

Santarms Launches to Empower India's Village Artisans with Handmade Cultural Gifts

A new Indian marketplace brings the soulful stories of village artisans to the global stage—one handcrafted creation at a time.



ABOUT US

At Santarms, we believe that our Indian artisans are the real heroes of our culture. They take simple things like wood, stone, or clay—and with love, skill, and hard work—they turn them into beautiful idols, home decor, and daily-use items.

These products are not just items—they are art, tradition, and emotion made by hand.

www.santarms.com

New Delhi, Delhi Jun 26, 2025 (Issuewire.com) - In the heart of India's villages, where tradition breathes through wood, clay, stone, and thread, a quiet revolution is taking place. **Santarms**, a newly launched online platform, is giving voice to the forgotten hands behind India's artistic soul—our rural artisans.

With each handcrafted sindoor box, wooden idol, or brass diya, Santarms isn't just selling a product. It's sharing a piece of India's living heritage. The brand has taken a bold pledge: **no machine-made replicas, no shortcuts—only the real India, made by real people.**

"Our artisans are not workers—they're saints. Their hands are blessings. Their creations are stories. We just built a platform where the world can finally hear them," says Tarun Singh, co-founder of Santarms.

Why This Matters

For centuries, Indian artisans have carried forward a priceless lineage. But globalization, mass production, and urbanization have pushed many of these crafts to the edge of extinction. Today, skilled craftspeople in states like Rajasthan, Bihar, Odisha, and Tamil Nadu are either underpaid or unseen.

Santarms aims to change that—by turning the spotlight back on them.

This platform works directly with artisans, ensuring fair prices, full recognition, and a respectful celebration of their work. Customers are not just buying handicrafts—they're **reviving generations of heritage.**

A Story That Needs To Be Told

In a small village near Varanasi, 70-year-old Shyamlal crafts wooden prayer boxes by hand, just like his grandfather once did. For years, his art sat unsold in local markets. Through Santarms, his creations are now being shipped to homes across Delhi, Mumbai, and even London.

"This is the first time someone asked my name before buying my work," he says with folded hands.

A Call to Action

Santarms is more than a business—it's a cultural mission. If you've ever admired the soul of India, now's your time to support it. **Visit www.santarms.com and be a part of this revival.** Every purchase is a step toward empowering our artisans and preserving the essence of Bharat.

About Santarms

Founded by Dalbir Singh and Tarun Singh, **Santarms** is a global marketplace that connects handmade Indian crafts directly to customers around the world. Built with the vision to **uplift rural artisans** and **revive India's spiritual and artistic legacy**, the platform promotes ethically made products with deep cultural roots.

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