



## FEATURED MEMBER

### MAHILA UMANG PRODUCERS COMPANY LIMITED

#### Hand knitting Uttarakhand

Mahila Umang, Producers' Company is a collective of self help groups and producer-shareholders based out of Uttarakhand engaged in promoting sustainable livelihood.

Umang promotes hand knitting as a sustainable off farm livelihood opportunity which has benefited hundreds of women in various ways. They make a variety of products ranging from socks to sweaters that are all completely hand knitted.





# FEATURED MEMBER

## V-WEAVE

### Hand Weaving Haryana

V- Weave is a manufacturing and exporting company based in Panipat, Haryana aiming to provide a sustainable platform for carpet weavers and to generate employment opportunities for crafts people.

The company works closely with the craft person by providing a variety of services in quality control, production coordination, infrastructure and financial support. V-Weave has well equipped on-site production capability, and also utilizes craft persons who wish to create products in their own home.



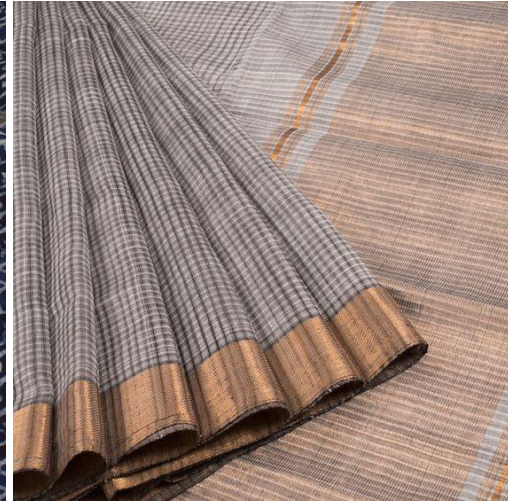
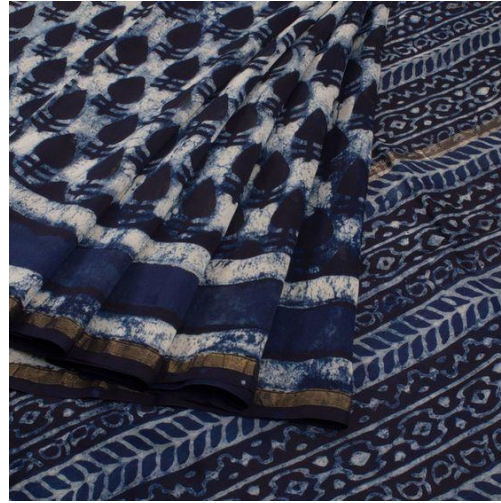
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## RELIANCE SWADESH

**Kutch leather Work, Mangalgiri  
Handloom weaving, Ajrakh, Single Ikat  
Weaving, Dabu  
Mumbai**

"Swadesh" is a Reliance Limited label which works directly with craftsmen and grass-root artisans to fulfill design requirements of all indigenous art forms, ensuring the design is accessible, valued and celebrated.

Reliance retail operates stores all over India and have handpicked products in fashion from the outstandingly talented artisans of the country.







## MARKET WATCH

Craftmark member Awdhesh Kumar has developed a whole new range of block printed cotton shirts perfect for the summer!  
To place an order write to us at: [marketing@aiacaonline.org](mailto:marketing@aiacaonline.org)

## Craftmark Jury

Craftmark conducts an annual jury event for its members. As a part of the jury, member organizations are invited to present their product samples to a panel of senior industry experts.

This year the jury was organized on 24<sup>th</sup> may at Indian Habitat Centre, New Delhi. We had 8 craftmark members attend the jury. Their work was reviewed by an expert panel comprising of - Shilpa Sharma (Co-Founder and Head, Jaypore ), Kalyani Kunche (Head of Design, Triburg), Sudha Dhingra (Chairperson, Department of Fashion & Textiles - Textile Design, NIFT), Vivek Sahani. The members received valuable feedback on design development, emerging market trends, business opportunities, planning for exports and potential markets to tap.





## Upcoming Events

Craftmark will be showcasing its members products at **Textile India 2017**. Textile India is a mega exhibition aiming to showcase the strength of value chain in India.

Dates: 30<sup>th</sup> June – 2<sup>nd</sup> July

Venue: Mahatma Mandir,  
Gandhinagar (Gujarat)

Organizers: Ministry  
of **Textiles**,  
Government of **India**.

