

# It's time to be money-wise

With an aim to spread love and peace, Wisdom Crafts, a unique gift store enters the Pune market with a no-price-tag policy. **Akshata Shetty** reports

Not every thing needs to have a price tag... As much as it sounds unreal, it is true. And translating this idea to reality is Wisdom Crafts, a unique store where every product on display is devoid of a price tag, but is up for sale.

A brainchild of Madhu and Meghna Agarwal, the store was launched in Ahmedabad eight months ago. And bringing the idea to Pune, are Sheetal and Khushmita Sanghvi, founders of Urban Ashram in Mukundnagar, who launched the store at the ashram on February 14.

## The store philosophy

Wisdom Crafts are value-based products, offered on a gift-economy basis. According to Khushmita, the store wants to contribute to a cultural shift from consumption to contribution, transaction to trust, isolation to community and scarcity to abundance.

"We are so used to buying things and putting a price on everything. At Wisdom Crafts, we want to prove that economy can run by trust and one doesn't need to put a price on everything. The products sold at the store are not priced. We haven't put a price margin too. The customers are free to pay what they feel like."

The products, contributed by various people, are creative and come with a message attached. And those who contribute products are paid the cost price.

For instance, Khushmita shares, "We had an artist from California who manufactured peace-chains for us. The pendants have 'Peace' printed on it in different languages of the world. Also, recently Sangeeta Bhagwat, an author, contributed 500 copies of her book *Soul*, free of cost. The idea is to be



**RETAIL:** (clockwise from left) Photo frames, peace-chains and illustrations, key-chains, and Smile deck cards at the store



moved by love. So every product you see in the shop will have a message or a note on it."

## Products

From inspirational books by Rabindranath Tagore, to DVDs of films on the Gandhi ashram and social changes in the community, to key chains, peace chains, photo frames, apparels and much more, the store offers a variety of products to choose from. Though currently sourced from Ahmedabad, the management is planning to create a Pune based module.

"The idea is to do something differently and stand out from a regular shop. If you see, the products here are not common things you would find at a regular gift store.

For instance, the Smile deck cards aren't the regular playing cards, because behind every card, there is a mention of good-samaritan acts. Like if you pick one card while playing, it could read — clean your neighbourhood. Your gifts in a way, are motivating you to do something good for the society," shares Khushmita.

With such message-oriented products the store aims at spreading love and peace through the 100 sq ft space cabin-converted-into-a-shop.

Apart Wisdom Gifts, Urban Ashram also runs a lot of activities, one of them including the Seva Cafe, an experiment in the shared joy that comes from humble giving and selfless service. The wholesome meals are cooked and served with love by volunteers and offered to the guests as a genuine gift, paid for in full by previous guests.

So if you have something beautiful with a message you have created, you can contribute your talent to Wisdom Crafts. You can drop a mail at [theurbanashram@gmail.com](mailto:theurbanashram@gmail.com). Spread the love!