



The Forgotten Flame





A story not just of a festival, but of forgotten hands, fading hope, and a light we must bring back.

Long before fairy lights blinked on walls and Chinese lamps lit up stores, there lived a diya, a small clay lamp, molded by a mother's hands, dried in the sun, and fired in an open kiln.

A diya made with soil, sweat, smoke, and soul. In every Indian home, it stood proud during Diwali. We lit it to welcome Lakshmi. We placed it on rangolis. We carried it in our palms, praying for peace, love, and prosperity. And with it, we lit up not just our homes, but generations of traditions.

REAL STORY

Meet Kamala Bai, a 60-year-old artisan from Pokkali, Tamil Nadu — her hands tremble, not from age, but from heartbreak. “My husband used to make 1,000 diyas a week. Now, even if I make 500, only 50 get sold,” she says, wiping the wet clay off her sari.

Just 10 years ago, her entire village celebrated Diwali with pride. Today, most of them are in debt, waiting for buyers who never come.

Across India — from Khurja in Uttar Pradesh to Auroville in Tamil Nadu, from Molela in Rajasthan to Bishnupur in West Bengal — diya makers are fading into silence.



Why?



Because we stopped choosing them

The Harsh Truth

In the rush for convenience and glamour, we chose:



Plastic



Chinese
LEDs



Profit



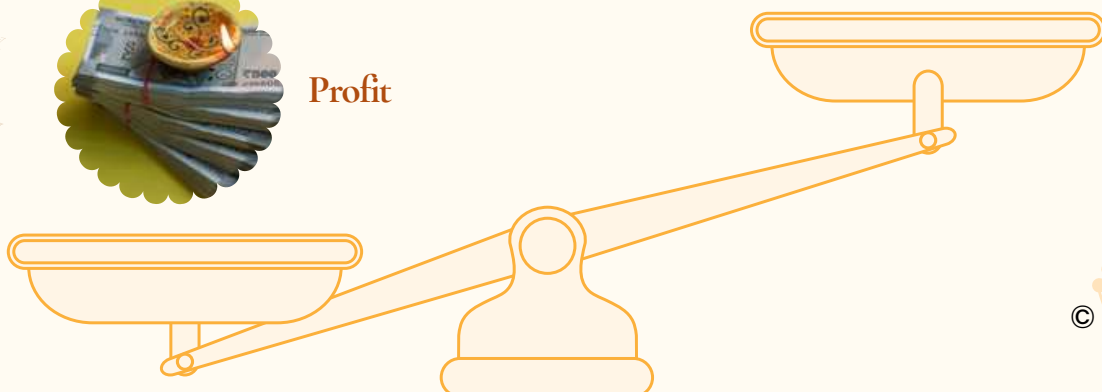
Pottery



Indian
Mitti



People





*We didn't just
replace the diya*

*We abandoned
the hands that
made them*

Do you know?



30% of small-scale diya makers have quit in the last 5 years due to lack of demand.

India imports over ₹1,500 crore of Diwali lights and decorative goods every year.

Meanwhile, most Indian diya makers earn less than ₹200 a day, and that too, for barely a month in a year

A Heritage We're Losing

- Some of these diyas are not just handmade — they are history in clay.
- They hold Geographical Indications (GI), a legal recognition of their cultural value.
- When you buy them, you're buying art, ancestry, and authenticity.

Here are a few Indian **GI-tagged** diyas you can still buy:



*Khurja Pottery Diyas
(Uttar Pradesh)*



*Nizamabad Black Clay Pottery
(Telangana)*



*Asharikandi Terracotta
(Assam)*



*Bareilly Terracotta
(Uttar Pradesh)*

This Festival, Don't Just Celebrate



Choose the hands over machines



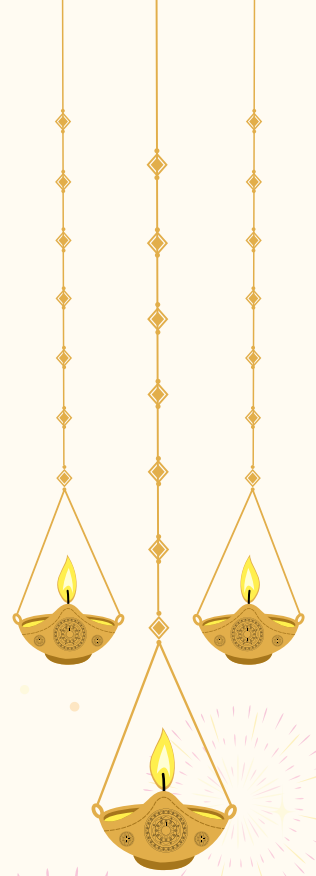
Choose mitti over metal



Choose India over imports



Choose emotion over electronics



“ फिर रोशन हो आशा की किरण
त्यौहारो की धरोहर ये मिट्टी है..
फिर महके ये घर आंगन,
यही इतिहास की चिट्ठी है.. ”



Join the *#BringBackDiya Movement*

- ✓ Buy Indian clay or GI-tagged diyas
- ✓ Share a picture with your artisan diya
- ✓ Tag your diya with

#AshaKaDiya
#ItihaasKiChitthi
#MyIndianDiya

#BuyIndianThisFestival
#DiwaliWithIndia
#BringBackDiya

IF YOU WANT TO SUPPORT THIS
MOVEMENT



CONTACT US

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“संस्कृति को इतिहास बनने से बचाएं!!
आओ सिर्फ मिट्टी के दीये जलाएं”

