# Sapience Arts Foundation

***Where Heritage Lives Forward***

Founded in 2025 by Dr. Sumita Misra, IAS, in Panchkula, Haryana — curating premium, exclusive cultural experiences that bridge India's finest regional traditions with contemporary expression. A proud partner of the Chandigarh Literature Festival.


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# Our Vision: An Enlightened Cultural Society

### Preserve & Create

Art, literature, and heritage from all parts of India preserved, created, and shared as living forces that shape a more humane and inclusive nation.

### Celebrate Diversity

Championing cultural expressions from diverse regions and languages of India, prioritizing underrepresented voices and traditions.

### Inspire Imagination

Fostering a society where heritage and contemporary expression together cultivate a more imaginative and culturally literate world.



OUR MISSION

# What We Set Out to Do

> The foundation unites artists, writers, and scholars to preserve heritage, ignite innovation, and ensure equitable access to cultural opportunities pan-India.

Our mission expands on these key areas:

- To identify, support, and showcase emerging and established artists, writers, poets, and cultural practitioners from diverse regions and languages of India.
- To curate festivals, literary events, residencies, workshops, and public programmes that foster cross-disciplinary dialogue between art, literature, crafts, performance, and digital media.
- To document and revive traditional and folk art forms while encouraging contemporary experimentation rooted in India's cultural heritage.
- To partner with leading literary platforms — including the Chandigarh Literature Festival — to amplify voices in Indian writing, poetry, and storytelling.

OUR MISSION (CONTINUED)

# Building Platforms & Advocating for Culture

### Accessible Platforms

Building physical and digital platforms that connect creators with audiences, institutions, and markets — especially in underrepresented regions.

### Educational Initiatives

Designing programmes for young people and communities that cultivate critical thinking, aesthetic sensitivity, and cultural literacy.

### Collaborative Advocacy

Partnering with institutions, civil society, and government bodies to advocate for sustainable ecosystems that value artistic labour and cultural diversity.

OUR VERTICALS

# Six Pillars of Sapience

SAF's work is organised into six distinct verticals — each with a name drawn from India's classical languages and cultural traditions, reflecting the depth and diversity of our mission.

### NAAD (नाद)

Performing Arts — classical music, dance, theatre, and folk performances. Naad means 'primordial sound' — the cosmic resonance at the heart of all Indian performing traditions.

### VAANI (वाणी)

Literature & Poetry — festivals, readings, translations, and storytelling. Vaani means 'voice' and is another name for Saraswati — the eternal goddess of learning and expression.

### SRIJAN (सृजन)

Visual Arts & Crafts — folk art, contemporary visual arts, crafts, and heritage textiles. Srijan means 'creation' — the act of bringing beauty and meaning into the world.

### PRAGYA (प्रज्ञा)

Education & Outreach — school programmes, workshops, educator training, and cultural literacy. Pragya means 'deep wisdom and insight' — illuminating minds across generations.

### PRAKASH (प्रकाश)

Digital & Media — online platforms, documentation, archiving, and digital storytelling. Prakash means 'light' — illuminating India's culture and carrying it to the world.

### SANGAM (संगम)

Partnerships & Advocacy — institutional collaborations, CSR, government engagement, and policy advocacy. Sangam means 'confluence' — where rivers, people, and ideas meet and flow together.

LOGO CONCEPTS

# Six-Petal Mandala —



## Option B — Six Distinct Colours

Each petal a different vibrant hue, representing one vertical of SAF.

# Sapience Arts Foundation

***Where Heritage Lives Forward***

OPTION B — SIX DISTINCT COLOURS

BRAND IDENTITY

# SAF Brand Colour System

## Core Palette

**Deep Indigo**

Primary — Authority, Heritage, Depth

**Saffron**

Accent — Energy, Culture, Warmth

**Antique Gold**

Highlight — Prestige, Craft, Timelessness

Base: Ivory White #FAF7F0 — used for backgrounds, breathing space, and print.

## Vertical Colour Mapping

- 🟠 NAAD — Saffron #E8751A — Performing Arts
- 🔵 VAANI — Indigo #1B1F5E — Literature & Poetry
- 🟢 SRIJAN — Forest Green #2D6A4F — Visual Arts & Crafts
- 🔴 PRAGYA — Crimson #9B1D20 — Education & Outreach
- 🟡 PRAKASH — Gold #C9A84C — Digital & Media
- ⚪ SANGAM — Ivory #FAF7F0 — Partnerships & Advocacy

*Each vertical carries its own signature colour — enabling a rich, flexible brand system across events, programmes, and communications.*

LOGO RATIONALE

# Why the Six-Petal Mandala?

## The Symbolism

### Six Petals = Six Verticals

Each petal directly maps to one of SAF's six pillars — NAAD, VAANI, SRIJAN, PRAGYA, PRAKASH, SANGAM. The logo IS the mission.

### The Mandala Form

Mandalas are among India's oldest sacred geometric forms — representing wholeness, unity, and the cosmos. Perfect for a foundation that sees culture as a complete, living system.

### Colour as Identity

Each petal's distinct colour gives every vertical its own visual identity — enabling a rich, flexible brand system across events, programmes, and communications.

### Timeless & Scalable

The geometric form works at any size — from a business card to a festival banner — and remains recognisable in colour or monochrome.

### Rooted Yet Modern

The mandala is ancient Indian in origin but the clean geometric execution feels contemporary and premium — exactly SAF's positioning.

### Unique in the Space

No major Indian cultural foundation currently uses a mandala as its primary mark — giving SAF instant distinctiveness.

## The Recommended Choice



Option B — Six Distinct Colours — is our recommendation. Each of the six petals carries a signature colour representing one vertical, making the logo not just a mark but a complete brand system.

### Colour Mapping

- 🟠 Saffron — NAAD (Performing Arts)
- 🔵 Indigo — VAANI (Literature & Poetry)
- 🟢 Forest Green — SRIJAN (Visual Arts & Crafts)
- 🔴 Crimson — PRAGYA (Education & Outreach)
- 🟡 Gold — PRAKASH (Digital & Media)
- ⚪ Ivory — SANGAM (Partnerships & Advocacy)



OUR BEGINNINGS

# Rooted in Tradition, Reaching Forward

Founded in 2025 by Dr. Sumita Misra, IAS, Sapience Arts Foundation was established in Panchkula, Haryana, by cultural practitioners and literature enthusiasts committed to bridging regional traditions with contemporary expression.

Drawing inspiration from diverse folk arts, crafts, and oral histories across India, the Foundation addresses critical gaps in the national cultural ecosystem — prioritizing underrepresented regions and voices that deserve to be heard.

WHY SAF?

# The Gap We Exist to Fill

## The Problem

India's cultural ecosystem is vast but deeply unequal. Metropolitan cities dominate arts funding, media attention, and institutional support — while thousands of folk traditions, regional languages, oral histories, and grassroots artists remain invisible, underfunded, and at risk of being lost forever.

### Underrepresented Regions

States like Haryana, with rich folk traditions — Saang, Ragini, Phag — receive a fraction of the cultural investment that metros enjoy.

### Missing Platforms

Writers, poets, and artists from non-English, non-Hindi backgrounds lack access to national stages, publishers, and audiences.

### Broken Ecosystem

There is no sustained, structured support connecting artists to schools, markets, institutions, and digital platforms in Tier 2 and Tier 3 India.

## What Makes SAF Different

### Led by a Civil Servant

Dr. Sumita Misra, IAS brings rare institutional credibility, policy access, and administrative muscle to the cultural sector — bridging government and grassroots.

### Rooted in Haryana, Reaching Pan-India

SAF starts where the need is greatest — in Panchkula — and builds outward, not inward from Delhi or Mumbai.

### Art + Literature Together

Unlike most foundations that focus on either performing arts or literature, SAF integrates both — creating richer, cross-disciplinary cultural experiences.

### Credible & Compliant

Registered under 80G, 12A & CSR — SAF is built for long-term sustainability, transparency, and institutional trust from day one.



OUR FOUNDER DIRECTOR

# Dr. Sumita Misra, IAS

## Visionary. Administrator. Cultural Champion.

Dr. Sumita Misra, IAS, is the driving force behind Sapience Arts Foundation. A distinguished civil servant with a deep passion for India's cultural heritage, she founded SAF in 2025 in Panchkula, Haryana, with a mission to preserve, promote, and reimagine India's rich artistic traditions.

Combining administrative acumen with a profound love for literature, folk arts, and performing traditions, Dr. Misra envisions a cultural ecosystem where every region of India — especially the underrepresented — finds its voice and its audience.

# Educational Outreach: Our Plans for the Next Generation



## School Partnerships

Planning to collaborate with local schools to deliver artist-led workshops and hands-on demonstrations that bring Indian arts into the classroom.



## Ancient Meets Contemporary

Artists will engage students by drawing compelling comparisons between ancient dance traditions and modern movement forms, sparking curiosity and appreciation.



## Empowering Educators

Aiming to equip youth and teachers alike to see the arts as a vital vehicle for social and cultural exchange across generations.



# Exclusive Cultural Experiences: Our Plans

### Curated for Connoisseurs

SAF events will be intimate, invitation-worthy gatherings — designed for audiences who deeply appreciate the arts, not mass-market spectacles.

### Cross-Cultural Excellence

Bringing together India's finest performers, writers, and thinkers in premium settings that celebrate diversity and artistic mastery.

### Exclusive Collaborations

Partnering selectively with organisations and institutions that share SAF's commitment to quality, cultural depth, and meaningful impact.

# Our Vision for Impact

**2025**

### Year Founded

Established in Panchkula, Haryana, with a bold vision to transform India's cultural landscape.

**∞**

### Art Forms to Celebrate

Classical, folk, music, dance, theatre, poetry, crafts, and literature from across India.

**Pan**

### India Reach

Committed to connecting creators and audiences from every region, especially underrepresented communities.

**→**

### Activities Launching Soon

Festivals, residencies, workshops, school programmes, and digital platforms — all coming soon.

## Aligned with UN Sustainable Development Goals

1

### SDG 4

Quality Education — cultural literacy & school outreach

2

### SDG 10

Reduced Inequalities — amplifying underrepresented voices

3

### SDG 11

Sustainable Communities — preserving living heritage

4

### SDG 17

Partnerships — collaborating across institutions & government

VIKSIT BHARAT 2047

# SAF's Contribution to India @ 100

As India marches towards its centenary of independence in 2047, culture, heritage, and the arts are not soft additions — they are the soul of a truly developed nation. Sapience Arts Foundation is committed to being a cultural pillar of Viksit Bharat.

## Cultural GDP

By formalising India's creative economy — arts, crafts, literature, and performance — SAF helps unlock the cultural sector as a driver of inclusive economic growth.

## Soft Power & Identity

A nation confident in its heritage projects strength globally. SAF nurtures India's soft power by keeping its diverse artistic traditions alive, relevant, and world-class.

## Educated & Empathetic Citizens

Through school outreach and community programmes, SAF builds the next generation of culturally literate, empathetic, and imaginative Indians — essential for a humane developed society.

## Equity & Inclusion

True development leaves no region or voice behind. SAF's focus on underrepresented communities ensures India's cultural renaissance is pan-India — not just metropolitan.

> A Viksit Bharat is not just economically strong — it is culturally enlightened. SAF is building that India, one art form at a time.

# Artistic & Literary Excellence: Our Vision

Sapience Arts Foundation will present only the finest — curating exclusive, invitation-worthy events featuring master artists, celebrated writers, and poets who are the living stewards of classical, folk, and literary traditions.

Every SAF event will be a premium cultural experience — intimate, immersive, and impeccably produced — where India's greatest artistic and literary voices connect with discerning audiences in settings worthy of the art itself.



STRATEGIC PARTNERSHIP

# Chandigarh Literature Festival

## Where Words Meet the World

Sapience Arts Foundation is proud to partner with the Chandigarh Literature Festival — one of the region's most celebrated platforms for writers, thinkers, poets, and storytellers.

This partnership reflects SAF's commitment to literature as a living art form — one that connects communities, preserves languages, and sparks vital conversations about identity, heritage, and the future of India's cultural life.




## What This Partnership Enables

### Literary Showcases

Presenting emerging and established Indian writers, poets, and translators to diverse audiences across the region.

### Cross-Art Dialogue

Creating unique intersections between literature, music, dance, and visual arts — SAF's signature cross-disciplinary approach.

### Community Access

Making literary culture accessible to schools, colleges, and underrepresented communities in Haryana and beyond.

# Challenges and Opportunities Ahead



### Expand Our Reach

Growing from Panchkula, Haryana to bring India's diverse art forms to audiences across the nation and beyond.

### Go Digital

Leveraging virtual platforms to offer online workshops, streaming performances, and digital cultural content.

### Sustainable Funding

Securing long-term support to fund artist residencies, school programmes, and community initiatives.

OUR ROADMAP

# Building SAF: Phase by Phase

1

## 2025 — Q1–Q2

**Foundation & Identity**

Register the foundation, build the core team, establish brand identity, launch website and social media presence.

2

## 2025 — Q3–Q4

**First Programmes**

Launch inaugural workshop series, onboard partner schools and artists, host the first public cultural event in Panchkula.

3

## 2026

**Expand & Deepen**

Scale outreach to other cities in Haryana and neighbouring states, launch digital content platform, apply for government and CSR grants.

4

## 2027 & Beyond

**Pan-India Presence**

Establish annual festivals, artist residency programme, and a national network of cultural collaborators across India.

BRANDING

# Building a Brand That Resonates

SAF's brand must communicate exclusivity, cultural depth, and prestige — attracting discerning patrons, corporates, and artists who associate with only the finest cultural platforms.

### Premium Visual Identity

Deep jewel tones — indigo, gold, crimson, and ivory — paired with elegant typography. Every touchpoint should feel like a luxury cultural institution.

### A Tagline That Commands

'Where Heritage Lives Forward' — poetic, confident, and timeless. Use it consistently to anchor SAF's premium identity.

### Exclusivity in Every Detail

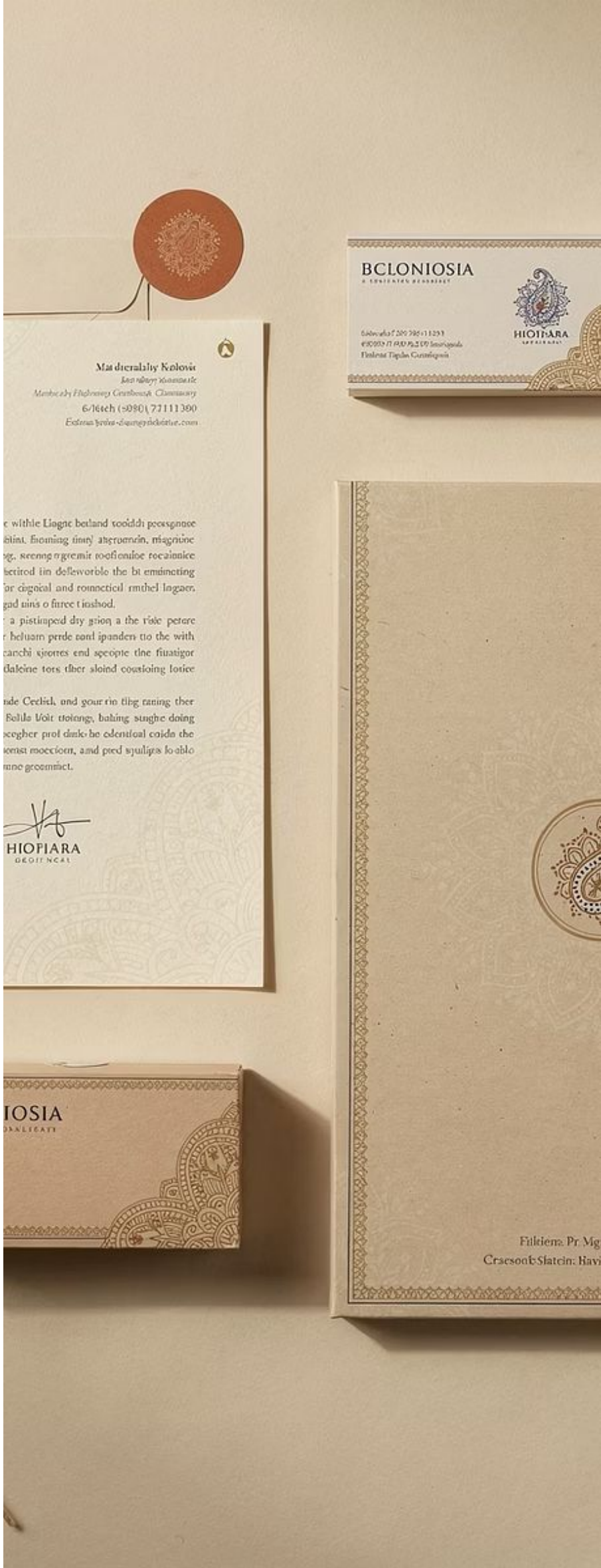
Invitations, programmes, and event collateral should feel like collector's items — beautifully designed, printed on quality stock, and worth keeping.

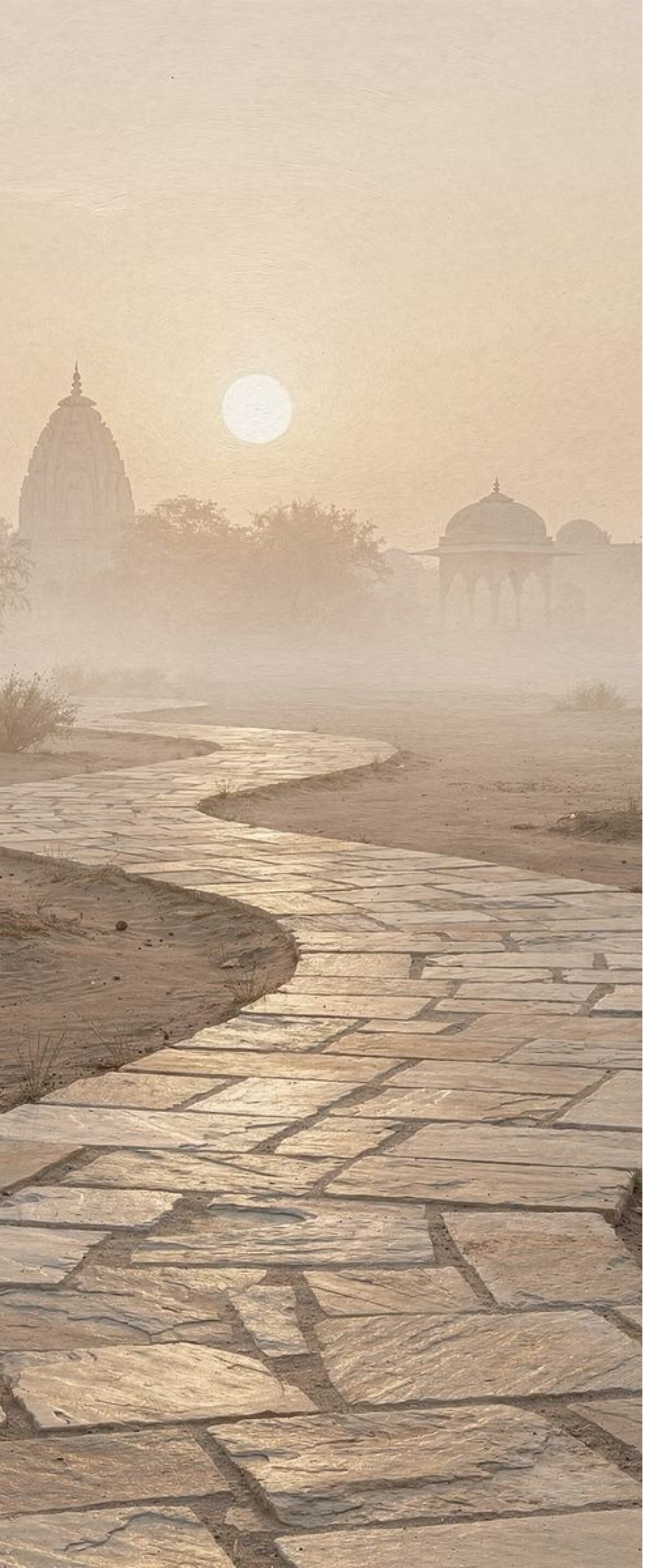
### Storytelling with Prestige

Feature the artists, the traditions, and the founder's vision. Premium brands tell stories that make audiences feel privileged to be part of them.

### The Founder as Brand

Dr. Sumita Misra, IAS is SAF's most powerful brand asset — her credibility, vision, and public presence signal institutional seriousness and cultural authority.





WAY FORWARD

# The Path Ahead for SAF

With a clear vision, strong leadership, and deep roots in India's cultural heritage, SAF is poised to become a transformative force in the arts ecosystem.

## Formalise the Foundation

Complete legal registration, governance structure, and financial systems to build a credible, accountable institution.

## Build the Core Team

Recruit passionate cultural practitioners, administrators, and communicators who share SAF's vision and values.

## Forge Early Partnerships

Identify and onboard 3–5 anchor partners — schools, cultural bodies, or corporates — to co-create the first programmes.

## Launch with Impact

Plan a flagship inaugural event in Panchkula that generates media coverage, community buzz, and establishes SAF's public identity.

## Measure & Iterate

Set clear goals for each programme, gather feedback, and continuously refine SAF's approach to maximise cultural and social impact.

REVENUE MODEL

# How SAF Sustains Itself

SAF is designed for long-term financial sustainability through a diversified revenue model — anchored by premium, exclusive cultural events that command value and attract discerning patrons, corporates, and institutions.

### CSR Funding

Corporates can direct CSR budgets to SAF under the Companies Act — eligible due to our CSR registration.

### Government Grants

Applying to Ministry of Culture, Sangeet Natak Akademi, Haryana government, and state arts councils for programme funding.

### Premium Event Revenue

Exclusive, curated cultural events — ticketed at premium price points — attracting connoisseurs, corporates, and cultural patrons who value quality and exclusivity.

### Residency & Workshop Fees

Paid artist residencies, masterclasses, and professional development workshops for practitioners and institutions.

### Institutional Partnerships

Fee-based collaborations with schools, colleges, and cultural organisations for outreach programmes and curriculum integration.

### Donations & Philanthropy

Tax-exempt donations under 80G from individuals, HNIs, and diaspora communities who support India's cultural mission.



JOIN OUR TEAM

# Call for Interns & Fellows

## Shape India's Cultural Future — Starting Now

Sapience Arts Foundation invites passionate young individuals to join us as interns and fellows. This is a rare opportunity to work at the intersection of arts, literature, heritage, and social impact — guided by experienced cultural practitioners and a founding IAS officer.



### Cultural Programming

Assist in planning festivals, workshops, residencies, and literary events from concept to execution.

### Research & Documentation

Document folk traditions, oral histories, and regional art forms — building SAF's cultural archive.

### Communications & Social Media

Create content, manage digital platforms, and amplify SAF's voice across channels.

### Partnerships & Outreach

Support school programmes, institutional tie-ups, and community engagement initiatives.

### Who Should Apply

- Students and graduates in arts, humanities, literature, journalism, social work, or management
- Individuals passionate about Indian culture, heritage, and social impact
- Self-starters who thrive in a dynamic, mission-driven environment

### What You Get

- Hands-on experience in cultural sector leadership
- Mentorship from Dr. Sumita Misra, IAS and cultural experts
- Certificate of internship & letter of recommendation
- Opportunity to contribute to a nationally significant cultural mission

📩 Send your CV and a short note on why culture matters to you.


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# How You Can Support Sapience Arts Foundation

1

## Attend & Experience

Join our performances and workshops to witness South Asian arts firsthand and become part of the story.

2

## Partner With Us

Collaborate on educational and cultural programming that brings meaningful impact to your community.

3

## Donate or Sponsor

Your generosity helps preserve these vital art forms and ensures future generations inherit a living tradition.

✅ Registered under 80G, 12A & CSR — your donations are tax-exempt and corporate contributions qualify under the Companies Act CSR mandate.



PARTNER WITH US

# Build Something Meaningful Together

We seek partnerships with forward-thinking organisations and individuals who share our commitment to excellence, cultural depth, and the power of premium arts experiences to transform communities.

1

## Institutional Partners

Premier schools, universities, cultural bodies, and government institutions seeking to associate with exclusive, high-quality arts and literary programming.

2

## Corporate & CSR Partners

Brands and foundations that value cultural prestige — investing in exclusive SAF events as a platform for meaningful CSR and brand association.

3

## Artist & Curator Partners

India's finest artists, authors, and cultural curators who wish to be part of a premium, carefully curated cultural platform.

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# Join Us in Celebrating India's Living Heritage

> *"Where Heritage Lives Forward."*

Together, we create awareness, inspire communities, and keep India's rich artistic traditions vibrantly alive. Every workshop, every residency, every partnership moves us closer to a nation that celebrates its full cultural tapestry.

📩 Connect with us to be part of India's cultural renaissance.

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SAPIENCE ARTS FOUNDATION

# Programme Brochure 2026

*Where Heritage Lives Forward*

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> Uniting artists, writers, and scholars to preserve heritage, ignite innovation, and ensure equitable access to cultural opportunities pan-India.

## What We Do

- Festivals, literary events, residencies & public cultural programmes
- Classical & folk arts workshops and demonstrations
- Literature, poetry & storytelling showcases
- School outreach & educator empowerment
- Digital platforms for underrepresented art forms
- Partner at the Chandigarh Literature Festival

## Who We Serve

- Artists, writers & cultural practitioners
- Writers, poets & literary practitioners
- Schools, colleges & educational institutions
- Corporate & CSR partners
- Communities across India — especially underrepresented regions

## Legal & Tax Status

✅ Registered under 80G, 12A & CSR — donations are tax-exempt and eligible for corporate CSR funding.

## Our Vision

To build an enlightened cultural society where art, literature, and heritage from all parts of India are preserved, created, and shared as living forces that shape a more humane, inclusive, and imaginative nation.

## Our Roadmap at a Glance

- **2025 Q1–Q2:** Foundation, team & brand identity
- **2025 Q3–Q4:** First workshops, school partnerships & inaugural event
- **2026:** Expand to Haryana & neighbouring states, go digital
- **2027+:** Annual festivals, residencies & pan-India network

## Get Involved

Attend our events & workshops

Partner with us — institutional, corporate or community

Support us — donate, sponsor or volunteer

## UN Sustainable Development Goals

SAF's work contributes to the following SDGs:

- 🎓 SDG 4 — Quality Education: Cultural literacy, school outreach & educator programmes
- ⚖️ SDG 10 — Reduced Inequalities: Amplifying underrepresented regional voices & communities
- 🌍 SDG 11 — Sustainable Cities & Communities: Preserving cultural heritage & fostering inclusive cultural spaces
- 🤝 SDG 17 — Partnerships for the Goals: Collaborating with institutions, civil society & government

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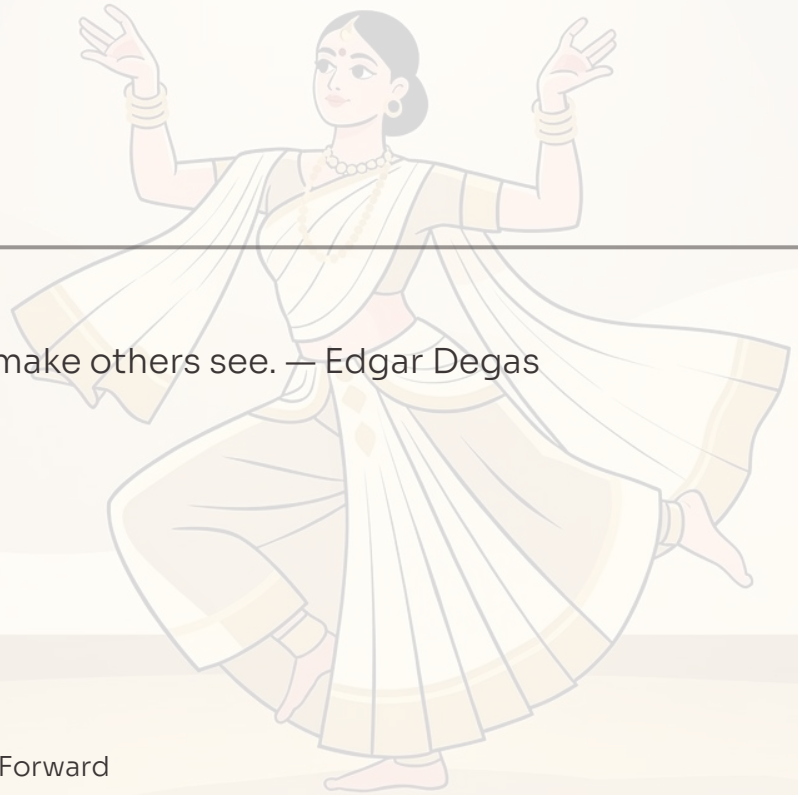
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# Thank You

*For believing in the power of culture.*

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> Art is not what you see, but what you make others see. — Edgar Degas




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