



Be.artsy

AWARENESS
EXPERTS

Be more aware and aware of more.
Be that very awareness of moreness
and in that way become more.

- Peter Wilberg

WHO WE ARE

Be.artsy is a social enterprise and India's leading awareness experts. We believe that awareness is like the sun, when it shines on people, they transform.

WHAT WE DO

Be.artsy raises awareness on burning issues for workplaces, communities, not-for-profit, CSR departments, State governments, UN Agencies and all other kinds of organisations.

**Financial Literacy
(Tax/ Insurance / Investments)**

**Prevention Of
Sexual Harassment**

Diversity & Inclusion

Gender Sensitisation

Bias Training

Emotional Intelligence

Road Safety

Fraud Awareness

Mental Health Awareness

Women Empowerment

Gender Equality

Sustainable Living

Aids Awareness

Save Water

Climate Awareness

Power Theft

Waste Management

AWARENESS PROGRAMS ARE AVAILABLE FOR YOUR



Employees



**Channel
Partners**



**CSR
Stakeholders**



Communities



**Direct
Customers**

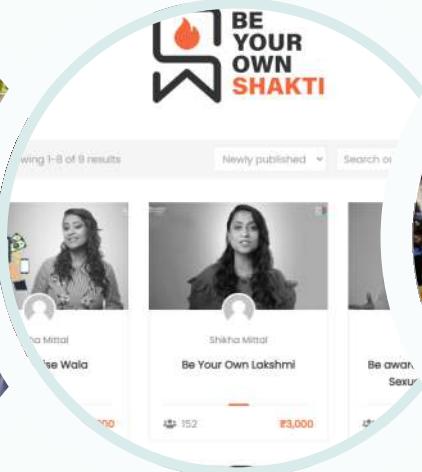


**Indirect
Customers**

HOW WE DO



Street Theatre



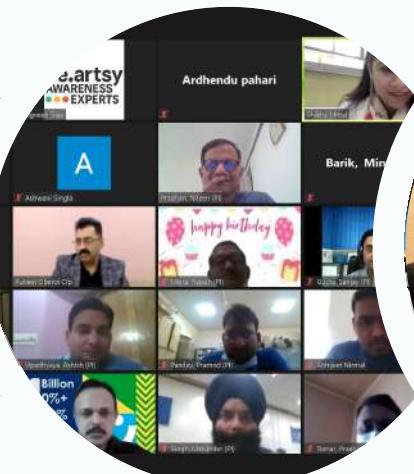
Digital



Live Sessions



OOH



Webinar



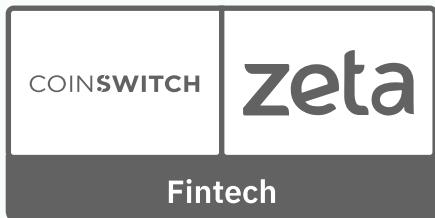
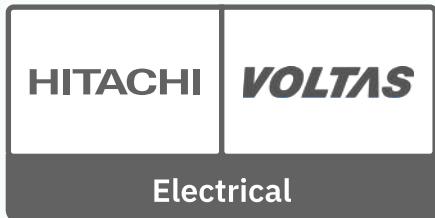
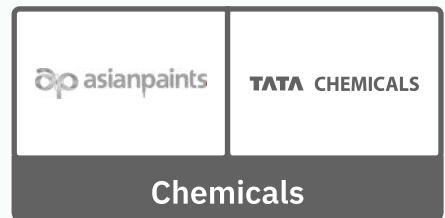
Radio

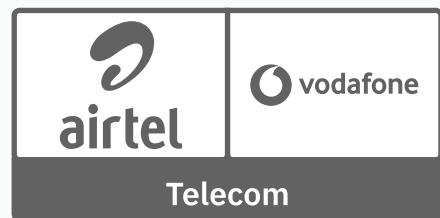
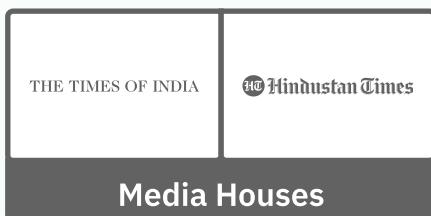
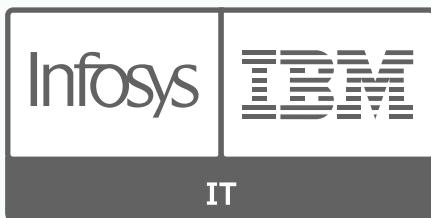
OUR USP

- Be.artsy has raised awareness on Financial Literacy, Prevention of Sexual Harassment, Road Safety, addressing biases for half a million people touching **80% of India.**
- India's **first professional Street Theatre service providers since 2010.**
- Our awareness programs and content is available in **14 vernacular languages.**
- We have **customised solutions for all target groups.**
- We simplify jargon and deliver **easy to consume content.**
- We offer **measurable**, both tangible (**on-ground/live**) and intangible (**digital**), awareness solutions.
- We put people before profits, therefore we **don't promote products unless they benefit people.**

OUR CLIENTELE

We have worked with **300+ companies** covering **31 industries** and growing...





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FINANCIAL LITERACY

OUR PROGRAMS HELP YOU MASTER YOUR MONEY.

3p asianpaints



“Money is a terrible master
but an excellent servant.”

— P.T. BARNUM



KEY MILESTONES

1.75 LAKH

PEOPLE COVERED
RAISING INVESTOR
AWARENESS

280

CORPORATES COVERED
(BLUE AND WHITE COLLAR EMPLOYEES)

2000

INVESTMENT AWARENESS
PROGRAMS DELIVERED
SPONSORED BY
NSE, MSE AND FRANKLIN TEMPLETON

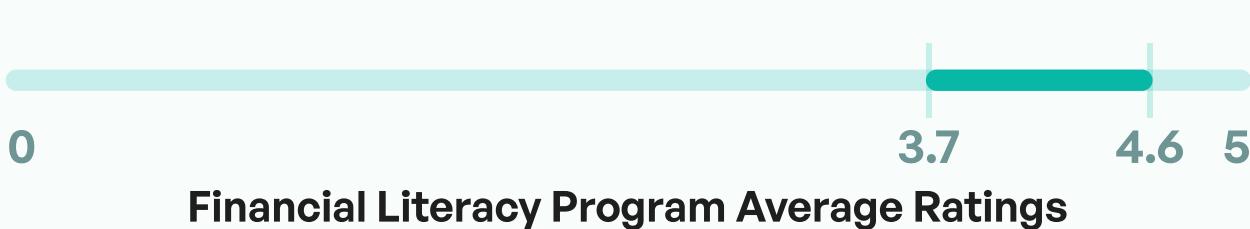
10

LANGUAGES

HINDI, ENGLISH, MARATHI, TELUGU, TAMIL, BENGALI,
MALAYALAM, KANNADA, GUJARATI & PUNJABI

62

CITIES COVERED
PAN INDIA



HOW TO LAUNCH A FINANCIAL LITERACY PROGRAM

1

BUILD TRUST WITH ONE PILOT PROGRAM

First **FREE ONLINE** Comprehensive Financial Literacy session. We do not sell any products. We focus on unbiased financial literacy being the education partner for the National Stock Exchange.

2

HOLISTIC FINANCIAL WELLNESS SESSIONS FOR ALL

SESSION	ONLINE	OFFLINE
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Financial Wellness Sessions	₹15,000/session	₹25,000/session
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3

INDIVIDUAL FINANCIAL WELLNESS SESSION

SESSION	ONLINE	OFFLINE
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First Session	Free	₹10,000/session
Insurance Literacy	₹15,000/session	₹35,000/session
Investment Literacy	₹15,000/session	₹35,000/session
Tax Literacy	₹18,000/session	₹40,000/session

4

WOMEN SPECIFIC ONLINE FINANCIAL LITERACY PROGRAM BE YOUR OWN LAKSHMI

- (Level 1 with 45 Pre-recorded videos with Lifetime Access and two live classes of 2 hours each) ₹3000/person.
- Level 2 (10 live classes) ₹3500/person.

CONCEPTS COVERED

SAVINGS & INVESTMENT

- Define Savings
- Define Investment
- Principles of Investment
- Bank Savings
- NSC, PPF, NPS
- Bonds & Debentures
- Shares
- Mutual Funds
- Gold & Silver
- Real Estate
- Asset Allocation
- Risk & Return
- Basics of Investment
- Compounding & Time Value of Money
- Nominal and Real Return (Inflation)
- Effects of Taxes

SCAMS, FRAUDS AND PONZI SCHEMES

- Free Tips
- Insider Trading
- Money Laundering
- Phising mail about winning a lottery
- Bogus Companies
- Multi Level Marketing
- Schemes not regulated by anyone
- Real Estate Frauds
- Banking and Credit Card scams
- Preventive measures from getting duped

INSURANCE

- Meaning
- Needs & purposes
- Loss Protection
- Life, Nonlife & Health
- Benefits of Insurance
- Term Plans
- Investment Plans
- Hybrid Plans
- Agents & Advisors
- Role of Insurance Companies
- Regulator - IRDA
- Ombudsman
- How to take a new policy
- How to revive an old policy
- Transaction Cycle
- Nomination
- Assignment
- Claims Settlement
- Exclusions
- Difference between Insurance and Investment

TAXES

- Meaning
- Need of Taxes
- Types of Taxes
- How taxes impact income
- Income, Wealth & Gift Tax
- Service Tax, STT, Stamp Duty
- Tax Planning v/s Tax Evasion
- Tax Rates
- Tax-Free Bonds
- Tax Saving Investment

CONCEPTS COVERED

BORROWINGS

- Need for borrowing and Source of borrowing
- Merits & Demerits of borrowing
- How much to borrow
- Avoid a life of credit
- Comparing interest rate on loan offering
- Importance of timely payment
- Avoid default
- Avoid borrowing for conspicuous consumption
- Credit cards - merits & demerits

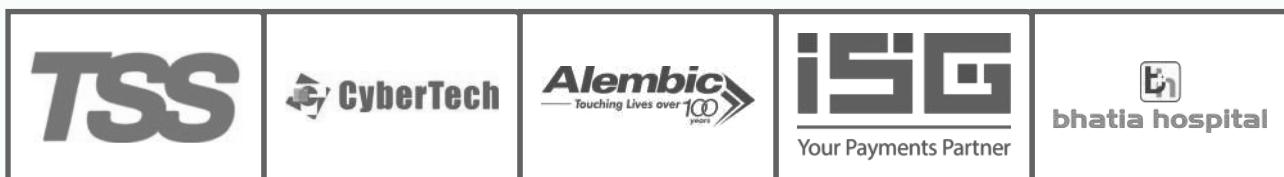
RETIREMENT & ESTATE PLANNING

- Concept
- PPF, EPF, Gratuity, NPS, SCSS
- Financial need after retirement
- 3 stages - Saving, Accumulating and Dis-saving
- Calculation of corpus required after retirement
- Protection from inflation
- Reverse mortgage
- Definition of will
- Making a will

FINANCIAL LITERACY AT WORKPLACES

Be.artsy has successfully built a strong reputation with over **280 organisations** across India.





KEY MILESTONES IN MAKING INDIA FINANCIALLY LITERATE



2011

Financial Inclusion Awareness campaign in Delhi-NCR educating Blue-collar.

2012

Financial Inclusion Awareness campaign in Maharashtra.



2015 - Present

NSE Awareness Partners

2016-22

World Investor Week Awareness Partners

2021

15 Aug 2021 to 15 Aug 2022

“Azadi Ka Amrit Mahotsav”:

Awareness for Police Personnel, Armed Forces and NGOs.



2016

Mutual Funds Awareness at workplaces.

KEY MILESTONES IN MAKING INDIA FINANCIALLY LITERATE



2020

Personal Finance Awareness for women.

2021

Personal Finance Awareness for senior citizens.



2020

Launched India's first course on Financial Literacy curated for girls and women "Be Your Own Lakshmi"

2021

Launched "Be The Paisewala" for Boys and Men



2022

Fraud Awareness across 80 locations.

CASE STUDY

Financial Literacy Awareness Program at **Asian Paints**



PLAN

ISSUE

Low financial literacy rate amongst employees with limited knowledge on personal financial health.



75%

participants gave correctly defined concepts & shared next action points



500

employees



3

locations



2

languages

SCAN QR CODE

to watch impact video



BRIEF

Create a Financial Literacy Program that would :

- Impart knowledge on building personal financial health
- Do's & Don'ts of investment and importance of insurance
- Use of high impact communication tool

EXECUTION

1

Developed communication theme

2

Nukkad Natak : Kamai Ki Mehnat

Thought-provoking play, simplifying jargons and bringing out the need for financial education

3

Short animated video for internal communication

PARTICIPANT TAKEAWAYS

- Participants felt management's commitment.
- Participants took actionable inputs through the campaign.
- Took away the basic and advanced topics of savings, insurance and investment.

CASE STUDY



Financial Wellness Program at **Reckitt Benckiser**

PLAN

ISSUE

Reckitt Benckiser employees low on the knowledge of personal finance.

 **1400+**
employees

BRIEF

Create an employee outreach program that would :

- Design a communication with high impact to attract, impact and educate blue-collar employees
- Impact knowledge on building personal financial health
- Do's and Don'ts of insurance and investment

EXECUTION

- 1 Developed communication theme
- 2 Nukkad Natak : Kamai Ki Mehnat
Thought-provoking play, simplifying jargons and bringing out the need for financial education
- 3 Post survey : Collated employee feedback

 **5**
locations

 **3**
languages

 “It was raising awareness about financial wellness”

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PARTICIPANT TAKEAWAYS

- It was an unique way of communication.
- “Isse ek soch jagrit ho rahi h, jo bohot important hai. Jab hum sochenge tabhi kuch hoga”
- Got to know the action points of savings, insurance and investment.

CASE STUDY



Financial literacy awareness program for women workforce at **Mahindra Holidays**

PLAN

ISSUE

Women employees give minimal importance on personal finance.



85%

participants gave 10 out of 10 to this project



35

women employees attended pre-recorded Be Your Own Lakshmi course



"I think it's a very impressive and visionary program which broke a lot of myths."

~ Priyanka Gidwani, CHRO, Mahindra Holidays & Resorts India Ltd.

SCAN QR CODE

to watch impact video



BRIEF

Create a Financial Literacy program that would :

- Impart awareness with literacy
- Gain interest amongst the target audience
- Deliver practical knowledge through customised content

EXECUTION

1

Pre-survey among women employees

2

Enrolling participants on Be Your Own Shakti website

3

Live facilitation after completion of pre-recorded videos by participants

4

Collection of feedbacks from participants

PARTICIPANT TAKEAWAYS

- "A lot of books, sessions can give you theoretical knowledge, but more than the content, the way it was delivered was very practical, hence impactful."
- Got structured approach to plan their finances
- know how to take simple steps to invest the earned money

PREVENTION OF SEXUAL HARASSMENT

OUR PREVENTION CAMPAIGNS OUTGROW REDRESSAL NEEDS.



“Prevention is a whole lot less costly than treatment. And maybe more effective.”

— DEBBIE ADAIR

ABOUT THE PROGRAM

Be.artsy is working towards protecting your bodily autonomy (emotional, mental and physical) through IT'S NOT OKAY program and has raised awareness on prevention of gender based violence and harassment, sexual harassment, biases boosting the occupational health of people in the world of work for over **19 national and international organisations**.



International
Labour
Organization



Delhi Judicial Academy
दिल्ली न्यायिक अकादमी

Government Organisations and UN Agencies



TATA COFFEE

AMERICAN
EXPRESS



MEDIATEK



Schindler



Giesecke+Devrient
Creating Confidence



Infosys

IBM

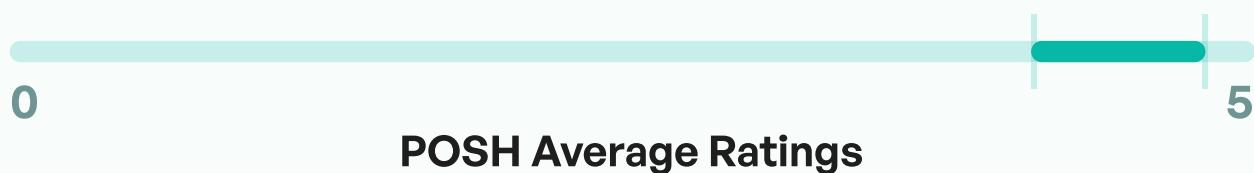
Corporates



Educational Institutes

KEY MILESTONES

Most people were not aware of what constitutes Sexual Harrasment and whom and how to approach for redressal. Awareness increased from 16% to 64% (pre and post-survey data). Program ratings are between **4.1 to 4.8** on a scale of 1 to 5.



115 SESSIONS

STATES COVERED

13 NEW DELHI, UTTAR PRADESH, HARYANA, HIMACHAL PRADESH, UTTARAKHAND, MAHARASHTRA, TAMIL NADU, KARNATAKA, KERALA, TELANGANA, ANDHRA PRADESH, GUJARAT, WEST BENGAL

LANGUAGES

10 HINDI, ENGLISH, MARATHI, TELUGU, TAMIL, BENGALI, MALAYALAM, KANNADA, GUJARATI & PUNJABI

25700 PEOPLE COVERED

CASE STUDY



Implement POSH Act, 2013 and synchronise it with **Pepsico's global gender policies**

PLAN

ISSUE

Implement the **2013 Prevention of Sexual Harassment at the Workplace Act**, and synchronise it with PepsiCo's global gender policies.



75%

increase in reporting of Sexual Harassment Cases



9,000

employees



14

locations



WON

Harvey C Russell Award

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to watch impact video



BRIEF

Create an awareness program that would :

- Address a sensitive subject like POSH in a fearless and open way
- Gain interest and attention of the employees
- Include and engage the employees actively
- Help employees to take strong message on PepsiCo's zero tolerance on POSH

EXECUTION

1

Developed communication theme

2

Nukkad Natak Mind Bugs

Thought-provoking play, talks about gender bias and sexual harassment

3

Short Video

Internal communication for PepsiCo's Pan India officers

4

Facilitated interaction with Pepsico's leads + HR
Associates raised hidden concerns

PARTICIPANT TAKEAWAYS

- Participants develop a sense of trust for management
- Shared hidden issues on a taboo subject across locations and languages.
- Participants felt cared for and learnt the policy and redressal mechanism

CASE STUDY



Art-based awareness program on Prevention of Sexual Harrasment

PLAN

ISSUE

Low awareness on POSH act and concept of consent.

 **10,000**
employees

 **4**
locations

 **2**
languages

 **45**
Nukkad Nataks

 “ Be.artsy delivered this crucial and critical message in such a beautiful way which is not easy.”

SCAN QR CODE
to watch impact video



BRIEF

Create an awareness program that would :

- Connect with the employee, generate interest and activate participation and interaction
- Deliver sensitive and critical message in an impactful way
- Explain BT POSH policy with simplified and jargon free terminology

EXECUTION

1 Pre Survey

2 Nukkad Natak : It's NOT OK
Interactive and thought-provoking play

3 Facilitated conversations

PARTICIPANT TAKEAWAYS

- “People when it comes to their mailboxes they think it is like another POSH session, not anyone thinks as passionately and seriously as you guys are presenting it.”
- “Communication through your drama is how people can actually act and what would be the impact of those acts.”
- “We are very focused on the idea that it must connect and interact with employees, and street theatre worked well for us. People have loved the fact that it has been received from a very novel medium, it made them think”
- “The feedback we have received from people was absolutely overwhelming.”

CASE STUDY

TATA COFFEE

Art-based POSH program with the aim of zero tolerance for Sexual Harassment

PLAN

ISSUE

Lack of awareness on POSH policy and redressal mechanism.

 **1,176**
employees

 **3** states **12** locations

 **5**
languages

BRIEF

Create an awareness program that would :

- Address a sensitive topic in an open and engaging way to blue-collar employees
- Explain implementation of POSH law at plantation, factories and farms
- Reiterate the importance of prevention and help employees to learn filing a posh complaint
- Teach employees how to file a Sexual Harassment Complaint

EXECUTION

1 Decoded sexual harassment at the factories for blue-collar workforce

2 Nukkad Natak : It's NOT OK
Thought-provoking play using vernacular languages

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to watch impact video



PARTICIPANT TAKEAWAYS

- Learnt what's okay and what's not under POSH law and company policy
- Prevention is better than cure

CASE STUDY



Pan-India ICC member training

PLAN

ISSUE

Less empowered ICC to address POSH cases.

 1,176
employees

 location
Delhi

 languages
Hinglish

SCAN QR CODE
to watch impact video



BRIEF

Create a training program that would :

- Empower ICC to deal with sexual harrasment cases with an unbiased approach

EXECUTION

1 Nukkad Natak : Scenarios highlighting biases

2 Posh legal training : Facilitated legal and POSH training for ICC members

PARTICIPANT TAKEAWAYS

- Useful legal content: "This kind of focused material gave us interpretation and may thus understand the nuances and pick up the key points so that we could apply them in a practical manner which was wonderful."
- "Biases remain there for everyone but how to understand and address it? That we have learned here. It is a very deep subject and you have handled it very nicely".
- "All IC member of Air India, in fact in all organisations where women are employed to undergo such trainings"
- "This has given us a lot of enlightenment on the kind of biases that we hold and at least reduce it to the least possible extent during the inquiry."

CAUSE BASED MARKETING USING ENGAGING ART FORMS TO RAISE AWARENESS ON SOCIAL INITIATIVES

"Cause marketing is doing good business, and doing good at the same time."

— SHEILA MCGILLIVRAY

CASE STUDY



Promoting the '**Freedom Card**' for financial inclusion of underprivileged people

PLAN

ISSUE

Itz cash was facing challenges to reach its target group of unorganised sector to sell its Freedom Card.



172

nukkad nataks in JJ clusters and other locations



82

days



35

JJ cluster youth trained in street theatre skills and selling cash cards



2

locations (Delhi NCR, Mumbai)

SCAN QR CODE

to watch impact video



BRIEF

Create a Customer Outreach program that would :

- Attract and educate migrant labour.
- Build trust amongst the unorganised sector to use the formal banking channel.
- Train and motivate people from the target communities to sell the card.

EXECUTION

1

Trained slum youth in street theatre

- Increased audience and performers connect
- Generated livelihood

2

Nukkad natak performed in target localities

Facilitated discussion forum between unorganised workers and the local vendors

COMMUNITY TAKEAWAYS

- Training of youth from the target communities (migrant labour, underprivileged) gave them employable skills.
- Trained youth were committed brand ambassadors for Itz Cash.
- Strong connection with members of their own community

"We have been looking for direct interaction with lower income strata of society and youth. Be.artsy has given us cost-effective solutions,"
~ head of Marketing, Nitin Gupta

CASE STUDY

TATA AIA
LIFE INSURANCE

Awareness of **TATA AIA's** initiative among beneficiaries

PLAN

ISSUE

TATA AIA was unsure how to increase awareness of Financial Fraud among the people on ground.

 **1200+**
people

BRIEF

Create an awareness program that would :

- Grab the attention of members of the target communities
- Have high impact and retention
- Build trust amongst target groups for brand TATA AIA

EXECUTION

1 Planned an outreach program for people from EWS

2 Nukkad Natak performed in vernacular languages

2 Increased connection with audience

PARTICIPANT TAKEAWAYS

- Awareness on an issue like Fraud through drama is very innovative
- Engaging and understandable to people who have less education
- "Now people will get to know that they should not share OTP, ATM pin, debit and credit card pin."

SCAN QR CODE

to watch impact video



CASE STUDY



TATA POWER-DDL

Awareness of TPDDL's CSR initiatives among beneficiaries

PLAN

ISSUE

Estimate current awareness among target beneficiaries of TPDDL's CSR initiatives, and **increase the awareness**.

BRIEF

Create an awareness program that would :

- Interest and gain the attention of members of the target communities
- Gather accurate data
- Have high impact and retention
- Also project the name of TPDDL

EXECUTION



IMPACT



1 Survey of 217 JJ clusters in which TPDDL operates.
Despite working for over 9 years, TPDDL largely unknown

2 Developed communication theme
हाथ बढ़ाता, हाथ बँटाता,
हमेशा आपका साथ निभाता

3 Nukkad Natak
माँ किसी दिन तू AC में सोयेगी
Dreams of JJ colony people
Information on TPDDL CSR initiatives

4 Post-play survey
Data collection on JJ cluster residents
Awareness levels
Interest levels

BENEFICIARY TAKEAWAYS

- Awareness of TPDDL initiatives on women's literacy, vocation training and drug de-addiction
- Strong positive reaction from audience
- Willingness to participate in TPDDL activities

BEFORE

- Less than 1 in 3 knew the helpline number
- Only 38% knew about TPDDL's CSR activities
- "Ye mandir vandir jo hoti hai ,light vight ke"

AFTER

- 74% knew about TPDDL's CSR activities
- 90% willing to try out the facilities
- 69% willing to tell others about the activities and facilities
- "Today I came to know about VT Centre"
- "Main apni beti ko karvaungi yaha se"

OTHER AWARENESS AND ENGAGEMENT PROGRAMS

USING ENGAGING ART FORMS FOR INTERNAL COMMUNICATION AND SOCIAL INITIATIVES



"Awareness is a key ingredient in success. If you have it, teach it, if you lack it, seek it."

— MICHAEL KITSON

CASE STUDY



Awareness of Mental Health by United Nations Volunteers for **10 UN agencies**

PLAN

ISSUE

Increase awareness of mental health issues among youth for International Youth Day 2014 celebrations.

— PRE-REGISTRATIONS

Target : 210 Actual : 332

— ACTUAL PARTICIPATION

Target : 70(35%) Actual : 281(81%)



"I have never seen the students so involved in a group discussion."
~ a teacher from Laxman Public School



"The quiz was informative, and the humour in between was very good"
~ a Student from Maharaja Agrasen School

SCAN QR CODE

to watch impact video



BRIEF

Create a day-long program for UN agencies, GOI and RGNIYD that would :

- Interest and gain the attention of youth in Delhi-NCR
- Have atleast 70 youth participants
- Have high impact
- Engage the youth, keep discipline during dignitaries' speeches

EXECUTION

1 Planned the program around youth

- Posters, social media, email campaign
- Pre-registration

2 Random team assignment

- Avoid unhealthy competition among participants.
- Make new friends!

3 Facilitated

- Group discussions
- Statement making
- Nukkad Natak
- Quiz
- Expert panel

PARTICIPANT TAKEAWAYS

- Awareness of mental health issues among youth
- Strong positive reaction from youth & teachers
- Participation and attention during dignitaries's speeches
- Fun and new friends !

CASE STUDY



Annual Sales Conference for Accor Hotel Group, 2014

PLAN

ISSUE

Accor group wanted employees in Sales to work together as **One Accor One Sales**

BRIEF

Create an Employee Engagement program for 4 hours that would :

- Interest and gain the attention of the employees
- Involve the employees **actively**
- Have high impact and opportunities for learning
- Develop sales-related skills
- Employ art-based creative solutions and methodology
- Be at **fun!**

EXECUTION



IMPACT



- 1** Pre-survey activity
 - Find interests
 - Excite employees
 - Preset teams
- 2** Nukkad Natak Imagine the Power of OneThought-provoking, introduction to selfimposed constraints
- 3** Theatre based activities
 - Ice-breaking
 - Finding commonalities
 - Team forming
- 4** Comic making workshop
 - Do what you have never done before!
 - Team work
 - Fun
- 5** Power of Infographics
 - Brought out issues
 - New tool for presentations

Program rating



- **82%** of the participants think the program was Awesome or Good.
- Average rating: **4.2/5**
- **77%** will recommend it to clients, and **75%** to colleagues within Accor
- *“Element of surprise. The best part was team making. impressed !!!!”*
- *“Energy and enthusiasm you brought to the entire group. You guys set the levels of energy so high from beginning that it took the entire experience to a new high for OAOS.”*
- *“I loved the way the Nukkad Natak had a complete build up to the theme of the meet and dove-tailed it self to kick start a bond building session. It was quite impressive to see how groups of people were laughing while indulging in the theatre based activity! The groups interacted well for the comic strip session and everyone came back after the break for the info-graphics session which was wonderful.”*

PARTICIPANT TAKEAWAYS

Participants feel a sense of commitment from management

Shared common issues across locations and functions.

Entire group feels like a team

Each person now personally knows people from at least seven other locations

CASE STUDY

Airtel Employee Training on 3+1s (KRAs) for Line Managers and Direct Reports

PLAN

ISSUE

Airtel wanted Line Managers to disseminate the importance of 3+1s to their direct reports.

BRIEF

Create an Employee Engagement program that would :

- Motivate the direct reports to take their 3+1 (KRAs) seriously
- Train Line Managers in setting 3+1s
- Train Line Managers to motivate direct reports to take 3+1s seriously

EXECUTION

PARTICIPANT TAKEAWAYS

- Direct reports felt a connect with their Line Managers
- Increased transparency about issues
- Line managers felt confident in handling 3+1s
- Direct reports felt that their hard work would be assessed correctly at the end of the year

1

Nukkad Natak Do You Know Your 3+1?

Why 3+1s ?
How 3+1s ?
When 3+1s ?

2

Theatre based activities
Role plays
Train the trainer program

3

Post training
Facilitated discussion forum between Line Managers and their reports

IMPACT

MANAGEMENT ASSESSMENT

PARTICIPANT SPEAK

- Using art-based training allowed Airtel to infuse seriousness in a topic taken ‘not so seriously before now’.
- It is a very innovative medium to reach out to employees from different backgrounds.

- “People will take 3+1s seriously now.”
- “This [art-based training] was one of the most innovative ways I have ever seen for communicating with my Line Manager.”

Be.artsy

AWARENESS
EXPERTS

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