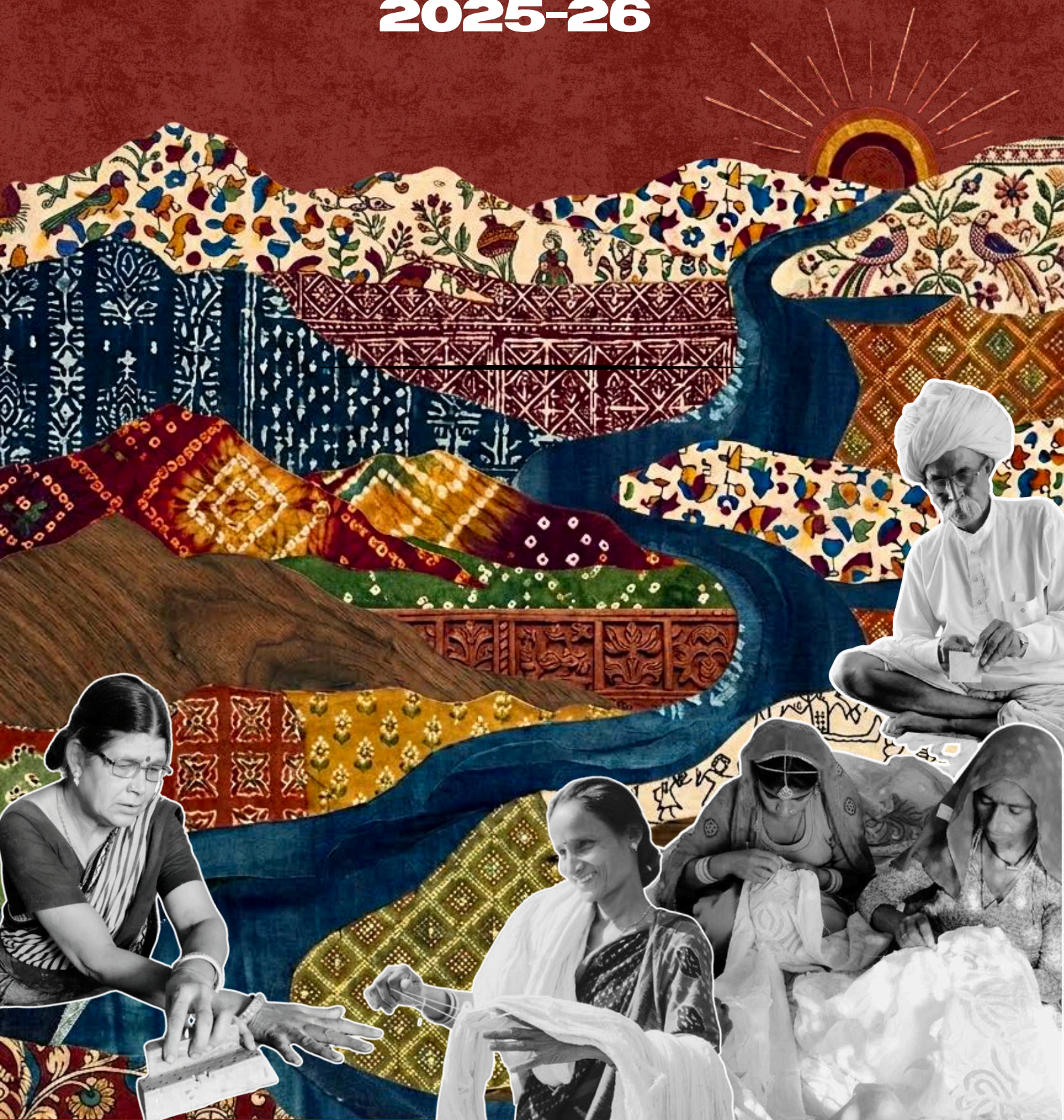


# Annual Report

## 2025-26







# TABLE OF CONTENTS

## 01 ED NOTE

## 02 AIACA AT A GLANCE

- Vision .....
- Mission .....
- Core Verticals .....
- AIACA's Developmental Priorities .....
- AIACA X Sustainable Development Goals.....

## 03 ENTERPRISE SUPPORT PROGRAMME (ESP) & SUSTAINABLE LIVELIHOODS

- Crafting a Life of Dignity for Weavers and Artisans .....
- START- Strengthening Artisanal Economy In Uttar Pradesh And Delhi NCR .....
- KanthaShree- Towards a Bright Future .....
- Greening The Way Towards Success .....
- Sashakt- Strengthening Craft Enterprises in Uttar Pradesh and Ladakh Ut .....
- Upholding the Legacy .....
- Pro-Sustain .....
- SAMRIDDH- Strengthening Creative Economy in Gujarat .....
- Empowering Toda Artisans And Reviving Traditional Embroidery For Sustainable Livelihoods

## 04 CRAFTMARK

- Craftmark Snapshots .....
- Craftmark Members .....
- Craftmark Assistive Services .....

## 05 ADVOCACY

## 06 CAMPAIGNS & DIGITAL OUTREACH

## 07 GOVERNANCE

- Governing Body Meetings & AGM .....
- Board of Directors .....
- Life at AIACA .....

## 08 FINANCE



# ED NOTE



**MEENU CHOPRA**

ED AIACA

It gives me great pleasure to present AIACA's Annual Report for 2025-26.

For more than two decades, AIACA has worked alongside artisans and craft-based enterprises to strengthen market participation, build sustainable livelihoods and create greater recognition for the knowledge and traditions that define India's rich craft heritage. While the sector and its challenges continue to evolve, our commitment remains constant: to recognise artisans not only as custodians of cultural heritage, but as entrepreneurs and economic actors with the agency to shape their own futures.

India's craft sector has always demonstrated remarkable adaptability. Artisans have responded to changing markets, materials, technologies and consumer preferences while preserving knowledge passed down through generations.

AIACA's role is to support this resilience by creating opportunities for artisans and enterprises to strengthen capabilities, access markets and remain relevant in a changing world.

In 2025-26, we continued to strengthen artisan enterprises, expand market opportunities, promote authentic handmade products, support sustainable livelihoods and bring the perspectives of the craft sector into wider conversations.

Through the Enterprise Support Programme, our support extended beyond design and product development to enterprise management, production planning, financial management, digital capabilities, market access and institutional strengthening. Across diverse craft traditions, enterprises developed new products and explored new markets while remaining rooted in their unique identities.

Craftmark continued to strengthen recognition and trust in authentic handmade production through verification, awareness and market engagement.

Through Craftkatha 3.0 and the Craftkatha Pop-Up organised during National Handicraft Week in collaboration with the Office of the DC (Handicrafts), Ministry of Textiles and NHDC, we also sought to deepen public appreciation of the skills, materials, processes and communities behind craft.

Looking ahead, we see an opportunity to position crafts more strongly within conversations around inclusive growth, sustainability, circularity and responsible consumption. Our priority remains ensuring that artisans benefit from this growing recognition.

I extend my sincere gratitude to our Board, partners, funders, government institutions, collaborators, the AIACA team and, above all, the artisans and craft communities at the heart of our journey.

With warm regards,  
**Ms. Meenu Chopra**

Executive Director  
All India Artisans and Craftworkers Welfare Association



# AIACA AT A GLANCE

All India Artisans and Craftworkers Welfare Association (AIACA) is a membership-based nonprofit apex body established in 2004 that works to strengthen India's Handloom and Handicrafts sector by promoting market-led growth, enhancing artisan livelihoods, and preserving craft traditions. It collaborates with multiple Stakeholders including government, industry partners, private bodies, media, academic Institutes and craft communities to build sustainable craft ecosystems. AIACA has reached and supported over 2,00,000 artisans across many Indian states, with a network spanning both rural and urban craft clusters.

As a membership-based apex body for the handloom and handicraft sectors, AIACA seeks to support sustainable growth of this sector through an integrated approach of capacity building, policy advocacy and certification.

## VISION

## MISSION

AIACA's mission is to address some of the key Sustainable Development Goals (SDGs) through upskilling, design innovation, business skill development, production management, eco - friendly production, access to finance, use of technology and digital empowerment, promotion and branding, Craftmark certification and direct market access by the producers.





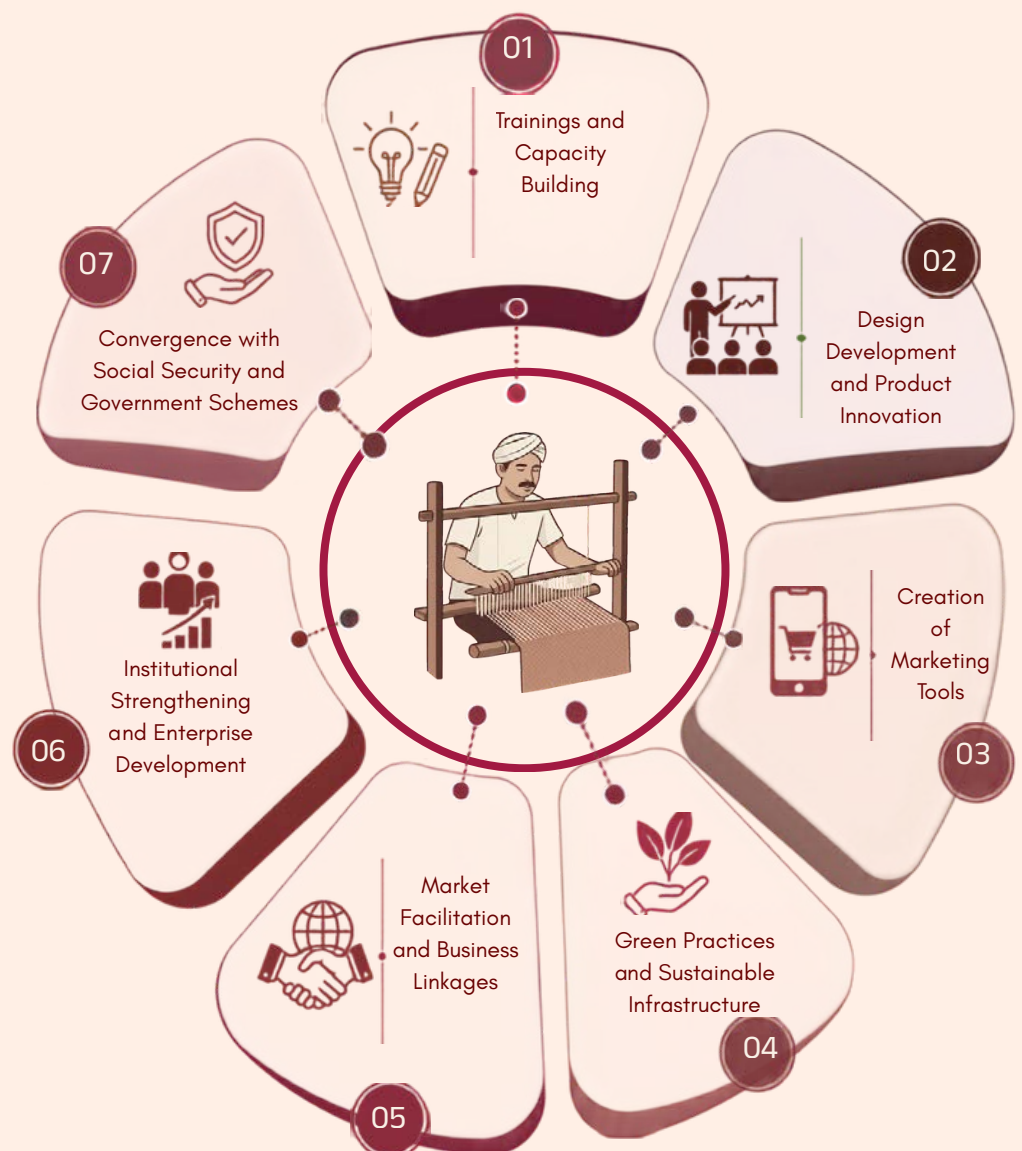
AIACA's work is anchored in a holistic vision for the development of India's craft sector, the one that goes beyond individual interventions to address the interconnected needs of artisans, craft enterprises, markets, and the wider ecosystem.

Through its four core verticals, Craftmark Certification, Enterprise Support Programme (ESP), Advocacy, and Sustainable Livelihoods, AIACA works across different stages of the craft ecosystem to create pathways for artisans and craft enterprises to grow, adapt, and sustain themselves.

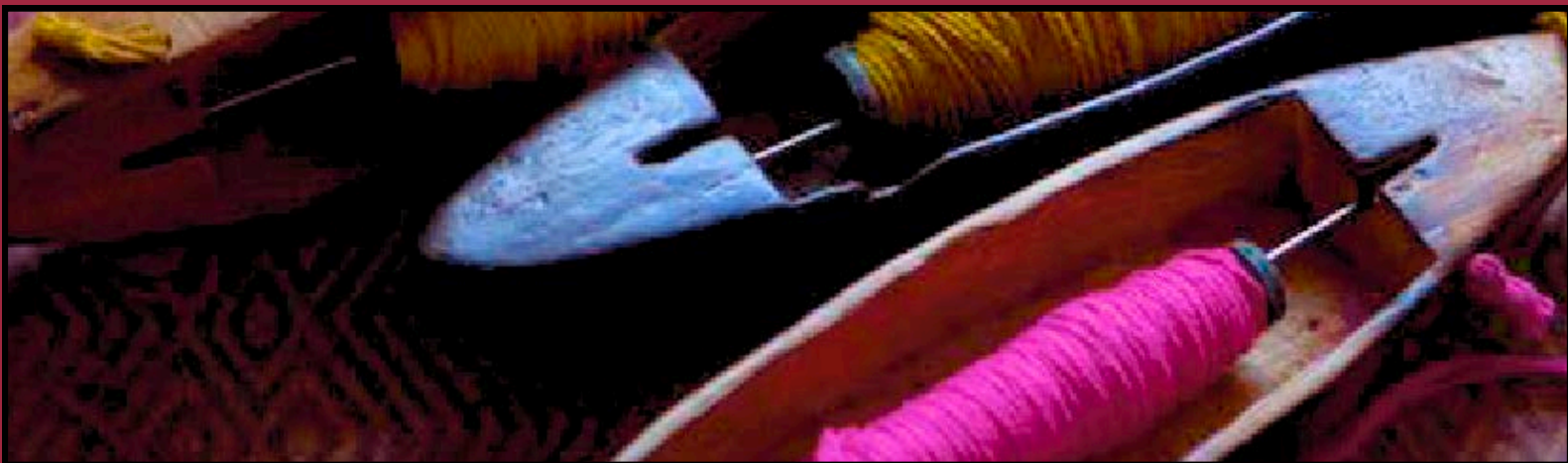
Together, these verticals advance AIACA's commitment to a craft sector that is economically viable, socially inclusive, environmentally responsible, and rooted in India's rich cultural heritage.

## ENTERPRISE SUPPORT PROGRAMME (ESP) & SUSTAINABLE LIVELIHOODS

AIACA's Enterprise Support Programme (ESP) is a holistic and end-to-end initiative designed to strengthen India's craft ecosystem by addressing the evolving needs of artisan-based enterprises and producer groups. Through a combination of capacity building, design innovation, enterprise development, market access, and sustainability interventions, ESP supports artisans in building resilient livelihoods while preserving the country's rich craft heritage.







Craftmark is the only National certification for authentic handmade products in India. Conceptualized and developed by All India Artisans and Craftworkers Welfare Association (AIACA) in 2006, it verifies that products are authentically handcrafted following clear, process-based standards and have been produced under ethical and responsible conditions. Over the years, Craftmark has emerged as a recognized Seal of authenticity for consumers, buyers, and institutions seeking authentic handmade goods. The certification enhances product credibility, strengthens brand positioning, and improves access to domestic and International markets. By building transparency and confidence across the value chain, it drives market-led growth for craft-based enterprises while supporting the sustainability of India's rich craft traditions

## WHAT DOES CRAFTMARK STAND FOR?

### 01 AUTHENTIC CRAFT PROCESSES



Craftmark certifies applicant enterprises for craft processes rooted in traditional skills and cultural knowledge. Traditional craft techniques, tools, raw materials, and stages of production are documented and the applicants are verified against process-based standards to ensure that every certified product is authentically handcrafted.

### 02 RESPONSIBLE PRODUCTION

Craftmark promotes ethical and responsible production across craft enterprises. It verifies applicant enterprises for fair and ethical practices and environmentally conscious production methods.



# ADVOCACY

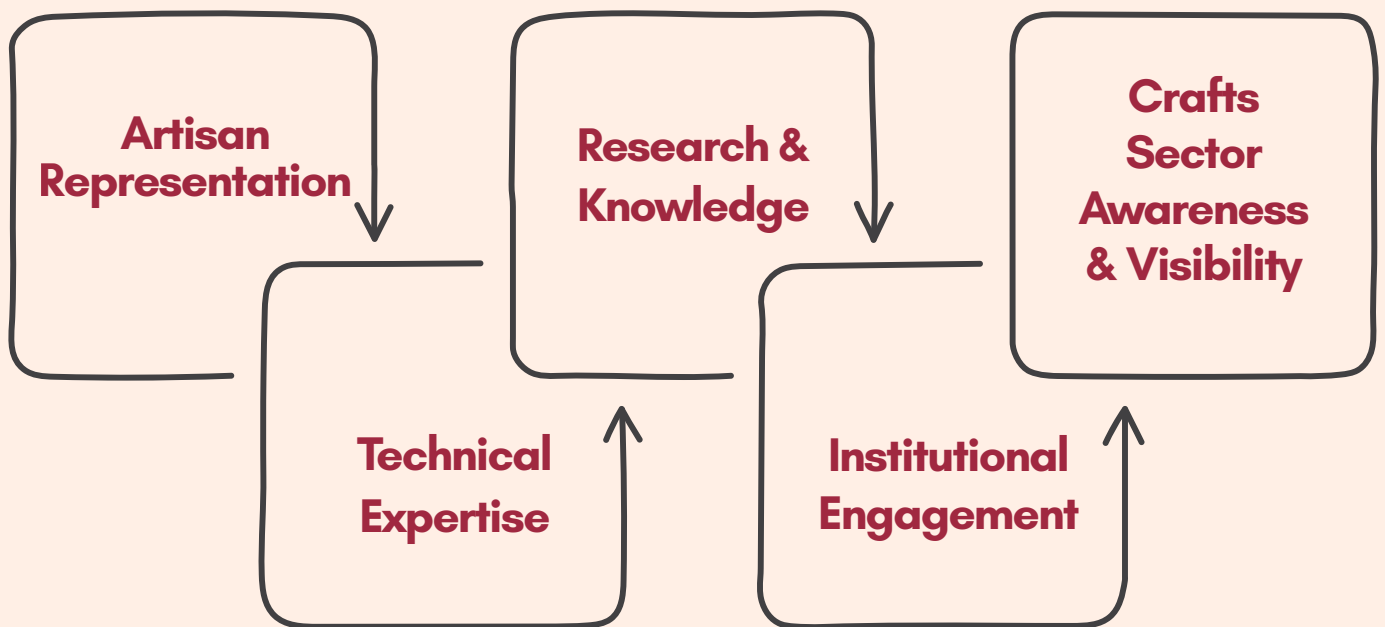


## A TECHNICAL VOICE FOR THE CRAFT SECTOR

AIACA's Advocacy vertical positions the organisation as a technical and knowledge body for India's craft sector, bringing together research, sectoral expertise, policy engagement, stakeholder dialogue, and public awareness to influence the systems that shape the lives and livelihoods of artisans.

AIACA engages with government, policymakers, development institutions, private sector, academia, civil society, designers, market actors, and craft practitioners to advance conversations on issues critical to the sector.

## OUR ADVOCACY FOCUS



This year, AIACA continued its advocacy efforts through dialogues and engagements with government bodies, institutions, industry stakeholders, development organisations and other sectoral actors. These engagements enabled AIACA to bring practical perspectives on craft-based livelihoods, certification, entrepreneurship, artisan agency, institutional support and sustainable craft ecosystems into wider national discourse, strengthening its role as a sectoral knowledge and technical resource.

The flagship event of AIACA, CraftKatha, takes this role forward by providing a platform for meaningful dialog and exchange of knowledge around crafts. AIACA convenes conversations that bring together diverse voices from across the sector to increase visibility and awareness of the people, practices, challenges and opportunities that make up India's craft ecosystem.

AIACA's advocacy is ultimately aimed at bridging the gap between practice and policy, knowledge & action, artisan realities and institutional decision-making.



# SUSTAINABLE DEVELOPMENT

Through India's Craft Sector

At AIACA, we believe that strengthening the craft sector is integral to achieving sustainable and inclusive development. Through our work with artisans, craft enterprises, producer groups, and sector stakeholders across India, we contribute to multiple Sustainable Development Goals.

Create sustainable livelihood opportunities

Support income security for artisan households

We create strong partnerships with governments, businesses, and development partners to enhance our impact.



Advance women's economic empowerment & leadership



We promote decent work, entrepreneurship, and enterprise growth

We ensure that marginalized and underserved artisan communities have greater access to opportunities, resources, and markets



We promote responsible production by using local & indigenous materials, preserving traditional knowledge, and supporting environmentally conscious value chains.



# AIACA'S DEVELOPMENTAL PRIORITIES



1

## SUSTAINABLE LIVELIHOODS

Strengthening artisan enterprises through skill enhancement, market access, enterprise development, and income-generation opportunities that ensure long-term economic security.



2

## CLIMATE-RESILIENT LIVELIHOODS

Supporting artisan communities in adapting climate-related challenges through resource-efficient production methods, renewable energy solutions, and sustainable infrastructure.



3

## GREENING VALUE CHAINS

Encouraging environmentally responsible practices across the craft value chain by promoting cleaner production processes, reduced resource consumption, eco-friendly materials, and sustainable packaging solutions.



4

## CIRCULAR ECONOMY

Advancing waste reduction, recycling, upcycling, repair, and reuse practices within craft production systems to maximize resource efficiency and minimize environmental impact.



5

## PROMOTION OF LOCAL AND INDIGENOUS CRAFTS

Strengthening traditional knowledge systems, safeguarding cultural heritage, and enhancing the use of locally available raw materials that support community-based economies and sustainable production.



6

## WOMEN'S ECONOMIC EMPOWERMENT

Enhancing leadership, entrepreneurship, financial inclusion, and market participation among women artisans, who form a significant part of India's craft workforce.



7

## ENTERPRISE COMPETITIVENESS & MARKET READINESS

Enabling craft enterprises to diversify products, improve quality standards, strengthen branding, and access domestic and international markets.



8

## DIGITAL INCLUSION AND INNOVATION

Building digital capabilities among artisans & enterprises through training, e-commerce readiness, digital marketing, and technology adoption.



9

## INCLUSIVE GROWTH AND COMMUNITY DEVELOPMENT

Ensuring that marginalized artisan communities, rural producers, and traditional craft clusters have equitable access to opportunities, resources, and markets.







**ENTERPRISE SUPPORT  
PROGRAMME (ESP) &  
SUSTAINABLE LIVELIHOODS**

# OVERALL IMPACT UNDER ENTERPRISE SUPPORT PROGRAMME

F.Y. 2025-2026



Total artisans impacted

**5000+**



Enterprises supported

**15**



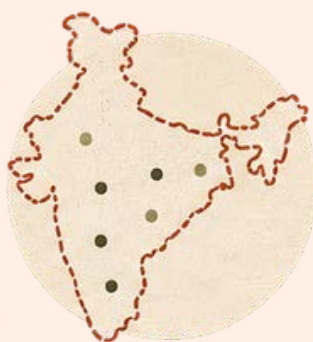
Total Artisans Trained  
Directly

**514**



Increase in avg income  
of 1082 artisans

**78%**



States covered

**09**



Sales generated for  
15 artisan collective

**73,46,290**



Artisans Linked  
to Schemes

**1664**



# CRAFTING A LIFE OF DIGNITY FOR WEAVERS AND ARTISANS

*Supported by HCL Foundation*

With the support of HCL Foundation, AIACA continued its efforts to strengthen artisan enterprises and promote sustainable livelihoods through the project "Crafting a Life of Dignity for Weavers and Artisans in Uttar Pradesh, Himachal Pradesh and Odisha." During FY 2025-26, the project worked across 5 artisan enterprises spanning five craft clusters in Uttar Pradesh, Himachal Pradesh, and Odisha, directly impacting 1200+ artisans through an integrated approach to enterprise development.

The project focused on strengthening every stage of the artisan enterprise ecosystem, from design innovation and technical capacity building to branding, digital empowerment, market access, and institutional strengthening. By combining traditional knowledge with contemporary market opportunities, the interventions enabled artisan groups to diversify their product offerings, improve production quality, strengthen business



# TANA BANA MAHILA SAMOOH

Barabanki, Uttar Pradesh | Handloom Weaving

*Supported by HCL Foundation*

Tana Bana Mahila Samooh is a women-led artisan enterprise from Barabanki, Uttar Pradesh, working with the traditional Handloom Craft under the HCL Foundation-supported project, AIACA partnered with the enterprise to strengthen its creative capabilities, enterprise systems, digital presence, and market competitiveness.

The intervention focused on taking the enterprise from traditional craft production towards a more market-ready model without losing the character of its handmade textile traditions. Through design innovation, enterprise mentoring, branding, digital capacity building, market facilitation, and social security convergence, the project supported the women artisans in building a stronger and more sustainable enterprise.

## PROJECT AT A GLANCE



**200%** increase in income compared to the baseline at the start of the project

**₹1,80,000**

profit distributed among 12 core group members

**₹1,80,000**

Received under RF and CIF from UPSRLM, strengthening working capital and production capacity.

**₹9,95,664** Total sales generated



# INTERVENTION AREAS

## DESIGN MENTORSHIP



The project placed design development at the centre of Tana Bana's enterprise growth. A structured mentorship programme, conducted between November 2025 and March 2026, brought together 5 core artisans through 5 intensive design workshops led by Ms. Namrata Chaturvedi.

The 3-month design mentorship led by Ms. Namrata Chaturvedi focused on strengthening the design and product development capabilities of Tana Bana Mahila Samooh, Barabanki. Through cluster visits and continuous remote support, the mentorship explored new colour, texture, material, and weft-led design possibilities within the artisans' existing skills and loom capabilities. 5 warp (tana) setups were developed across sarees, dupattas, and stoles, enabling multiple design and colour variations.



The mentorship resulted in 50 new designs, including 20 saree designs, 24 stole designs, and 6 dupatta designs. The intervention expanded the product range, improved sampling and quality processes, and strengthened the group's readiness for future collection development and market opportunities, while building their confidence to develop commercially viable collections independently.

## MARKET FACILITATION

The introduction of contemporary collections enhanced buyer confidence and fostered repeat business. The enterprise built relationships with 13 institutional buyers, such as House of Ekam and Okhai. Additionally, the group participated in 7 key exhibitions, including Dastkar Exhibition and India International Trade Fair. HCL My E Haat Conclave, Chaap Tilak, and Kriti Creations Live Bazaar.



These platforms allowed artisans to interact directly with customers, test new collections, understand market responses, and strengthen brand visibility.

During FY 2025 to 26, the enterprise generated a total revenue of ₹9,95,664. Institutional orders contributed ₹696,388, while B2C sales through exhibitions and retail platforms generated ₹1,43,800. A further ₹155,476 came through direct local sales and repeat customers.

## DEVELOPMENT OF BRANDED TAGS AND PACKAGING

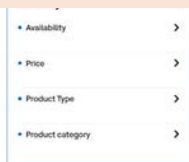


As Tana Bana expanded its market presence, it established a unified brand identity under the Binai label. Customized product tags featuring the Binai name, logo, and a QR code linked to Instagram were introduced, while using cotton or woollen thread instead of plastic fasteners. Women from Sahri village stitched custom packaging bags, creating job opportunities. Branding efforts included customized

carry bags, professional photography, and a product catalogue for better presentation at exhibitions and digital marketing. A professional photoshoot was conducted for new products like sarees and stoles, and the second part of the e-catalogue was developed to provide an updated product portfolio for marketing.

## CREATION OF WEBPAGE

Selected Tana Bana products were onboarded onto the My e-Haat web portal. This expanded the group's digital presence and created opportunities to reach customers beyond local and offline markets.





## HAND-HOLDING FOR BUSINESS MANAGEMENT



Throughout the year, regular handholding support was provided to the Tana Bana Group through monthly meetings and field coordination, focusing on order processing, stock management, record-keeping, and financial monitoring. Sabina and Nasreen showed interest in taking responsibility for record-keeping, while Jamal, son of one of the weavers, was mentored to support the group with documentation and maintaining key records.

## PRODUCTION THROUGH ROTATION OF PRODUCTION FUND

Tana Bana continued regular production through effective use of its Production Fund. The group generated ₹2,53,484 in sales from inventory created through the fund and earned ₹1,06,358 in profit. New inventory was also developed through the fund including 20 dupattas 21 stoles and 17 sarees.



A total of ₹6,12,061 was carried over from the Production Fund to the next financial year. Tana Bana reported cumulative profits of ₹6,23,473, of which ₹1,80,000 was shared among 12 core members, each receiving ₹15,000. An interest-free emergency loan of ₹50,000 was given to 1 member with collective consent. Average household income rose from ₹3,000-₹4,000 at the project's start to ₹9,000-₹10,000 by the end of the financial year.

## SOCIAL BENEFITS AND LINKAGES



Project linked livelihood development to improved social protection. The group along with field coordinator worked with the SRLM team to follow up on the Revolving Fund & Community Investment Fund. The group successfully received a combined ₹180,000 under RF & CIF during year, which strengthened working capital & production capacity. Udyam Registration applications of 79 artisans were submitted

to support their formal recognition and strengthened their eligibility for government benefits under MSME schemes. At the eye health camp, 101 people were examined and spectacles were provided to 41 beneficiaries. The group also got Rs 180,000 from Revolving Fund and Community Investment Fund which helped in strengthening working capital and production capacity.

# KASABDANA MAHILA SHG

Barabanki, Uttar Pradesh | Kasabdana Embroidery

*Supported by HCL Foundation*

Kasabdana Mahila SHG is a women-led artisan collective based in Barabanki, Uttar Pradesh, preserving the intricate craft of Kasabdana embroidery. Under the HCL Foundation-supported project, AIACA partnered with the collective to strengthen its design capabilities, diversify its product portfolio, improve enterprise systems, and prepare it for contemporary markets.

The intervention focused on taking the detailed craftsmanship of Kasabdana beyond traditional product formats and creating opportunities for women artisans to engage with new product categories, customised orders, and premium markets. Through design mentorship, branding, digital empowerment, enterprise development, and market facilitation, the collective strengthened both its creative capabilities and its readiness for future growth.

## PROJECT AT A GLANCE



**20%** increase in income compared to the baseline at the start of the project

**100%** Increase in group sale as compared to last year

**04** Atisans are now able to independently understand spec sheets and designs through the mentorship programme.

**₹51,801** Sales generated



# INTERVENTION AREAS

## DESIGN MENTORSHIP



The project began by strengthening the creative and technical capabilities of the women artisans while creating space for Kasabdana embroidery to move into contemporary product categories.

A structured design mentorship programme, implemented between August 2025 and February 2026, engaged 6 core artisans under the guidance of Ms. Sananda Biswas. The program combined intensive field-based workshops with continuous hybrid mentoring through phone calls, video consultations, and WhatsApp, ensuring that design support continued between field visits.

Across the mentoring period, artisans worked on product innovation, sampling, finishing, color coordination, embellishment techniques, and market-oriented design development. The mentorship resulted in 138 new designs, exceeding the original target of 120.

The new product development moved beyond conventional formats into accessories, festive collections, lifestyle products, textiles, and handcrafted utility products. This diversification enabled artisans to experiment with new possibilities while retaining the intricate detailing and craftsmanship that define Kasabdana embroidery.

Alongside creative development, artisans received support in production planning, costing, inventory management, quality improvement, and business documentation, strengthening their ability to respond to customized market requirements.



## MARKET FACILITATION

Kasabdana Mahila SHG focused on developing products tailored to customer needs, creating opportunities for higher-value orders.

The collective successfully fulfilled customized orders for bridal potli bags, bridal dupattas, and lifestyle accessories, while engaging with designers and domestic buyers. Mentorship-led samples opened doors to international markets.



Participation in the India International Trade Fair 2025 and the HCL My E Haat Conclave enhanced visibility and generated buyer inquiries. In FY 2025-26, the collective earned ₹51,801, including ₹33,000 from bridal potli bags, ₹13,125 from bridal dupattas, and ₹5,676 from product samples.

The enterprise also supplied samples to Our Better Planet and completed work for independent designers. Despite modest revenue, the project laid the groundwork for future bulk orders through customized development and increased buyer confidence.

## SETTING UP OF PRODUCTION FUND & INCOME GENERATION



During the year, ₹1,49,469 was allocated as a Production Fund for Kasabdana Mahila SHG to support artisan wages during sampling, raw material procurement, and product finishing. The group generated ₹51,801 in sales through the resulting production, enabling partial rotation of the fund, with ₹44,400 carried forward to the next financial year. The initiative also generated ₹66,492 in cumulative income for 6 zardozi artisans engaged in sampling & production. By year-end, the group recorded a cumulative profit of ₹7,401, strengthening its ability to sustain production and generate continued livelihood opportunities.

## BRAND IDENTITY CREATION

The group has successfully registered under MSME and strengthened its brand identity by creating a PAN card, developing a logo, and completing a professional photoshoot for their new collection.

They have also prepared a marketing catalog and applied for trademark registration, allowing effective product positioning across various platforms and buyers.

# कसबदना





# CASE STORY

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## Weaving Dreams into Reality: Kulsoom's Journey with Zardozi

At just 19 years old, Kulsoom from Sahri village in Barabanki district carries responsibilities far beyond her age. She comes from a large family with four sisters and two brothers. Her father has been completely paralysed for several years, making embroidery the primary source of livelihood for the household. Growing up, Kulsoom watched her mother and sisters work tirelessly on intricate Zardozi embroidery, fascinated by the precision and patience with which each motif was created. Kulsoom formally joined the Kasabdana group in 2024, where her journey from learner to leader truly began. Through structured design mentorship sessions facilitated by AIACA, she learned new Zardozi techniques, improved her finishing quality, and gained exposure to professional production practices.

Hours of practice, experimentation, and group learning helped her transform inherited skills into market-ready craftsmanship. A major milestone came in September 2025, when the Kasabdana group was officially registered as a Self-Help Group (SHG). During this process, Kulsoom was elected President of the SHG, a testament to her dedication, leadership abilities, and trust within the group. In this role, she now coordinates production planning, ensures quality control, supports timely order execution, and facilitates collective decision-making among artisans. Today, Kasabdana SHG is successfully executing bulk Zardozi orders and gaining visibility in exhibitions and B2B markets. Kulsoom takes pride not only in her own growth but also in creating sustainable income opportunities for women artisans in her community while contributing to the preservation of a traditional craft. Despite challenges such as tight deadlines, market competition, and fluctuating demand, Kulsoom's passion for Zardozi and commitment

to quality continue to guide her forward. Looking ahead, she aspires to expand into new markets, experiment with contemporary designs, and strengthen Kasabdana as a recognised Zardozi brand. Her journey stands as a powerful example of how mentorship, collective enterprise, and determination can turn traditional skills into pathways of leadership and resilience.

# SAMBHAL DESIGN ASSOCIATION

Sambhal , Uttar Pradesh | Handcrafted Brass Jewellery & Home Décor

*Supported by HCL Foundation*

Sambhal Design Association is an artisan enterprise rooted in Sambhal's rich tradition of handcrafted brass jewellery and home décor. Under the HCL Foundation-supported project, AIACA worked with the enterprise to strengthen its design capabilities, production systems, branding, digital competencies, and market access.

The intervention focused on an important transition: helping artisans take their traditional brasswork into contemporary markets without losing the craftsmanship at its core. Through design innovation, technical mentoring, improved enterprise systems, stronger branding, and diversified market channels, the project enabled the enterprise to expand its product portfolio, improve production efficiency, and engage with premium domestic markets.

## PROJECT AT A GLANCE



**60%** increase in income compared to the baseline at the start of the project

**50%** increase in group sales as compared to the previous financial year

**100+** Artisans benefited from the free eye check-up camp.



# INTERVENTION AREAS

## DESIGN MENTORSHIP



The project placed design innovation at the centre of Sambhal Design Association's enterprise development journey. The project was implemented in 2 phases: the main phase from 1st September to 1st December 2025, followed by an addendum phase from 13th February to 12th March 2026.

The mentorship combined intensive field-based workshops with hands-on learning, focusing not only on what artisans could make, but on how efficiently they could make it.

Artisans were introduced to techniques such as hand cutting using fret saw blades, precision finishing, product prototyping, and more efficient use of existing dies.

The programme resulted in 124 new designs, exceeding the original target of 90 designs. This included 93 designs developed during the primary mentorship phase and a further 31 designs through the addendum phase.



The new portfolio expanded beyond traditional brass forms into jewellery and lifestyle products such as earrings, necklaces, keychains, trays, coasters, napkin holders, napkin rings, and tea light holders. Alongside creative diversification, the mentorship strengthened technical precision, finishing quality, production efficiency, and artisans' ability to translate contemporary design ideas into commercially viable products.

## MARKET FACILITATION

The project's market strategy aimed to create diverse pathways for Sambhal's brass craftsmanship to reach modern consumers.

The enterprise successfully completed orders for 5 institutional buyers, including Sasha, Kamala Chennai, Outlook, Tatsat, and AIACA, showcasing growing buyer confidence in the quality and uniqueness of its brass collections.

Additionally, the enterprise participated in over nine national exhibitions and retail platforms, such as CCTN Exhibition and Craft Council Gandhinagar Exhibition, providing artisans with opportunities to test products, engage with consumers, and build relationships with designers.

In FY 2025-26, the enterprise generated ₹3,18,080 in total revenue, with ₹1,44,391 from B2B sales and ₹1,73,689 from B2C sales through exhibitions and retail platforms, enhancing market resilience and reducing reliance on a single sales channel.



## PRODUCTION THROUGH PRODUCTION FUND/ ROTATION OF PRODUCTION FUND

Sambhal Design Association used the Production Fund to sustain regular production and build market-ready inventory. Between April 2025 and March 2026, the group generated ₹1,71,602 in sales from existing stock and earned ₹93,192 in profit. More than 564 products were added to inventory while ₹44,004 was carried forward for future production. By year-end, cumulative profit reached ₹1,90,085.

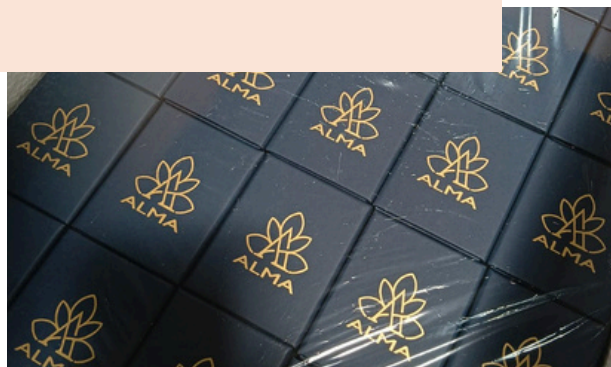


Production activities generated ₹2,44,876 in income for 8 artisans, with artisan wages increasing by 120% compared to the previous year. This reflects how continued production and market engagement translated into stronger enterprise performance and improved artisan earnings.

## DEVELOPMENT OF BRANDED TAGS AND PACKAGING

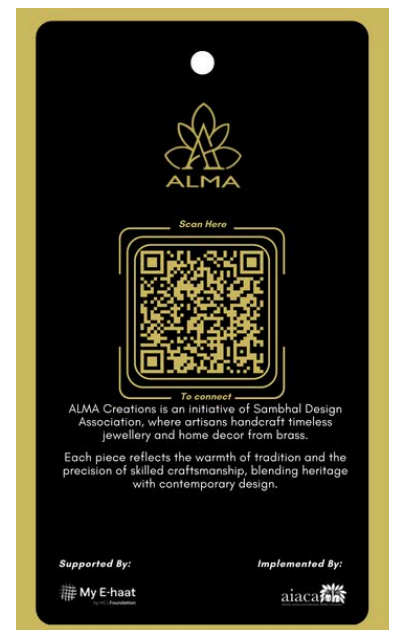
As the enterprise expanded into contemporary jewellery and lifestyle products, strengthening its market identity became equally important.

Customised branded product tags featuring the enterprise's logo and QR code linked to its Instagram page were introduced across the product range.





Customised branded product tags featuring the enterprise's logo and QR code linked to its Instagram page were introduced across the product range. Premium packaging solutions were also developed for both jewellery and home décor, helping improve the overall customer experience. Professional product photography and a comprehensive catalogue brought the newly developed collections together into a stronger visual identity. These assets equipped the enterprise to present itself more professionally across exhibitions, buyer meetings, institutional sales, and digital platforms. Professional product photography and a comprehensive catalogue brought the newly developed collections together into a stronger visual identity. These assets equipped the enterprise to present itself more professionally across exhibitions, buyer meetings, institutional sales, and digital platforms



## SOCIAL CONVERGENCE



A free eye camp was organized at the CFC of the Sambhal Design Association, Sambhal, to provide accessible eye care services to SHG members and the local community. A total of 102 patients were screened, 27 spectacles were distributed, and 22 individuals received eye drops. The camp also provided basic medication and referrals for further treatment, helping improve access to essential eye care and awareness about regular eye check-ups.

## My E-Haat Management

During the year, AIACA collaborated with the HCL Foundation to strengthen the visibility and positioning of My E-Haat while expanding market opportunities for craft products on the platform. A dedicated My E-Haat activities head was created to support focused promotional and outreach initiatives.



As part of these efforts, AIACA collaborated in organising Yuva Mela and conducted Shilp Charcha sessions with artisans from the National Crafts Museum and partner organisations. The initiative also brought craft into public spaces through creative interventions including Madhubani wall paintings at the My E-Haat display centre and Pattachitra wall paintings at the NCUI campus, transforming these spaces into vibrant showcases of India's living craft traditions while strengthening the visual identity and outreach of My E-Haat.

# TANTA GATHA WOMEN WEAVERS PRODUCER COMPANY LIMITED

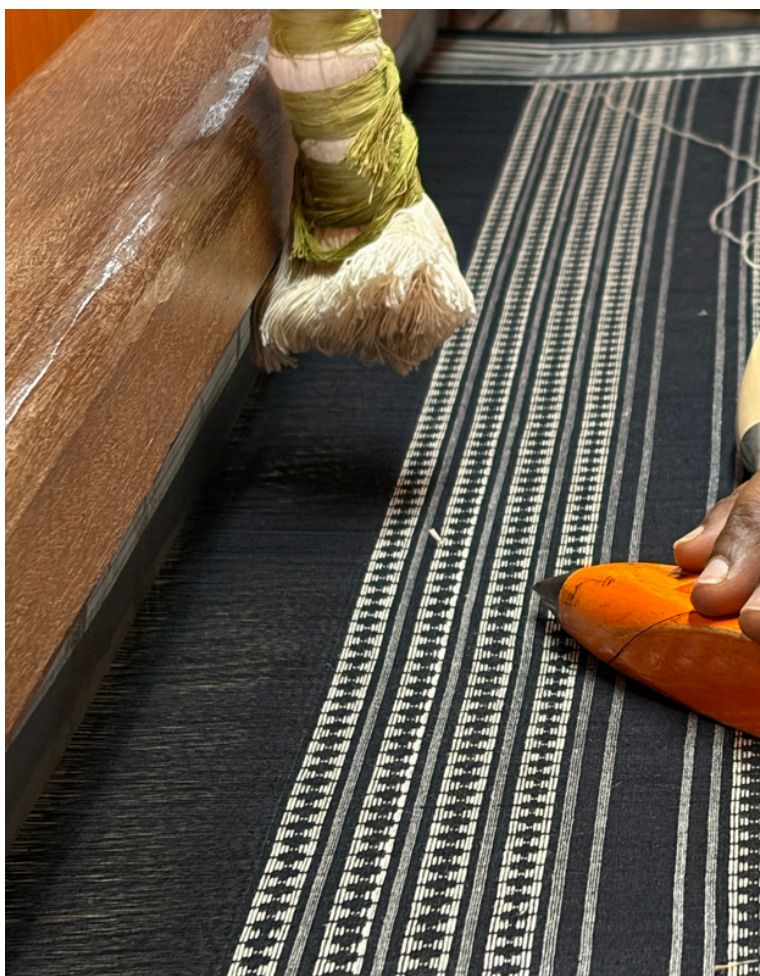
Mayurbhanj, Odisha | Santali Handloom Weaving

*Supported by HCL Foundation*

Tanta Gatha Women Weavers Producer Company Limited is a women-led artisan enterprise based in Mayurbhanj, Odisha, working to preserve and promote the rich tradition of Santali handloom weaving. Under the HCL Foundation-supported project, AIACA partnered with the Producer Company to strengthen its technical capabilities, diversify its product portfolio, improve market competitiveness, and build stronger enterprise systems.

The intervention focused on an important transition for the enterprise: taking traditional Santali weaving into contemporary markets while retaining its cultural identity. Through design innovation, technical standardisation, product diversification, digital empowerment, market facilitation, and enterprise development, the Producer Company strengthened its ability to respond to retail, institutional, and corporate markets.

## PROJECT AT A GLANCE



**300%** increase in income compared to the baseline at the start of the project

**25** Artisans trained under the Design Mentorship Programme, enhancing their ability to work with specification sheets

**350** Beneficiaries linked to social convergence programmes.

**110+** Artisans benefited from the free eye check-up camp

**₹10,64,783**

Total sales through support by AIACA





## DESIGN MENTORSHIP



The intervention began with a focus on strengthening the technical foundation of Santali handloom weaving while opening new possibilities for product development.

A structured 5- month Design Development Mentorship, implemented between November 2025 and March 2026, engaged 25 weavers under the guidance of Ms. Anwita. The field-based workshops combined technical learning with hands-on product development, enabling artisans to translate their traditional weaving knowledge into products suited to contemporary markets.

The mentorship focused on technical standardisation across yarn counts, EPI and PPI settings, motif placement, colour planning, Jala and Jacquard weaving techniques, and quality control. These interventions helped improve consistency and prepare the enterprise to respond to larger and more demanding orders.

The programme also encouraged artisans to move beyond traditional sarees and explore value-added textile and lifestyle products. This resulted in 391 products across sarees, stoles, yardages, corporate gifting products, tote bags, laptop bags, diaries, dhotis, and other lifestyle accessories.



The design development process strengthened not only the enterprise's product portfolio but also its production readiness. During prototype and inventory development, ₹1,48,150 was distributed as artisan wages, ensuring that product innovation directly contributed to income generation for participating weavers.

## MARKET FACILITATION

For Tanta Gatha, market facilitation was closely connected with product diversification. As the enterprise expanded beyond traditional sarees into stoles, yardages, corporate gifting products, bags, diaries, dhotis, and lifestyle products, it opened new avenues for institutional and retail engagement.



The enterprise participated in key exhibitions like Dastkar, CCTN, and Kairi, showcasing new collections and building customer relationships. In FY 2025-26, total sales reached ₹10,64,783, with significant contributions from various exhibitions and direct sales supported by AIACA.

## SETTING UP OF PRODUCTION FUND

The production fund was invested to strengthen production readiness. Raw materials, including 20 kg of Eri silk, dying raw material were procured to support the development of new product lines such as Santhali revival sarees and corporate gifting collections. Along with that Raw materials, including 20 kg of Eri silk, dying raw material were procured to support the development of new product lines such as Santhali revival sarees and corporate gifting collections.



## SOCIAL BENEFITS AND LINKAGES



An intern was engaged to support social convergence activities in coordination with the field team. The intervention focused on connecting artisans with schemes under the State Handloom Department including Basic Weaving Training, Advanced Jacquard Training, Work Shed support, and Loom Pit assistance.

Artisans were also facilitated under social security schemes including Mukhyamantri Bayan Jyoti Bima Yojana, PMJJBY, PMSBY, APY, Udyam Registration & Weavers Card. Support was also provided to address documentation gaps such as Aadhaar corrections, PAN applications, and mobile and PAN linkages. Through these efforts 350 beneficiaries were successfully connected with skill development, infrastructure, and social security programmes during the year.

An eye camp was also organised from 26 to 28 March 2026 at Tanta Gatha Women Weavers Producer Company Limited in Mayurbhanj in collaboration with HCL Foundation. The 3-day camp screened 118 weavers and provided eye check-ups, referrals, and health awareness.



# FAB HIMALAYA

Kullu, Himachal Pradesh | Himalayan Wool Handloom

*Supported by HCL Foundation*

Fab Himalaya is a craft enterprise based in Kullu, Himachal Pradesh, working with traditional Himalayan wool weaving to create handcrafted textiles, garments, and lifestyle products. Under the HCL Foundation-supported project, AIACA partnered with the enterprise to strengthen its design capabilities, diversify its product range, build a stronger brand identity, and expand market opportunities.

The intervention brought together traditional weaving knowledge and contemporary design to help Fab Himalaya respond to evolving customer preferences while retaining the character of Himalayan handloom. By strengthening product development, technical capabilities, branding, enterprise systems, and market access, the project supported the enterprise in moving towards stronger and more sustainable market engagement.

## PROJECT AT A GLANCE



**60%** increase in income compared to the baseline at the start of the project

**100+** Beneficiaries linked to social convergence programmes

**130+** Artisans benefited from the free eye check-up camp.

**₹14,42,890**

Total sales through AIACA's support





# INTERVENTION AREAS

## DESIGN MENTORSHIP

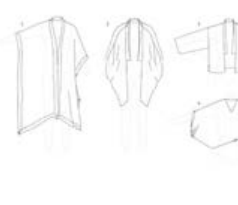


The project focused on design development as a key driver for Fab Himalaya's growth, integrating contemporary design to enhance traditional Himalayan wool weaving.

A five-month mentorship from November 2025 to March 2026 involved 5 artisans, guided by Ms. Payal Agrawal. Through workshops and mentoring in Kullu, artisans engaged in fabric development, garment construction, weave planning, yarn selection, color combinations, and product development.

This mentorship allowed artisans to refine existing products and explore new weave structures and contemporary lifestyle items, resulting in over 35 new product designs across various woollen fabrics and garments.

The intervention strengthened artisans' technical understanding while helping the enterprise develop collections that could respond to contemporary consumer preferences without losing the distinctive identity of Himalayan wool products.

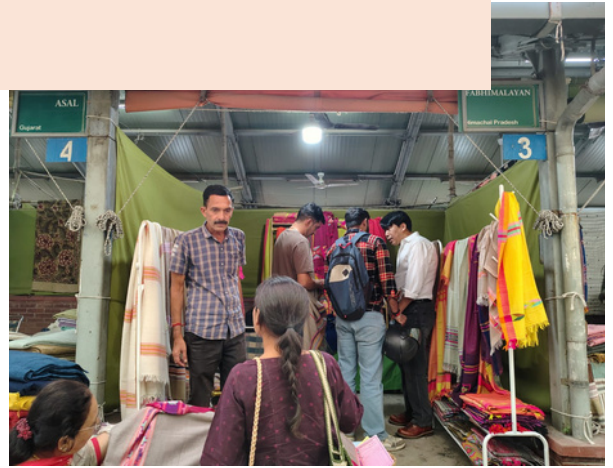




## MARKET FACILITATION

Fab Himalaya's product development was integral to market expansion, allowing the enterprise to reach a broader customer base and solidify its presence in the premium handcrafted textile sector.

They successfully supplied products to institutional buyers iTokri and ISE India and participated in key exhibitions like Dastkar, Winter Mela, and IHGF Delhi Fair.



In FY 2025-26, Fab Himalaya generated ₹14,42,890 in total revenue from institutional orders, exhibitions, and direct sales, with B2B sales at ₹92,550 and B2C retail at ₹1,350,340.

Exhibition sales included ₹879,440 from Dastkar, ₹432,000 from Winter Mela, and smaller amounts from other events.

## SETTING UP OF PRODUCTION FUND



AIACA supported the Fab Himalaya group by procuring 85 kg of wool yarn worth ₹196,350, facilitating timely production and ensuring raw material availability. Additionally, ₹31,344 in direct wage support was given to 29 weavers for shawl development, which were sold at the Winter Mela.

This was Fab Himalaya's first venture into the domestic market. Participation in six exhibitions resulted in total sales of ₹13,50,340, boosting their confidence in national production.

In response to strong domestic demand, the group invested in inventory development, enhancing work opportunities and increasing wages for the weavers.

## PROFESSIONAL PHOTOSHOOTS AND CATALOGUE DEVELOPMENT

A professional photoshoot for Fab Himalaya showcased their design collections through creative model styling and e-commerce product photography, emphasizing the unique textures and colors of woollen fabrics and stoles. A concise catalogue was also created, presenting the full range of products with high-quality images and essential details, serving as an effective marketing tool for B2B and e-commerce efforts.





## DEVELOPMENT OF BRANDED TAGS AND PACKAGING

Customised product tags featuring the Fab Himalaya logo and a QR code linked to its Instagram page were introduced across the collection. The tags were attached using woollen threads to support a more sustainable approach. The enterprise also developed 2,300 customised packaging boxes and procured 2,000 branded paper bags for retail, exhibitions & B2B orders.

Professional product photography and a comprehensive catalogue further brought the collection together, strengthening its presentation across buyer meetings, exhibitions, institutional outreach, and digital platforms.



## SOCIAL CONVERGENCE



Social convergence efforts improved artisans' access to formal identity and social protection. A total of 104 artisans received e-Shram Cards for government welfare and social security schemes, while 5 existing cardholders were assisted in applying for PM-JAY and ABHA Cards to enhance their health and social protection benefits.

An Eye Health Camp was organised on 7 March 2026 at Panchayat Ghar, Jarad Bhutti Colony, Kullu, in collaboration with Rotary Eye Hospital, Bajaura. 132 participants underwent eye examinations. 35 individuals were identified with vision-related concerns and prescribed spectacles, while all participants received eye drops. The initiative combined immediate eye care with awareness on regular check-ups and early detection, contributing to the health and well-being of artisan families.





es!

webinar series hosted by HCI

Shilp Charcha is a collaborative virtual knowledge and webinar series hosted by HCL Academy and AIACA, specifically designed for artisans and craft enterprises. Each session features craft sector experts who share valuable insights on the technical aspects and key issues affecting the craft industry. To date, 15 Shilp Charcha sessions have been successfully conducted for artisans.

The 1st session focused on helping artisans understand the importance of Intellectual Property Rights in protecting traditional crafts and building sustainable craft enterprises.

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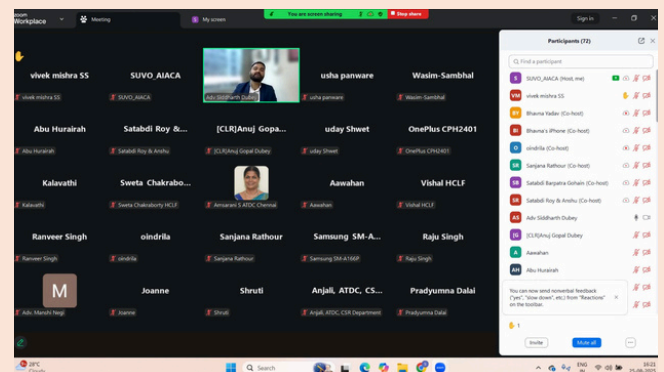
Advocate Siddharth Dubey introduced participants to trademarks, copyrights, Geographical Indications, patents, and industrial designs, explaining how each form of intellectual property can safeguard artisan products and strengthen brand identity.

The session also explored the role of trademarks in building customer trust, the commercial value of Geographical Indications, and government reimbursement schemes available for IPR registration.

Through practical examples of well known Indian brands and an interactive discussion with artisan entrepreneur Usha Panware, participants gained valuable insights into branding, product differentiation, and intellectual property protection.

The session witnessed participation from 147 artisans and stakeholders, including 82 online participants and more than 65 artisans who joined collectively from project centres.

Theme: Understanding Intellectual Property Rights (IPRs)  
Date: 25 August 2025  
Speaker: Advocate Siddharth Dubey  
Participants: 147 participants



## 13th Shilp Charcha

The 2-day workshop focused on strengthening artisans' digital communication and marketing capabilities. Participants learned how to build compelling product narratives through storytelling while effectively presenting the cultural significance

and making process behind handcrafted products. The sessions covered mobile photography, content curation, and platform-specific marketing strategies for Instagram, Facebook, WhatsApp Business, and YouTube.

- Theme: Understanding the Digital Landscape
- Date: 29 to 30 January 2026
- Venue: National Crafts Museum, New Delhi
- Participants: 25
- Speaker: Ms. Neha Verma

Artisans were also introduced to simple AI tools that could support caption writing, content planning, hashtag generation, and visual enhancement while maintaining the authenticity of handcrafted products. The workshop enabled artisans to develop practical digital marketing skills that can support direct customer engagement and strengthen the online visibility of their enterprises.



## 14th Shilp Charcha

The workshop focused on strengthening artisans' understanding of costing and sustainable pricing practices. Participants learned how to calculate the complete cost of production by accounting for raw materials, labour, packaging, transportation, utilities, and other hidden expenses that are often overlooked.

Through practical exercises, artisans were introduced to pricing strategies based on cost plus profit, while also discussing the influence of market demand, competition, product quality, and different sales channels on pricing decisions. The session helped participants move away from estimation based pricing towards more structured and financially sustainable pricing methods, improving their confidence in valuing handcrafted products appropriately.

- Theme: Costing and Pricing
- Date: 20 March 2026
- Venue: Triveni Kala Sangam, New Delhi
- Collab: Rangсутra
- Participants: 11
- Speaker: Rupali Jain



## 15th Shilp Charcha

The final session focused on strengthening financial management through systematic documentation and record-keeping. Participants were introduced to simple methods of maintaining purchase registers, sales records, inventory registers, expense records, and daily cash books.

The workshop emphasized the importance of separating personal and business expenses, maintaining accurate financial records, and using documentation to support better production planning, inventory management, and business decision making. Through demonstrations and practical exercises, artisans developed a clearer understanding of how effective record keeping contributes to enterprise growth, transparency, and long term sustainability.

- Theme: Record Keeping and Documentation
- Date: 23 March 2026
- Venue: National Crafts Museum and Hastkala Academy, New Delhi
- Participants: 20
- Speaker: Rupali Jain





# DIGITAL SARATHI WORKSHOP

A two-day Digital Sarathi workshop took place on December 13-14, 2025, at Noida Haat, involving 35 young artisans from HCL Foundation partner clusters. The workshop aimed to enhance artisans' digital skills for promoting their craft and cultural identity online. Facilitated by Ms. Kajal Goyal, it included interactive sessions on digital tools. Participants received digital kits to support ongoing promotional efforts & showcase their culture and creativity to a broader audience.



## DAY 1 STORYTELLING, PHOTOGRAPHY, AND INTRODUCTION TO AI

The first day of the workshop focused on helping artisans understand the importance of storytelling in building a strong craft narrative and brand identity. Participants learned how to articulate the story behind their products, including the heritage, processes, and personal journeys connected to their craft. This was followed by a practical photography session, where artisans were trained on basic photography techniques using mobile phones. Key topics included framing, lighting, background selection, and composition to capture high-quality images of products and work processes. An introductory session on basic AI tools was also conducted, demonstrating how simple AI applications can assist in content creation, image enhancement, and writing captions to support digital promotion.



## DAY 2 SOCIAL MEDIA MARKETING AND PLATFORM UTILIZATION

The second day of the workshop focused on social media marketing strategies, introducing artisans to platforms like Instagram, Facebook, and WhatsApp Business. Participants learned to create engaging posts, use hashtags, plan content, and interact with customers. Basic AI tools were integrated to assist with generating captions, enhancing visuals, and analyzing engagement. The Digital Sarathi workshop boosted participants' confidence in using digital tools for storytelling and marketing, enabling them to independently promote their products and connect with broader markets. It also encouraged peer learning and interaction among young artisans.



# START

## STRENGTHENING ARTISANAL ECONOMY IN UTTAR PRADESH AND DELHI NCR

*Supported by Capri Global Capital Ltd*

The project focused on enhancing the livelihoods and economic resilience of two artisanal collectives in Badarpur, New Delhi and Lucknow, Uttar Pradesh.

In New Delhi, the Maitri Artisans Association is engaged in developing and upgrading jewelry products, enabling artisans to improve their skills and increase income opportunities.

In Lucknow, the Rishaa Women Association specializes in the traditional Chikankari craft, working to preserve cultural heritage while strengthening women artisans' earnings.

Through capacity building, skill enhancement, and market-oriented approaches, the project aims to promote sustainable income generation and support the growth of traditional crafts in both regions."





# MAITRI ARTISANS ASSOCIATION

Delhi NCR | Upcycled Jewellery & Lifestyle Products

*Supported by Capri Global Capital Ltd*

Maitri Artisans Association is an artisan collective based in Badarpur, Delhi NCR, that creates handcrafted jewellery and lifestyle products using upcycled materials. Under the START: Strengthening Artisanal Economy in Uttar Pradesh and Delhi NCR project, supported by Capri Global Capital Ltd, AIACA partnered with the collective to strengthen its enterprise, enhance design capabilities, and expand market opportunities. The intervention focused on enabling the group to function as a stronger artisan-led enterprise by improving internal systems, fostering innovation, and creating sustainable livelihood opportunities for its members.

## PROJECT AT A GLANCE



**12** Artisans participated in design mentorship

**53** New upcycled product designs developed

**310** Artisans participated in eye health camps

**75** Production-ready samples developed

**120** Artisans attended menstrual hygiene awareness sessions

**₹37,956** Sales generated







## TRAININGS & CAPACITY BUILDING



A structured enterprise strengthening programme was conducted over three months from December 2025 to February 2026. Six core members of the collective participated in intensive mentoring sessions covering enterprise planning, costing and pricing, inventory management, production planning, quality control, record keeping, and financial management. The programme enabled the artisans to streamline workflows, improve decision making, and strengthen day to day enterprise operations.

To encourage innovation while retaining the distinctive identity of the enterprise, AIACA facilitated a three month design mentorship programme between November 2025 and February 2026. Twelve artisans participated in hands-on product development sessions that explored contemporary aesthetics, material experimentation, functionality, and market trends. As a result, the group successfully developed 53 new upcycled product designs, significantly expanding its product range and improving its readiness for diverse market segments.





## MARKET FACILITATION



Market access remained a key focus of the intervention. AIACA connected the group with institutional buyers, retail brands, and exhibition platforms that enabled artisans to showcase their products to wider audiences. Participation in events such as Flourish Exhibition, NIFT Delhi Craft Bazaar, and Craftkatha at Handloom Haat created opportunities for direct customer engagement, new business relationships, and increased sales.

Through AIACA's marketing support, the collective established new buyer connections and strengthened existing market relationships. Products reached both business buyers and retail consumers through exhibitions, pop up events, and institutional orders. These opportunities not only generated sales but also increased brand visibility and created pathways for future business growth. The group recorded total sales of ₹37,956 through exhibitions and B2B orders.



## SOCIAL SECURITY CONVERGENCE



The project also addressed artisan wellbeing through healthcare interventions. Members of the collective participated in eye health check up camps and menstrual hygiene awareness sessions, improving access to preventive healthcare and promoting greater awareness of health and hygiene within the artisan community, 310 artisans participated in eye check-up camps and 102 artisans participated in menstrual hygiene awareness camps.

The CGCL project enabled Maitri Artisans Association to emerge as a stronger and more resilient artisan enterprise. Through enterprise mentoring and design development, 12 artisans enhanced their creative capabilities while 6 enterprise leaders strengthened their business management skills. The development of 53 contemporary upcycled products expanded the collective's product portfolio and improved its competitiveness in sustainable lifestyle markets. Participation in major exhibitions generated ₹37,956 in sales and strengthened buyer engagement, while health interventions reached over 400 artisans, reinforcing AIACA's holistic approach to livelihood development that combines enterprise growth with social wellbeing.

# RISHAA WOMEN ASSOCIATION

Lucknow, Uttar Pradesh | Chikankari Embroidery

*Supported by Capri Global Capital Ltd*

Rishaa Women Association is a women-led artisan collective in Lucknow engaged in the traditional craft of Chikankari embroidery. Through the START project, supported by Capri Global Capital Ltd, AIACA worked closely with the association to strengthen enterprise management, encourage design innovation, and improve market access while preserving the authenticity of the craft. The intervention sought to enhance the group's capacity to operate as a sustainable artisan enterprise capable of responding to evolving market demands without compromising its traditional knowledge and skills.

## PROJECT AT A GLANCE



**14** Artisans participated in design mentorship

**08** New Centerprise members trained in business and enterprise management  
hikankari products developed

**11** Industrial stitching machines installed

**67** Artisans attended menstrual hygiene awareness sessions

**363** Artisans participated in eye health camps

**₹68,557** Sales Generated



# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



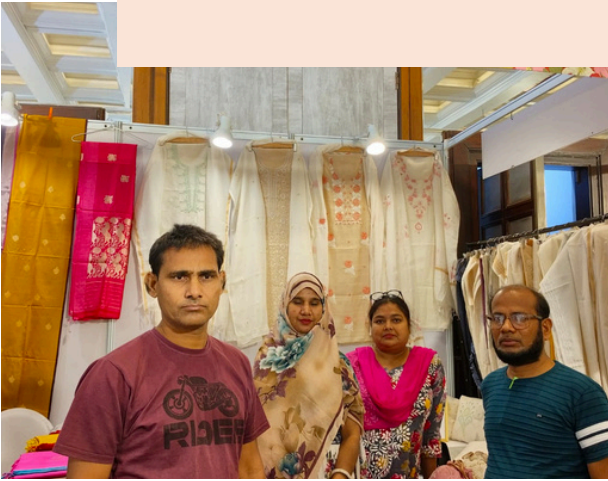
From November 2025 to January 2026, eight members of the association participated in a comprehensive enterprise management programme. The sessions focused on production planning, costing and pricing, inventory management, record keeping, quality assurance, and business planning. The training helped the group establish stronger internal processes and improved its ability to manage production and respond efficiently to market requirements.

A three month design mentorship programme was conducted between November 2025 and February 2026 for fourteen artisans. The mentorship introduced contemporary product concepts while building on the rich tradition of Chikankari embroidery. Through collaborative design development and product refinement, the artisans created 30 new products that reflected both traditional craftsmanship and evolving consumer preferences.





## MARKET FACILITATION



AIACA supported the group by creating opportunities to connect with buyers and participate in exhibitions that expanded market visibility. Through curated exhibitions and direct buyer interactions, artisans were able to showcase their craftsmanship, receive valuable market feedback, and explore new business opportunities that contributed to enterprise growth.

The intervention enabled the association to participate in prominent exhibitions and engage with institutional and retail buyers. Improved product offerings and stronger market exposure enhanced the group's visibility and created opportunities for sustained business growth through diversified sales channels. The group generated sales worth ₹68,557 through exhibitions and B2B engagements.



## SOCIAL SECURITY CONVERGENCE



The project integrated community wellbeing into its livelihood interventions by organising eye health camps and menstrual hygiene awareness sessions for artisans and community members. Eligible beneficiaries were also linked with government welfare schemes, improving access to social protection and essential services. 363 artisans participated in eye check-up camps and 67 artisans participated in menstrual hygiene awareness camps.

## OUTCOMES AND IMPACT

The intervention strengthened Rishaa Women Association by enhancing both artisan capabilities and enterprise systems. Fourteen artisans improved their design and product development skills, while eight enterprise members strengthened their business management capacities. The development of 30 new Chikankari products expanded the association's market offerings & improved its competitiveness in contemporary handmade markets. Participation in exhibitions & buyer engagements generated ₹68,557 in sales, while healthcare and welfare initiatives reached hundreds of artisans, reinforcing AIACA's holistic approach to building resilient enterprises & sustainable livelihoods.



# KANTHASHREE- TOWARDS A BRIGHT FUTURE

*Supported by Australian High Commission*

KanthaShree, supported by the Australian High Commission, aims to enhance the market potential of Chowhatta Kantha Stitch Cooperative Society in Birbhum, West Bengal, which employs 150 women in traditional Kantha embroidery. The project focuses on sustainability through market-oriented design, production support, and stronger branding. A key aspect includes a cultural exchange between Australian and Indian artisans, creating contemporary gifts that blend Australian motifs with Kantha embroidery. Overall, the initiative seeks to improve economic opportunities for women artisans and foster a sustainable future for the cooperative.



# GREENING THE WAY TOWARDS SUCCESS

*Supported by Flipkart Foundation*

Greening the Way Towards Success, supported by the Flipkart Foundation, aimed to build an enabling ecosystem for textile and handicraft enterprises by strengthening their business competitiveness while encouraging environmentally sustainable production.

The project focused on demonstrating how eco-friendly practices and technologies can be integrated into enterprise models while also creating tangible economic benefits for artisans, particularly women. With a focus on West Bengal, the initiative sought to develop a replicable and sustainable model for textile-based green enterprises, strengthen their ability to respond to emerging conscious markets, and improve the social well-being of the artisans associated with them.



# CHOWHATTA KANTHA STITCH COOPERATIVE SOCIETY

Birbhum, West Bengal | Kantha Embroidery

Chowhatta Kantha Stitch Industrial Cooperative Society is a women-led artisan enterprise in Birbhum, West Bengal, working with the rich tradition of Kantha embroidery. Under KanthaShree Towards a Bright Future, supported by the Australian High Commission, the project focused on strengthening the cooperative's market position while creating new opportunities for women artisans.

The intervention combined design innovation, stitching skills, production support, market access, and social security. It also introduced a cross-cultural design element through the development of gifting products inspired by Australian themes. Together, these efforts helped the cooperative move towards greater production ownership, stronger market engagement, and improved economic opportunities for its artisans.

## PROJECT AT A GLANCE



**35** Women artisans trained in advanced stitching & garment construction

**78** Contemporary Kantha product designs incorporate cross-cultural innovation, creating a gifting range inspired by Australian motifs

**11** Industrial stitching machines were installed, providing a new income source for 35 trained artisans.

**150** Artisans directly benefited

**₹78,530** Net profit earned

**₹15,245** Net annual income increase of each artisan



# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



The intervention strengthened the skills of women artisans across design, stitching and enterprise management. Around 50 women artisans received design mentorship covering contemporary design, motif development, colour exploration, khakha preparation, pinning techniques and product diversification.

A 5-month stitching programme trained 35 women artisans in cutting, measurement, garment construction, stitching, finishing and quality control. In addition, 28 women artisans received training in pattern making, machine operation and garment construction, while 7 women leaders were supported through enterprise management mentorship covering costing, pricing, budgeting, inventory, digital bookkeeping and leadership. These efforts enabled artisans to take on a greater role across the production and enterprise cycle

Design development helped the cooperative expand beyond traditional Kantha products and respond to changing market opportunities. Across the interventions, 78 new Kantha designs were developed across apparel, home décor, festive, lifestyle and gifting categories. This included 37 new design prototypes and 45 market-ready samples. The process strengthened artisans' creative confidence and technical understanding while enabling the cooperative to build a more diverse and contemporary product portfolio.





# MARKET FACILITATION



The expanded product portfolio created new avenues for market engagement. The cooperative participated in exhibitions and curated retail platforms while establishing relationships with B2B buyers. These included Loom & Stitch, Srinivas Boda, Kriti Creations, Nikshita Kidswear, Srijana, Orange Tree, Lavaca, iTokri, Tatsat and others.

Across the two interventions, the cooperative generated significant sales through exhibitions and buyer engagements, with project-phase sales reaching ₹7.69 lakh under the Flipkart Foundation-supported intervention and ₹5.60 lakh under the Australian High Commission-supported intervention.



# SOCIAL SECURITY CONVERGENCE

The interventions connected artisans with government social protection and institutional support systems including Lakshmir Bhandar, Swasthya Sathi, PMJJBY, PMSBY and Artisan Cards. A total of 65 artisans were enrolled under the Shilper Samadhan Scheme, providing access to information and opportunities related to skill development, credit linkages and government support. The cooperative also strengthened institutional linkages with NABARD and the District Industries Centre to explore future opportunities for financial assistance, infrastructure and enterprise development.



# GREEN PRACTICES



The project introduced more conscious production practices through zero-waste approaches and upcycling of leftover fabric. Artisans were encouraged to make efficient use of available materials while exploring new products from textile remnants. The focus on strengthening local production also helped reduce dependence on outsourced processes and supported more efficient use of resources within the cooperative.



## CRAFT-BASED CULTURAL EXCHANGE



The project strengthened the Kantha Shree product identity through contemporary collections and improved product presentation.

The design intervention helped the cooperative move beyond traditional product offerings and explore new apparel, home décor, lifestyle, festive, and gifting categories. The introduction of a gifting range inspired by Australian cultural themes also created a new space for cross-cultural product development.

## SETTING UP OF PRODUCTION FUND

A ₹1,00,000 revolving Production Fund was created to address working capital needs and support raw materials, artisan wages, sampling, inventory, and production orders.

The fund enabled the cooperative to maintain regular production and build ready stock for market opportunities. Its revolving structure allowed income from sales to be reinvested into future production cycles, creating a more sustainable financial mechanism for the enterprise.



## DIGITAL EMPOWERMENT



Digital tools were introduced to make enterprise management more efficient. The cooperative adopted Khatabook for digital bookkeeping along with digital sales tracking and billing systems. Virtual mentoring and WhatsApp-based handholding further supported regular communication and business management. Social media marketing initiatives also helped improve the enterprise's digital visibility.



# CASE STORY

## **Strengthening Women's Livelihoods Through Skill Diversification and Enterprise Ownership**

For years, the women artisans of Chowhatta Kantha Stitch Industrial Cooperative Society were primarily engaged in hand embroidery, while critical stages of production such as stitching and finishing were outsourced. This not only reduced the value retained by the artisans but also limited their control over quality, timelines, and product innovation.

Through the DAP-supported intervention, artisans underwent intensive stitching and production training, enabling them to acquire new technical skills and participate in the complete product development cycle. Equipped with newly procured stitching machines and guided by professional trainers and mentors, many artisans learned garment construction, finishing techniques, and sampling processes for the first time.

The transformation extended beyond technical capabilities. As artisans became involved in creating market-ready products, they developed greater confidence in their abilities and a deeper understanding of business operations. They began contributing ideas on product design, colour combinations, and production planning. The cooperative was able to internalize several production processes, reducing dependence on external vendors and improving profitability.

Today, the artisans are no longer merely producers of embroidery; they are active contributors to a growing enterprise. Their increased participation in production has strengthened their income opportunities, enhanced their sense of ownership, and positioned them as key stakeholders in the future growth of Kantha Shree.



# SASHAKT

## STRENGTHENING CRAFT ENTERPRISES IN UTTAR PRADESH AND LADAKH UT

*Supported by Bajaj Holdings & Investment Ltd.*

Project Sashakt: Strengthening Craft Enterprises in Uttar Pradesh and Ladakh UT aims to support craft-based enterprises and the women artisans associated with them through a comprehensive approach to skill development, enterprise strengthening, entrepreneurship, and market linkages. The project seeks to create pathways for sustainable and market-led growth by building technical, design, leadership, and entrepreneurial capacities that can continue to benefit enterprises and artisan communities beyond the project period.

The intervention will support Skilled Samaritan Foundation in Uttar Pradesh through training in no-frame techniques such as macramé, crochet, braiding, and basketry weaving, while Looms of Ladakh will focus on strengthening skills in pashmina weaving and Sulma garment making. Alongside technical training, the project will build capacities in leadership, entrepreneurship, employability, and market engagement, helping artisans and enterprises move towards greater resilience, competitiveness, and long-term sustainability.





# SKILLED SAMARITAN FOUNDATION (SSF)

Muzaffarnagar, Uttar Pradesh | Rope Weaving & No-Frame Crafts

*Supported by Bajaj Holdings & Investment Ltd.*

Skilled Samaritan Foundation (SSF) is a social enterprise based in Muzaffarnagar, Uttar Pradesh, working with rural women artisans engaged in rope weaving and no-frame craft techniques such as macramé, crochet, braiding, and basketry. Under the Sashakt: Strengthening Craft Based Enterprises project, supported by Bajaj Holdings & Investment Ltd., AIACA partnered with SSF to strengthen artisan skills, enterprise systems, leadership capacities, and market competitiveness. The project adopted a holistic enterprise development approach that combined technical skill enhancement with design innovation, entrepreneurship, branding, digital promotion, and market access. By strengthening both artisan capabilities and institutional systems, the initiative enabled the enterprise to diversify its product portfolio, improve production quality, and access larger domestic markets while creating sustainable livelihood opportunities for women artisans.

## PROJECT AT A GLANCE



**20** Master Artisans trained in leadership & entrepreneurship

**30** New product samples developed

**100** Artisans trained through cascading skill transfer

**4,000** Products developed via production training

**₹2.36 CR** Enterprise sales generated



# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



Capacity building was central to strengthening SSF's production ecosystem and leadership pipeline. The project began with a 14-day Leadership and Entrepreneurship Development Programme, where 20 Master Artisans enhanced their skills in enterprise management, production supervision, team leadership, and mentoring.

The programme created a strong cadre of artisan leaders capable of cascading technical knowledge across the wider artisan community. Complementing this effort, AIACA implemented a 6-month Design Development Mentorship led by expert consultants. Artisans were introduced to contemporary rope-weaving techniques, innovative product applications, colour palettes, finishing standards, and quality improvement practices. The mentorship resulted in the development of 30 new product samples, significantly expanding the enterprise's product portfolio.



The learning was further scaled through a Cross-Training and Cascading Skill Transfer Programme, where the trained master artisans mentored 100 additional artisans in producing newly developed collections. This resulted in the production of nearly 4,000 market-ready products, strengthening production capacity while embedding a sustainable peer-learning model within the enterprise.



## MARKET FACILITATION



AIACA facilitated strategic market linkages that significantly expanded SSF's commercial opportunities. The enterprise participated in the World Mithai Exhibition 2025, generating 30+ buyer leads and establishing valuable B2B relationships across the retail and corporate gifting sectors. Participation in Gifts World Expo 2026 was also secured to strengthen future market outreach.

The project established institutional partnerships with Nudge Lifeskills Foundation, Nola Advisors LLP, Revelry Distillery Pvt. Ltd., LPS Services, and Haldiram Ethnic Foods Pvt. Ltd., creating new avenues for business growth.

These interventions contributed to enterprise sales of ₹2.36 crore, demonstrating the effectiveness of combining product innovation with strategic market engagement and buyer networking.



## SOCIAL SECURITY CONVERGENCE

To strengthen artisans' access to institutional support, the project facilitated awareness on government welfare schemes and supported the submission of Artisan Card applications through the



District Industries Centre (DIC). These efforts strengthened artisans' formal recognition and created pathways for accessing future government support programmes and development initiatives.

## INCOME ENHANCEMENT



The project contributed to a significant improvement in artisan incomes by strengthening production capacities, enhancing technical skills, and expanding market opportunities. Prior to the intervention, highly skilled master artisans earned an average monthly income of ₹6,000, while other artisans earned approximately ₹5,500.

Within six months of project implementation, average monthly incomes increased to ₹12,981 for master artisans and ₹10,218 for other artisans, reflecting the positive impact of the enterprise development interventions.



# LOOMS OF LADAKH

## Ladakh | Pashmina Weaving & Sulma Garment Making

*Supported by Bajaj Holdings & Investment Ltd.*

Looms of Ladakh is a women-led artisan enterprise dedicated to preserving and promoting the rich textile traditions of Ladakh, particularly Pashmina weaving. Under the Sashakt: Strengthening Craft Based Enterprises project, supported by Bajaj Holdings & Investment Ltd., AIACA partnered with the enterprise to strengthen artisan skills, modernise production infrastructure, and enhance enterprise competitiveness.

The project focused on building a skilled weaving workforce through structured technical training, improving production systems, strengthening branding and digital visibility, and expanding market opportunities. By combining traditional craftsmanship with enterprise development, the initiative enabled the enterprise to improve production quality, create sustainable livelihood opportunities, and strengthen the value chain for Ladakh's iconic handwoven textiles.

## PROJECT AT A GLANCE



**37** Artisans trained in basic Pashmina weaving

**31** Artisans trained in advanced weaving techniques

**07** Artisans trained in tailoring and Sulma garment making

**10** Handlooms and **1** Jacquard loom installed

**30+** Digital marketing assets developed

**₹44.25 L** Enterprise sales generated

# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



Building technical excellence across the weaving value chain formed the core of the intervention. AIACA implemented a structured skill development programme beginning with a 45-day Basic Weaving Training, where 37 artisans strengthened their understanding of handloom weaving, loom handling, yarn preparation, quality standards, and foundational Pashmina weaving techniques.

Building on these skills, 31 artisans participated in a 90-day Advanced Weaving Training, focusing on complex weaving techniques, improved design execution, finishing standards, and high-value textile production. The programme significantly enhanced artisans' confidence in handling intricate weaving processes while improving production quality.



To diversify livelihood opportunities, the project also introduced a specialised Tailoring and Sulma Training Programme, equipping 7 women artisans with skills in garment construction, Sulma embroidery, tailoring, finishing, and apparel production. These interventions enabled the enterprise to move beyond fabric production into value-added garment manufacturing, strengthening its product portfolio and income opportunities.

## TECHNICAL TRAINING ON LOOM INSTALLATION & PRODUCTION SYSTEMS

AIACA organised a specialised technical training at the Kuzey Weaving Unit, Ladakh, led by Mr. Bijan Behari Paul, to strengthen the enterprise's production capabilities. The training covered loom installation, jacquard setup, production workflow optimisation, and technical troubleshooting. As a result, 10 handlooms and 1 jacquard loom were successfully installed and commissioned, enhancing the production team's technical expertise, improving operational efficiency, and strengthening the enterprise's capacity for quality and scalable weaving production.



# TECHNICAL TRAINING ON LOOM INSTALLATION & PRODUCTION SYSTEMS



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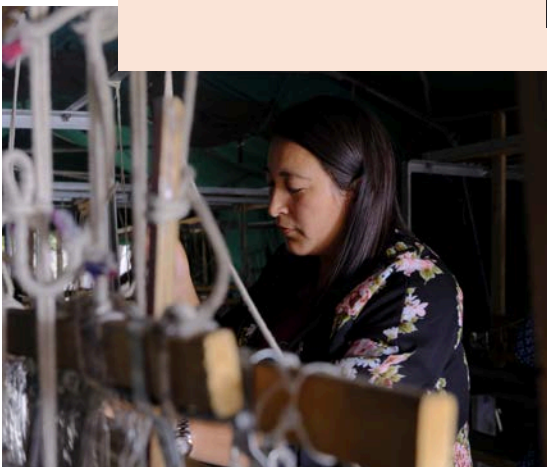
## DIGITAL EMPOWERMENT

The project strengthened Looms of Ladakh's digital presence through professional content creation, social media campaigns, and influencer collaborations that showcased the enterprise's unique Pashmina collections to wider audiences.



More than 30 digital assets were developed, including professional product photography and marketing collaterals. Influencer campaigns generated a reach of over 200,000 people, while dedicated social media campaigns attracted 285,000+ views, significantly increasing brand visibility and customer engagement across digital platforms. These interventions positioned the enterprise to better leverage online channels for storytelling, marketing, and future sales.

## INCOME ENHANCEMENT



The project strengthened livelihood opportunities by enhancing production capacities and expanding market engagement. Existing artisans continued to earn within the monthly income range of ₹5,000-₹20,000, while nearly 70% of the newly trained artisans (28 women) secured income-generating opportunities through the enterprise as well as independent weaving work, creating new pathways for sustainable livelihoods.

# MARKET FACILITATION

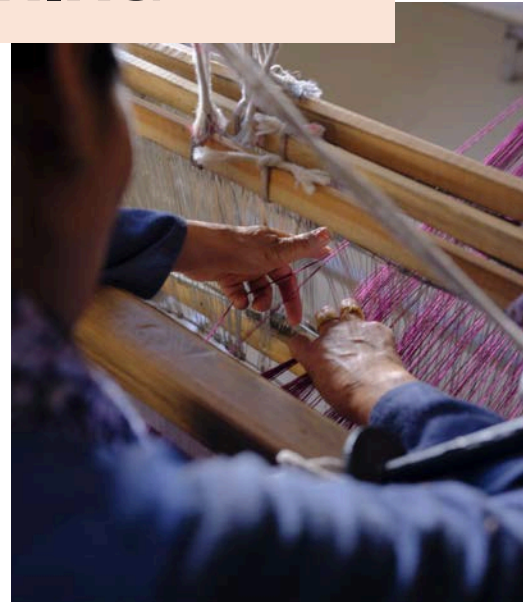


The project strengthened Looms of Ladakh's market presence by combining digital outreach with strategic brand promotion. Influencer collaborations, social media campaigns, and enhanced product presentation expanded customer engagement and strengthened the enterprise's visibility among premium textile buyers. These efforts contributed to ₹44.25L

in enterprise sales during the project period, demonstrating growing demand for handcrafted Pashmina textiles and reinforcing the enterprise's position in ethical and premium craft markets. Alongside direct sales, enhanced digital visibility created a strong foundation for future institutional partnerships and long-term market expansion.

## ENTERPRISE STRENGTHENING

A key milestone in the project was enhancing Looms of Ladakh's production infrastructure. Guided by expert Mr. Bijan Behari Paul, 10 handlooms and one Jacquard loom were installed at the Kuzey Weaving Unit. This included loom alignment, Jacquard setup, workflow optimization, and troubleshooting to create a more efficient production system. Additionally, AIACA improved enterprise operations through better production management, technical mentoring, and operational planning, resulting in increased weaving efficiency, production capacity, and the ability to produce higher-value textiles while maintaining quality.



## BRANDING & IDENTITY CREATION



To enhance its premium image, the enterprise focused on professional branding and visual communication. High-quality product photography emphasized the craftsmanship of its Pashmina collections, while digital catalogues ensured a unified brand identity across various platforms. The project's storytelling emphasized Ladakhi weaving's cultural heritage, portraying the brand as a contemporary, ethically produced textile company and bolstering customer trust in the premium handcrafted textile market.





# CASE STORY

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## **Raziya Bano – Inclusive Skill Development and Economic Participation**

For Raziya Bano, weaving became more than a new skill. It became a pathway to confidence, independence and a stronger sense of belonging.

A deaf and differently-abled artisan from Ladakh, Raziya had already developed skills in knitting and crochet. However, weaving was a new craft and an unfamiliar livelihood opportunity. Her decision to join the Looms of Ladakh weaving training programme marked the beginning of a new chapter in her journey as an artisan.

Learning a new craft came with its own challenges. Communication barriers made the process more difficult, but they did not diminish Raziya's determination to learn. Through structured training and hands-on practice, she gradually developed an understanding of weaving techniques and built the confidence to work with greater independence. Each new technique she mastered became a reminder of what she could achieve when given the right opportunity. Over time, Raziya moved from being a learner to becoming a skilled artisan contributing to the enterprise's production. Her growing technical capabilities are reflected in the intricate woven products she now creates, including products using advanced techniques such as extra weft weaving. The journey has given her more than technical knowledge. It has opened up a stable source of income and strengthened her financial independence.

For Raziya, this transformation is also about recognition. Her ability to learn, adapt and contribute has created a space where her skills can be valued and her work can speak for itself. Her experience demonstrates how inclusive skill development can create meaningful livelihood opportunities for artisans who are often excluded from conventional training and employment pathways.

Raziya's story is a powerful reminder that inclusion begins with opportunity. When artisans are given the space, support and confidence to learn, their abilities can become the foundation for dignified livelihoods and greater independence.

# UPHOLDING THE LEGACY

An Accelerator Program for Women Entrepreneurs

*Supported by Faisal and Shabana Foundation*

*Uttarakhand | Uttar Pradesh | Punjab | Rajasthan*

Upholding the Legacy: An Accelerator Programme for Women Entrepreneurs, supported by the Faisal and Shabana Foundation, is designed to nurture a cohort of 5 women craftpreneurs leading small craft-based enterprises in the craft-intensive states of Northern India. The pilot programme aims to strengthen their ability to lead, manage, and grow economically viable and ethical enterprises while creating wider livelihood opportunities for the artisans associated with them.

Through targeted training, mentoring, and enterprise support, the programme will build capacities in areas such as financial management, marketing, leadership, and business operations. By strengthening both the entrepreneurs and the enterprises they lead, the programme seeks to improve market competitiveness, enable sustainable and scalable growth, and create a wider ripple effect across the artisan communities connected to these businesses.





# UPHOLDING THE LEGACY

An Accelerator Programme for Women Entrepreneurs  
*Supported by Faisal and Shabana Foundation*

Upholding the Legacy is a 19-month accelerator programme supported by the Faizal & Shabana Foundation, designed to nurture a cohort of women entrepreneurs leading craft-based enterprises across India. Unlike traditional livelihood projects that focus on a single artisan collective, the programme worked with five carefully selected women-led enterprises representing diverse craft traditions including Chikankari, organic cotton weaving, bamboo and jute crafts, handmade toys and dolls, Ajrakh, Bandhani, Madhubani, Batik, and upcycled textiles.

The programme aimed to strengthen women entrepreneurs as business leaders by enhancing their enterprise management capabilities, design innovation, financial planning, branding, market access, and investment readiness. Through an intensive combination of workshops, enterprise-specific mentorship, exposure visits, peer learning, and market engagement, the accelerator equipped participating enterprises to build commercially viable, ethical, and sustainable businesses while creating stronger livelihood opportunities for artisan communities across the country.

## PROJECT AT A GLANCE



**05** Women-led craft enterprises incubated

**05** Customized design mentorships completed

**07** Enterprise development workshops conducted

**240+** New product samples developed

**500+** Artisans strengthened through participating enterprises

**₹1.79 CR** Cumulative enterprise sales achieved





# THE ACCELERATOR JOURNEY

## LEARNING THROUGH EXPOSURE



Exposure visits formed one of the programme's most distinctive features, enabling entrepreneurs to learn directly from successful craft enterprises and production ecosystems across India.

Participants visited Sara Craft in Uttarakhand to understand bamboo and jute production systems, House of Kawaii in Kolkata to observe studio management and premium product presentation, Titlam in Jaipur to explore community-based toy production using upcycled materials, Trinjan in Punjab to experience organic cotton value chains, and Inara Home in Lucknow to study cluster-based Chikankari production systems. Visits to the National Crafts Museum further exposed participants to contemporary merchandising, product storytelling, and evolving craft market trends.



These experiences strengthened peer learning, encouraged cross-sector collaboration, and inspired entrepreneurs to adopt new production systems, sustainability practices, branding approaches, and customer engagement strategies within their own enterprises.



## LEADERSHIP & ENTERPRISE DEVELOPMENT



The accelerator adopted a structured learning journey that combined classroom learning, personalised mentoring, and peer-to-peer knowledge exchange to strengthen women entrepreneurs as business leaders. Throughout the programme, participants attended intensive workshops on visioning, enterprise leadership, business management, financial planning, marketing and brand building, AI-enabled sales, GST compliance, export documentation, investment readiness, and business planning.

Beginning with the Visioning Workshop in Kotdwar, entrepreneurs reflected on their leadership journeys, defined long-term enterprise goals, and developed clear business visions. Subsequent workshops strengthened capabilities in costing, pricing, inventory management, cash flow planning, customer segmentation, strategic marketing, premium brand positioning, and AI-enabled sales planning. By the end of the programme, each entrepreneur had developed structured business plans and investment-ready pitch decks, enabling them to confidently plan for future growth and engage with potential investors.

## BUILDING FUTURE-READY ENTERPRISES

The accelerator placed equal emphasis on strengthening enterprise systems alongside product innovation. Entrepreneurs received continuous mentoring on business planning, compliance, financial management, costing, inventory systems, export readiness, investment preparedness, and operational planning.

The programme also introduced participants to AI-enabled tools for catalogue development, digital content creation, marketplace onboarding, and customer engagement.

Workshops on digital branding and online marketing strengthened enterprises' readiness for e-commerce and international markets, while discussions on export documentation, GST compliance, and institutional financial linkages prepared entrepreneurs to scale responsibly and sustainably.

By the end of the programme, all participating enterprises had strengthened their operational systems, while four enterprises emerged as investment-ready with structured business plans and professionally developed pitch decks.



## MARKET EXPOSURE & BUSINESS LINKAGES



The programme created extensive opportunities for entrepreneurs to engage with buyers, designers, retailers, and ecosystem stakeholders through curated exhibitions, networking events, and business platforms. Participating enterprises showcased their products at leading platforms including Kula Conclave, Dastkar Winter Mela, DCH Exhibition, Artisan Sutra, Chaap Tilak, Go Native Pop-up, Kairi Exhibition, EPCH, and several regional exhibitions across Punjab and Haryana.

These engagements generated direct sales, strengthened customer understanding, and facilitated valuable B2B relationships. The accelerator also established strategic business linkages with organisations including Go Native, Craftcircle, India Recycles, Green Handlooms, DC Handicrafts, Fabindia, and several sustainability-focused buyers and export stakeholders. Alongside expanding market reach, these partnerships strengthened entrepreneurs' understanding of pricing, merchandising, customer expectations, and premium retail positioning, creating long-term growth opportunities beyond the programme period.

## ENTERPRISE GROWTH

The integrated interventions translated into measurable business outcomes across all five participating enterprises. Collectively, enterprise revenues increased from a baseline of ₹40.76 lakh to ₹1.79 crore, representing an overall growth of 339%.

Individual enterprise performance demonstrated the effectiveness of the accelerator model:

| Enterprise              | Growth |
|-------------------------|--------|
| Trinjan Kala Sangam LLP | 548%   |
| Kawaii                  | 342%   |
| Sara Craft              | 309%   |
| Inara Home Pvt. Ltd.    | 192%   |
| Titlam                  | 179%   |







# CASE STORY

## Finding the Business Within the Purpose

**Bharti Singh Chauhan's journey from social impact to sustainable enterprise**

When Bharti Singh Chauhan joined the Upholding the Legacy: Accelerator Programme for Women Craftpreneurs, she was already running Titlam, a Jaipur-based enterprise creating handmade dolls and toys while generating livelihood opportunities for women from local communities. Her work was rooted in social impact, but she largely approached the enterprise from a development perspective rather than through a structured business lens.

The Accelerator Programme became a turning point. Through sessions on business and financial management, marketing, branding, sales and business planning, Bharti gained greater clarity on Titlam's growth potential, market opportunities and financial priorities.

One of her key learnings was the importance of focused market strategy. While Titlam was simultaneously exploring fairs, gifting, B2B and direct-to-consumer channels, the programme helped Bharti recognise the need for a phased approach. She chose to prioritise B2B and institutional gifting as immediate growth channels while building towards direct-to-consumer expansion.

Bharti stood out for her willingness to learn and apply. She actively participated in sessions, asked questions, sought feedback and continuously adapted her learnings to Titlam. She also became a valuable peer within the cohort. She opened Titlam's Jaipur production facility for a peer-learning visit, allowing fellow entrepreneurs to understand its production systems, community engagement and business plans.

The programme did not change Titlam's purpose. Its commitment to women's livelihoods, ethical production and social impact remained central. What changed was Bharti's understanding of how that purpose could be sustained and scaled through a stronger business foundation.

Today, Bharti is making more deliberate decisions around markets, growth, operations and investments. She has a clearer roadmap for Titlam and a stronger understanding that lasting social impact requires commercially sustainable enterprises.

Her journey demonstrates the value of entrepreneurship development in helping purpose-driven leaders strengthen the business behind their impact and create pathways for sustainable growth.

# PRO-SUSTAIN

*Gujarat | Assam | Odisha*

*Supported by Misereor*

Project Pro-Sustain supported by Misereor brought together 8 artisan enterprises across Gujarat Assam and Odisha from February 2024 to April 2026.

The project worked with diverse craft communities including Shree Nadabet Mahila Hastkala Samity and SOACH Artisan Federation in Gujarat. In Assam it supported Kachugaon Handicraft Co-operative Society Ltd. and Lakhimpur Silk Khadi Cluster Cooperative Society Ltd. In Odisha the project worked with Dhalapathar Parada Producer Company Ltd., Friends Art and Craft, Tantagatha Women Weaver Producer Company Ltd. and Moulou Chanda Producer Group.

Together these enterprises represent different craft traditions and different stages of enterprise development. What connects them is a shared need to make craft livelihoods stronger and more sustainable.

The project placed equal importance on people livelihoods and the environment. Artisan enterprises were supported to adopt more environmentally sustainable production practices while artisans were also connected with social security schemes and sector-specific support systems.





# KACHUGAON HANDICRAFT CO-OPERATIVE SOCIETY

Kokrajhar, Assam | Bamboo & Cane Craft

*Supported by Misereor*

Located in the Kokrajhar district of Assam, Kachugaon Handicraft Co-operative Society is a tribal women artisan collective that works to preserve the region's rich heritage of handcrafted products while creating sustainable livelihood opportunities for rural artisans. Rooted in traditional craftsmanship and local knowledge systems, the cooperative provides artisans with a collective platform to strengthen production, improve market access, and enhance income generation.

Under the Pro-Sustain initiative, supported by Misereor, AIACA partnered with the cooperative to build a stronger and more resilient enterprise through a comprehensive programme of design development, institutional strengthening, business management, branding, and market facilitation. By strengthening both creative and managerial capacities, the project enabled the enterprise to improve product quality, diversify its offerings, and become better equipped to respond to changing market demands while ensuring sustainable livelihoods for its artisan members.

## PROJECT AT A GLANCE



**15** Artisans Trained as Leaders

**150%** Income Enhancement

**222** Artisans linked to various government schemes

**₹9,282** Enterprise sales generated



# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



AIACA adopted a holistic approach to strengthening the enterprise by combining technical capacity building with organisational development and business mentoring.

A 3-month Design Development Mentorship enabled artisans to explore new product possibilities while enhancing their technical skills and creative confidence. Guided by expert, the enterprise developed 70 new product designs, expanding its product portfolio to better cater to evolving consumer preferences while preserving the

authenticity of traditional craftsmanship. To strengthen institutional systems, artisans participated in a dedicated 2-day Institutional Building Workshop focusing on leadership, communication, teamwork, role clarity, and ethical organisational practices. The workshop strengthened internal governance and encouraged collaborative decision-making among enterprise members.

Business sustainability was further reinforced through a 3-month Business and Financial Management Mentorship, during which enterprise leaders enhanced their understanding of personal finance, costing, pricing, financial record keeping, and business planning. These interventions helped establish stronger financial management systems and improved operational efficiency.



In addition, artisans participated in a 2-day Visual Merchandising and Business Communication Workshop, where they learnt techniques for product presentation, customer engagement, branding, and sales communication. Enterprise also received a 2-month Marketing & Business Plan Mentorship, resulting in the development of a comprehensive 3-year business & marketing strategy that identified future growth opportunities, strengthened production planning & enhanced market preparedness.



## MARKET FACILITATION



AIACA created opportunities for the enterprise to expand its market presence by connecting it with prominent buyers and craft retailers.

Through strategic market facilitation, the cooperative established linkages with Kamala, Suta, White Mirage, Srjana, Nicobar, and CLU, creating new opportunities for retail partnerships and business growth.

These engagements strengthened the enterprise's understanding of buyer expectations, product positioning, quality standards, and merchandising practices.

The enterprise generated ₹9,282 in sales through AIACA-supported market interventions, while also building valuable relationships that are expected to support future market expansion and long-term commercial sustainability.

## SOCIAL SECURITY CONVERGENCE

222 artisans associated with the cooperative were linked to schemes including Artisan Cards, ABHA Cards, Weavers Cards, Vishwakarma Yojana, and other social security initiatives, strengthening financial inclusion and improving access to institutional support systems.



## DIGITAL EMPOWERMENT



While the primary focus of the intervention was enterprise strengthening and market development, the cooperative was also supported in building its digital communication and market readiness. As part of this effort, a 4-day online workshop was organised for all 8 enterprises, covering content creation, storytelling, social media platforms, and social media marketing.

The sessions helped enterprises understand how to communicate their craft stories, present their products, and engage with customers through digital platforms. Together, these efforts strengthened awareness of emerging market opportunities and helped the cooperative become better prepared to engage with buyers across both offline and digital marketplaces.

# LAKHIMPUR SILK KHADI CLUSTER COOPERATIVE SOCIETY LTD.

North Lakhimpur, Assam | Eri & Muga Silk Weaving  
*Supported by Misereor*

Located in North Lakhimpur district of Assam, Lakhimpur Silk Khadi Cluster Cooperative Society Ltd. works with skilled weaving artisans engaged in the production of Eri and Muga silk textiles and Khadi products. The cooperative plays an important role in sustaining Assam's rich weaving traditions while creating sustainable livelihood opportunities for rural artisan communities. By combining traditional craftsmanship with collective enterprise development, the organisation strives to preserve indigenous weaving practices while improving market access and income generation for its members.

Under the Pro-Sustain initiative, supported by Misereor, AIACA partnered with the cooperative to strengthen its institutional systems, enhance product innovation, improve business management capacities, and expand market opportunities. Through a comprehensive package of design mentorship, enterprise development, branding support, business planning, and market facilitation, the project strengthened the cooperative's ability to build a competitive, sustainable, and market-responsive handloom enterprise.

## PROJECT AT A GLANCE



**17** Artisans Trained as Leaders

**150** Artisans linked to various government schemes

**25%** Income Enhancement

**₹45,000** Sales Facilitated





# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



The project adopted a structured approach to strengthening both artisan skills and enterprise management capabilities. A 3-month Design Development Mentorship focused on expanding the enterprise's product range through contemporary design interventions while preserving the distinct identity of Assam's traditional silk weaving. Guided by expert mentorship, 15 artisans developed 48 new product designs, enhancing product diversity and strengthening the enterprise's readiness for evolving market demands.

Institutional development formed another key pillar of the intervention. Through a dedicated 2-day Institutional Building Workshop, artisans and enterprise leaders strengthened their capacities in leadership, communication, teamwork, role clarity, and ethical organisational practices. These sessions encouraged stronger governance systems and fostered greater collaboration among cooperative members. To improve financial sustainability, AIACA facilitated a 3-month Business and Financial Management Mentorship, where 7 artisans received practical guidance on budgeting, costing, pricing, record keeping, and financial planning. This mentoring enabled the cooperative to strengthen its internal financial systems and make more informed business decisions.



Complementing these interventions, artisans participated in a 2-day Visual Merchandising and Business Communication Workshop, where they enhanced their understanding of product presentation, branding, customer engagement, and sales communication. The enterprise also received a 2-month Marketing and Business Plan Mentorship, resulting in the development of a comprehensive 3-year business strategy that identified growth opportunities, strengthened market planning, and improved long-term enterprise sustainability.



## MARKET FACILITATION



AIACA supported the enterprise in expanding its market presence by creating strategic buyer linkages with leading retail and lifestyle brands. Through curated networking opportunities, the cooperative established connections with Lavaca, The Bombay Store, Dastkar, Kriti Creations, and Our Better Planet, enabling the enterprise to engage with a wider customer base and explore new business opportunities.

These interactions strengthened the enterprise's understanding of buyer expectations, quality standards, merchandising, and premium retail positioning.

As a result of these market interventions, the enterprise generated ₹45,000 in sales while laying the groundwork for sustained business relationships and future market expansion.

## SOCIAL SECURITY CONVERGENCE

150 artisans associated with the cooperative were linked to initiatives such as Artisan Cards, ABHA Cards, Weavers Cards, Vishwakarma Yojana, and other social protection programmes. These efforts promoted financial inclusion, strengthened institutional recognition, and enhanced the long-term well-being of artisan households.





# FRIENDS ART & CRAFT

Bhubaneswar, Odisha | Pattachitra & Traditional Hand Painting  
*Supported by Misereor*

Based in Bhubaneswar, Odisha, Friends Art & Craft is a craft enterprise committed to preserving Odisha's rich artistic traditions while creating sustainable livelihood opportunities for skilled artisans. Working with traditional hand-painted crafts and heritage art forms, the enterprise has played a significant role in promoting authentic handcrafted products that celebrate the state's cultural legacy.

Through the Pro-Sustain: Promoting Sustainable Enterprises in the Craft Sector project, supported by Misereor, AIACA partnered with Friends Art & Craft to strengthen its market competitiveness by enhancing business planning, branding, market access, and enterprise management. While the enterprise already possessed strong craft capabilities, the project focused on strengthening its business systems, improving product presentation, and expanding its market reach to ensure long-term sustainability and growth.

## PROJECT AT A GLANCE



**03** Years Business and Marketing plan developed with support from Mentor

**15%** Income Enhancement

**20%** Increase in sales







# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



The intervention focused on strengthening the enterprise's market readiness by building capacities in business communication, merchandising, and strategic planning. Artisans participated in a 2-day Visual Merchandising and Business Communication Workshop, where they developed practical skills in merchandise display, retail presentation, customer engagement, branding, and sales communication.

The workshop encouraged participants to view products from the perspective of customers and buyers, helping them understand how thoughtful product presentation and effective communication influence purchasing decisions. These learnings strengthened the enterprise's confidence in presenting handcrafted products across exhibitions, retail spaces, and buyer meetings.

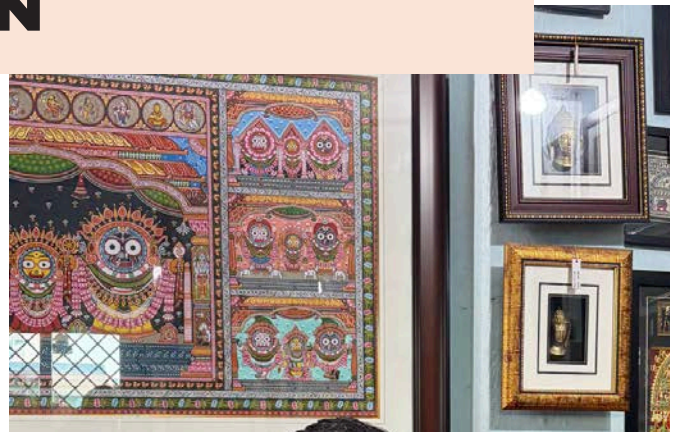
In addition, AIACA facilitated a 2-month marketing and business plan mentorship, during which experienced mentors worked closely with enterprise leaders to develop a comprehensive 3-year business and marketing strategy. The mentorship included detailed assessments of existing product lines, production capacities, customer segments, pricing structures, market channels, and future business opportunities. The resulting roadmap provides a strategic direction for sustainable enterprise growth and improved market competitiveness.

## MARKET FACILITATION

AIACA supported Friends Art & Craft in expanding its market reach by facilitating connections with leading buyers and retail platforms.

The enterprise established strategic linkages with IsayIndia, Craft Canvas, and Kriti Creations, creating opportunities to access new customer segments and organised retail markets.

These interactions strengthened the enterprise's understanding of market expectations, product positioning, and customer preferences while opening avenues for future collaborations.





# DHALAPATHAR PARADA PRODUCER COMPANY LTD.

Khordha, Odisha | Dhalapathar Handloom Weaving  
*Supported by Misereor*

Based in Khordha district of Odisha, Dhalapathar Parada Producer Company Ltd. is a handloom producer company working to preserve the region's rich Dhalapathar weaving tradition while creating sustainable livelihood opportunities for rural weaving communities. Bringing together skilled artisans under a collective enterprise model, the producer company promotes traditional weaving techniques alongside market-oriented product development, enabling artisans to improve incomes while safeguarding Odisha's rich textile heritage.

Through the Pro-Sustain: Promoting Sustainable Enterprises in the Craft Sector project, supported by Misereor, AIACA partnered with the producer company to strengthen enterprise management, enhance design innovation, improve financial and institutional systems, and expand market opportunities. The project adopted an integrated enterprise development approach that combined technical mentoring with business planning, branding, and market facilitation, positioning the enterprise for long-term growth and sustainability.

## PROJECT AT A GLANCE



**20** Artisans Trained as Leaders

**01** Natural dyeing unit set up and artisans trained in sustainable dyeing methods

**150%** Income Enhancement

**₹68,000** Sales Facilitated



## TRAININGS & CAPACITY BUILDING



The project aimed to enhance artisans' technical skills and the producer company's organizational systems through structured capacity-building initiatives. A 3-month Design Development Mentorship allowed artisans to innovate product applications while maintaining traditional Dhalapathar weaving. With expert guidance, the enterprise created 30 new product designs, broadening its offerings to meet evolving consumer demands.

Institutional capacities were enhanced through an Institutional Building Workshop, where artisans and leaders honed skills in leadership, communication, teamwork, governance, and ethics, improving decision-making and structure. A three-month Business and Financial Management Mentorship optimized operations by refining budgeting, costing, pricing, and financial planning skills, leading to better financial practices. To prepare for the market, artisans participated in a Visual Merchandising and Business Communication Workshop, learning product presentation and customer engagement. Additionally, AIACA facilitated a Marketing and Business Plan Mentorship, aiding in the creation of a three-year growth roadmap for the enterprise.



A 12-day workshop was held for artisans where they learned to use natural dyes for yarns, eliminating the need to send yarns to Nayagarh for dyeing, which raised costs and relied on chemicals. The establishment of a natural dyeing unit has empowered artisans, increasing their income and creating a more sustainable value chain.

## MARKET FACILITATION

AIACA created opportunities for the group to strengthen its market presence by facilitating strategic buyer linkages and expanding access to organised retail platforms.

The enterprise established connections with Sanatkada, Kamala, Rural Beads, House of Ekam, and The Bombay Store, creating opportunities for product showcasing, retail partnerships, and future business collaborations. These engagements enhanced the enterprise's understanding of buyer expectations, merchandising standards, and product positioning while strengthening its confidence to engage with premium markets. Through AIACA-supported market interventions, the enterprise generated ₹68,000 in sales, while also building valuable relationships expected to contribute to sustained market growth.



# TANTAGATHA WOMEN WEAVER PRODUCER COMPANY LTD.

Mayurbhanj, Odisha | Extra Weft Santali Weaving

*Supported by Misereor*

Based in Mayurbhanj district of Odisha, Tantagatha Women Weaver Producer Company Ltd. is a women-led producer company dedicated to preserving the rich tradition of Extra Weft Santali weaving while creating sustainable livelihood opportunities for tribal women artisans. By bringing together skilled weavers under a collective enterprise model, the producer company promotes indigenous weaving techniques, strengthens women's economic participation, and develops market-oriented products rooted in cultural heritage.

Through the Pro-Sustain: Promoting Sustainable Enterprises in the Craft Sector project, supported by Misereor, AIACA partnered with Tantagatha to strengthen enterprise systems, enhance design capabilities, improve production management, expand market access, and build institutional resilience. The project combined design innovation with enterprise mentoring, digital systems, green infrastructure, branding, and market facilitation to position the enterprise for long-term, sustainable growth.

## PROJECT AT A GLANCE



**25** Artisans participated in design development

**65** New product samples developed

**3-DAY** Production ERP Training conducted

**₹10+ LAC** Enterprise sales generated



# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



AIACA implemented a comprehensive capacity-building programme that strengthened both the creative and operational capabilities of the producer company.

A 3-month Design Development Mentorship, later extended by an additional month, enabled artisans to refine traditional Santali weaving techniques while responding to evolving market preferences. Under expert guidance, artisans explored new colour palettes, motifs, weave structures, yarn specifications, and product applications.

The intervention resulted in the development of 65 contemporary product designs, including sarees, yardages, tote bags, laptop bags, dhotis, and lifestyle accessories, significantly expanding the enterprise's product portfolio.

Recognising the importance of operational efficiency, AIACA also organised a 3-day Production ERP Training Programme, enabling enterprise members to strengthen production planning, inventory management, order tracking, workflow monitoring, and documentation practices. The introduction of structured digital production systems improved coordination across the enterprise and enhanced its preparedness to manage larger institutional orders.



Business mentoring, institutional strengthening, marketing planning, and business communication workshops further enhanced leadership capacities, governance systems, financial management, and strategic planning, equipping the producer company with the skills required for sustainable enterprise growth.



## MARKET FACILITATION



AIACA facilitated strategic buyer linkages that expanded the enterprise's access to organised retail and premium craft markets.

The producer company established connections with Sanatkada, Paramparik, Craft Council West Bengal (CCWB), iTokri, and Kairi, creating opportunities for exhibitions, retail partnerships, and institutional orders.

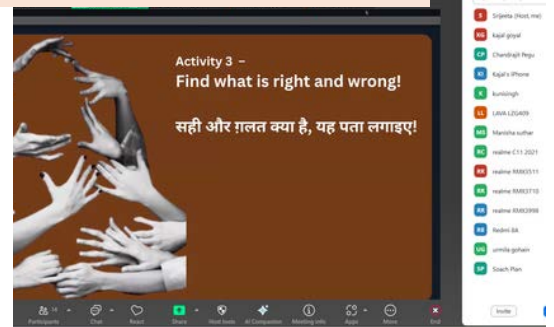
Participation in curated exhibitions further strengthened the enterprise's visibility and enabled artisans to engage directly with new buyers and consumers.

Through these market interventions, Tantagatha Women Weaver Producer Company Ltd. generated sales of ₹10,63,783, significantly strengthening enterprise revenues while creating sustained livelihood opportunities for women weavers.

## DIGITAL EMPOWERMENT

To improve production efficiency and enterprise management, AIACA introduced digital systems through a Production ERP Training Programme. Enterprise leaders and production teams were trained to use digital tools for production scheduling, inventory management, order monitoring, and workflow tracking.

These interventions improved operational transparency, strengthened internal coordination, and enhanced the producer company's capacity to manage larger production volumes while maintaining consistency and quality. The integration of digital systems has laid the foundation for more efficient enterprise management and future business expansion.



## ENTERPRISE STRENGTHENING



Integrated interventions improved Tantagatha's governance, digital systems, financial management, product development, and buyer networks, enhancing operational efficiency and competitiveness. Investments in renewable energy and market development have helped Tantagatha become a resilient women-led producer company, preserving Odisha's Extra Weft Santali weaving tradition while adapting to market opportunities.

# MOULU CHANDA PRODUCER GROUP

Mayurbhanj, Odisha | Sabai Grass Craft

*Supported by Misereor*

Located in Mayurbhanj district of Odisha, Moulu Chanda Producer Group is a women-led artisan collective engaged in the production of handcrafted Sabai grass products, an eco-friendly craft deeply rooted in the region's traditional knowledge systems. The producer group works with women artisans to transform locally available natural fibres into a wide range of functional and contemporary lifestyle products, creating sustainable livelihood opportunities while promoting environmentally responsible craftsmanship.

Under the Pro-Sustain: Promoting Sustainable Enterprises in the Craft Sector project, AIACA partnered with the producer group to strengthen enterprise systems, enhance design capabilities, improve financial management, and create stronger market linkages. Through a combination of design mentoring, institutional strengthening, business planning, branding, and market facilitation, the project enabled the enterprise to build a stronger foundation for sustainable growth while increasing the value of traditional Sabai grass craftsmanship.

## PROJECT AT A GLANCE



**10** Artisans participated in design mentorship

**99** New product designs developed

**10** Artisans trained in institutional strengthening

**06** Artisans trained in visual merchandising and business communication

**₹1,15,273** Sales generated





# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



AIACA adopted a comprehensive enterprise development approach to strengthen the producer group's technical, managerial, and organisational capacities.

A 3-month Design Development Mentorship focused on expanding the enterprise's product range through innovation in Sabai grass craft. Working closely with expert mentors, artisans developed 99 new product designs, introducing contemporary forms, improved functionality, and refined aesthetics while retaining the distinctive identity of the traditional craft.

This significantly expanded the enterprise's product portfolio and enhanced its competitiveness in modern craft markets.

Institutional strengthening interventions equipped artisans and enterprise leaders with improved leadership, communication, teamwork, governance, and organisational management skills. The workshops fostered stronger collective decision-making and reinforced the producer group's internal systems.

Business sustainability was strengthened through a three-month Business and Financial Management Mentorship, where enterprise leaders enhanced their understanding of budgeting, costing, pricing, financial record keeping, and production planning. These interventions introduced more structured financial practices, enabling better operational planning and business decision-making.



Complementing these efforts, artisans participated in a Visual Merchandising and Business Communication Workshop, enhancing their understanding of product display, branding, customer engagement, and sales communication. AIACA also facilitated a Marketing and Business Plan Mentorship, during which enterprise leaders developed a comprehensive three-year business strategy focused on production planning, market expansion, customer segmentation, and long-term enterprise growth.



## MARKET FACILITATION



AIACA facilitated strategic buyer connections that expanded the producer group's access to organised retail and design-led markets.

The enterprise established market linkages with CCT, Paramparik, Flourish, Sanatkada, Kamala Chennai, and Suta, creating opportunities to showcase products across diverse retail platforms and connect directly with institutional buyers.

These engagements strengthened the enterprise's understanding of market trends, customer expectations, pricing strategies, and product positioning.

As a result of these market interventions, the producer group generated ₹1,15,273 in sales while expanding its visibility and creating new opportunities for long-term business growth.

## GREEN PRACTICES



Sustainability is central to Moulu Chanda Producer Group's efforts, utilizing renewable sabai grass to support eco-friendly production and rural livelihoods. Under the second phase of the design development, Mr Mrityunjay also took a workshop on Natural dyeing for the first month wherein artisans learned to use natural ingredients for dyeing sabai grass fibers to create sustainable products.





# CASE STORY

## **Journey of Kunni Singh Creating Change Through Sabai Grass Craft**

In a small village of Odisha, where Sabai grass grows abundantly, Kunni Singh built a new future through craft. Today, she is an experienced Sabai grass artisan and a confident woman leader who has inspired other women in her community to pursue livelihoods and independence.

Kunni's journey began amid personal and financial challenges. After returning to her parents' home due to difficult circumstances, she turned to Sabai grass craft as a means of survival. At around 26, she received one year of government-supported craft training and began making simple products such as coasters, mats and baskets from home.

With limited capital, Kunni and other women pooled small savings from their earnings to purchase materials and participate in local exhibitions. She soon realised that collective action could create greater opportunities. Alongside producing craft, she began teaching other women and gradually built a group of artisans working together.

Her association with AIACA became an important turning point. Through training, workshops and market exposure, Kunni developed skills in product design, natural dyeing, pricing, bookkeeping, customer engagement and enterprise management. She also gained exposure to markets beyond Odisha.

Initially hesitant to travel independently or interact with urban buyers, Kunni gradually became confident in managing exhibitions, communicating with customers and representing her group professionally. Products that once sold locally for around ₹150 began reaching larger markets at higher prices, while the group also started receiving direct orders from outside the state.

Design interventions helped diversify their product range from basic utility items to innovative products such as fish-shaped mats, turtle trays, bottle holders, bags and decorative pieces. Kunni also developed a strong interest in natural dyes and now advocates using colours derived from turmeric, tea leaves, palash flowers and other forest produce.

Her growing confidence transformed her role within the community. She began encouraging more women to learn the craft, travel and become financially independent. Her earnings also enabled her to educate her daughter up to a B.Sc. degree.

Today, Kunni's vision extends beyond her own success. She dreams of expanding the collective, creating a permanent workspace and enabling more women to build sustainable livelihoods through Sabai grass craft.

# SAMRIDDH

*STRENGTHENING CREATIVE ECONOMY IN GUJARAT*

*Supported by Flipkart Foundation*

Project SAMRIDDH was implemented from December 2024 to April 2026 across Gandhinagar and Banaskantha in Gujarat with support from the Flipkart Foundation. The project worked with two artisan-led enterprises, Shree Nadabet Mahila Hastkala Samity in Tharad, Banaskantha and SOACH Artisan Federation in Pindharada. Both enterprises were match-funded and supported through complementary interventions by Misereor alongside the Flipkart Foundation-supported project, enabling a broader ecosystem of enterprise and artisan development.

Together, the two enterprises engaged approximately 400 artisans, with women forming the majority of the artisan community. SAMRIDDH focused on strengthening the economic competitiveness and sustainability of these enterprises through improved enterprise systems, market access, sustainable and ethical business practices, and stronger livelihood opportunities.

The project also emphasised fair wages, improved working conditions, market linkages, and social security convergence, supporting artisans to access relevant government schemes and strengthen their financial security and well-being. Through the combined support reaching these enterprises, the interventions contributed to stronger enterprise foundations and more resilient artisan livelihoods.





# SHREE NADABET MAHILA HASTKALA INDUSTRIAL COOPERATIVE SOCIETY LTD.

Tharad, Banaskantha | Appliqué Craft

*Supported by Flipkart Foundation and Misereor*

Shree Nadabet Mahila Hastkala Samity is a women-led artisan enterprise based in Tharad, Gujarat. The enterprise received match-funded support from the Flipkart Foundation and Misereor to strengthen its institutional systems, develop new products, improve production practices, build its brand, expand market access, and enhance the social security of its artisans.

The intervention supported a shift from traditional craft production towards a more structured and market-oriented enterprise model. Through design development, business and financial mentoring, production planning, digital empowerment, branding, and market facilitation, women artisans were supported to take greater ownership of both their craft and the enterprise. A key focus was also the integration of green practices through natural dyeing, enabling the enterprise to adopt more environmentally sustainable production processes and build a stronger foundation for long-term sustainability.

## PROJECT AT A GLANCE



**01** Brand Identity Sajhi created for the enterprise

**91** New designs were developed

**300%** Increase in sales

**30-32%** of income enhancement

**₹20 LAKH+**

Sales generated through AIACA-facilitated exhibitions and market interventions



# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



The project focused on strengthening artisans not only as skilled producers but also as active participants in enterprise management.

A 2-day workshop on **Institution Building** involved 24 women artisans and enterprise leaders. Through storytelling and interactive activities, participants learned about governance, teamwork, record-keeping, sales, leadership, and fair wage negotiations.

**Design Mentorship** unfolded in 2 phases. The first phase focused on traditional motifs and products like sarees and cushion covers, resulting in 51 designs. The second phase introduced stitched apparel and corporate gifts, adding 40 more designs. Together, these phases created 91 new designs and expanded the enterprise's portfolio.

Business capabilities were strengthened through a 4-month **Business and Financial Management** Mentorship. Artisans moved from understanding personal finance and savings to learning about costing, pricing, record keeping, inventory management, and roles and responsibilities within the enterprise.

The enterprise participated in a 2-day **Visual Merchandising Workshop** with 8 artisans, focusing on branding and sales strategies.

A 12-day **Natural Dyeing Workshop** with 7 artisans, led by Mr. Anantha Murthy, taught dyeing with natural materials like turmeric and indigo, reducing logistical costs and promoting sustainability.

A 3-day workshop on **Production Planning and Quality Control** further improved production systems, teaching 17 artisans about fabric needs, production cycles, quality indicators, and documentation.





## MARKET FACILITATION



AIACA significantly expanded the enterprise's access to organised retail and national craft markets by facilitating participation in seven major exhibitions, including Dastkar Bangalore, India International Trade Fair (Delhi), Craftkatha (Dehradun), Surajkund Mela (Faridabad), Paramparik (Mumbai), Tribes India (Delhi), and Dastkar Delhi.

Participation across various platforms contributed significantly to market visibility and sales, with the enterprise achieving approximately ₹60 lakh in total sales, including ₹20 lakh+ in sales generated through AIACA-facilitated exhibitions and market interventions. AIACA further strengthened the enterprise's market access by facilitating strategic connections with brands such as Suta and Craftroots, opening avenues for product sampling, collaborative design, and potential long-term partnerships. Professional product catalogues and enhanced product photography also improved the enterprise's engagement with premium retail and institutional buyers, strengthening its overall market positioning and business potential.



## SOCIAL CONVERGENCE

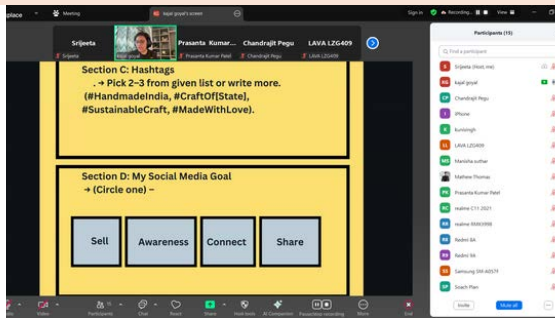
Enterprise development was complemented by efforts to strengthen the social security of artisans.

A total of 400 artisans from Shree Nadabet Mahila Hastkala Samity were linked with government schemes including Ayushman Bharat, Kunwar Bai Mameru Yojana, and Artisan Card.

These linkages supported access to healthcare, financial assistance, social protection, and formal recognition as artisans. By connecting livelihood development with social security, the project sought to strengthen the overall resilience of artisan households.



## DIGITAL EMPOWERMENT



Digital learning enabled artisans to see social media as a platform for storytelling and business growth. In August, 4 online sessions on brand building and storytelling engaged 5 artisans from Shree Nadabet, focusing on storytelling, content creation, and social media marketing.

A further 3-day Brand Building and Social Media Management Workshop brought together 7 to 10 women artisans. The sessions covered mobile photography, content creation, AI tools for captions and hashtags, customer communication, value-based pricing, and the use of WhatsApp, Instagram, and Facebook for sales and customer engagement.

## BRANDING & IDENTITY CREATION

The brand name Sajhi was finalised for Shree Nadabet Mahila Hastkala Samity. The name reflects the shared traditions, skills, and collective craftsmanship of the women artisans. A professional logo was developed to establish a distinct visual identity and

strengthen the enterprise's positioning in the market. The branding work was supported by product development and digital storytelling so that the enterprise could communicate not only what it makes but also the collective story behind its craft.



## ENTERPRISE STRENGTHENING



The project supported Shree Nadabet in building stronger foundations for long-term enterprise growth. A key component was the Marketing and Business Plan Mentorship, which continued for 2 months under the guidance of Mr. Madhuban Pandey. The enterprise leaders were supported in assessing their existing product lines, production capacity, customer segments, market channels, costing, pricing, and business challenges.

The mentorship supported the development of a 3-year marketing and business plan, combining virtual sessions with on-field visits. This helped the enterprise identify practical pathways for strengthening its marketing and business operations.





# CASE STORY

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## **The Journey from Making to Leading- The story of Leriben Suthar**

Leriben Suthar grew up in rural Rajasthan, where traditional social norms often shaped the lives of women around marriage, household responsibilities, and caregiving. Like many women in her community, she had seen applique craft being practiced within her family, primarily for personal use, gifts, and special occasions rather than as a source of livelihood.

After marrying Vishnu Suthar and moving to Tharad in Gujarat, Leriben began a new chapter in her life. As Vishnu expanded his craft enterprise, she gradually became involved in the production process, helping wherever needed while managing her household responsibilities. Over time, she refined her applique skills and became an active contributor to the enterprise.

When Shree Nadabet Mahila Hastkala Samity was formed, Leriben volunteered to take on the role of President. At the time, she viewed the position as a way to support the group and her husband's efforts, never imagining that it would lead to a new sense of identity, leadership, and independence. The initial phase of the project was challenging as she balanced her responsibilities as a homemaker with her growing role within the enterprise. However, through continuous exposure, training, mentorship, and participation in project activities, Leriben began developing new skills and confidence. Capacity-building workshops on enterprise management, production planning, quality control, and business development strengthened her understanding of both craft production and enterprise operations.

Over the course of the project, Leriben's role evolved significantly—from artisan to master artisan and ultimately to enterprise leader. As president of the Samity, she now plays an active role in decision-making, production coordination, and guiding other women artisans in the group.

One of the most transformative aspects of her journey has been the opportunity to travel beyond her community and engage directly with markets and customers. She has represented her enterprise at major exhibitions in Delhi, including the India International Trade Fair (IITF) and Tribes India exhibitions, as well as at Paramparik in Mumbai. These experiences have broadened her perspective, enhanced her understanding of customer preferences and market trends, and strengthened her confidence in interacting with buyers and stakeholders.

# SOACH ARTISAN FEDERATION

Pindharada, Gandhinagar, Gujarat | Weaving, Embroidery, Handmade Toys & Textile Crafts

*Supported by Flipkart Foundation and Misereor*

SOACH Artisan Federation is an artisan-led enterprise based in Pindharada, Gujarat. The enterprise received match-funded support from the Flipkart Foundation and Misereor to strengthen its organisational systems, business capabilities, product development, branding, and market readiness while building a stronger foundation for long-term growth.

As an emerging enterprise, the intervention focused on strengthening collective functioning, enterprise management, and product innovation while helping artisans develop a distinct market identity. Alongside design development, business mentoring, digital empowerment, and market facilitation, the enterprise also integrated green practices through natural dyeing, enabling artisans to adopt more sustainable production processes while preparing the federation to engage more confidently with buyers and evolving market opportunities.

## PROJECT AT A GLANCE



**26** Artisans participated in Institutional Building Workshops

**92** New product samples developed

**10** Enterprise leaders completed Business & Financial Management Mentorship

**01** Brand identity named Punah was developed

**05** Buyers and brands were linked with the federation

**₹12K+** Enterprise sales generated





# INTERVENTION AREAS

## TRAININGS & CAPACITY BUILDING



A 2-day **Institution Building Workshop** took place on May 19 and 20 in Pindharada village, involving 26 artisans and group representatives. The sessions covered team dynamics, communication, leadership, fair wages, occupational health, and collective functioning, encouraging artisans to think beyond individual production and recognize the responsibilities of running an enterprise.

A 3-month **Business and Financial Management Mentorship** then introduced artisans to personal finance, savings, budgeting, investment, product costing, raw material costs, wage calculation, pricing, and market channels.

A 3-month **Design Development Mentorship** was conducted by Ms. Rimjhim Bharati. The mentorship focused on weaving, embroidery, toy product development, and design innovation. It resulted in 92 new designs and helped the enterprise explore new possibilities within its existing craft skills.

Under the supervision of Mr. Parvez, 3 months **Weaving Mentorship** was conducted. During the mentorship, artisans practiced their weaving skills and got better. The mentor looked upon efficiency as well as quality. Time logs were monitored for fair wages.



## MARKET FACILITATION



SOACH was still developing market-ready products during the project period and therefore did not participate in large-scale exhibitions.

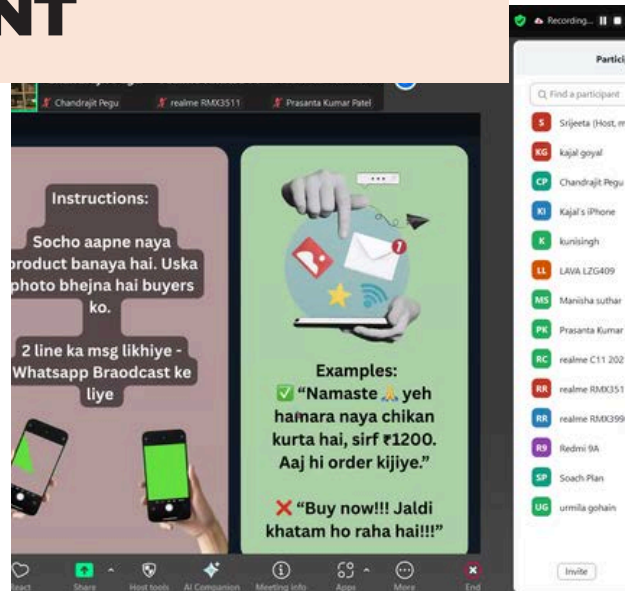
However the federation secured its first market order worth INR 12,717 during the year. AIACA also connected SOACH with 5 buyers and platforms including Goodsagain, Kamala, ISE India, Avdesh, and iTokri.

# DIGITAL EMPOWERMENT

Digital empowerment introduced artisans to new ways of communicating their products and craft stories.

5 SOACH artisans participated in 4 online Brand Building and Storytelling sessions. The sessions covered storytelling, content creation, social media usage, marketing, and social commerce.

The sessions introduced artisans to Instagram, Facebook, and WhatsApp and helped them understand how digital platforms could be used for content creation, brand communication, and sales.



## BRANDING & IDENTITY CREATION

The project helped SOACH develop a distinct identity for its emerging enterprise. The brand name Punah was selected to represent renewal and transformation. The name reflects the enterprise's practice of creatively repurposing waste fabric into handcrafted toys and other value-added products.



A professional logo was developed to establish a clear visual identity and strengthen the federation's positioning as it moves towards wider markets.

## ENTERPRISE STRENGTHENING



The project supported SOACH in building the foundations required for a more organised and market-responsive enterprise.

The Marketing and Business Plan Mentorship continued for 2 months under the guidance of Mr. Madhuban Pandey. The enterprise leaders were supported in assessing their existing products, production capacity, customer segments, market channels, costing, pricing, and business challenges.

The mentorship supported the development of a 3-year marketing and business plan through virtual sessions and on-field visits. This helped the enterprise identify practical pathways for strengthening its business and marketing strategy.



# EMPOWERING TODA ARTISANS AND REVIVING TRADITIONAL EMBROIDERY FOR SUSTAINABLE LIVELIHOODS

*Nilgiris, Tamil Nadu | Toda Embroidery*  
*Supported by Titan*

The project, aims to support and strengthen a traditional craft-based enterprise led by an indigenous artisan community in Tamil Nadu. This tribal community embodies rich cultural and artistic traditions deeply rooted in their customs and relationship with nature. While the Government of Tamil Nadu and various agencies have made efforts to preserve these crafts, targeted, grassroots-level interventions are crucial to ensure the enterprise's long-term sustainability and to enhance artisans' self-reliance.

In 2023, with support from TITAN, 15 women artisans from the Toda tribal community near Ooty formed the Oormonnipoof Toda Embroidery Enterprise Group. Previously dependent on irregular, low-paying work through intermediaries, they were guided and mentored to establish a collective enterprise. The group was formally registered under the Department of MSME, opened a bank account, and elected office bearers—Nagomi as Secretary and Roopavathi as President.

Over the past three years, the artisans have undergone extensive training in enterprise management, leadership, record-keeping, product development, and digital marketing. They also launched their brand, Thurd Pukhoor, built a presence on digital platforms, and participated in national-level exhibitions. To strengthen in-house production, 17 additional women were trained in stitching. Additionally, a Common Facility Centre (CFC) has been setup as a common place for the group to come together regularly for meetings, to avail trainings and store their stocks, raw material and records.

The group has steadily grown more organized and resilient, with increasing confidence and skills among its members. This progress has enabled the inclusion of 10 more women into the core group, along with 5 others contributing on a part-time basis. Currently, members earn an average monthly income of upto ₹4,000-₹5,000, depending on the time they are able to dedicate.



# OORMONNIPOOF TODA EMBROIDERY ENTERPRISE

Nilgiris, Tamil Nadu | Toda Embroidery

*Supported by Titan*

The project Empowering Toda Artisans and Reviving Traditional Embroidery for Sustainable Livelihoods, supported by TITAN, focused on strengthening the skills, production capabilities, digital presence, and market opportunities of Toda artisans in The Nilgiris, Tamil Nadu.

Implemented over one year during 2025 to 2026, the project worked with one craft cluster and a target of 250 beneficiaries. The intervention brought together technical training, design development, digital empowerment, enterprise mentorship, and market facilitation to create stronger pathways for traditional Toda embroidery to reach contemporary markets.

At the heart of the intervention was a simple objective: strengthen the craft by strengthening the people and enterprise behind it. From learning to stitch and construct products to developing new designs, managing digital platforms, maintaining enterprise records, and reaching customers, the project supported the artisans across different stages of the value chain.

## PROJECT AT A GLANCE



**150%** increase in artisan income was recorded compared to the baseline at the start of the project

**20%+** growth in group sales was achieved compared to the previous financial year

**10** New artisans joined the enterprise during the project period

**22** Participants engaged in design mentorship

**12** Artisans gained the ability to independently interpret spec sheets and design inputs





# INTERVENTION AREAS

## STITCHING TRAINING & DESIGN MENTORSHIP



The project focused on enhancing artisans' independence in product creation through a 7-month **Stitching Training** program at the Common Facility Centre, YMCA, Ooty, from 1 September 2025 to 31 March 2026. Initially aimed at 10 to 15 young women artisans, community interest led to 19 to 20 enrollments, with 17 trainees completing the program.

The training, conducted in 2 batches, covered advanced skills beyond basic tailoring, including product construction, finishing, and quality control. Trainees produced various items such as pillow covers, pouches, wallets, and accessories. A systematic production approach was introduced, with trainees maintaining records and conducting quality checks. By the program's end, they could independently create products with improved finishing, ready to engage in production activities.



A 6-month **Design Mentorship**, led by designer Ms. Maitri Ravishankar from 15 July 2025 to 15 January 2026, involved 22 participants. It aimed to enhance design sensibilities, standardize production processes, and improve the marketability of Toda embroidery products.

The mentorship integrated traditional craft with contemporary design, utilizing artisans' existing techniques to create products for modern markets. The group developed 70 designs across various categories, including collars, cuffs, bags, and sarees.

Additionally, the process encouraged material experimentation, including using waste for patches, showcasing the potential of Toda embroidery in innovative formats while preserving its unique visual identity.

## MARKET FACILITATION



During FY 2025 to 26, the enterprise generated a total revenue of INR 199,743 through a combination of B2B orders, B2C sales, and exhibitions.

The B2B channel generated INR 46,355, with sales through Flourish at INR 16,000, Himaya at INR 20,425, Sanskritik Live Show at INR 8,100, and Swadharma at INR 1,830.

B2C and exhibition sales added INR 153,388, including INR 10,790 from the Flourish Exhibition, INR 5,390 from Craft Katha, INR 15,555 from CCGN, INR 45,720 from Sanatkada, and INR 75,933 from local sales. A Mela handicraft popup was noted, but no sales were reported. Overall, these channels generated INR 199,743, highlighting the effectiveness of combining product development with diverse market routes, supported by ongoing design mentorship.

## DIGITAL EMPOWERMENT

3 young women from Toda artisan families Sreeja, Archana, and Sheebavathi were selected for digital mentorship aimed at enhancing brand visibility, especially on Instagram.

The mentorship featured virtual sessions, onsite training, and a WhatsApp community. The initial session on September 16 assessed the enterprise's digital presence. Artisans progressed from social media presence to content creation, with Sreeja and Nagomi Akka managing Instagram and others focusing on product photography. Over six virtual sessions, they learned photography, storytelling, caption writing, and Instagram strategies, with Sheebavathi and Archana as trainees.

The program concluded with a three-day in-person training from March 23 to 25 at CFC Ooty, covering photography basics and videography. Artisans practiced capturing product images and creating high-resolution videos.

This initiative transformed digital empowerment into practical skills, enabling artisans to showcase their crafts effectively.







# CASE STORY

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## **How AIACA and Titan empowered Toda artisan Roobavathi to build a community-led brand and become a leader in the Nilgiris**

Roobavathi is a Toda artisan from Thavutukodu Mund in Ooty, Nilgiris. She grew up in a family of eight siblings and began learning Toda embroidery as a child under her mother's guidance. By her teenage years, she had mastered intricate traditional motifs, a skill that often takes decades to perfect. Traditionally, Toda embroidery was created mainly for personal and community use, with only 15 to 20 motifs passed down through generations.

As Toda embroidery gained national recognition and a GI tag, it entered wider markets. However, artisans did not immediately benefit. Non-Toda traders often controlled pricing and market access, while women remained dependent on informal, low-paid work. Like many women in her community, Roobavathi worked as an agricultural labourer, earning around ₹200 a day without income security.

With support from Titan Company and implementation by the All India Artisans and Craftworkers Welfare Association (AIACA), an initiative was introduced to strengthen Toda embroidery as a women-led enterprise. Roobavathi became an early mobiliser and brought together 20 women artisans to form the Oormonnipoof Toda Embroidery Enterprise Group.

The group received support in design development, enterprise management, bookkeeping, digital skills and market access. Its design portfolio expanded from fewer than 20 traditional motifs to more than 60 products and variations, including applications beyond shawls. A dedicated Common Facility Centre (CFC) provided a permanent workspace for production and coordination, improving consistency and quality.

Through AIACA-facilitated exhibitions, Roobavathi and other members travelled across India, interacted directly with customers, improved price realisation and secured repeat orders. Her income increased from approximately ₹200 per day as an agricultural labourer to over ₹6,000 through embroidery.

Her transformation extends beyond income. From an individual artisan, Roobavathi became the unanimously elected President of the 20-member enterprise group. She now leads decisions on production, pricing, exhibitions and training, while building the group's brand, Thurd Pukhoor.

For Roobavathi, success means more than economic growth. It means Toda women gaining confidence, travelling beyond their villages, engaging with markets and seeing themselves as entrepreneurs while carrying their heritage forward.

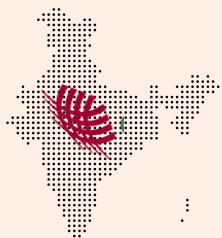


craftmark

Hand made in india



# CRAFTMARK SNAPSHOTS



States  
Covered

18



Total  
certified  
enterprises  
till date

306



Artisan  
outreach

200000+



Craft  
categories  
covered

171

FY25-26



New  
certifications

11



Renewals  
Done

27



Total  
Verifications

14



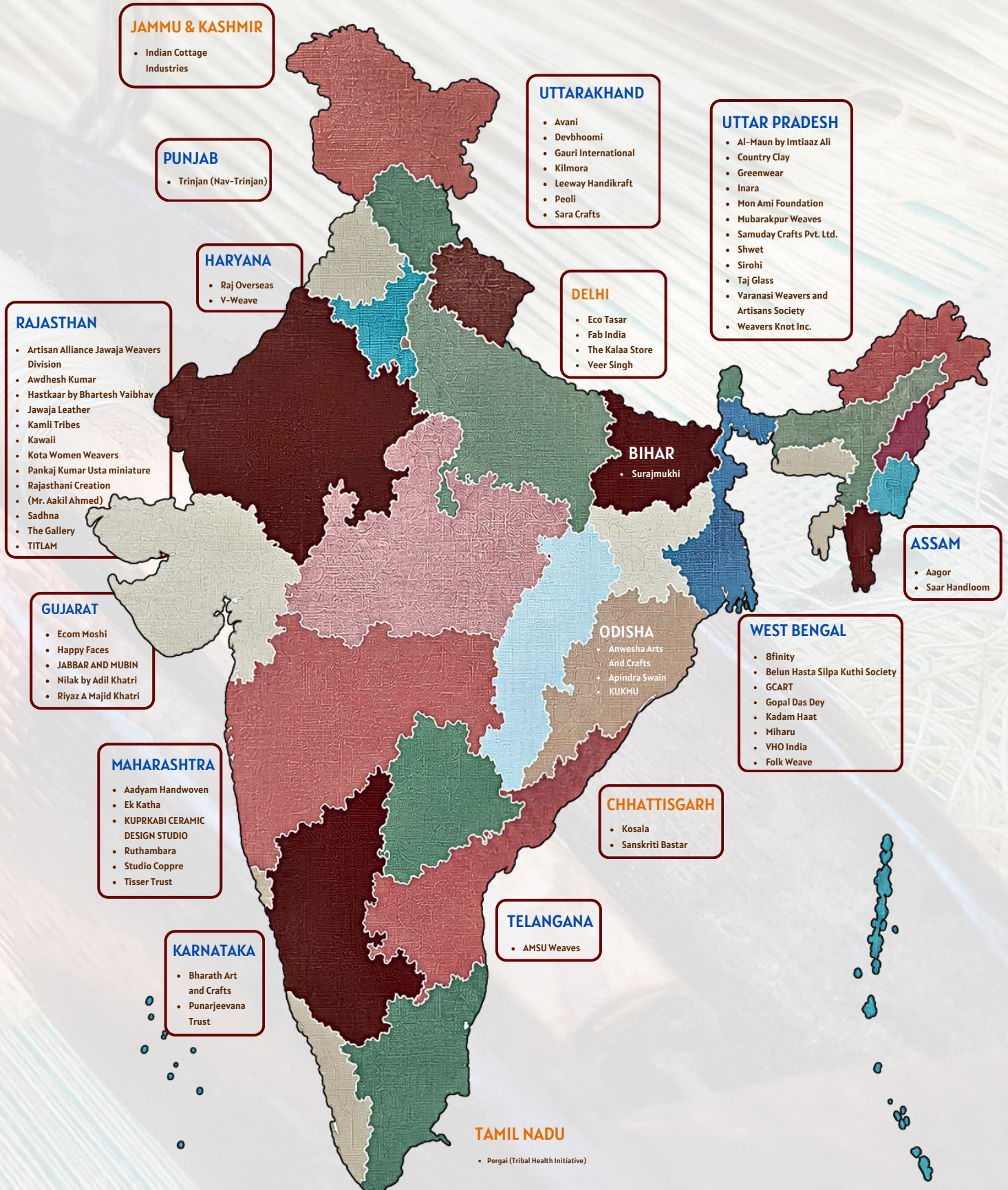
Total Crafts  
Verified

19



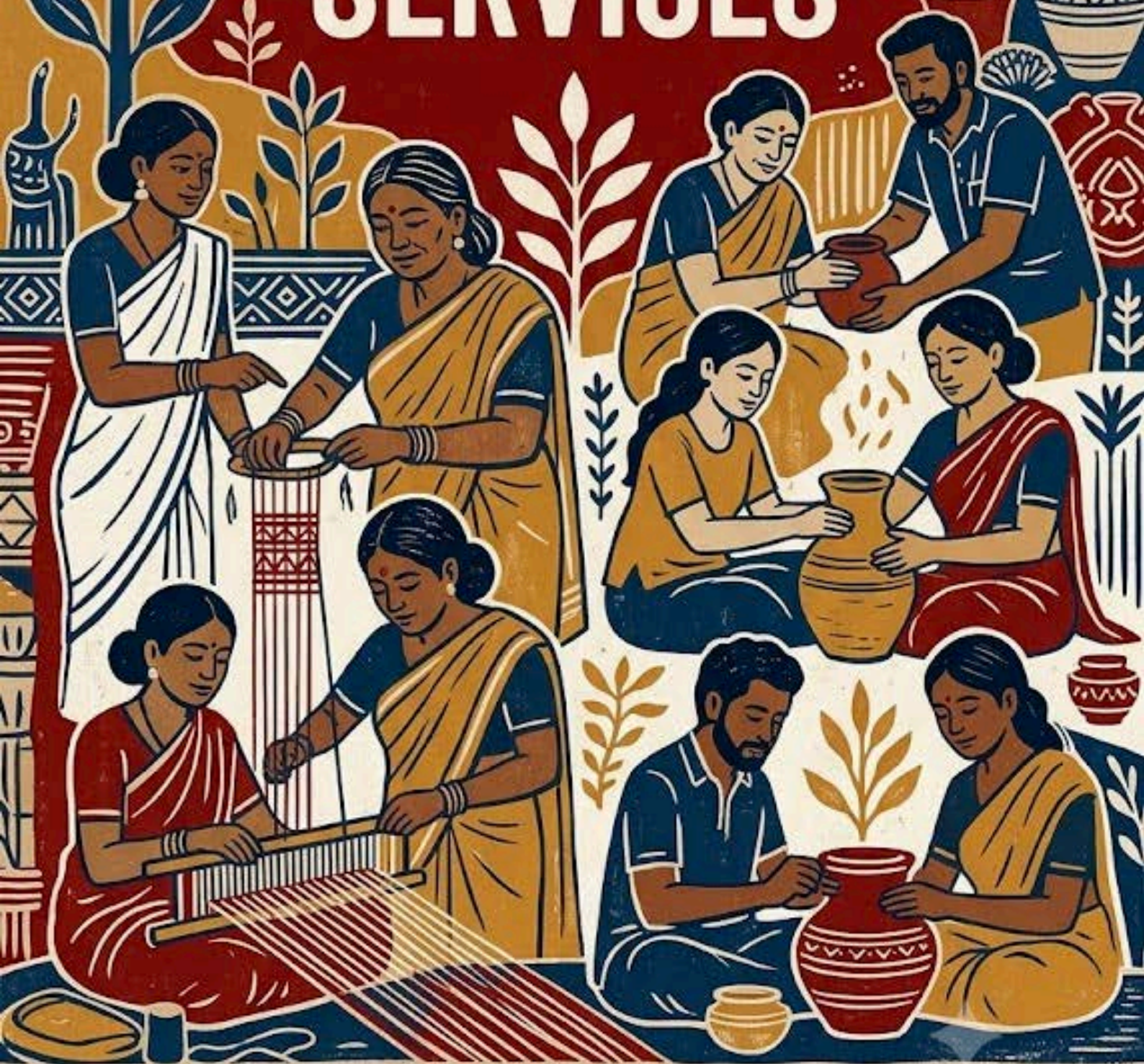
# CRAFTMARK MEMBERS

ACROSS INDIA  
FY 25-26





# CRAFTMARK ASSISTIVE SERVICES



YEAR 2025-2026



# SHILP SAMVAAD

In FY 2025-26, Craftmark relaunched its knowledge-sharing series, Shilp Samvaad, to provide members with practical learning opportunities on emerging topics relevant to the crafts sector. Designed as an interactive platform, the series aims to equip craft enterprises with knowledge, tools, and resources that strengthen their businesses and enhance their market readiness.

## Shilp Samvaad I

Shilp Samvaad I, held on 28 July 2025, focused on "Intellectual Property (IP) Awareness" and was led by Mr. Siddharth Dubey. The session was attended by 40 Craftmark members and provided a comprehensive understanding of Intellectual Property Rights, including trademarks, copyrights, design registrations, and relevant government support schemes. Participants also gained practical insights into safeguarding their creative work and building greater awareness of legal protection for traditional crafts and designs.

- Theme: Intellectual Property (IP) Awareness
- Date: 28 July 2025
- Participants: 40
- Speaker: Mr. Siddharth Dubey



**SPEAKER**

**Mr. Siddharth Dubey**

Project Manager - Legal, India SME Forum

Advocate Siddharth Dubey is an LLB-qualified lawyer leading IPR and corporate law initiatives. He spearheads the Bharat IP Yatra and organises IPR workshops in 99 cities, empowering MSMEs to safeguard intellectual property, leverage innovations, and drive sustainable business growth through legal guidance.

## Shilp Samvaad II

Shilp Samvaad II was organized on 27 February 2026 on the theme "AI Cataloguing for Craft-based Enterprises", facilitated by Mr. Ankit and Ms. Khyati. Attended by 39 Craftmark members, the session introduced participants to practical applications of Artificial Intelligence for craft businesses. It covered AI-assisted product catalogue creation, compelling product descriptions for websites and exhibitions, enhanced craft branding and storytelling, and the development of engaging social media content and captions to strengthen digital visibility.

- Theme: AI Cataloguing for Craft-based Enterprises
- Date: 27 February 2026
- Participants: 39
- Speaker: Mr. Ankit and Ms. Khyati





# AWARDS AND ACCOLADES

As part of its commitment to promoting and celebrating excellence in the Indian crafts ecosystem, Craftmark actively supported its members by facilitating nominations for prestigious national awards during FY 2025-26. A total of 12 Craftmark members were nominated across leading platforms, recognising their outstanding contributions to craftsmanship, innovation, entrepreneurship, social impact, and digital excellence.

For the IICD Awards, nominations were submitted across multiple categories. Punarjeevana Trust, Kamli Tribes, and Indian Cottage Industries were nominated for the Kamaladevi Chattopadhyay Award for Social Impact in the Craft Sector. Sirohi and 8finity were nominated for the Pupul Jayakar Award for Craft Entrepreneurship, while Dilafroj, Jabbar, and Mubin were nominated for the Suresh Neotia Award for New Generation Craftsperson. Miharu and Ek Katha were nominated for the Kripal Singh Shekhawat Award for Innovation in Craft Design.

Craftmark also nominated Hastkaar by Bhartesh Vaibhav for the Hyundai Motor India Ltd. – Art for Hope (Season 4) initiative, recognising its contribution to preserving and promoting traditional crafts.



In addition, Sanskriti Bastar, Ek Katha, Miharu, Adil Khatri, Jabbar, and Mubin were nominated for the Digital Artisans of India Awards, acknowledging their effective use of digital platforms to expand market access, engage new audiences, and strengthen the visibility of Indian handmade crafts.

Through these nominations, Craftmark continued to create opportunities for its members to gain national recognition, enhance their visibility, and showcase the remarkable impact of their work on prominent platforms.

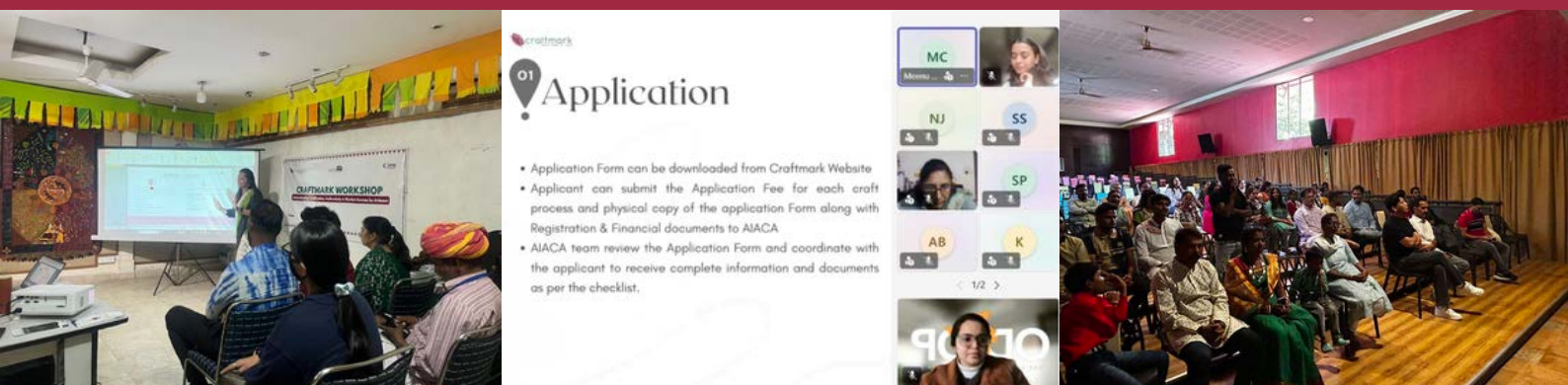
# CRAFTMARK VISIBILITY

During FY 2025-26, Craftmark branding was showcased at six major craft exhibitions across the country, strengthening the visibility of the Craftmark certification among a diverse audience of buyers, consumers, designers, and industry stakeholders. The presence of the Craftmark identity at these platforms reinforced the authenticity, quality, and credibility of handcrafted products exhibited by Craftmark members, while increasing awareness of the certification and its role in promoting genuine, socially responsible Indian handmade products. These exhibitions also provided an opportunity to engage directly with the market, build consumer trust, and enhance the recognition of the Craftmark brand within the crafts ecosystem.



## CRAFTMARK AWARENESS SESSIONS

During FY 2025-26, Craftmark conducted four awareness sessions, reaching over 130 artisans and craft-based enterprises through events at FlourishEarth Bengaluru, Craftkatha at Handloom Haat (New Delhi), Dastkar Basant Bonanza 2026, and a virtual session with DPIIT's One District One Product (ODOP) initiative. The sessions introduced participants to the benefits of Craftmark certification, including strengthening authenticity, building consumer trust, enhancing market access, and improving brand positioning. Participants were also sensitised to the growing importance of traceability in the craft sector, highlighting its role in ensuring transparency, preserving craft heritage, and enabling informed consumer choices. These engagements significantly expanded Craftmark's outreach while reinforcing its commitment to promoting authentic, traceable, and responsibly produced handcrafted products.

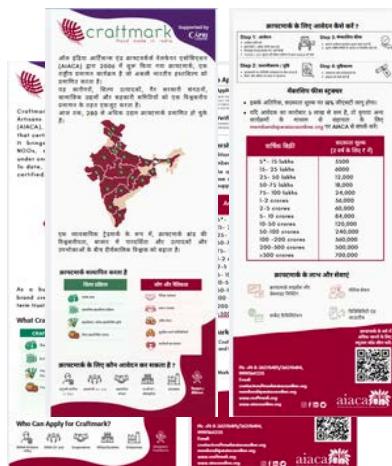




# AWARENESS & PROMOTIONAL OUTREACH

Throughout the year, Craftmark undertook a range of awareness and promotional initiatives to enhance the visibility of the Craftmark certification and its members while showcasing the richness and diversity of India's handcrafted traditions.

These efforts focused on strengthening awareness of authentic handmade products and reinforcing the value of the Craftmark certification among both domestic and global audiences. Recognising the growing need for informed purchasing decisions, Craftmark also worked towards educating consumers about the importance of choosing genuine handcrafted products and building trust in certified handmade goods. To support this, a series of informational flyers were developed for artisans and craft enterprises, explaining the benefits and process of Craftmark certification, as well as dedicated awareness materials for consumers, highlighting how Craftmark helps identify authentic handmade products.



In addition, two awareness videos were produced—one targeted at consumers and the other at buyers and market stakeholders. These communication materials explained the significance of the Craftmark certification, promoted informed purchasing decisions, and reinforced confidence in the authenticity, quality, and social responsibility of certified handcrafted products. Collectively, these initiatives strengthened the visibility of the Craftmark brand, enhanced stakeholder awareness, and furthered Craftmark's mission of building trust and transparency in the handmade sector.

# MARKET FACILITATION

*For Craftmark Members*

During FY 2025-26, AIACA's Craftmark initiative focused on strengthening market access and creating meaningful sales opportunities for its members through B2B buyer linkages, B2C exhibitions, and curated market platforms. Across the year, 31 Craftmark members benefited from these marketing facilitation efforts, enabling them to connect with new buyers, access national-level markets, and generate sales.

## B2B

Craftmark facilitated linkages between its members and a diverse network of buyers, including brands, design houses, craft stores, international buyers, and individual buyers. These connections created opportunities for members to expand their market presence beyond traditional channels. 17 Craftmark members benefited from B2B sales facilitation, generating total sales of ₹61.01 lakh.

To strengthen direct market access and consumer visibility, 19 Craftmark members were facilitated to participate in 10 exhibitions during the year. Members were supported through selections for reputed national-level exhibitions and access to subsidised stalls, helping them showcase their products directly to wider consumer audiences. The exhibitions generated total facilitated sales of ₹41.97 lakh.

## B2C

## MEMBERS REACHED

The market facilitation covered a diverse group of Craftmark members, including Monami Foundation, Kamli Tribes, Gcart, Hastkar by Bhartesh, Asha, VHO, Gopal Dey, Shwet, Punarjeevana, Awdhesh Kumar, Mubarakpur Weaves, VWAS, Samuday Crafts, Rajasthani Creations, Riyaz Khatri, Veer Singh, Apindra Swain, Belun Hastshilp, Jabbar and Mubeen, Kadam Haat, Surajmukhii, Indian Cottage Industry, Jawaja Leather, Anwasha, Rajendra Shyam, Aagor, Saar Handloom, Tantgatha, Studio Copper and Ecotasar.

The B2C exhibition facilitation additionally included Almaun, alongside other members

Through these interventions, Craftmark continued to move beyond certification towards active market facilitation, connecting craft-based enterprises with buyers, consumers and high-visibility market platforms, while creating tangible sales opportunities for its members.







# ADVOCACY

# ADVOCACY

AIACA engages in policy advocacy through research and policy dialogue with multiple stakeholders to bring core issues of this sector to the forefront and discuss practical solutions, as well as address the voices of the artisans and crafts workers themselves



## National Conference and Exhibition on Corporate Social Responsibility (NCCSR)



The Ashoka, New Delhi



6–7 October 2025

The Indian Institute of Corporate Affairs (IICA), under the Ministry of Corporate Affairs, Government of India, invited the All India Artisans and Craftworkers Welfare Association (AIACA), as a technical body in the crafts sector, to contribute to the National Conference and Exhibition on Corporate Social Responsibility (NCCSR) 2025. Representing AIACA, Ms. Meenu Chopra, Executive Director, participated as an Expert Speaker and panellist in the session on “CSR for Culture, Crafts and Indigenous Knowledge as Livelihoods.” Participating in Panel on CSR for Culture, Crafts and Indigenous Knowledge as Livelihoods, she represented the artisans of the craft sector and highlighted the role of strategic CSR in strengthening craft based livelihoods and indigenous knowledge systems. The conference, themed Leveraging CSR Excellence for Tribal Development, served as a key national platform advancing inclusive and sustainable development aligned with Viksit Bharat 2047.



## Chintan Shivir



Vanija Bhawan, New Delhi



18 December 2025

The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, convened a Chintan Shivir to strengthen the Vocal for Local campaign through the One District One Product (ODOP) initiative, inviting AIACA as a technical stakeholder from the crafts sector. Representing AIACA, Ms. Meenu Chopra, Executive Director, contributed to the session on “Certifications and Quality Standards,” sharing sectoral expertise on strengthening credibility and market access for handmade products. She highlighted the need to map and align government-led, private, and international certification systems, including Craftmark, an AIACA initiative, as a credibility assurance for authentic handmade products. Her intervention also emphasised the importance of clearly distinguishing between mandatory and voluntary certifications and developing simplified, cost-effective certification pathways that can enable ODOP producers to access and scale across domestic and global markets.





## WEAVE 3.0 – Textile Sector Skill Council (TSC)



IMS DIA College, Noida



7 January 2026

The Textile Sector Skill Council (TSC) invited AIACA as a technical body from the crafts sector to contribute to WEAVE 3.0, a workshop focused on strengthening entrepreneurship among women and aspiring entrepreneurs in the textile sector. Representing AIACA, Ms. Meenu Chopra, Executive Director, participated as a speaker at the session on “Entrepreneurship & Startups,” held at IMS DIA College, Noida, on 7 January 2026. Drawing on AIACA’s experience of working with artisan enterprises and women-led organisations, she shared practical insights on the key prerequisites for starting a venture, the role of incubators and accelerators, and essential legal and regulatory requirements. Her participation contributed to the broader dialogue on building enabling pathways for entrepreneurship, enterprise development, and sustainable livelihoods across the textile and craft sector.



## Crafting Change: Apni Kala, Apni Awaaz



The Kunj, New Delhi



5 May 2026

As part of Rangсутra’s 20th anniversary celebrations, supported by the HCL Foundation, AIACA participated as a technical body in the inaugural discussion of “Crafting Change: Apni Kala, Apni Awaaz.” Representing AIACA, Ms. Meenu Chopra, Executive Director, joined the panel alongside artisans, designers, social enterprises, students, and craft practitioners to reflect on the future of craft, sustainability, and community-led enterprise. The inaugural panel explored the role of CSR and institutional support in strengthening the craft sector. Drawing on AIACA’s sectoral experience, Ms. Chopra emphasised the need to view craft not merely as a product or livelihood intervention, but as a broader ecosystem encompassing skills, knowledge, communities, enterprises, and cultural identity. She highlighted the importance of moving beyond short-term interventions towards sustained institution building, enterprise strengthening, and the creation of viable pathways for long-term growth.

Her participation also underscored the centrality of artisan agency and voice in shaping the future of the sector, advocating for collaborative approaches that bring together government, civil society, private sector, and market actors to build stronger and more resilient craft ecosystems. The event provided an important platform for AIACA to contribute to the sector-wide dialogue on institution building, sustainable livelihoods, and greater recognition of artisan-led enterprises, reinforcing its broader advocacy for an inclusive, resilient, and sustainable craft economy.

# Craftकथा 3.0

Craftकथा successfully concluded its third edition with an enriching showcase of India's diverse tribal crafts, communities, and cultural narratives. This chapter continued the movement's core mission bringing forward the stories, struggles, and artistic brilliance of tribal artisans, while strengthening dialogues on sustainability, identity, and market opportunities.



12th & 13th November



10:00 AM-8:00 PM



Graphic Era Hill University, Dehradun



**2500+ Visitors**



**500+ Students**  
participating in  
learning interactions



**25+ National Buyers**  
engaging in B2B  
conversations



**18 Artisan Groups**  
from 10+ states showcasing  
their craft traditions

## INAUGURATION OF THE EVENT

The event commenced with an inauguration ceremony led by Smt. Rekha Arya, Hon'ble Cabinet Minister for Women and Child Welfare, Government of Uttarakhand, and MLA from the Someshwar (SC) constituency in Almora District. Her presence emphasized on the importance of empowering tribal communities, and highlighted the government's ongoing commitment to supporting cultural preservation and craft-based livelihoods. The ceremony was further graced by the esteemed presence of Ms. Gunjan Jain and Dr. Madhura Dutta, Board Members of AIACA and respected experts in the craft and development sector. The inauguration set a positive & energizing tone for the 2-day event, marking the beginning of enriching dialogues, craft showcases & cultural interactions that unfolded throughout Craftकथा 3.0.





# SHOWCASE OF 18 TRIBAL CRAFTS

## TODA EMBROIDERY



Oormonnipoof Toda  
Embroidery Enterprise Group

## DHOKRA CRAFTS



Anwesha Arts and Crafts

## SOHRAI & KHOVAR



Sohrai Mahila Kala Vikas  
Sahyog Samiti Limited

## MOLELA ART



Dinesh Chandra Kumhar

## SABAI WEAVING



Moulu Chanda Producer  
Group

## WATER HYACINTH WEAVING



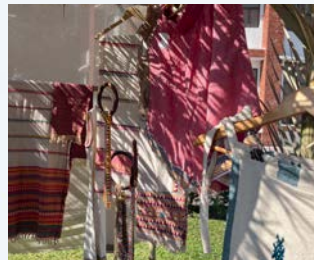
Kachugaon Handicrafts  
Co-operative Society Ltd.

## LAMBANI EMBROIDERY



Buriya Trust

## KAPADAGANDA SHAWL



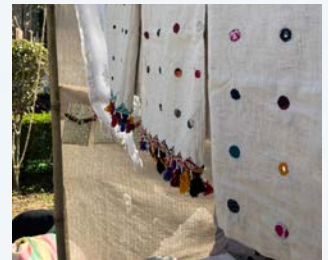
Folkweave, Koraput

## SANTHALI WEAVING



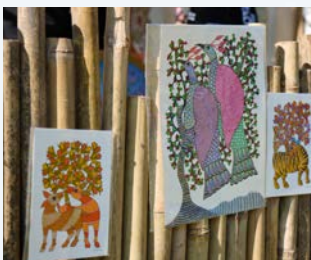
Tantagatha Women Weaver  
Producer Company Limited

## APPLIQUÉ



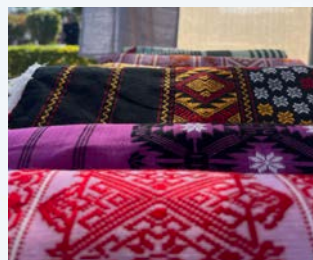
Shree Nadabet Mahila  
Hastkala Samity

## GOND PAINTING



Rajendra Kumar Shyam

## BODO WEAVING



Saar Handloom

## KINNAUR HANDLOOMS



The Sheep of Himalaya by  
Anuradha Mian

## JAUNSARI WEAVING



Beer Singh Handloom

## PULLA WEAVING



Himflavours

## MUNJ & KANSI GRASS



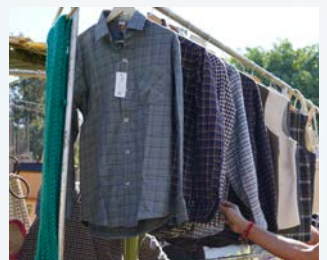
Neelan Rana Handicrafts

## BHOTIA WEAVING



Jai Nanda Welfare Society

## TRIBAL CRAFTS



TRIFED



# Craftहाट

was one of the most vibrant and immersive segments of Craftकथा 3.0, bringing together artisans, students, craft enthusiasts, and visitors into one culturally immersive arena. This was the zone where all artisan stalls were set up creating a vibrant, interactive marketplace of knowledge, creativity, and storytelling. Craftहाट was envisioned as a living corridor of India's tribal heritage where each craft, community, and product narrated a story rooted in identity, tradition, and ecological wisdom.

## ARTISAN-VISITOR INTERACTIONS

One of the most enriching aspects of Craftहाट was the direct interaction between artisans and visitors. Students, faculty members, design professionals, and community guests spent time engaging with artisans, asking questions, and observing the nuances of each craft.

These interactions allowed visitors to:

- Understand the history and evolution of the craft
- Learn about the tribal community it belongs to
- Explore the symbolism and cultural meanings behind motifs and techniques
- Gain exposure to the traditional processes of making

This exchange of knowledge helped bridge the gap between creators and consumers, creating a space of mutual respect and cultural appreciation.

Craftहाट highlighted how tribal crafts are not merely decorative objects but expressions of identity, ecology, myths, and community values. This helped visitors appreciate the relevance of tribal crafts in contemporary society and the importance of supporting artisan communities.

## VALUE CHAIN SHOWCASE



The Value Chain Showcase was one of the most impactful learning components of the event. This dedicated display helped visitors especially students to understand the complete journey of a craft product, from raw material to finished form. By visually presenting every stage of production, the showcase highlighted the skill, labour, and cultural knowledge embedded in each craft process.

Many consumers only see the end product but rarely recognize the time, effort, precision, and generational expertise involved in making it. This showcase helped bridge that gap.

The display also raised awareness around responsible consumption, when buyers understand what goes into a product, they value it more, support fair pricing, and appreciate the identity behind handmade work.

**CRAFTS SHOWCASED:** Dhokra Craft, Sabai Grass Weaving, Water Hyacinth Craft, Molela Terracotta, Sohrai & Kohvar Painting, Kinnauri Handloom





# B2B SEGMENT

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CraftHaat's dedicated B2B networking segment at Craftकथा 3.0 created a powerful bridge between tribal artisan enterprises and leading buyers, ensuring that authentic handmade products gain meaningful market access. The engagement was held in a hybrid format, enabling wider participation and flexible interaction opportunities.

## ONLINE PARTICIPATION 23 BUYERS CONNECTING NATIONWIDE

Designers, retail stores, ethical lifestyle brands & start-ups joined virtually from across India.

These included:

Craftcanvas · Ayurkriti · Tatsat · Label Mansi Sanghi · Nikshitha · House of Ekam · Avantara by Trends- Reliance · Kriti Creations · Rural Beads · CLU · Okhai · House of Design · Mansi Srivastava · Itokri · Book A Room · The Indian Motif · GoNative Retail · Kamala Store, Chennai · Suta · Nicobar · Rhizome Design · IseIndia · Mysa



## OFFLINE PARTICIPATION BUYERS ON-GROUND AT CRAFTकथा

Two organizations Flourish and Soham Himalayan Centre engaged directly with artisans at the CraftHaat venue.

This allowed them to:

- Experience product quality first-hand
- Review collections and samples
- Discuss bulk and retail possibilities face-to-face

# B2C SEGMENT

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For the first time in the Craftकथा initiative, B2C (Business-to-Consumer) sales were introduced under CraftHaat, enabling visitors to directly purchase artisan-made products showcased at the event. The response from students, faculty, and visitors was highly encouraging. People showed keen interest in learning the stories behind the products and appreciating the craftsmanship that goes into handmade creations. The direct interaction with artisans not only boosted consumer awareness but also helped change purchasing attitudes toward ethically produced, sustainable crafts.

The B2C initiative led to a total retail sale of approximately **₹2,00,000** over two days reflecting a strong consumer demand and emotional connection to tribal crafts. For artisans, this resulted in immediate livelihood support, increased confidence, and valuable feedback on product appeal and pricing.



# SHILPसंवाद

## 1. PANEL DISCUSSION



The panel discussion under Shilpसंवाद brought together voices from across the craft ecosystem to reflect on the theme “Taking Forward the Tribal Identities.” The session created a space where artisans, designers, policymakers, and academicians could collectively explore the cultural, economic, and ethical dimensions of tribal crafts in the contemporary world. The session opened with a keynote address by Dr. Madhura Dutta, who emphasized the importance of sustainability, indigenous knowledge systems, and safeguarding the cultural integrity of tribal crafts.

Moderated by Mr. Rajesh Jain, the panel explored the artistic, cultural, economic, and policy dimensions shaping the future of tribal crafts. Insights were shared on contemporary challenges faced by artisans, the need for responsible commercialization, and the urgency of strengthening market linkages and documentation. Mr. Rajendra K. Shyam added powerful ground-level perspectives, highlighting lived experiences, authenticity concerns, and the evolving aspirations of tribal communities.

The session concluded on a note of shared responsibility and optimism. All panelists were felicitated with mementos, acknowledging their invaluable contributions and commitment to preserving and promoting tribal identities. Shilpसंवाद ultimately served as a meaningful platform that reaffirmed Craftकथा’s core purpose of celebrating, protecting, and carrying forward the living heritage of India’s tribal communities.

## 2. INTERACTION WITH MD TRIFED

During Craftकथा 3.0, Shri Rajamurugan Muthukalathi, Managing Director – TRIFED, interacted with artisans. He shared brief insights on TRIFED’s marketing and marketplace initiatives, encouraging artisans to leverage e-commerce platforms for wider market access. The discussion also touched upon product diversification and consumer-driven design needs.

Artisans actively raised queries and shared their perspectives, making the engagement constructive and informative. This interaction contributed to strengthening the support ecosystem for tribal craft enterprises under Craftकथा 3.0





### 3. CLUSTER INTERACTIONS



The Cluster Interactions segment was designed as an engaging and educational platform where students had the opportunity to directly connect with the tribal artisan groups participating in Craftकथा 3.0. The core idea behind this initiative was to facilitate meaningful knowledge exchange by allowing artisans to share the history, cultural significance, craft processes, and lived experiences associated with their traditional practices.

During these sessions, artisan clusters from different regions interacted with students in small groups, offering in-depth insights into their history, raw materials, motifs, production techniques, and the challenges of sustaining craft livelihoods. Students learned about the evolution of each craft, its link to community identity, and the values of sustainability, storytelling, and ancestral wisdom embedded in tribal traditions. These interactions created an open learning environment where students could ask questions, observe demonstrations, and develop a deeper appreciation for indigenous craftsmanship.

### 4. SESSION ON SUSTAINABLE PACKAGING



The Session on Sustainable Packaging was conducted by Dr. Dipjit Paul from GEHU, a distinguished academic and practitioner in the field of visual arts. During the session, Dr. Paul emphasized the growing importance of sustainable packaging in today's market environment, especially for craft-based enterprises. He discussed various eco-friendly packaging materials, explaining their properties, feasibility, and long-term benefits. Artisans were introduced to alternatives like recycled paper, natural fibre packaging, biodegradable wraps, and minimal-waste design approaches that align with environmentally responsible practices.

He highlighted how sustainable packaging is not only a cost-effective solution but also a powerful branding tool. By adopting eco-conscious packaging, artisan groups can enhance the perceived value of their products, strengthen their brand identity, and appeal to conscious consumers who increasingly prioritize sustainability. Dr. Paul also shared tips on creating packaging that is both functional and aesthetically pleasing, focusing on colour palettes, typography, textures, and culturally inspired visual elements.

The session concluded with an interactive Q&A, where artisans asked practical questions related to material sourcing, cost comparisons, design ideas, and implementation challenges.

# UTTARAGAM

## CELEBRATING THE TRIBAL LEGACIES

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Uttaragam was a vibrant and powerful celebration of India's tribal identities expressed through contemporary design. Rooted in authenticity yet presented in modern silhouettes, the show paid homage to the weaving, embroidery, motifs, and visual languages of India's tribal communities. The event began with a musical performance featuring Uttarakhand's traditional songs, setting an uplifting and cultural tone for the evening.

The ramp walk opened with designs inspired by **Bhotia weaving**, where layered woollen textures and traditional geometric borders were reimaged into youthful, trend-forward looks. This was followed by garments crafted using **Bodo weaving**, showcasing intricate Assam-origin motifs reinterpreted into contemporary draped silhouettes. Following this, the collection drew inspiration from **Warli art**, translating the timeless white-on-earthy-brown motifs into wearable narratives. The fourth sequence highlighted **Kullu weaving**, with its signature stripes and checks transformed into winter fashion looks rooted in Himachal's textile traditions. The show then moved to the graceful and detailed Toda **embroidery**, where each hand-embroidered piece carried the precision and elegance of the Toda women from the Nilgiri hills. The final sequence celebrated **Jaunsari weaving**, bringing together wool-based ensembles inspired by the heritage clothing of the Jaunsar-Bawar region, accentuated with traditional silhouettes and accessories.

What made Uttaragam truly special was that at the end of every craft segment, the artisan behind the craft joined the models on the ramp. This was a powerful moment, placing the spotlight not just on the garment, but on the hands, histories, and communities that created them. Our member groups, including the Toda and Bodo artisans, walked proudly, embodying the authenticity behind each collection.





# कलाCLASS



## HANDS-ON LEARNING SESSIONS WITH ARTISTS

The कला Class segment of Craftकथा 3.0 offered a deeply engaging and creative experience where students had the rare opportunity to learn directly from master tribal artists. 40+ students, from schools and colleges, participated enthusiastically in these hands-on sessions.

The workshops focused on two traditional art forms:

- Sohrai painting
- Gond painting

Led by artisans who have inherited these practices through generations.



Students learned the signature motifs, strokes, symbolism, and storytelling methods that define these iconic tribal art traditions. Guided step-by-step by the artisans, they explored natural forms, geometric patterns, and the intricate visual language rooted in community life and nature-inspired narratives. During the two-hour sessions, students created their own paintings, bringing together traditional techniques with their personal interpretations.

At the end of the workshop, every participating student received a certificate of completion, acknowledging their effort and engagement. The artisans were honoured with mementos in recognition of their expertise, time, and generous sharing of knowledge.



*As a part of the National Handicraft Week celebrations*



11th - 17th December 2025



11 AM to 8 PM



The Handloom Haat,  
Janpath, New Delhi

Craftkatha was held from 11th-17th December 2025 at Handloom Haat, Janpath, and was organised by the Office of the Development Commissioner (Handicrafts) under the Ministry of Textiles in collaboration with NHDC and AIACA. For the first time, Craftkatha was organised in collaboration with the Government of India, marking a significant step in promoting India's craft heritage on a national platform.

As part of the National Handicraft Week celebrations, the event brought together master artisans, diverse craft traditions, and interactive learning experiences under a single curated platform, functioning both as a marketplace and an educational space for visitors.



## INAUGURATION OF THE EVENT

The inauguration was held on 12th December 2025 by **Shri. Sudha Murty**, Indian educator, author, philanthropist, Founder-Chairperson of the Infosys Foundation, and current Member of Parliament in the Rajya Sabha.

The ceremony was held in the august presence of DC Handicrafts, DC Handloom, Ms. Meenu Chopra

(ED, AIACA) and other representatives from the Ministry of Textiles. During her visit, Shri. Sudha Murty explored the Theme Pavilion, interacted with the craft and textile walls, viewed handicrafts and paintings, visited stalls showcasing crafts from across India, and observed live demonstrations of Molela terracotta and lac bangle making.



## Craft Stalls

The event featured 50 handicraft stalls, each showcasing unique regional traditions and materials, including wood, metal, clay, stone & textiles. Over the 7-day duration, the stalls collectively generated total sales of **₹37,64,668**, reflecting strong consumer interest and positive market response to genuine handcrafted products.





# Theme Pavilion

The Theme Pavilion, curated by the All India Artisans and Craftworkers Welfare Association (AIACA), served as the central experiential attraction of Craftkatha. It was conceptualised to address some of the most pressing challenges in India's craft sector, including misrepresentation, mass manufacture, and the dilution of authentic handcrafted traditions. The pavilion offered visitors a deeper understanding of authenticity, value chains, craft heritage, and responsible consumption.

## SEGMENTS OF THEME PAVILION

### Craft Wall

### Live Demonstrations

### Craft Value Chain Display

## The Craft Wall

The Craft Wall was a central feature of the Theme Pavilion, which showcased:

- 19 textile crafts
- 12 painting traditions
- 60 handicrafts from across India

Two LED interactive screens were installed, featuring QR codes for all showcased crafts. Visitors were able to scan the QR codes or tap on the screens to access detailed information about each craft, including its history, making process, raw materials, unique characteristics, and other key details.

In the Textile Wall, the distinction between handmade and machine-made products was demonstrated by displaying the reverse side of each textile, along with explanatory notes placed inside each textile flap. This enabled visitors to understand how to identify authentic handmade crafts by observing subtle details and techniques that differentiate them from mass-produced items.



## Live Demonstration



Visitors also experienced two live craft demonstrations that showcased artisanal skills in real time:

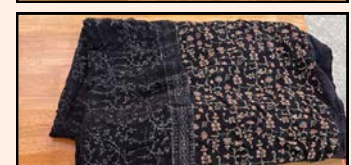
- Lac Bangles
- Molela Terracotta

These sessions allowed visitors to witness the complete process, from raw material to finished product.

## Value Chain Showcase

3 detailed value-chain presentations deepened visitor understanding of the journey of handcrafted products across multiple stages from raw material to final products. The value chain of following crafts were showcased:

- Molela Terracotta
- Marble Inlay
- Sozni Embroidery





# CAMPAIGNS & DIGITAL OUTREACH

## Craft Stories reaching to 2.1 Million People



In 2025-26, AIACA's digital communication grew into a stronger platform for storytelling, awareness and engagement around India's craft ecosystem. A more consistent and thematic content approach helped take conversations around artisans, crafts, sustainability, handloom and women-led enterprises to significantly wider audiences.



People Reached

**2.1 M**

+478.5% compared to the previous year



Views Generated

**529.3K**

+555.6% growth



Profile Visits

**8.5 K**

+106.3% growth



New Followers

**1.2 K**



Content Interactions

**5.6 K**



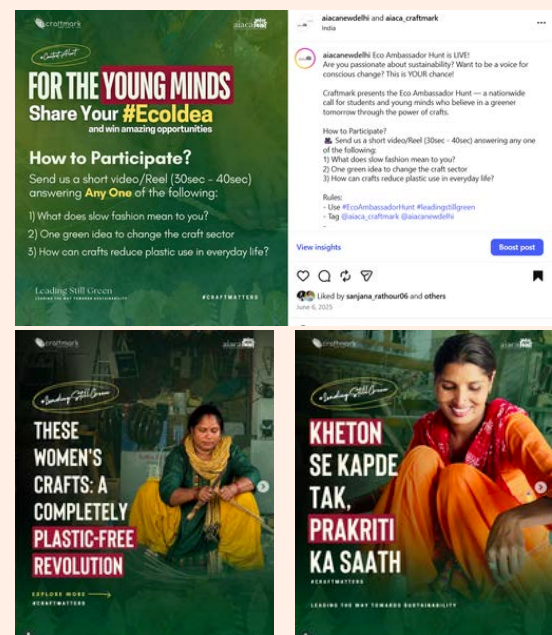
## LEADING STILL GREEN World Environment Day 5 June 2025

Leading Still Green marked AIACA's World Environment Day campaign by placing India's craft traditions within the larger conversation on sustainability.

The campaign highlighted how craft communities have historically embraced sustainability principles like using local materials, minimizing waste, and sharing responsible production knowledge. The campaign featured 13 posts, 6 reels, and 20 stories, showcasing the environmental aspects of craft while moving beyond the notion of craft as merely "eco-friendly."

Interactive content such as 'Eco Idea' encouraged audiences to participate in the conversation rather than simply consume information.

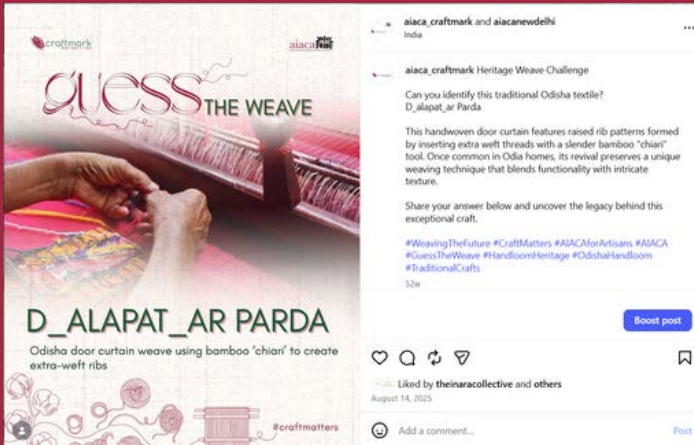
*Campaign Reach- 1.9 M*





# WEAVING THE FUTURE

National Handloom Day  
7 August 2025



AIACA launched "Weaving the Future" for National Handloom Day, promoting handloom as a dynamic ecosystem to preserve and evolve.

The campaign brought together stories around weaving traditions, techniques, motifs, regional identities and the people who sustain them, while drawing attention to the need for design innovation, market access, enterprise development and new generations of consumers.

It featured 18 posts, 5 reels, and 23 stories, using craft explainers and artisan narratives, with a 'Guess the weave' activity to engage audiences. The initiative aligned with AIACA's efforts to support artisan enterprises through capacity building and market facilitation.

*Campaign Reach- 5.7 K*

# GCHAR SE GCHAR TAK

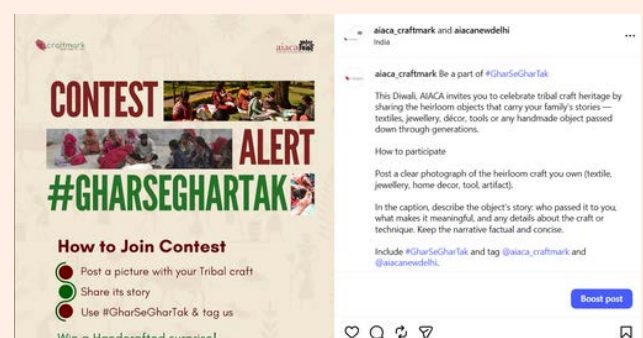
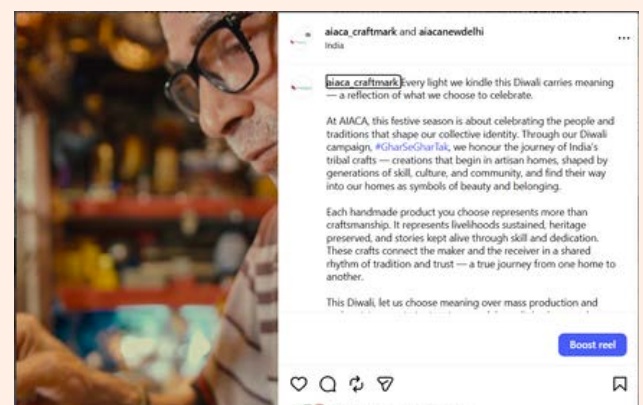
Diwali Campaign  
2025

Ghar Se Ghar Tak brought AIACA's craft and livelihood narrative into the festive season.

It showcased the journey of handmade products from artisans to consumers, emphasizing the skill and stories behind each item. Through 5 posts, 2 reels, and 10 stories, the campaign blended festive visuals with craft narratives, fostering connections between consumers and artisans. It also reflected AIACA's efforts in enhancing market links for sustainable craft-based livelihoods.

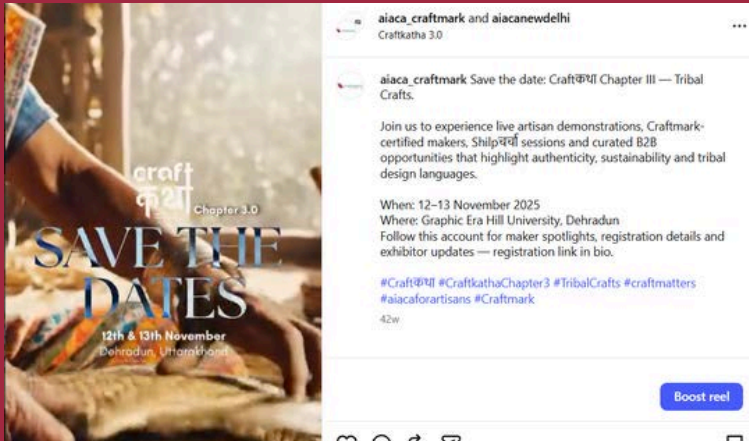
Ghar Se Ghar Tak reframed festive consumption as an opportunity for connection between one home and another, between the maker and the buyer, and between a purchase and a livelihood.

*Campaign Reach- 6.3 K*



# CRAFTकथा 3.0

Stories Behind the Handmade  
12th & 13th November



Craftकथा advanced AIACA's storytelling and advocacy for Indian crafts by highlighting the people, processes, and cultural contexts behind handmade products.

The campaign utilized diverse content formats, including craft stories, artisan narratives, and event documentation, to engage audiences with the craft ecosystem beyond the final product. Supported by various media, Craftकथा 3.0 in Dehradun connected tribal craft groups from over 10 states, fostering a platform for craft, commerce, and cultural dialogue.

The campaign helped shift the digital narrative from "what is this craft?" to "who makes it, how is it made, and why does it matter?"

*Campaign Reach- 19.4 K*

## HERO IN HER

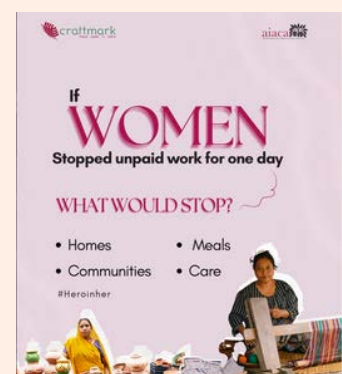
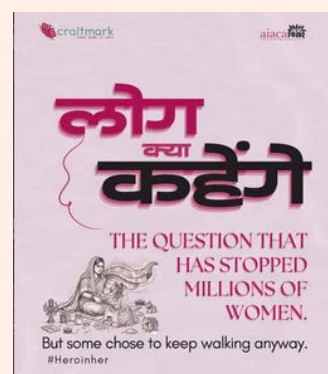
International Women's Day  
8 March 2026

AIACA marked International Women's Day with Hero in Her, a campaign centred on the women who contribute to and lead India's craft ecosystem.

Rather than limiting the narrative to celebration, the campaign focused on women's agency, entrepreneurship, leadership, skill and contribution to household and community economies.

It included 7 posts, 2 reels, and 10 stories featuring women-led narratives, interactive activities, and visual storytelling to recognize often-invisible contributions. This initiative aligns with AIACA's focus on empowering women as artisans, entrepreneurs, and leaders.

*Campaign Reach- 12.2 K*







# GOVERNANCE

# GOVERNING BODY MEETINGS & AGM

## Governing Body Meetings



11th June  
2026

MODE

Hybrid



10

4 in-person and 6 Online



2<sup>nd</sup> September  
2026

MODE

Virtual



7



22<sup>nd</sup> December  
2026

MODE

Virtual



7



6<sup>th</sup> March  
2026

MODE

Hybrid



10

4 in-person and 6 Online

## Annual General Meeting



2<sup>nd</sup> September  
2026

MODE

Virtual



34



# AIACA BOARD OF DIRECTORS

AIACA has been running successfully under the guidance of our esteemed Board of Directors

## **Ms. Roopa Mehta**

(President, AIACA)



CEO of Sasha Association for Craft Producers (Sasha) and the Secretary of Sarba Shanti Ayog (SSA). She is on the Board of Sadhna, Managing Trustee of Ruro Agro Services Association, and on the Board of COMMACT International and the World Fair Trade Organisation(WFTO). In the earlier part of her professional career, Ms Roopa worked in the hospitality and merchandising sector and she was the Chief Executive Officer of a renowned textiles manufacturing & retailing company before joining Sasha.

## **Ms. Shilpa Sharma**

(Vice President, AIACA)



Shilpa Sharma has spent over three decades in the fashion and lifestyle retail space and the FMCG sector. she co-founded an e-commerce platform Jaypore which displays exquisite Indian handmade products. This venture aimed to bring high quality and high on the design work of Indian craftsmen to homes all over the world. Jaypore offers a curated platform offering a range of apparel, jewellery, accessories and home décor.

## **Dr. Madhura Dutta**

(Treasurer, AIACA)



Madhura Dutta, the former ED of AIACA, has 18 years of experience in the social development sector with extensive experience in livelihood generation models across India. She has worked in various grassroots initiatives as well as in UNESCO and has contributed towards the development of Cultural Policy and Cultural Entrepreneurship focusing on creative industry models. Currently she is a Senior Advisor of national CSR initiatives of JCBI.

## **Ms. Meenu Chopra**

(Secretary & ED ,AIACA)



Meenu Chopra is a development professional with over 2 decades of experience in managing organizations and enabling organizational growth. She has been instrumental in supporting the strategic direction of largescale social and sustainable development programs, raising funds, consulting and managing risks while achieving corporate objectives.

## **Mr. K.P Rajendran**

(Member, AIACA)



Mr Rajendran has worked in FMCG field overseas for 18 years and then with Fabindia for the past 10 years. Over the years, he has contributed his expertise in many CSR projects across pan-India. This experience led him to work closely with the artisans across India and developed a dedication to improve and provide sustainable livelihood to them. K. P. Rajendran has also served as the Director with Orissa Artisans and Weavers Limited (OAWL)- a PPP project between Fabindia and the Govt. of Odisha.

## **Ms. Gunjan Jain**

(Member, AIACA)



Gunjan Jain is a Delhi based textile/craft designer working with handmade textiles and crafts in rural India since 2008. 'Conservation through Creativity' became her mantra which one can see in her work with several craft projects she has been a part of ever since, that involved going to the grassroot level and collaborating directly with weavers and artisans. She specialises in Odisha weaves under her social enterprise & textile label 'Vriksh Designs'. Gunjan was awarded the 'Vogue India Fashion Fund for Designer of the Year' under the saree category in 2016 and UNESCO award for 'Significant Innovation in Traditional Textiles' in 2022. For Gunjan, working with craftspeople has been a discovery of herself, her art and a way of life.

## **Mr. Siva Devireddy**

(Member, AIACA)



Siva Devireddy is the Founder of GoCoop.com. Former Director of the Innovation Center for SAP with Accenture in India. he received the Govt of India's first National Award for Handlooms Marketing (eCommerce) in 2016. He was part of the World Economic Forum round table at Textiles India and United Nations ESCAP round table on eCommerce for sustainable development in Bangkok. He was also recognized as a Champion of Change by Hon'ble PM of India and Niti Aayog in 2017. He is a member of the UN ESCAP Digital Economy task force.





**Mr. Sujay Suresh**

(Member, AIACA)

Sujay S is Co-Founder and CEO of Zwende. A truly unique and mostly automated process for modularization, digitization, customization and visualization. He worked as Global Program Manager at Syntel. He has done MBA from Indian School of Business. An entrepreneur at heart, extremely passionate about creating a change, and building ideas and businesses from scratch. This creative solution at Zwende, truly can empower the makers who 'Make in India'



**Ms. Sumita Ghose**

(Member, AIACA)

Sumita Ghose is the Founder & MD of Rangсутra Crafts. Prior to setting up Rangсутra, Sumita lived and worked in different parts of rural India for many years, mostly in Western Rajasthan with the URMUL Trust, working with rural communities for social change & economic development. Sumita was also a recipient of the MacArthur Fellowship for Leadership and is among the 1<sup>st</sup> batch of the CII-Aspen India Fellows. She received the Nari Shakti Puraskar from the President of India



**Ms. Meera Goradia**

(Member, AIACA)

Meera has been working with the artisanal sectors across India since 1989. As Director of KHAMIR, she led various artisan development programs for backend development like the development of the local Kala cotton, forging forward linkages for new markets, building teams, growing the institution, networking, and fundraising. Since 2016, she has been consulting organizations like Jaypore, AIACA, and IMG Reliance and continues to be associated with Khamir. Since 2020, she has been instrumental in shaping a network for the Artisan Ecosystem called Creative Dignity.



**Ms. Anuradha Kumra**

(Member, AIACA)

Anuradha Kumra is a seasoned professional in India's craft, fashion and retail ecosystem, with extensive experience in design, sourcing, brand development and the promotion of Indian handmade traditions. She has held senior leadership roles at Fabindia, including President - Apparel, where she worked closely with Indian crafts, textiles and artisan communities. Her work reflects a strong understanding of how traditional craft can be translated for contemporary markets without losing its cultural character. Today, she is associated with the evolving craft ecosystem around The Kunj, contributing to retail partnerships, consumer insights and strategic development. Her career bridges craft heritage, design, market access and contemporary consumption.

# LIFE AT AIACA

AIACA is committed to enabling market-led growth for craft-based enterprises while contributing to better livelihoods and quality of life for artisans and craft workers. This work is driven by a diverse team that brings together different experiences, skills, and perspectives across research, enterprise development, communications, field implementation, and organisational support.

In FY 2025-26, AIACA's team comprised 25 members, with 20 team members based in the office and 5 working closely with artisan communities in the field. Together, they supported the organisation's programmes and partnerships while staying connected to the needs and realities of craft-based enterprises across the country.







**Abhinash Nayak**

Assistant Manager Finance



**Abhishek**

Social Media Executive



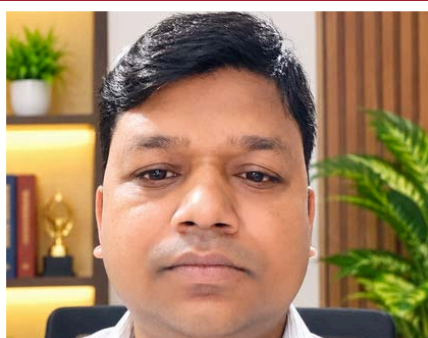
**Amir Asgar**

Assistant Project Manager



**Arjun Kumar**

Senior Manager Finance



**Avdesh Kumar**

Admin Executive



**Bhavna Yadav**

Project Manager



**Chandrajit Pegu**

Field Coordinator



**Ganesh Krishna**

Project Coordinator



**Kankana Chatterjee**

Assistant Manager-Marketing



**Manoj Kumar Singh**

Admin



**Meghshree Mathpal**

Manager- Communications  
& Research



**Meenu Chopra**

Executive Director



**Mrinal Sahani**  
Field Coordinator



**Nancy Negi**  
Assistant Manager -  
Craftmark



**Neha Singh**  
Manager - Craftmark



**Oindrila Mukherjee**  
Manager - Marketing & ESP



**Prasanta Kumar Patel**  
Field Coordinator



**Raju Singh**  
Field Coordinator



**Sanjana Rathore**  
Production Officer



**Santosh Yadav**  
Executive- Finance &  
Accounts



**Shariq Abbas**  
Project Coordinator



**Shibika Das**  
Manager - HR &  
Admin



**Shruti**  
Field Coordinator



**Srijeeta Saha**  
Project Manager



**Suvo Samanta**  
Project Manager





**FINANCE**



**ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION**  
**B-223 BASEMENT, CHITTARANJAN PARK, NEW DELHI- 110019**

**Balance Sheet as at 31st March 2026**

**Consolidated Projects**

*(Amount in INR)*

| Particulars                                             | Note | 31 March 2026        | 31 March 2025        |
|---------------------------------------------------------|------|----------------------|----------------------|
| <b>I Sources of Funds</b>                               |      |                      |                      |
| <b>1 NPO Funds</b>                                      | 3    |                      |                      |
| (a) Reserve Funds                                       |      | 4,605,719.32         | 6,282,738.70         |
| (b) Assets Funds                                        |      | 656,076.88           | 739,077.88           |
| (c) Project Funds                                       |      | 1,656,068.07         | 4,770,411.92         |
|                                                         |      | <b>6,917,864.27</b>  | <b>11,792,228.50</b> |
| <b>2 Non-current liabilities</b>                        |      |                      |                      |
| (a) Long-term borrowings                                |      | -                    | -                    |
| (b) Other long-term liabilities                         |      | -                    | -                    |
| (c) Long-term provisions                                |      | -                    | -                    |
| <b>3 Current liabilities</b>                            |      |                      |                      |
| (a) Short-term borrowings                               |      | -                    | -                    |
| (b) Payables                                            |      | -                    | -                    |
| (c) Other current liabilities                           |      | -                    | -                    |
| (d) Short-term provisions                               | 4    | 3,788,059.33         | 2,589,002.48         |
|                                                         |      | -                    | -                    |
|                                                         |      | <b>3,788,059.33</b>  | <b>2,589,002.48</b>  |
| <b>Total</b>                                            |      | <b>10,705,923.60</b> | <b>14,381,230.98</b> |
| <b>II Application of Funds</b>                          |      |                      |                      |
| <b>1 Non-current assets</b>                             | 5    |                      |                      |
| (a) Property, Plant and Equipment and Intangible assets |      | 656,076.88           | 739,077.88           |
| (i) Property, Plant and Equipment                       |      |                      |                      |
| (ii) Intangible assets                                  |      |                      |                      |
| (iii) Capital work in progress                          |      |                      |                      |
| (iv) Intangible asset under development                 |      |                      |                      |
| (b) Non-current investments                             |      | -                    | -                    |
| (c) Long Term Loans and Advances                        |      | -                    | -                    |
| (d) Other non-current assets                            |      | -                    | -                    |
|                                                         |      | <b>656,076.88</b>    | <b>739,077.88</b>    |
| <b>2 Current assets</b>                                 |      |                      |                      |
| (a) Current investments                                 | 6    | 201,178.00           | 201,178.00           |
| (b) Inventories                                         |      | -                    | -                    |
| (c) Receivables                                         | 7    | 833,938.43           | 1,832,247.67         |
| (d) Cash and bank balances                              | 8    | 6,552,724.75         | 9,766,868.17         |
| (e) Short Term Loans and Advances                       | 8    | 978,208.97           | 702,128.85           |
| (f) Other current assets                                | 10   | 1,483,796.57         | 1,139,730.41         |
|                                                         |      | <b>10,049,846.72</b> | <b>13,642,153.10</b> |
| <b>Total</b>                                            |      | <b>10,705,923.60</b> | <b>14,381,230.98</b> |

Brief about the Entity & Summary of significant accounting po 1&2

The accompanying notes are an integral part of the financial statements.

For & on behalf :

S. Sahoo & Co

Chartered Accountants

Firm No. 322952E



For & on behalf :

All India Artisans & Craftworkers Welfare Association

CA (Dr.) Subhajit Sahoo, FCA, LLB  
 Partner

M No. 057426

UDIN: 26051426RLG04B1495

Place: New Delhi

Date: 14-09-2026

Roopa Mehta  
 President



Meenu Chopra  
 Secretary



**ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION**  
**B-223 BASEMENT, CHITTARANJAN PARK, NEW DELHI- 110019**  
**Income and Expenditure for the year ended on 31st March 2026**

**Consolidated Projects**

|                                                                                                  |      | (Amount in INR)      |                      |
|--------------------------------------------------------------------------------------------------|------|----------------------|----------------------|
| Particulars                                                                                      | Note | 31 March 2026        | 31 March 2025        |
| <b>I Income</b>                                                                                  |      |                      |                      |
| (a) Donations and Grants                                                                         | 11   | 37,975,543.31        | 38,525,041.12        |
| (b) Sales                                                                                        |      | 916,172.09           | 1,718,670.53         |
| (c) Other Income                                                                                 | 12   | 4,276,795.93         | 2,229,685.47         |
| <b>II Total</b>                                                                                  |      | <b>43,168,511.33</b> | <b>42,473,397.12</b> |
| <b>III Expenses:</b>                                                                             |      |                      |                      |
| (a) Expenditure on Objects of Organization-Program Expense                                       | 13   | 42,643,435.77        | 36,118,688.47        |
| (b) Donations/Contributions Paid- Amount Sub Grant                                               |      | -                    | -                    |
| (c) Cost of Goods Sold                                                                           | 14   | 791,623.72           | 1,374,008.04         |
| (d) Establishment Expenses                                                                       | 15   | 4,524,815.07         | 3,443,875.47         |
| (e) Depreciation and amortization expense                                                        | 16   | -                    | -                    |
| <b>Total</b>                                                                                     |      | <b>47,959,874.56</b> | <b>40,936,571.98</b> |
| <b>IV Excess of Income over Expenditure before exceptional and extraordinary items (III- IV)</b> |      | <b>-4,791,363.23</b> | <b>1,536,825.14</b>  |
| <b>V Exceptional items</b>                                                                       |      | -                    | -                    |
| <b>VI Excess of Income over Expenditure for the year before extraordinary items (V-VI)</b>       |      | <b>-4,791,363.23</b> | <b>1,536,825.14</b>  |
| <b>VII Extraordinary Items</b>                                                                   |      | -                    | -                    |
| <b>VIII Excess of Income over Expenditure for the year (VII-VIII)</b>                            |      | <b>-4,791,363.23</b> | <b>1,536,825.14</b>  |
| <b>Appropriations Transfer to funds:</b>                                                         |      |                      |                      |
| Transfer to/(from) Project fund:                                                                 |      | -2,767,551.16        | 4,128,828.65         |
| Balance transferred to General Fund:                                                             |      | -2,023,812.07        | -2,592,003.51        |

Brief about the Entity & Summary of significant accounting po 1&2  
The accompanying notes are an integral part of the financial statements

For & on behalf :  
**S. Sahoo & Co**  
Chartered Accountants  
Firm No. 322952E



For & on behalf :  
**All India Artisans & Craftworkers Welfare Association**

*[Signature]*

*[Signature]*

CA (Dr.) Subhajit Sahoo, FCA, LLB  
Partner  
M No. 057426  
UDIN: 26057426RLG0LB1495

Roopa Mehta  
President



Meenu Chopra  
Secretary

Place: New Delhi  
Date: 14-09-2026

**ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION**  
**B-223 BASEMENT, CHITTARANJAN PARK, NEW DELHI- 110019**  
**Receipts & Payment Account For The Year Ended 31st March 2026**

**Consolidated Projects**

(Amount in INR)

| RECEIPTS                                                | Note | 31 March 2026        | 31 March 2025        |
|---------------------------------------------------------|------|----------------------|----------------------|
| <b>Opening Balance :</b>                                |      |                      |                      |
| Cash and Bank Balances                                  |      | 9,766,868.17         | 7,013,542.03         |
| Investment                                              |      | 201,178.00           | 1,120,355.00         |
| Donation & Grants                                       | 11   | 38,973,803.00        | 38,104,987.00        |
| Sales                                                   |      | 916,172.09           | 1,718,670.53         |
| Other Income                                            | 12   | 4,266,795.93         | 2,229,685.47         |
| Net Increase/ Decrease in CA/CL                         |      | 921,994.85           | 1,198,549.37         |
| <b>Total</b>                                            |      | <b>55,046,812.04</b> | <b>51,385,789.40</b> |
| <b>PAYMENT</b>                                          |      |                      |                      |
| Expenditure on Objects of Organization-Program Expenses | 13   | 42,643,435.77        | 36,118,688.47        |
| Donations/ Contributions Paid- Amount Sub Grant         |      | -                    | -                    |
| Purchase of Stock                                       | 14   | 819,326.05           | 1,399,441.29         |
| Establishment Expenses                                  | 15   | 4,524,765.52         | 3,443,875.47         |
| Net Decrease/ Increase in CA/CL                         |      | 305,381.95           | 455,738.00           |
| <b>Closing Balance</b>                                  |      |                      |                      |
| Cash and Bank Balances                                  |      | 6,552,724.75         | 9,766,868.17         |
| Investment                                              |      | 201,178.00           | 201,178.00           |
| <b>Total</b>                                            |      | <b>55,046,812.04</b> | <b>51,385,789.40</b> |

Brief about the Entity & Summary of significant accounting po 1&2 - -

The accompanying notes are an integral part of the financial statements

For & on behalf :

S. Sahoo & Co

Chartered Accountants

Firm No. 322952E



*[Signature]*

CA (Dr.) Subhajit Sahoo, FCA, LLB

Partner

M No. 057426

UDIN: 26057426RLG01495

Place: New Delhi

Date: 14-09-2026

For & on behalf :

All India Artisans & Craftworkers Welfare Association

*[Signature]*

Roopa Mehta

President

*[Signature]*

Meenu Chopra

Secretary

