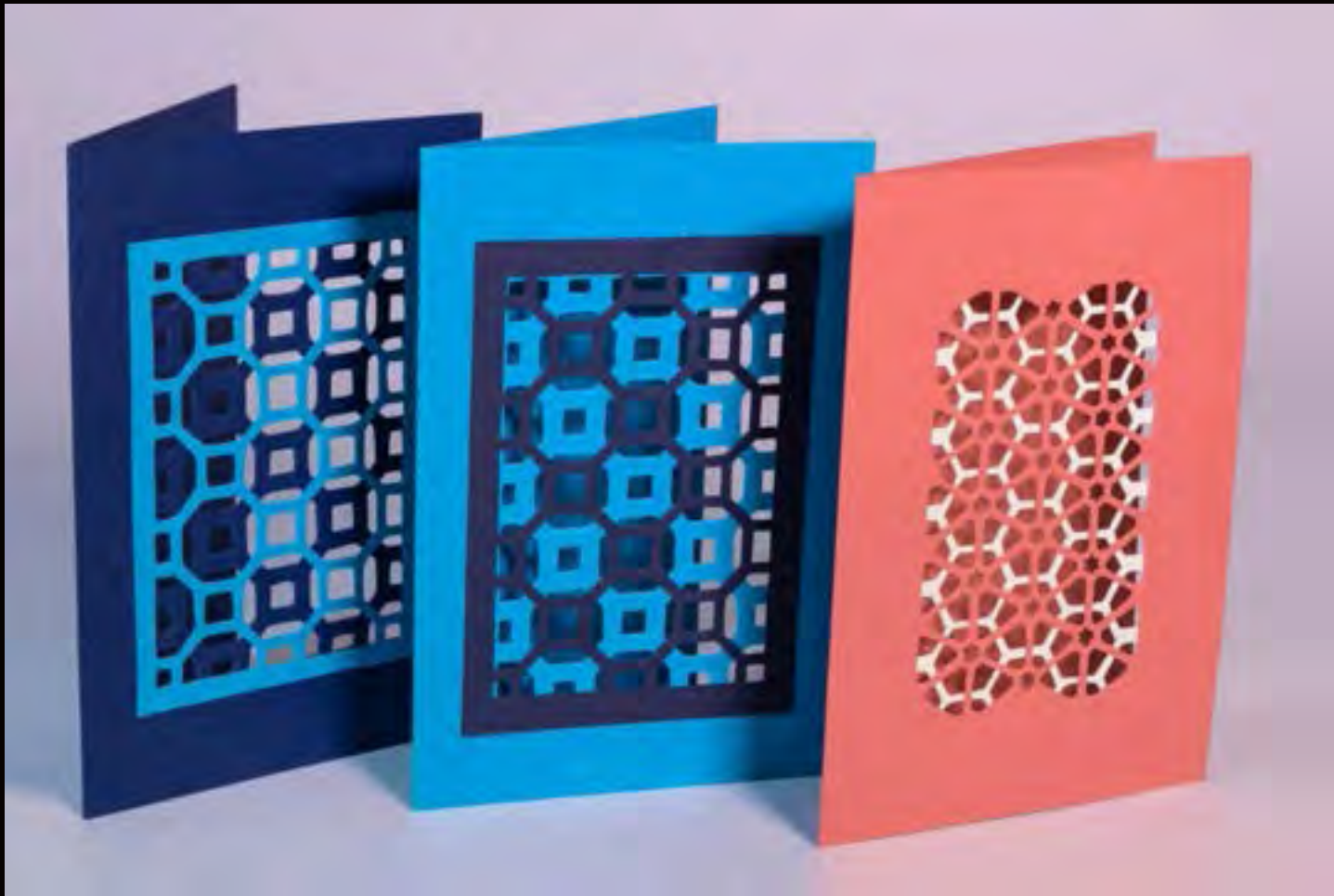
These beautiful hand crafted Sanjhi greeting cards have been cut by the women of Insha-e-Noor group. The motifs on the cards have been the monument itself.



Greeting Cards

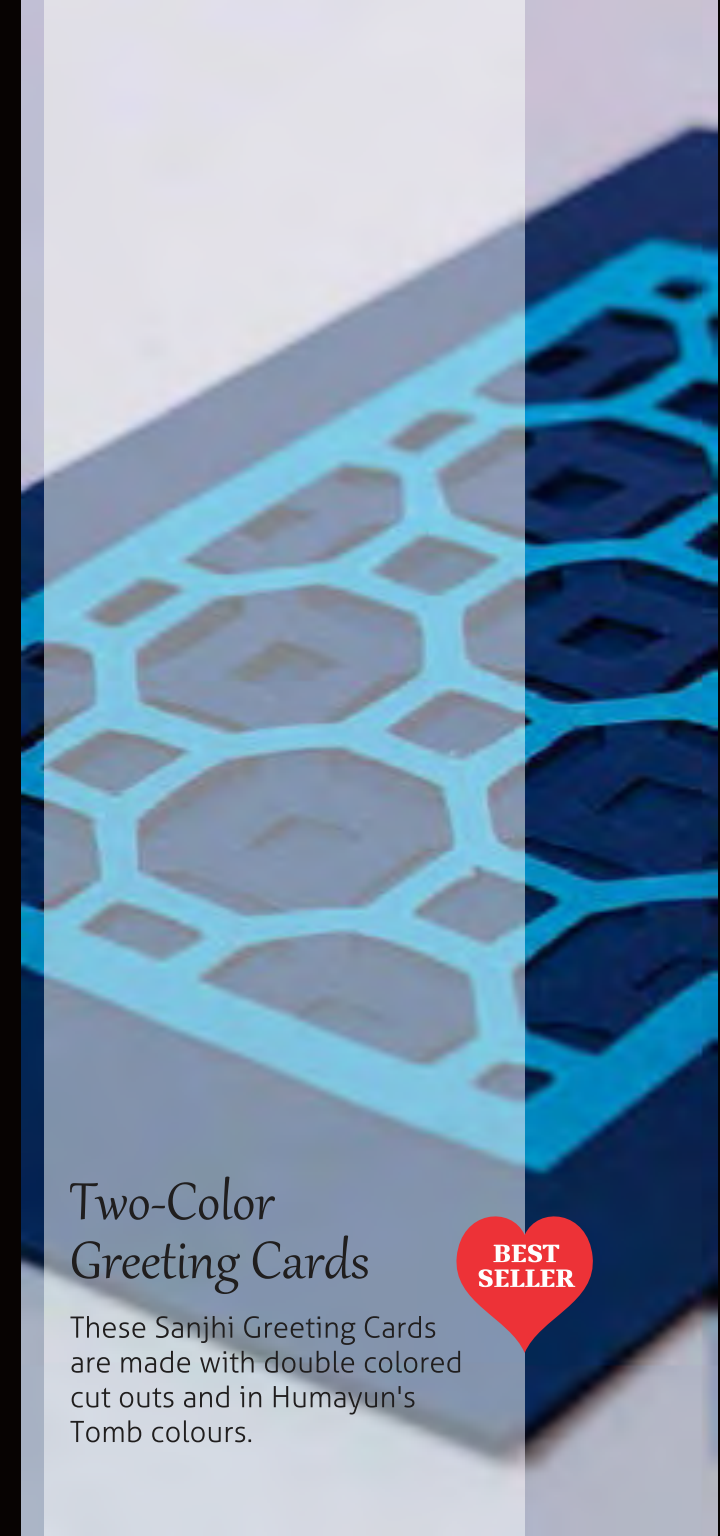
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OUR FAMILY
OUR STORIES

Reshma (20), loves junk food! She is creative and loves to learn new craft skills. Her proudest moment was having her picture in a Times of India article about Sanjhi, paper cutting. Reshma is part of the Insha-e-Noor family.



Two-Color Greeting Cards

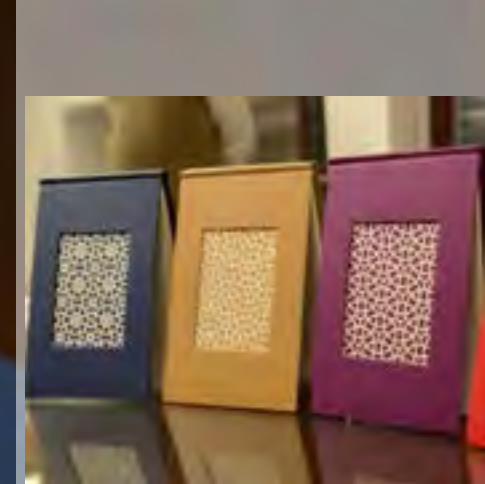
These Sanjhi Greeting Cards are made with double colored cut outs and in Humayun's Tomb colours.

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Lamps

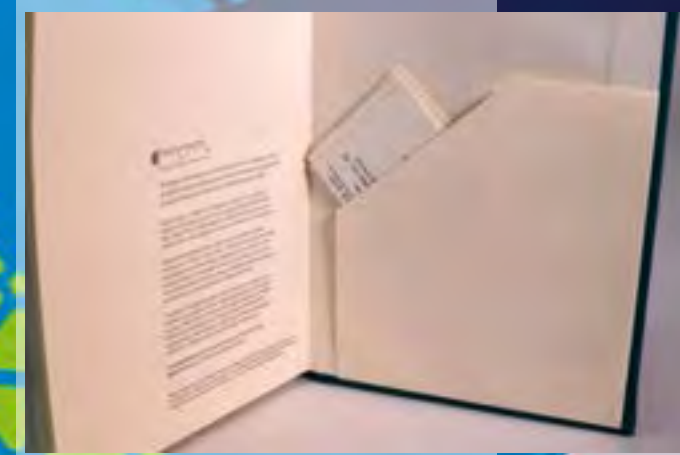
These elegant lamps have been embellished by Sanjhi cut jaali patterns. When lit, the lamps throw delicate shadows around them.



Notebooks

Brilliantly Sanjhi cut notebooks, with some fun facts about the Humayun's Tomb and more, printed inside the notebook.





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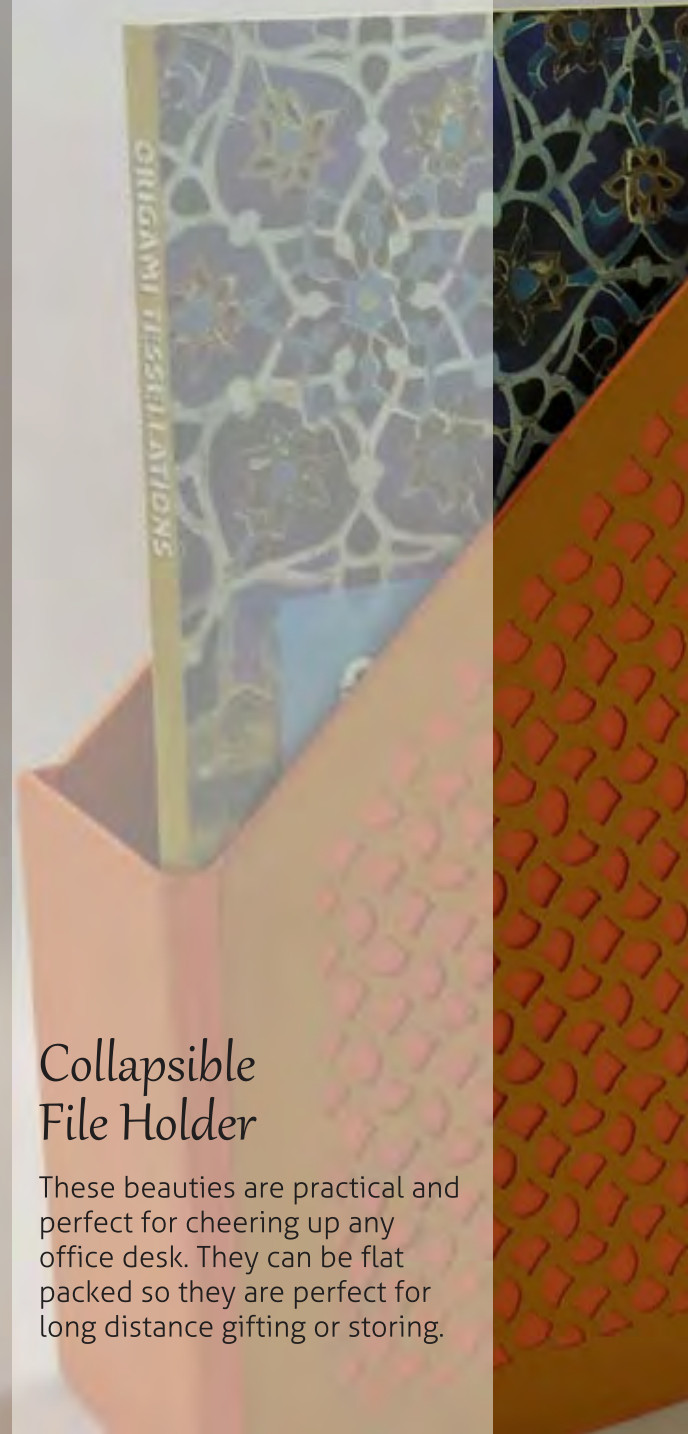
These colourful centre stitched notebooks in dual colors are perfect to take anywhere. Light enough to drop into any bag.





Planner

Plan your year ahead in these elegant planners embellished with Sanjhi cut outs in jaalis from the Humayun's Tomb.



Collapsible File Holder

These beauties are practical and perfect for cheering up any office desk. They can be flat packed so they are perfect for long distance gifting or storing.



Luggage Tag

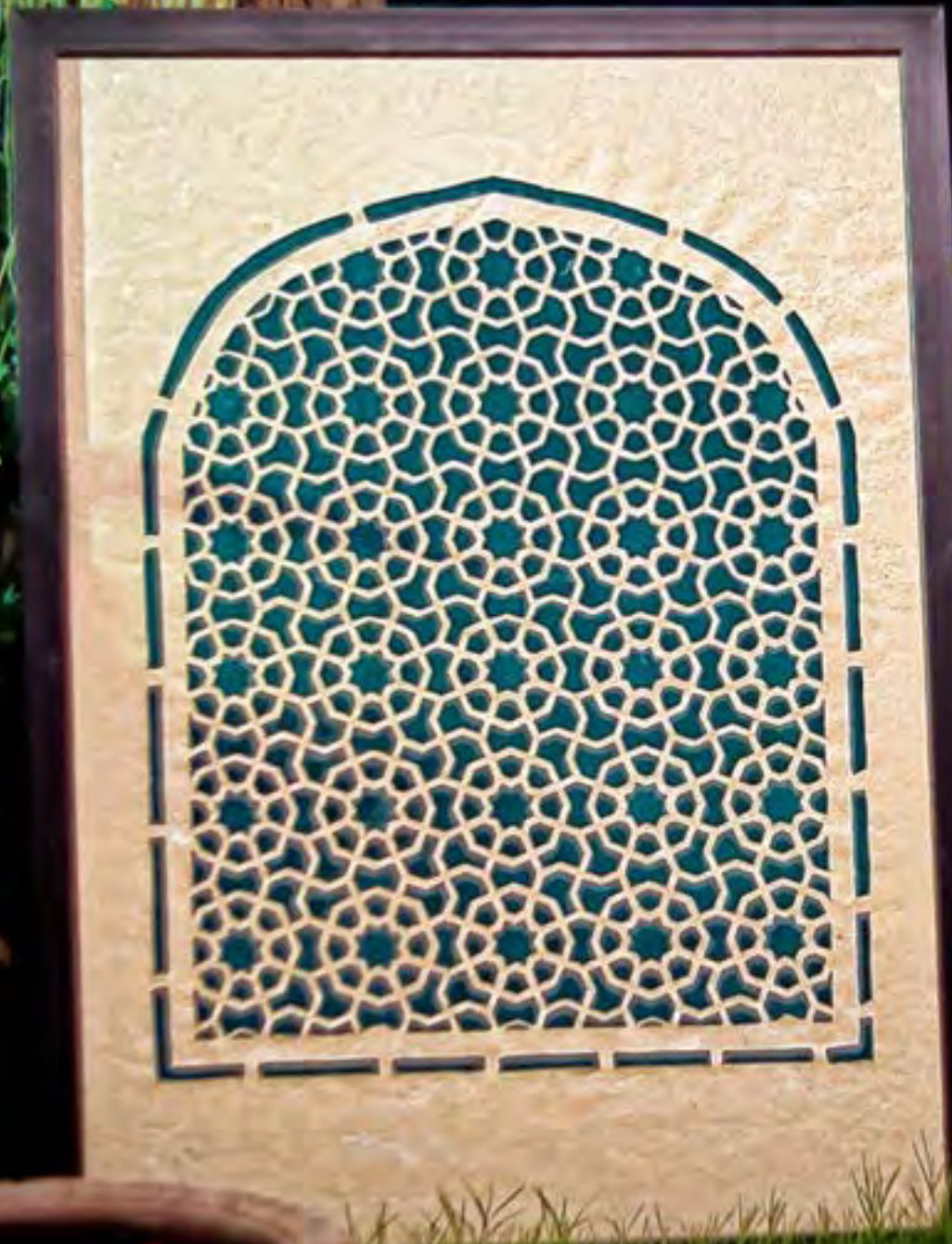
These vibrant luggage tags cut in paper and laminated. Now you will never lose your luggage on those crowded carousels!



T Light Holder

These T-Light holders have been adorned with detailed Sanjhi cutouts. These little T light holders when lit throw back beautiful jaali pattern.

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Wall Art

Decorate your houses with these beautiful Sanjhi cut wall arts.



Wall Art

Taking inspiration from the monuments in the complex, these unique wall pieces are a perfect gift.



Do get in touch with us
for feedback, more details or enquiries
about customisation for corporate gifting
(or just to say hi!)
insha.e.noor@gmail.com

You can also follow more of our latest collections at
www.facebook.com/Insha.e.Noor