

AUTHENTIC HAND-PAINTED
MADHUBANI ART FOR CORPORATE
GIFTING

BY
VIDUSHINI

HAND-PAINTED HERITAGE FOR THOUGHTFUL
CORPORATE GIFTING

www.madhubani.co.in

Limited-edition | Artisan-led | Customisable

December 2025

Madhubani by Vidushini – Our Brand Story & Vision

At Madhubani by Vidushini, we bring the centuries-old tradition of Madhubani art into the contemporary world through wearable art and fine paintings. Rooted in Mithila, our work blends heritage craftsmanship with modern design.

Founded in 2006, our practice reimagines Madhubani beyond paper—transforming handwoven silks such as Tussar, Chanderi, and Kerala tissue into timeless sarees, dupattas, and stoles, created in close collaboration with master weavers and skilled artisans.



About Vidushini

As a leading contemporary Mithila artist, and founder of Madhubani by Vidushini, she has spent years exploring and modernizing Madhubani art. Through the brand, Madhubani by Vidushini, she blends this rich heritage with contemporary aesthetics, creating exquisite, hand-painted textiles and artworks.

Each piece is a labor of love, meticulously crafted to honor both tradition and innovation. Each piece in her collection is designed by her and in collaboration with talented women artisans from Bihar, ensuring authenticity and empowering them by providing sustainable livelihoods.

Through these partnerships, we aim to keep the traditional techniques of Madhubani painting alive while adapting them to modern sensibilities.



Vidushini as an Art Influencer

With a strong digital presence, Vidushini actively promotes and preserves Madhubani art, engaging a growing community of artists, designers, and heritage enthusiasts.

She was invited to deliver a TEDx talk, where she shared her artistic journey and insights into Madhubani art.

Across platforms, she has built a highly engaged community of over **100,000 followers** spanning Instagram, Facebook, and the Madhubani Art Community pages she manages.

Her blog has garnered **400,000+ views**, serving as a valuable resource on the history, techniques, and evolving narratives of Madhubani art.



The Art of Madhubani

A LIVING TRADITION FOR CORPORATE EXPRESSION

- Every corporate gift we create is rooted in the rich heritage of Madhubani art, a centuries-old folk art from Madhubani in Bihar and adjoining Nepal, known for its intricate patterns, symbolic storytelling, and hand-painted precision.
- A distinctive visual language defined by intricate geometry and symbolic motifs
- Traditional Madhubani symbols that embody prosperity, growth, and success
- Each piece hand-painted using authentic Madhubani techniques and natural pigments
- Corporate narratives expressed through a timeless cultural art form



Craftsmanship & Artisan Collaboration

Every piece of wearable art we create is a tribute to India's rich textile and artistic heritage. We source the finest handwoven silks directly from master weavers across India—Tussar from Jharkhand, Chanderi from Madhya Pradesh, and Kerala tissue from Kerala, ensuring that each fabric retains its authentic weave, texture, and craftsmanship.

These textiles are then meticulously hand-painted by skilled Madhubani artisans, preserving the legacy of this centuries-old art form while reinterpreting it for contemporary expression. By working closely with both weavers and artists, we champion sustainable livelihoods, fair trade, and the continuity of traditional crafts.

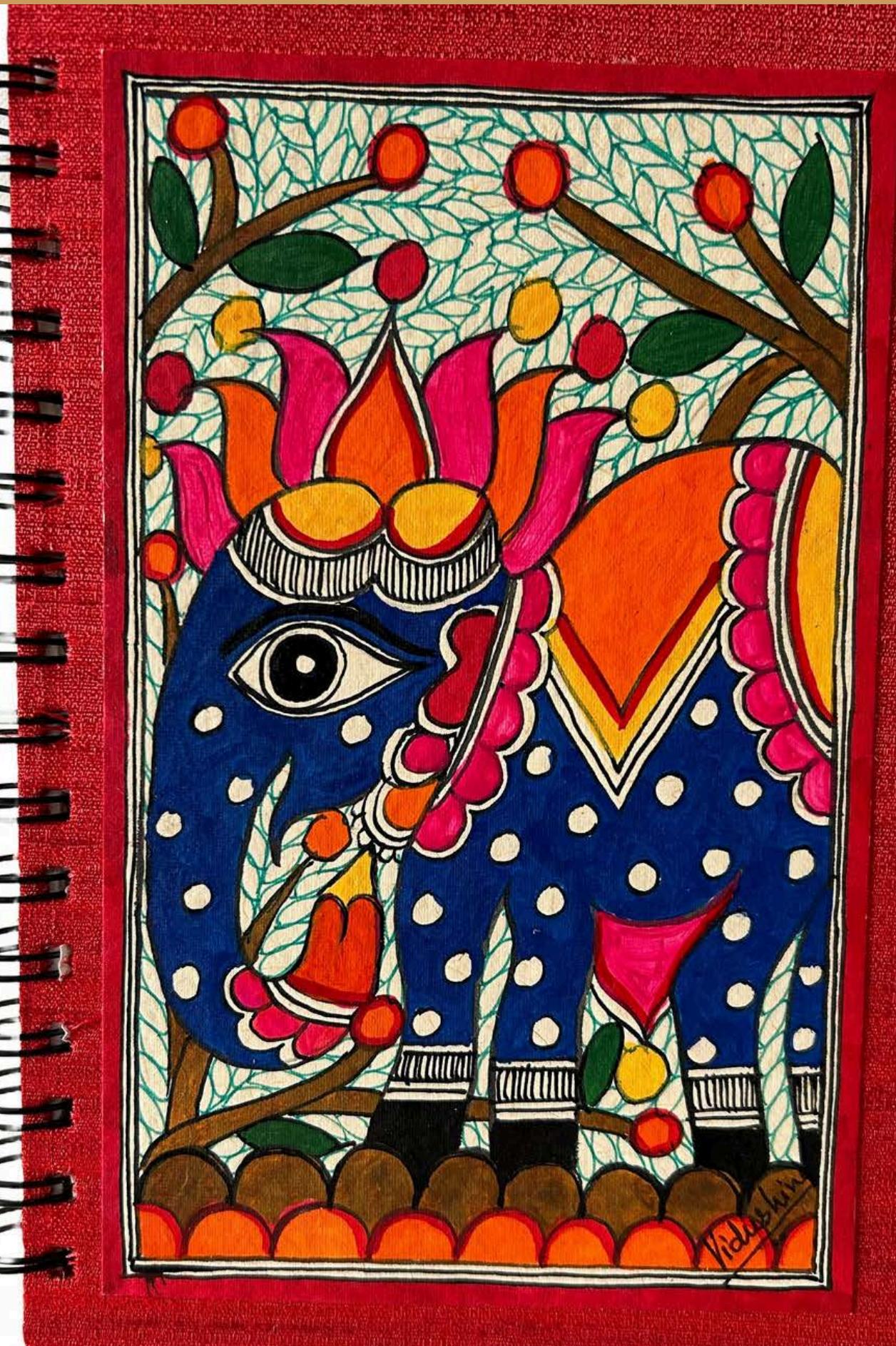
Each saree, dupatta, and stole is not merely an ensemble, but a canvas of cultural storytelling—imbued with patience, skill, and heritage.



Hand-Painted Madhubani Journals

- Cover: Hand-painted Madhubani artwork on handmade paper
- Inner Pages: 120 GSM Recycled paper
- Format: Ruled or unruled (customisable)
- Size: A5 (standard) | A5/A6 (On request)
- Binding: Hardbound/spiral
- Pages: 80-100

Note: Minimum order quantities and timelines available on request.



Framed and Unframed Madhubani Paintings

- Artwork: Original hand-painted Madhubani artwork
- Medium: Acrylic on handmade paper
- Size: Artwork: 7 x 7 in / 12 x 12 in and 15 x 7 inches/With frame: approx. 8 x 8 in / 10 x 10 in
- Frame: Acrylic
- Glass: Clear glass

Price Range: ₹1,000 – ₹5,000 per piece

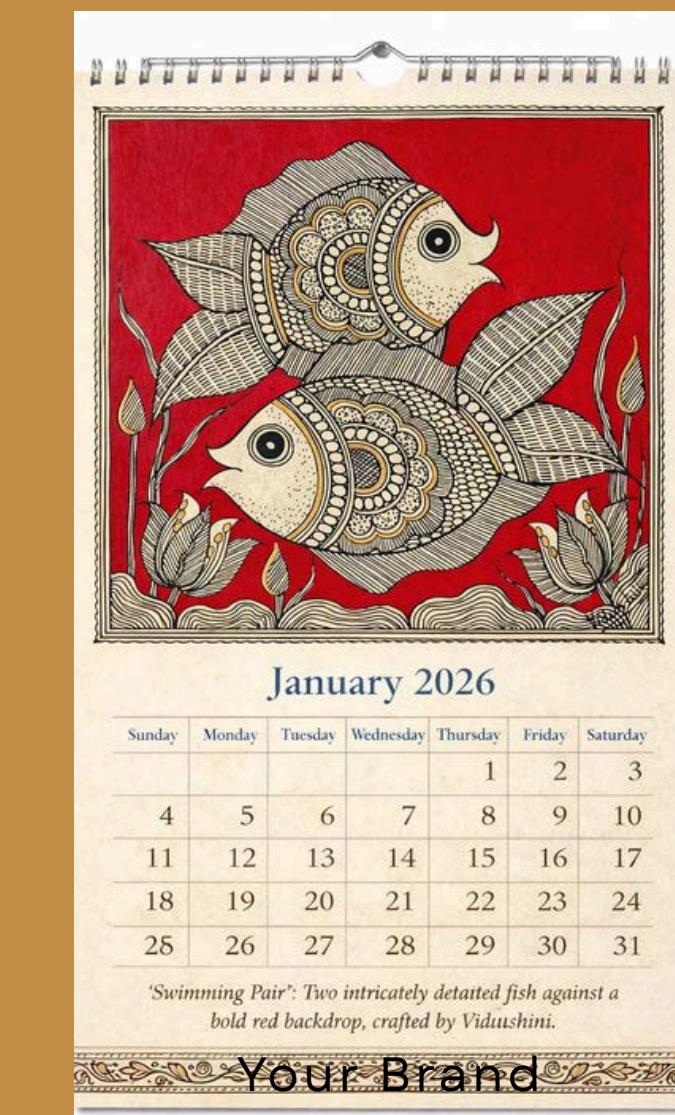
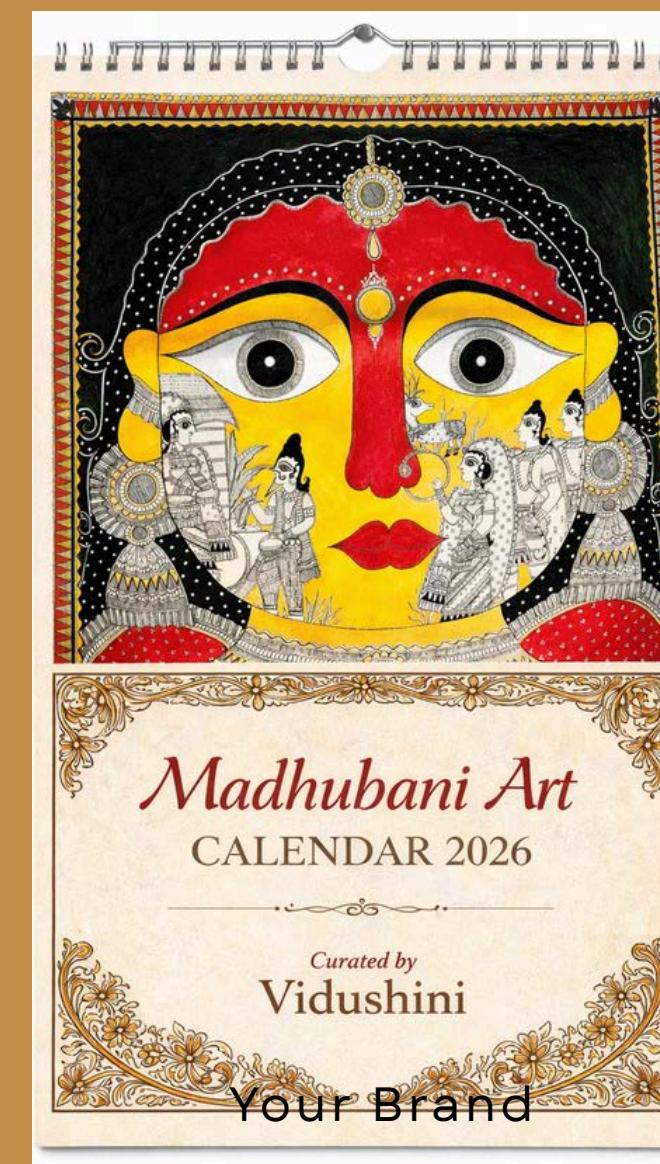
(Based on size, detailing & quantity)

Perfect for Leadership gifting, Client and Employee appreciation, International gifting

Note: Minimum order quantities and timelines available on request.



Corporate Gifting Collection



Wall Calendars: Product Highlights

Standard: ₹350-₹550 | Mid-Tier: ₹550-₹800 | Premium: ₹800-₹1,200

Curated Madhubani artworks for each month

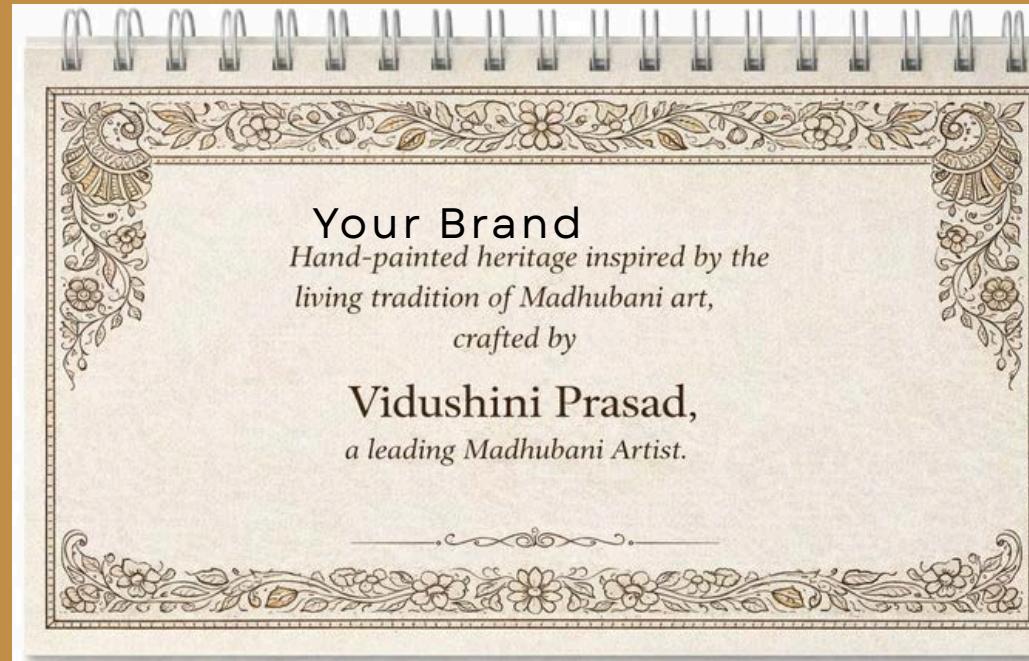
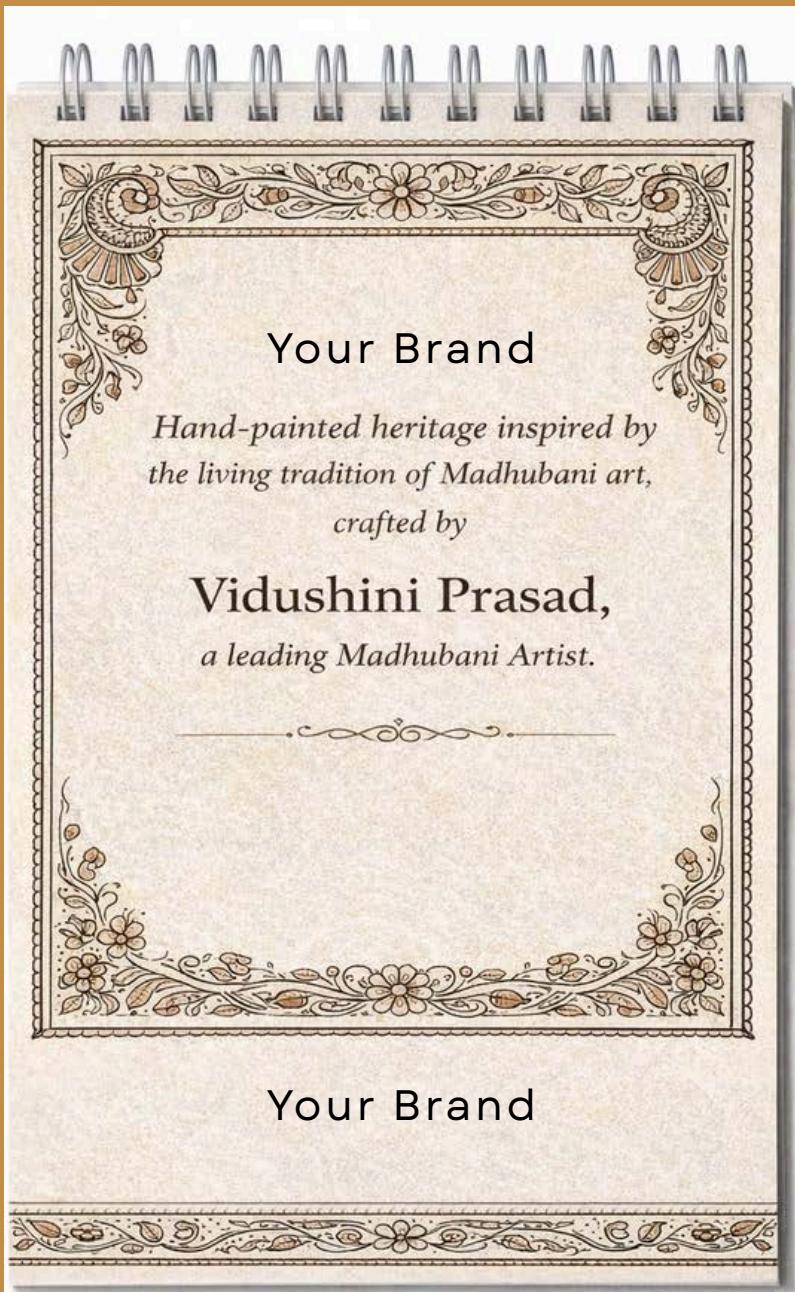
Created and curated by Vidushini Prasad

High-quality printed calendar for year-round use

Art-led design with subtle brand integration

Note: Minimum order quantities and timelines available on request.

Corporate Gifting Collection



Standard Custom Printed Desktop Calendar

Standard: ₹350–₹550 | Mid-Tier: ₹550–₹800 | Premium: ₹800–₹1,200
Customisations available | Discounts on bulk quantities | Base price for
bulk orders (100+) | Simple spiral, quality print | Perfect for Corporate
Gifting

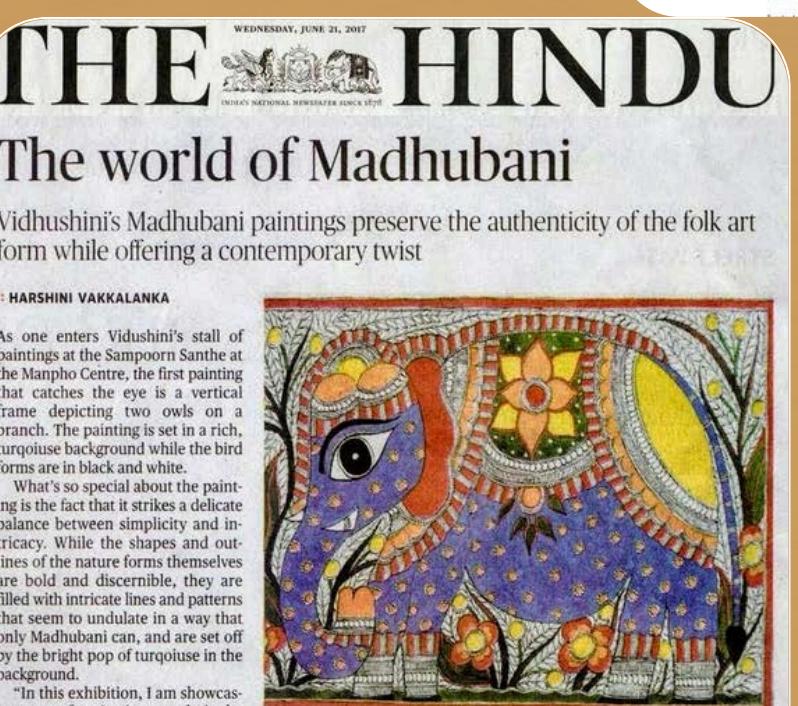
Note: Minimum order quantities and timelines available on request.

Select Media Highlights **YOURSTORY**

CITY EXPRESS

THE NEW INDIAN EXPRESS

‘Preserving ethnic art forms is the key’



Continuing traditions Vidushini's Madhubani artwork



“Traditional Madhubani art is based on a double-lined, geometric, organic style. I wanted to create a painting that was more organic and fluid, with a more painterly feel. I wanted to keep the traditional Madhubani format, but incorporate the double lining and intricate line work that goes into Madhubani painting, but my style has a contemporary twist.”

With the Maddinabani attorney, she finds that she has developed an original style that can be attributed

style," says Vidushini, whose interest in the folk art form was sparked off as a student of chemistry, in Patna, while visiting art galleries in the city

"I create the artwork in the most traditional way, I don't use markers or pens. I use a traditional nib with a Vidushini's exhibition Madhubani paintings (including books, journals and framed

style, which
marks that
the traditional
nibs give. At the
same time, I ensure that my work is
not just another reproduction of the



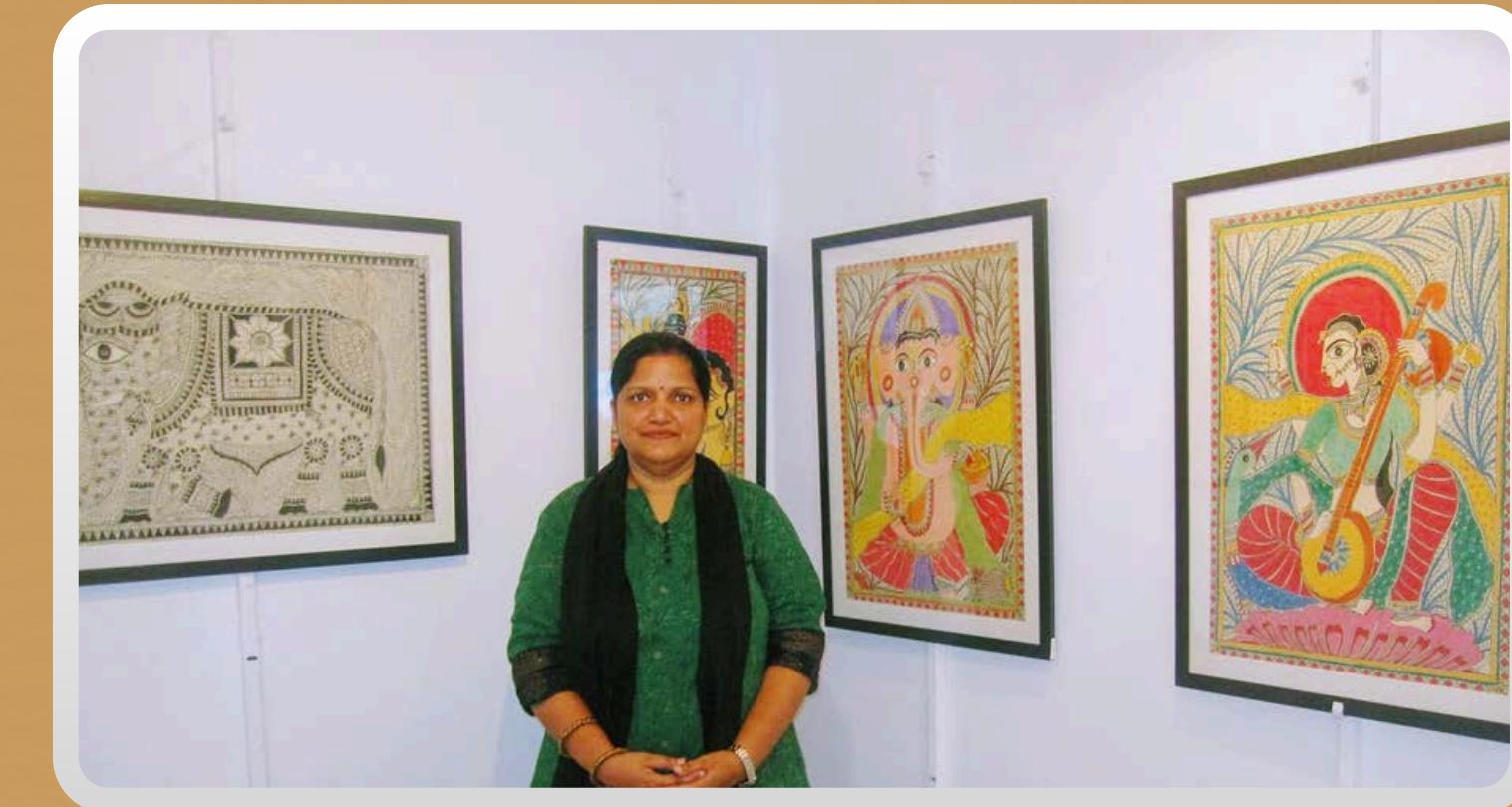
Key Exhibitions



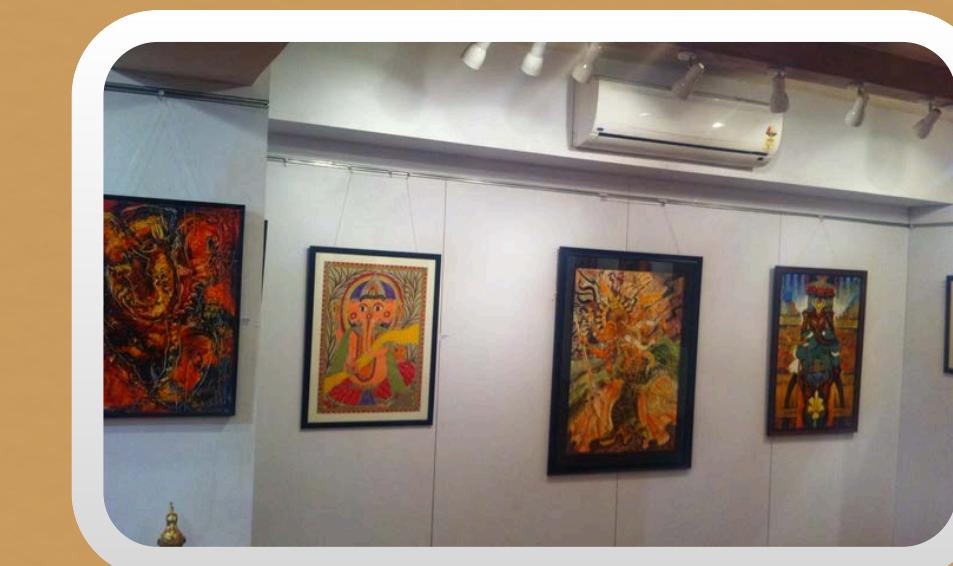
Laguna Art Gallery,
California



Karnataka, Chitrakala
Parishath, Bangalore



Renaissance Art Gallery, Bangalore



Genesis Art Gallerie,
Bangalore

Art Talks



TEDx Talk (2024):The Phases of Culture: Exploring Madhubani Art



Let's Work Together

*Open to corporate collaborations, curated gifting,
and custom commissions*

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