





SCD Balaji is a wishionary with a bodhisattva's heart and a creative spirit. His passion is to elevate beings to become creative and self-sufficient.

A Creative Director, Educator, Brand Strategist, Artist and Founder of 7 innovative brands, **devoted his life to the Renaissance of Contemporary Indian Folk Art** by rejuvenating it through commercial services across the globe.

FOUNDER OF



**Indian
Folk Art
365**

**QUIRKY
INVIGATIONS**



lat lakar
indian folk art merchandise

STARTED
career in
2004

BRANDS
founded
7

YEARS
in expertise
18+

STUDENTS
transformed
250+

ILLUSTRATIONS
created
2000+

STARTUPS
branded
150+

ARTPRENEURS
mentored
150+

PROGRAMS
conducted
50+

MILESTONES



VISUAL SNEAK PEEK

explore more at

scdbalaji.art

Above are a few Indian Folk Art
Illustrations originally created
by SCD Balaji.



Atma Studios, founded by SCD Balaji, is the **first-of-its-kind Artistic Branding Studio in India** that has specialised in Brand Design and Communication through the aesthetics of art over a decade. It is the most extensive illustration house in India that has operated entirely online from its inception.

BELOW ARE SOME OF THE **PRESTIGIOUS CLIENTS** TO WHOM
ATMA STUDIOS HAS RENDERED CREATIVE SERVICES



Explore atma studios' artistic branding projects at atmastudios.in

BRAND
category
**Branding
Studio**
(Online)

FOUNDED
in
2011

YEARS
established
11+

CLIENTS
served
100+

STARTUPS
transformed
100+

CITIES
expanded
20+

COUNTRIES
expanded
10+

PROJECTS
worked
150+

MILESTONES



SCD BALAJI MENTORING IIM's ASFRING ENTREPRENEURS ON STARTUP BRANDING



VISUAL SNEAK PEEK

explore more at
atmastudios.in



Artpreneur Online Program

stemmed from SCD Balaji's wishion to enable beings to become creative and independent. The 9-month Deca-dimensional Online program teaches about **Art, Design, Creativity, Creative Softwares, Aesthetics, Teaching, Communication, Sales, Branding and Marketing.**

ARTPRENEUR IS THE ONLY **CREATIVE PROGRAM** IN THE ECO SYSTEM TO INCLUDE THE FOLLOWING AS A SINGLE PROGRAM



GRAPHIC DESIGN



ARTISTIC BRANDING



DIGITAL ART



ILLUSTRATIVE LETTERING



ANATOMY DRAWING



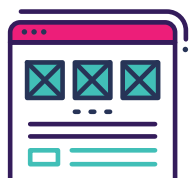
WORLD ART



INDIAN FOLK ART



CREATIVITY



UI UX



ART + DESIGN SOFTWARES



PERSONAL BRANDING



CREATIVE BUSINESS

Explore 2500+ works of artpreneur program students' at artpreneur.in

BRAND
Category
**Art & Design
School**
(Online)

ARTPRENEURS
empowered
150

FOUNDED
in
2016

BATCHES
conducted
7

YEARS
established
6+

TEACHERS
sculpted
20

STUDENT
works
2500+

PROJECTS
mentored
100+

MILESTONES



STUDENT SNEAK PEEK

explore more at

artpreneur.in

An **18-year-old** Artpreneur Program
Student created all the above original
illustrations without any prior
experience in digital art & design.



SCD Balaji instills imagination in creative enthusiasts via a **two-day intensive drawing program** to master one art style. This curriculum goes beyond tracing and mimicking an existing work. **We teach how to be creative and develop your unique personality in art.**

WE HAVE LISTED OUR **UPCOMING INTERNATIONAL ART PROGRAMS**



Japanese
Kawaii



Japanese
Chibi



Japanese
Manga



Japanese
Sumi-e



Polish
Folk Art



Belgian
Comics



European
Art Deco



Mexican
Alebrijes



Character
Design



Anatomy
Drawings



Illustrative
Lettering



Many
more...

Check out our upcoming programs at [imagineers.art](https://www.imagineers.art)

BRAND
category
**Creative
Workshop**

FOUNDED
in
2020

YEARS
established
2

PROGRAMS
conducted
15

IMAGINEERS
created
100+

TEACHERS
trained
10

STYLES
taught
10

DRAWINGS
created
1000+

MILESTONES

A STUDENT'S EXPLORATION ON CHARACTER DESIGN IN AN IMAGINEERS PROGRAM



SCD BALAJI'S INTERACTION WITH PARTICIPANTS IN CHARACTER DESIGN PROGRAM



VISUAL SNEAK PEEK

explore more at

imagineers.art

QUIRKY INVITATIONS

SCD Balaji founded and artistically crafted Quirky Invitations, a brand specialising in **innovative designer wedding invitations** that expertly integrates the traditional and modern features of The Great Indian wedding and its celebrations.

FEW OF OUR UNIQUE INVITATION CATEGORIES ARE LISTED HERE



Print
Invitations



Digital
Invitations



Tailor Made
Invitations



Pop-up
Invitations



Folk Art
Invitations



Cultural
Invitations



Event
Invitations



Cute
Invitations



International
Invitations



Suite
Invitations



Lettering
Invitations



**Wedding
Branding**

Explore our 250+ Creative Wedding Invitations at quirkyinvitations.com

BRAND
category
**Creative
Invitations**

FOUNDED
in
2016

YEARS
established
6+

INVITATIONS
in collection
250+

CLIENTS
served
200+

INVITATIONS
printed
1000+

EINVITES
offered
500+

COUNTRIES
shipping
20+

MILESTONES

OUR INVITE COLLECTIONS ARE COMPLETELY CONTEMPORARY AND AVANT-GARDE



QUIRKY INVITATIONS SPECIALISES IN CUSTOMIZED POP-UP PRINT INVITATIONS



VISUAL SNEAK PEEK

explore more invitations at

quirkyinvitations.com

Indian Folk Art 365

Indian Folk Art 365 is SCD Balaji's noble initiative to rediscover traditional Indian Folk Art styles that are quietly going extinct. The Collective spreads Indian Folklore's beauty to the world via modern reflection through **programs, illustrations, souvenirs, invites and branding to create awareness.**

THE FEWER ARTFORMS THAT WERE CONTEMPLATED THROUGH THE INDIAN FOLK ART 365 INITIATED ARE LISTED BELOW



Bengal
Pattachitra



Orissa
Pattachitra



Ancient
Chitrasutra



Phad
Painting



Maharashtra
Chitrakathi



Cheriyal
Scroll



Mithila
Madhubani



Kalamkari



Urban
Warli



Shadow
Puppet



Tholu
Bommalata



Many
more...

Explore more contemplated Indian folk art illustrations at [#indianfolkart365](https://www.instagram.com/indianfolkart365)

BRAND
Category
**Indian Art
Movement**

FOUNDED
in
2014

YEARS
established
8+

ILLUSTRATIONS
created
1000+

ARTISTS
created
150+

PROGRAMS
conducted
30+

STYLES
rediscovered
20+

INSTITUTIONS
initiated
20+

MILESTONES

CONTEMPORARY FOLK ART ILLUSTRATIONS CREATED FOR LAT LAKAR MERCH



INDIAN FOLK ART WOKSHOP AT PSG INSTITUE OF MANAGEMENT, COIMBATORE



VISUAL SNEAK PEEK

explore more at

#indianfolkart365

www.scdbalaji.art