

UPASANA

Integral design

The essential philosophy of the studio
can be defined in one line

“There is only one user, the Supreme Self who dwells in all”



UPASANA

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UPASANA, located in Auroville in southern India, is a place where Creativity, Fashion, Design, Indian Culture, Business, Social Responsibility and Spiritual Progress get woven seamlessly together .

UPASANA was founded in Auroville in 1997 by Uma Haimavati Prajapati. In 2005 UPASANA ventured into the field of social development with a strong focus on "Design for Change". Since then, UPASANA has initiated various projects exploring the potential of "Responsible Design". In 2011 UPASANA moved her focus into "Sustainable Fashion".

We believe "Fashion has the power to change the world, give it a chance."

At UPASANA we believe in creating "Design for Change", a sustainable future through fashion, creating clothes that go beyond beauty and vanity.



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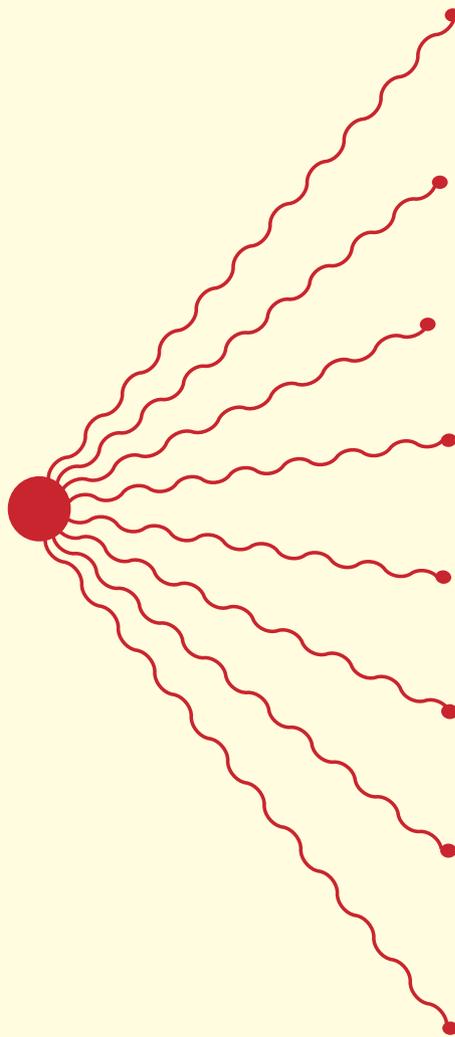


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UPASANA
Projects



VARANASI WEAVERS



TRANQUEBAR
LAND OF THE SINGING WAVES



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Tsunamika - A living symbol

The project started as a trauma counseling effort for fisherwomen in February 2005. The raw material came from industrial waste and more than 600 women were taught to make these tiny dolls called 'Tsunamika'. 'Tsunamika' runs on 'Gift Economy' - it is never sold, but given. The project runs on community support where people take dolls and contribute as per their capacity. They are gifts of love and friendship. Today, more than five million dolls are made and sent to over 80 countries. Tsunamika project has been given the 'Award of Excellence' by the Government of India and a special recognition by UNESCO.



Email: tsunamika@upasana.in
Web: www.tsunamika.org
Facebook: www.facebook.com/tsunamika.alivingsymbol



Small Steps - For a big change

'Small Steps' is a green campaign which was launched as a solution to the environmental problem of plastic carry bags. We aim at telling people - 'Carry your own shopping bags' and encourage them to avoid the usage of plastic bags. 'Small Steps', however, is more than just a bag. Women from more than 14 villages work to make the 'Small Steps' bags. 'Small Steps' believes - solutions to our problems lie in every little step we take everyday.

Email: smallsteps@upasana.in
Web: www.smallsteps.in
Blog: blog.smallsteps.in
Facebook: <http://www.facebook.com/SmallSteps>



Varanasi Weavers – Continuing the thread of tradition

Upasana began to work with Varanasi Weavers Community in 2006 and later went on to introduce a brand called 'Varanasi Weavers.' This project encouraged the weavers from this community to continue what they were good in – weaving. Upasana involves itself with the community with social intervention, design, communication solutions and marketing. This project has been granted special recognition by the UNESCO. Upasana has introduced Varanasi both nationally and globally and has also brought many brands to work in support of the weavers community.

Email: varanasiproject@upasana.in

Web: www.varanasiweavers.org



Tranquebar – Land of the Singing Waves

Tranquebar is a project where Upasana strives to transform Tranquebar into a cultural tourism destination through restoring beauty and charm to the quiet coastal town and its people. Through training and marketing, we are engaging the local population, enhancing their skills in craft and bringing them into contact with visitors eager to buy their wares. In this way, the people can improve their livelihoods and feel proud of Tranquebar once again.

Email: tranquebarproject@upasana.in

Web : www.tranquebar.in



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Kapas

Upasana created Kapas in 2008 as a sustainable business collaborative striving to protect and promote the fragile cotton communities of Tamil Nadu. Failed crops, increased competition, and unfair business practices have driven thousands of cotton farmers and weavers to despair. From seed to sale, Kapas is a socially and environmentally sustainable project using only the most ethical practices for the earth and the cotton communities of rural India.

Email: office@upasana.in
Web : www.kapas.in



Paruthi – India’s Local Organic Brand

With ‘Paruthi’, Upasana decided to go ‘Organic’ in 2011. Upasana has been working with the Organic cotton farming community for many years and decided to launch the brand in their support. Paruthi, in Tamil, means ‘Cotton’. It has taken a fashion route to sustainability and successfully launched a clothing line under ‘Responsible fashion.’ Uma, founder of Upasana says, “Fashion has the power to change the world. Give it a chance.”

Email: office@upasana.in
Blog: blog.paruthi.in
Facebook: www.facebook.com/paruthiwear



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Janaki- House of Conscious Living

We celebrate Handmade in India @ Janaki !
JANAKI is a community of consumers, producers, designers and dreamers of a conscious lifestyle.
Our dream is Responsible design, Luxury and Excellence.
We design our products connecting Luxury and Grass Root.
Our clothes are made in finest organic Cotton, Khadi and Handloom. Bodycare line is pure and organic.
We care for You, Our planet and Our people.
Your support is precious to us.
Welcome to Janaki !

Email: janaki@upasana.in
Web: www.janaki.org.in
Facebook: www.facebook.com/janaki



Prakrit – Furniture Line

29th Dec 2011 is a date that Auroville never will forget. The cyclone Thane, with winds surging at the speed of 140 km, swept across the green belt of Auroville. The dawn revealed the destruction of 40 years of labour that it took to create the forest. JANAKI decided to create a furniture line linked to this cyclone. Thus Prakrit was born. Prakrit offers you an experience of the forest of Auroville in your living space. Let us be conscious in our certitude towards land and nature!

Email torkil.dantzer@gmail.com
Web: www.prakrit.org.in





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Join us



U P A S A N A



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