

PURE PRODUCT PURE PURPOSE

Handcrafted | Eco-friendly | Keep Water Naturally Cool



We have been working for many years to enhance the livelihoods and skills of rural tribal youth and women. Many youth from villages surrounding the Kanha Tiger Reserve migrate in search of work. Migration always creates problems, and young men and women face various challenges during migration.

CDC has been working for a long time to provide local employment and livelihood opportunities. Two years ago, in coordination with HCL Malanjkhand and the Gram Panchayat Garhi, we connected women and youth with the Tribal Culture Ceramic Unit, which taught them pottery skills. Today, 25 tribal youth are engaged in this unit and are gaining sustainable employment, producing pottery. You can also help us in this work. Integrate clay products made by rural youth into your daily lives.

Mission of Clay Water Bottle Project

At Community Development Centre (CDC), we believe that real change begins in the community.

Through the Clay Water Bottle Project, we aim to create sustainable livelihoods for rural women and youth while promoting eco-conscious living. Each clay bottle is handcrafted by rural artisans, blending tradition with innovation — and every purchase helps provide income, dignity, and skill training.



Our Vision

To build a self-reliant, eco-friendly rural economy where every drop of water nurtures both health and hope.

Our clay water bottles are not just containers — they are a symbol of care for your health and for our planet.

Key Features:

- Keeps water naturally cool
- Enriches water with natural minerals
- 100% Eco-friendly and biodegradable
- Handcrafted by skilled rural artisans
- Supports women and youth employment
- Each purchase is a step towards clean living and community development.

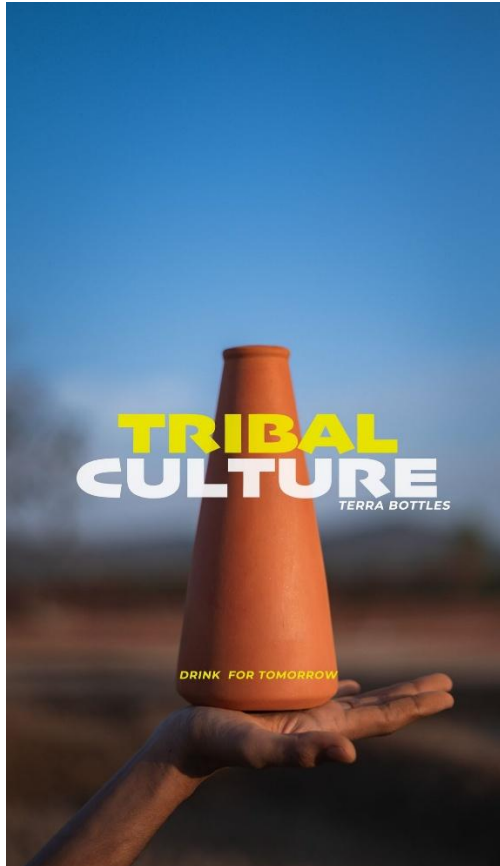
Empowering Tribal Youth Through Craft

In GARHI, clay isn't just earth — it's identity.

Our young artisans, most of them from tribal communities, learn to mold, design, and fire clay bottles using both traditional knowledge and modern ceramic techniques introduced through TCC's expert guidance.

They are not factory workers; they are keepers of tradition and pioneers of sustainability.

Each bottle carries the fingerprints of their skill, culture, and dreams.



Your purchase helps these youth

- **Earn steady income in their own village**
- **Gain hands-on ceramic training**
- **Stay connected to their tribal heritage**
- **Build confidence and leadership through meaningful work**
- **When you buy a clay bottle, you're not just getting a product — you're investing in people**

[Buy Now – Make a Difference]

- **Classic (Conical Clay Bottle 1 Litre) – ₹1200**
- **Family Pack (Set of 3) – ₹ 3000**
- **Free shipping**
- **100% of profits go to rural employment programs.**

the story of **CLAY BOTTLE**

Deep inside the forests near Kanha National Park, a quiet transformation is taking place.

Tribal Culture is not just a brand — it's a movement to empower the tribal community of Balaghat by turning their natural skills into sustainable livelihoods.

Every clay bottle you see is part of this change. Made in our rural studio by tribal women and youth, it represents dignity, opportunity, and progress. Through skill training, fair wages, and continuous support, we help these communities grow economically while preserving their connection to nature.

Empowering Women and Tribal Youth

Our mission is to bring equality and independence to the heart of the forest villages. We work closely with young tribal girls and women, giving them access to tools, training, and creative platforms that help them earn with pride and learn leadership skills for the future. Each sale helps them gain confidence and financial stability, ensuring their children get a better tomorrow.

Sustainable by Nature

Every bottle is made from eco-friendly terracotta clay, combined with a natural wooden cork — free from plastic, chemicals, or artificial coating.

By choosing this product, you reduce your carbon footprint and support a circular, sustainable economy where nature and livelihood coexist harmoniously.

Crafting a Conscious Lifestyle

Tribal Culture gives ancient materials a modern identity — showing that responsible living can be stylish and meaningful.

This bottle is not just an object; it's a symbol of respect for the earth and people who protect it.

Your Purchase Creates Impact

Each bottle you buy helps us:

- Support 10 tribal women artisans and their families.
- Strengthen rural employment near Kanha.
- Promote eco-conscious living across India and abroad.
- Build a bridge between tribal creativity and modern sustainability.

Tribal Culture — Empowering Communities. Sustaining Nature.

You can be proud of the product that you have in your hands. Because you are exposed to all the five elements of the earth. This product has been prepared by very skilled hands with a better combination of earth, water, fire, air and sky. By using these products, you will feel very close to nature.

It is important to know about the product before using it.

- 1. The product goes through many different processes and hands to prepare it. Before use, wash it thoroughly with clean water and leave it to dry.**
- 2. There are very small holes in the clay product which work for evaporation. We have not used any kind of chemical to close these holes. Air flows through these holes and the water kept in the bottle cools down as well as manages the alkaline level.**
- 3. There will be a very small amount of water leakage from the bottle, it will gradually reduce and stop, but will maintain the quality of your water.**
- 4. Keep washing the bottle daily or at an interval of three to four days, but do not use any kind of detergent, use a thin cotton cloth to clean it.**

आपके हाथ में जो उत्पाद है उस पर आप गर्व का सकते हैं। क्योंकि आप पृथ्वी के सभी पांच तत्वों से रुबरु होते हैं। बहुत ही कुशलहाथों से गुजर कर पृथ्वी, जल, अग्नि, वायु और आकाश के बेहतर संयोजन से यह उत्पाद तैयार किया गया है। इन उत्पादों के प्रयोग से आप अपने आप को प्रकृति के बहुत करीब महसूस करेंगे।

उत्पाद के प्रयोग से पहले इसके बारे में जानना जरूरी है।

1. प्रोडक्ट तैयार होने में यह कई अलग अलग प्रक्रियाओं और हाथों से गुजरता है। उपयोग के पूर्व साफ पानी से इसे अच्छी तरह धो लें और सूखने के लिए छोड़ दें।
2. मिट्टी के उत्पाद में बहुत छोटे छोटे छिद्र होते हैं जो वाष्पीकरण का काम करते हैं। इन छिद्रों को बंद करने के लिए हमने किसी तरह के रसायन का प्रयोग नहीं किया है। इन्हीं छिद्रों माध्यम से वायु का प्रवाह होता है और बोतल में रखा पानी ठंडा होता है साथ ही अल्कलाइन लेवल को प्रबंधित करता है
3. बहुत कम मात्रा में बोतल से पानी का रिसाव होगा धीरे धीरे यह कम होकर बंद हो जाएगा, पर आपके पानी की गुणवत्ता को बनाए रखेगा।
4. प्रतिदिन या तीन चार दिन के अंतराल में आप बोतल को धोते रहें, लेकिन किसी भी प्रकार के डिटरजेंट का प्रयोग ना करें, साफ करने के लिए पतले सूती कपड़े का प्रयोग करें।