



JODHPUR CITY KNOWLEDGE AND INNOVATION FOUNDATION

Indian Institute of Technology Jodhpur Campus
NH 62 Nagaur Road, Karwar Jodhpur - 342030

CIN : U85300RJ2021INPL074339

Dr. G.S.TOTEJA

Chief Executive Officer

Formerly: **Additional Director General (Scientist H)**
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Date 22-02-2024

Subject: Kalaanubhav.in, an E-commerce platform launched by JCKIF

Dear Dr. Choudhary,

I am pleased to inform that the **Kalaanubhav.in** (<https://kalaanubhav.in/>), an E-commerce Platform initiated by JCKIF, is now operational. **Kalaanubhav.in** was launched on 26th October 2023 at IIT Jodhpur by Prof. Ajay Kumar Sood, Principal Scientific Adviser to the Government of India.

Kalaanubhav.in has been meticulously developed to serve as an E-commerce platform that empowers Local artisans to directly exhibit and trade their handloom and handicraft products to customers. This platform not only offers the convenience of exploring unique items from the comfort of one's home but also brings the exquisite beauty of artisanal creations right to your doorstep. Our overarching goal is to uplift each artisan and nurture them into successful entrepreneurs.

We request you to extend your support by making sincere purchasing requests on **Kalaanubhav.in**, & support the livelihoods of local craft artisans and also contribute to the preservation and promotion of indigenous art forms.

You can also purchase directly from the Office of JCKIF, located at Berm-E-6, IIT Campus, Jodhpur, Rajasthan, during working days preferably between 2:00 PM to 5:00 PM.

Your support in this endeavour will not only help to sustain local craftsmanship but also foster a sense of pride in our rich cultural heritage.

Warm regards,

Yours Sincerely

(Dr. G.S. Toteja)

Dr. B. R. Choudhary
Vice Chancellor
Agriculture University
Jodhpur.

Noted to and
22.2.24



An initiative of Jodhpur City
Knowledge and Innovation
Foundation.

KALANUBHAV.IN

Discover handloom & handicrafts products
of Bone & Horn, Leather Mojari, Salawas
Durry, Tie & Die, and Block Printing clusters.
Shop now at kalaanubhav.in! ★
#SupportArtisans #Aatmnirbharbharat

SHOP NOW



Visit our website & Enjoy the
3D Shopping Experience

WWW.KALANUBHAV.IN

Can also Shop at:

JCKIF, E-6 Berm, IIT Jodhpur Campus,
NH 62, Nagaur Road, Karwar, Jodhpur

ABOUT KALA ANUBHAV

EXPLORE CRAFTS

