



IMPACT REPORT 2025





Creating a sustainable ecosystem around home-based artisans, transforming them into an alternative manufacturing model that connects brands and designers globally.





TABLE OF CONTENTS

1. Artisan Flow	1
2. Anuprerna - Mission - Forward	5
3. Founder's Note	7
4. Ethical Impact Highlights	11
5. Craft & Cluster	19
6. Sustainable Production Unit	41
7. Process	43
8. We're in the News!	45
9. 60 Decibels Impact Report & Insights	47
10. Natural Fibres	51
11. Making Finished Products	69
12. The Sustainable Development Goals	71
13. Common Website Feature	73
14. Podcast	75

ANUPRERNA presents

Artisan Flow

Our proprietary tech solution ensures full transparency and visibility across our artisanal supply chain, empowering you with real-time insights at every production stage.

Key Features



Real Time Tracking

Track your order from the initial preparation of fiber, through weaving and dyeing, to quality checks of your apparel, home, or accessory products.



Behind The Scenes Insights

Get an exclusive glimpse into the artisanal process. Learn about the dedicated artisans who bring your product to life and witness their exceptional craftsmanship.



End-to-End Transparency

Real-time data on every phase of production : Access photos, videos, and inspection reports for every production milestone.

Artisan Flow

1. Place Your Order

Choose from our catalogue or share your custom requirements

3. Receive Updates

Receive notification on every step of the production process directly from the artisans

5. Engage & Approve

View behind-the-scenes updates on email/whatsapp, interact with production teams, and provide feedback to ensure quality.

2. Track Progress

Follow your order's journey through our transparent, traceable system.

4. Get Insights

Follow your order's progress and get insights on behind the scenes production

TECHNOLOGY & SUPPLY CHAIN DIGITALISATION

Our custom website feature specifically designed to showcase Anuprerna's significant enhancement in its **online presence** and **customer engagement**.

Artisan Flow

500+
Artisans



45708+

Kilograms of
Carbon Offset



107548+

Hours of Work of
500+ Artisans



966253+

Litres of Water
Savings

45,708+ Kilograms of Carbon Offset

By adopting responsible sourcing and sustainable production practices, we have actively reduced our carbon footprint, contributing to cleaner air and a healthier planet.

107,548+ Hours of Work for 500+ Artisans

Through continuous collaboration with skilled artisans, we have generated meaningful employment, supported traditional craftsmanship, and helped sustain livelihoods across communities.

966,253+ Litres of Water Saved

By optimising processes and using water-efficient methods, we have conserved significant amounts of water, one of our planet's most precious resources.

ANUPRERNA - MISSION - FORWARD

At Anuprerna, we began with a simple ambition: to provide consistent employment to artisans. Over the past four years, we have worked with over **500 artisans** across **30 clusters** in West Bengal, Odisha, Jharkhand, Assam, and Jaipur, touching **2,000+ lives** while preserving the cultural essence of **23 indigenous crafts**.

By integrating sustainability with artisanal craftsmanship, we've demonstrated that **ethical and environmental goals** can coexist. Through a tech-enabled, transparent supply chain, we facilitate the sourcing of handmade textiles for conscious consumers and businesses while creating a **stable livelihood for artisans**.

This report highlights our **journey, challenges, and successes**, aiming to inspire collaborative efforts for a transformative shift in the textile and apparel industry toward **sustainability and equity**.





FOUNDER'S NOTE

"Be the change that you wish to see in the world."
- Mahatma Gandhi

At Anuprerna, our mission is to create a transparent, ethical, and eco-friendly ecosystem that benefits people and the planet.

Join us on this inspiring journey to build a better, more equitable world for tomorrow.

*"Handlooms are not just fabrics;
they are threads of our history,
woven into every piece."*





ETHICAL IMPACT HIGHLIGHTS

[For more information about Ethical Impact Highlight . click here.](#)

ETHICAL PRINCIPAL WE FOLLOW

Ensuring artisans earn a fair, living wage in safe working conditions - In 1918, Mahatma Gandhi initiated a movement promoting handspun and handwoven clothing, encouraging self-reliance. We aim to embrace his ideals by creating a **self-sustaining, community-supporting business**, offering **fair wages** to artisans to enhance their lives and inspire future generations to **preserve** this beautiful art form.

Caring for the Earth - Artificial fabrics from plastic have a harmful impact, releasing microfibers when washed. Seafood consumers ingest 11,000 particles annually. To combat this, our eco-friendly natural fabrics are produced with a minimal carbon footprint, avoiding toxic chemicals.

Empowering artisans and culture - Fostering global recognition for these exquisite textiles, we aim to enrich the lives of skilled artisans. As this value spreads worldwide, it promises higher wages for weavers and serves as a beacon of inspiration for countless rural livelihoods within this sector.



OUR ARTISAN COMMUNITY IMPACT 2025 HIGHLIGHTS



Complete Hand & Solar Energy Driven



4000+ Orders Fulfilled



500+ Artisans



25+ Artisan Cluster



4 Dependent on average



60:40 Average male to female Artisan Ratio



1500+ Impacted in everyday life

30%+ Increase in Average Monthly Consistent Income

CRAFT CLUSTERS IN WEST BENGAL





We are dedicated to providing consistent employment and supporting the well-being of the artisans we work with. Anuprerna's impact extends beyond financial security—it empowers artisans to improve their quality of life and invest in their future.

2800+

Fabric
Varieties

25+

Crafts

300+

Artisans

25+

Clusters

100+

Transparency

4000+

Fulfilled
Orders



- Nearly 9 in 10 weavers reported their work has improved while working with Anuprerna 7 in 10 weavers have worked with Anuprerna for over 5 years.
- 46% of weavers involve family members in the craft.
- Regular price increases have positively impacted wages.
- Anuprerna provided crucial support during the lockdown, ensuring job security



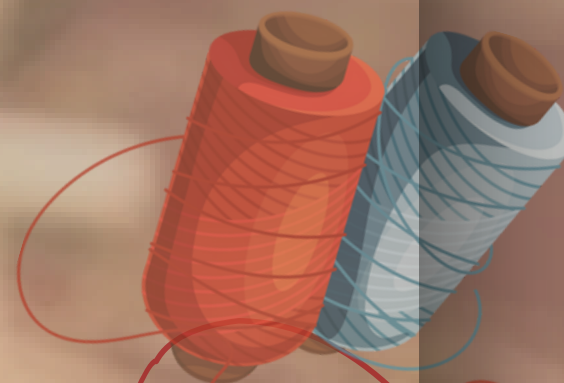


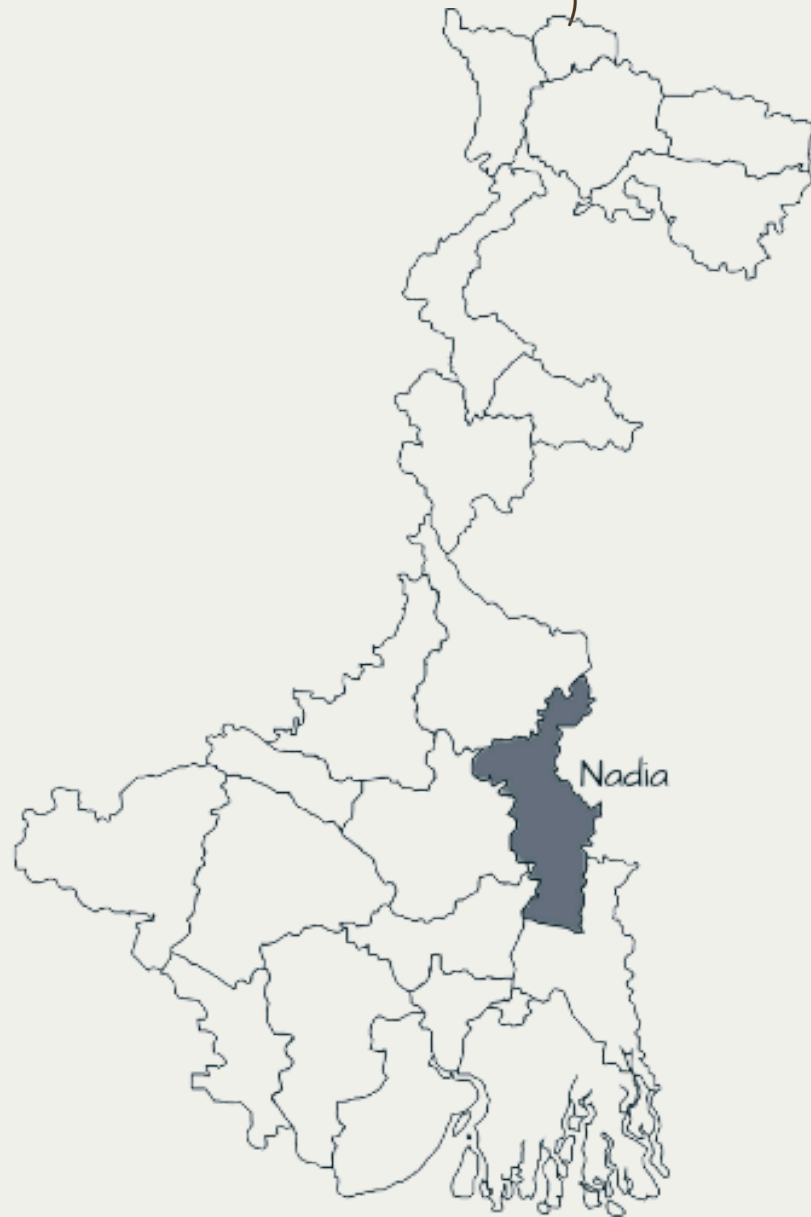
CRAFT & CLUSTER



H A N D L O O M C L U S T E R

Anuprerna's handloom cluster is a community of skilled weavers preserving traditional weaving techniques. By creating exquisite handwoven fabrics with sustainable materials, the cluster supports artisan livelihoods, promotes ethical craftsmanship, and delivers timeless, high-quality textiles to the design industry.





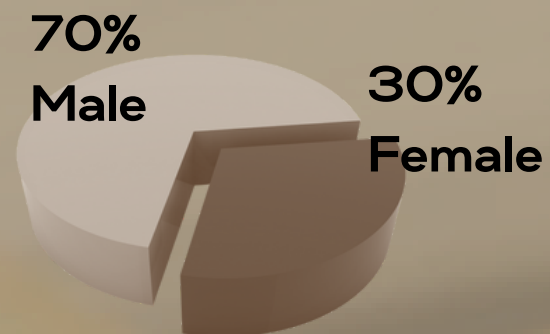
Anuprerna is closely working with **Handloom Jacquard Artisans** from a cluster located in the district of **Nadia in West Bengal**. The Handloom Jacquard Artisans are highly skilled in weaving **complex and intricate patterns** using traditional handloom machinery.



200
Handloom,
80+ weavers
in this cluster



2+ Years
of working
relationship



The Handloom
Artisans we work
with

Organic Khadi cotton is a sustainable textile made from organically grown cotton, handspun and handwoven in India. It's breathable, hypoallergenic, and possesses a unique texture, supporting traditional **craftsmanship** and **eco-conscious** practices.



ORGANIC KHADI
COTTON

JAMDANI



Anuprerna have worked with 4 Artisans cluster in Burdwan

Anuprerna has been actively collaborating with Jamdani weavers in four distinct clusters situated in the district of Burdwan in West Bengal. The weavers in Burdwan have a rich history of producing Jamdani textiles

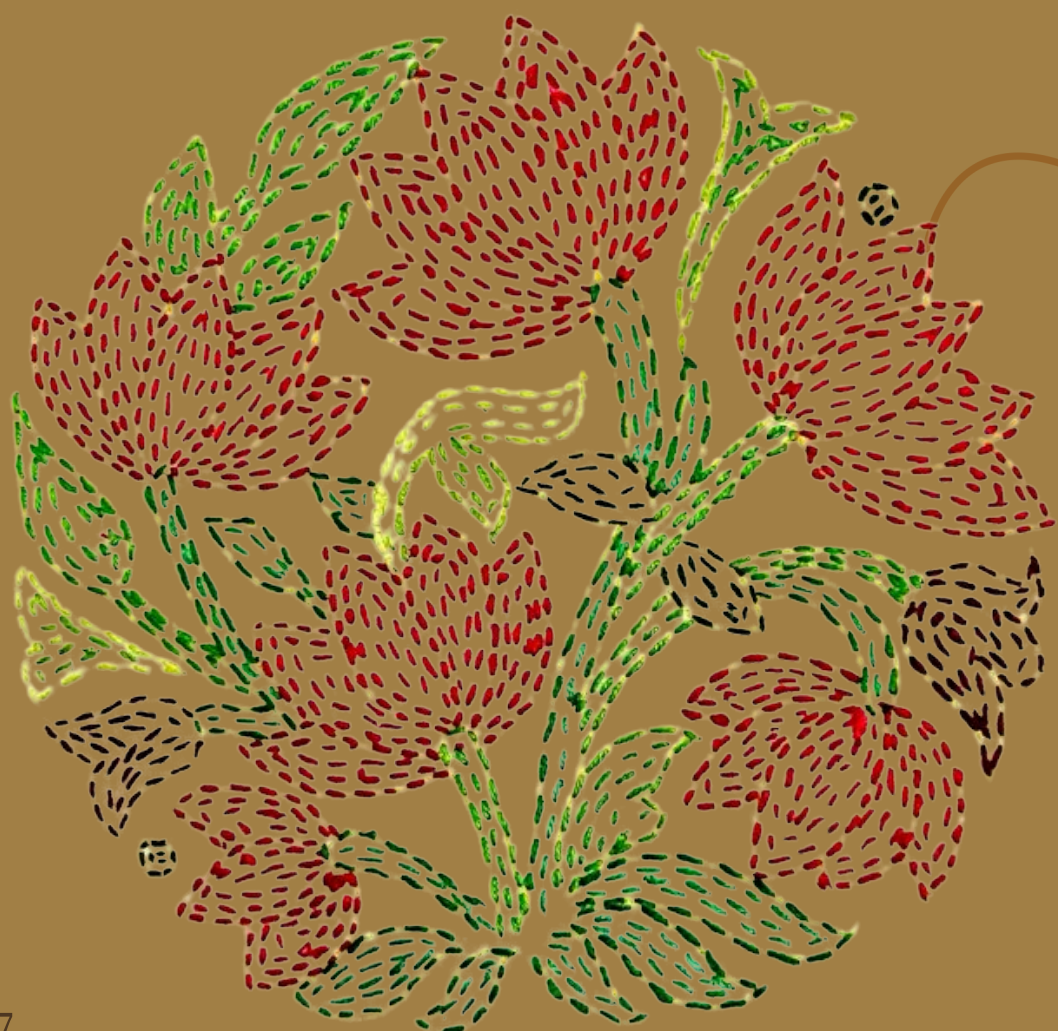
Jamdani is an exquisite, centuries-old Bengali weaving tradition characterized by **intricate motifs** woven directly into fine muslin. This labor-intensive technique creates a **translucent**, almost **ethereal** fabric prized for its artistry and cultural significance, recognized by UNESCO as an Intangible Cultural Heritage.

JAMDANI CLUSTER

These clusters have been meticulously chosen due to their historical importance and high number of skilled craftsmen. Together with our Jamdani weavers, our goal is to foster a future where the rich tradition of this art form flourishes, empowering local communities economically and enriching the cultural heritage of Bengal.



“A legacy of threads, a heritage embraced, in the folds of Kantha, time and tradition are laced.”

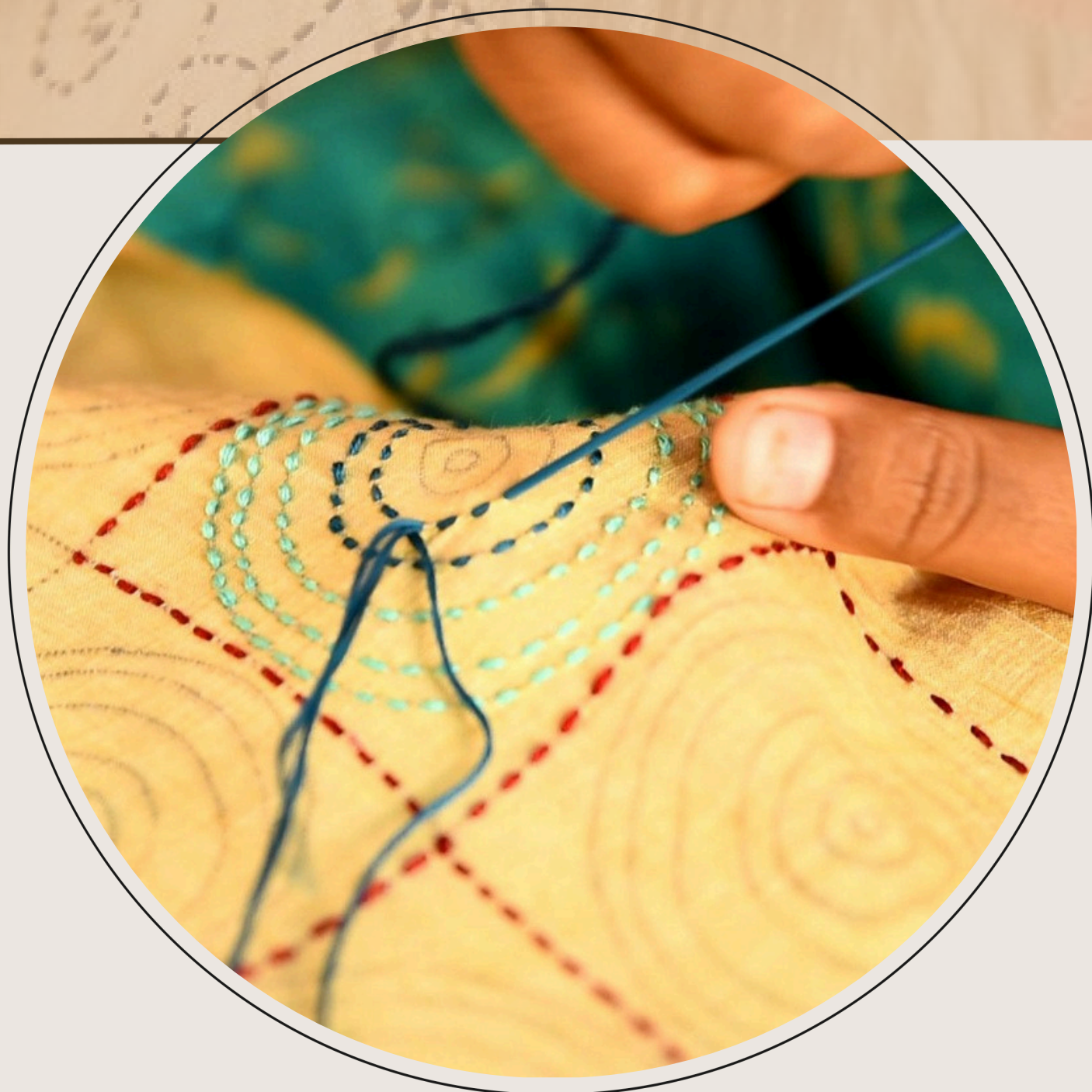


Kantha, a quintessential form of Bengali embroidery, transforms humble layers of discarded fabric into exquisite works of art. Characterized by its simple running stitch, Kantha imbues textiles with rich texture and narrative, transforming old saris and dhotis into quilts, shawls, and other cherished heirlooms. This sustainable practice, passed down through generations of women, embodies resourcefulness, creativity, and the enduring beauty of repurposed materials.



KANTHA

KANTHA CLUSTER



The **Kantha Work** is a traditional folk art of Bengal and was significantly used in quilting. The embroidery not only depicts stitches & designs but also expresses **creativity, patience, imagination** & the **craftsmanship** of the common Bengali women. We are now working with a cluster of Kantha artisans situated in the **Birbhum** district of Bengal.

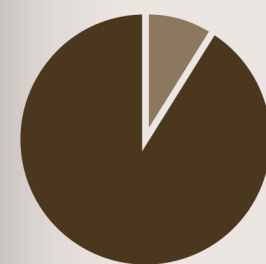
BIRBHUM CLUSTER



25 Handloom weavers in the cluster



125 years



96% Male

4% Female

Birbhum

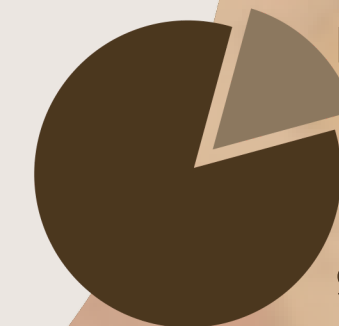
NORTH 24 PARGANAS CLUSTER



10 Handloom weavers in this cluster



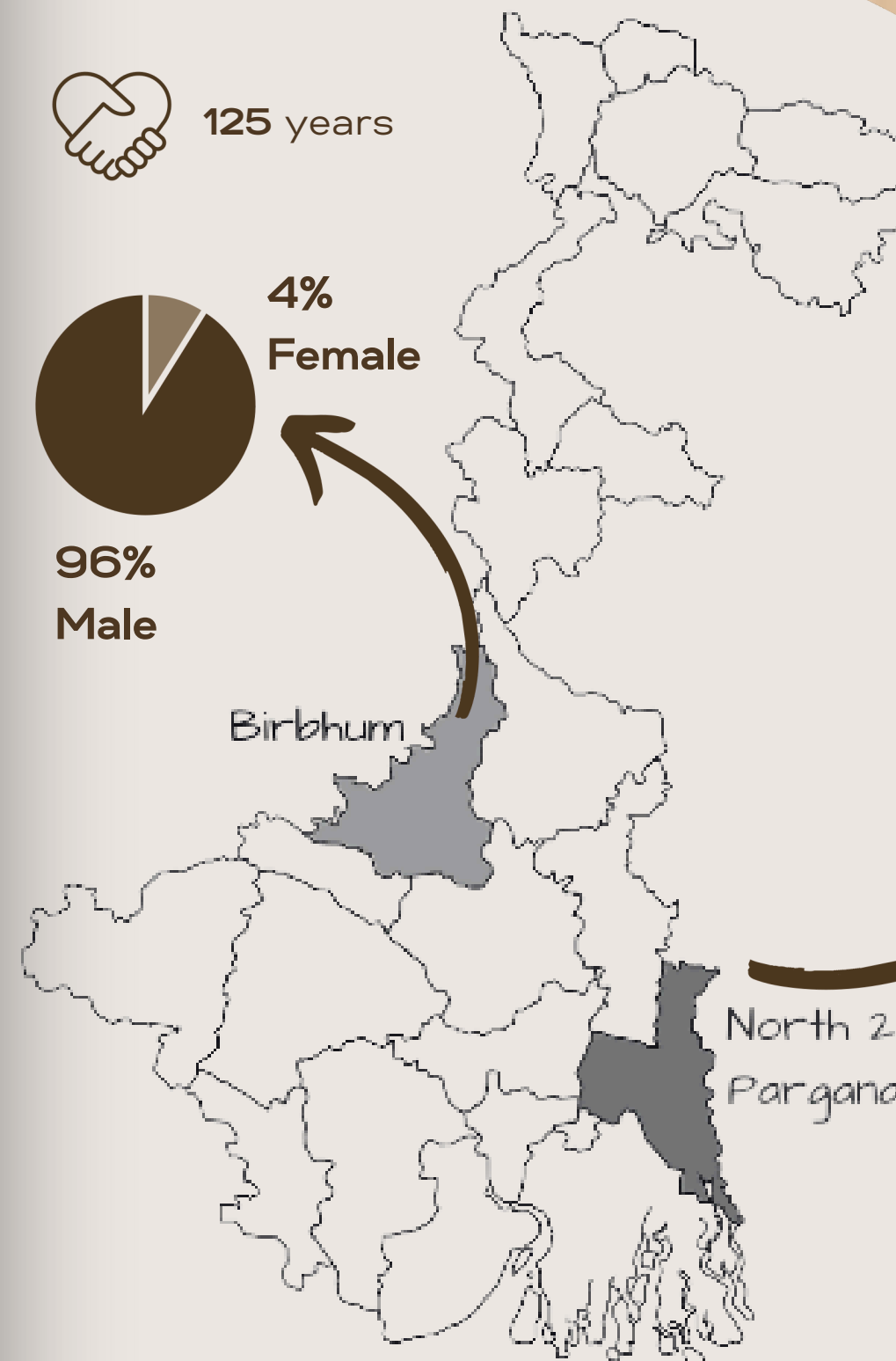
10 years of working relationship



10% Female

90% Male

North 24 Parganas



Block printing was introduced to the region in the beginning of 20th century. Serampore, located in West Bengal, has emerged as the hub of block printing in the region, renowned for its striking and lively patterns.



HAND BLOCK PRINTING

Woodblock Printing (Or Block Printing) Is a technique for printing text, images or patterns on textiles and later paper. As a method of printing on cloth, the earliest surviving examples from China dated to before 220 AD. This is the oldest and simplest method of printing a fabric. Still extensively used in Indian cottage industries, block printing involves the use of carved blocks for transfer of colour.

HISTORY

The earliest woodblock printed fragments, to survive are from China and are of Silk, printed with flowers in three colors from the Han Dynasty (before AD 220). Woodblock printing existed in Tang China during the 7th century AD and remained the most common East Asian method of printing books and other texts, as well as images until the 19th century.

Bloc Printing Collaboration



Anuprerna's fabric dyeing cluster brings together **skilled artisans** dedicated to sustainable and heritage-inspired dyeing techniques. Using **natural** and **eco-friendly** dyes, the cluster transforms handwoven fabrics into **vibrant, high-quality textiles** while promoting **ethical practices** and **supporting artisan livelihoods**.

DYEING CLUSTER

Anuprerna uses **Azo-free** dyes avoid harmful azo compounds, offering vibrant colors without toxic byproducts, ensuring **safer, eco-friendly** textile production.

Dyeing Cluster



TIE-DYE & VEGETABLE DYE CLUSTERS WE WORK WITH

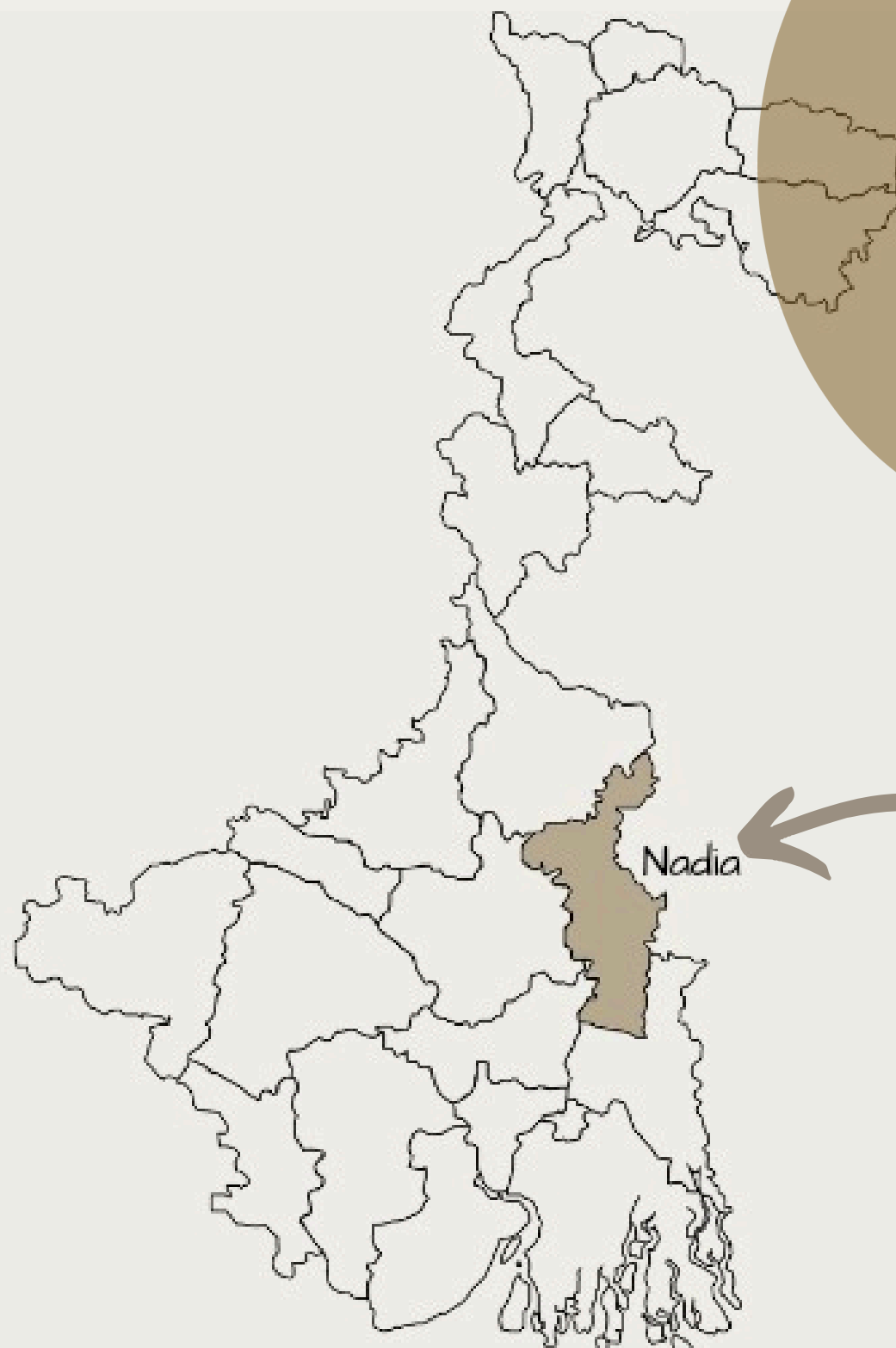


Anuprerna collaborates closely with fabric dyeing artisans from a cluster situated in West Bengal's Burdwan district. Together, they bring their skills, creativity, and understanding of the craft to produce stunning tie-dye products.

Tie-Dye Collaboration



SHIBORI



Shibori, an ancient Japanese resist-dyeing technique, masterfully manipulates fabric through **binding, stitching, folding, twisting, or compressing**, creating breathtaking patterns upon immersion in dye.

SHIBORI CLUSTER

Anuprerna has been actively engaging in collaboration with **Shibori Artisans** who are situated in a distinct cluster in the **Nadia** district of West Bengal.

[Our Shibori Cluster](#)



INDIAN PREMIUM SILK



Anuprerna is closely working with **Mulberry silk** artisans from a cluster located in the **Murshidabad** district of West Bengal.

Mulberry Silk Is The Highest Quality Silk Available For Purchase. It Is Made From **Silkworms** That Are Raised In Captivity Under **Exacting Conditions**. It Is Also The Most Expensive Type Of Silk.

[Indian Premium Silk Blog](#)

Anuprerna has formed a close collaboration with Matka silk craftsmen from ten different clusters in the districts of **Murshidabad** and **Burdwan** in West Bengal. This silk, also known as **Non-violent silk**, **Ahimsa Silk**, or **Peace Silk**, is unique as it is made by extracting the silk fibers from cocoons without causing harm to the pupae or sacrificing any animal life.



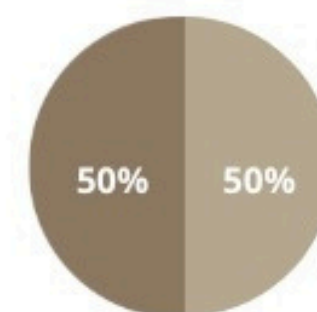
BIRBHUM CLUSTER



10 Handloom weavers in this Cluster.



20+ Years of working relationship



Male
Female

Anuprerna is closely working with Tussar Silk Artisans from a cluster located in the district of Birbhum in West Bengal. These silk artisans possess specialized skills and knowledge that have been passed down through generations, making their craft a vital part of the cultural fabric of the region.

SUSTAINABLE PRODUCTION UNIT

Anuprerna is dedicated to minimizing its environmental impact across the entire value chain. From sampling and production to processing, weaving, quality checking, and packaging, the company employs a range of sustainable practices to reduce its impact on the environment.



ARTISANS WHO
NEEDS WORTH
APPRECIATION
FOR THEIR
HARD WORK

PROCESS

Step 1: Design & Development

Our designers develop new hues, colour palettes, and weave constructions to create fabric collections aligned with the intended product.

Step 2: Yarn Selection

A suitable yarn is sourced based on the design and functional requirements of the fabric.

Step 3: Dyeing

The yarn is dyed in our in-house unit using solar energy and hand-dyeing techniques to ensure uniform colour.



Step 4: Weaving

Dyed yarn for warp and weft is sent to our weavers, where fabrics are woven using craft-specific techniques.

Step 5: Processing & Inspection

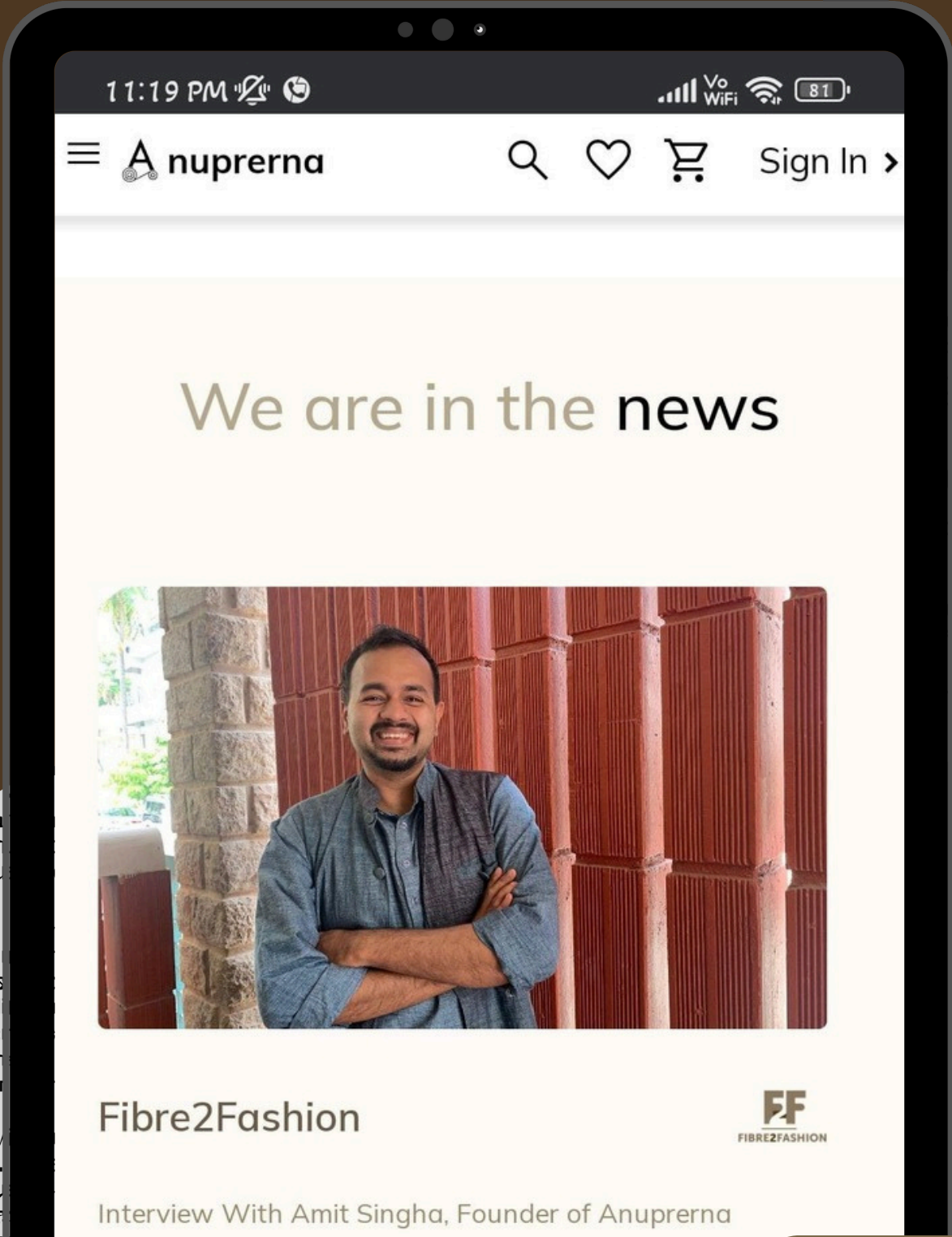
Once woven, the textiles are sent to our studio for final processing and quality checks.

Step 6: Product Creation

At the Anuprerna Production Studio, the finished textiles are tailored into refined products.



WE ARE IN NEWS



Amit Singha, Founder-Anuprerna Interviewed by NDTV



[For more information about the details](#)

60 DECIBELS IMPACT REPORT & INSIGHTS



Anuprerna in partnership with **60 Decibels**, an independent organization specializing in **social impact measurement**, has conducted a bottom up impact study via telephonic interviews with 56 weavers to better understand the impact of our skilled weavers and master artisans.

After the lockdown, I began working with Anuprerna. The payment is satisfactory. I've managed to save some money. I used my savings to repair the broken walls and roofs of my workshop.

- Male Master Weaver

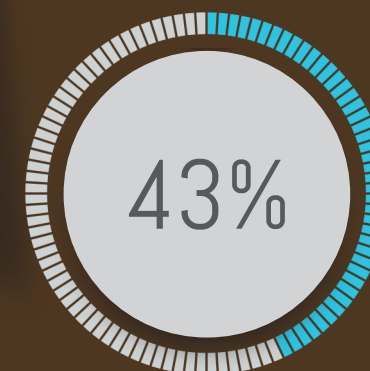
I am financially independent now. I can spend on household needs. If my family member falls ill, I can take care of them. If I face any problem, I tell my master and he will certainly help me out with it.

- Male, Regular Weaver

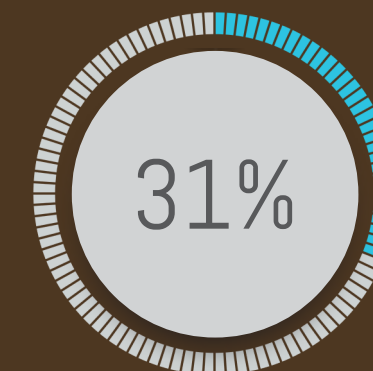
Anuprerna's impact extends beyond financial security—it empowers artisans to improve their **quality of life** and **invest in their future**.

IMPROVED QUALITY OF LIFE

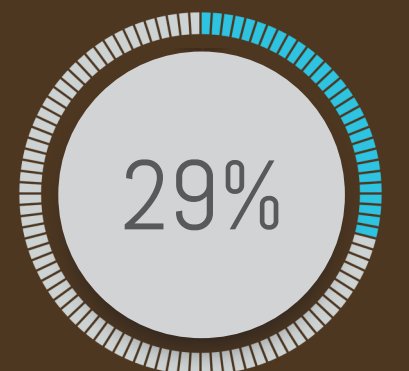
Anuprerna's positive impact is evident in the daily lives of its artisans. According to the report:



artisans reported an increase in income.



reported that they can now afford household expenses



highlighted their increased ability to save.

Over 4 in 5 regular weavers report facing no challenges at work, reflecting Anuprerna's efforts to address concerns and provide a stable, supportive environment. These challenges underline the ongoing need for support in areas like material supply and market stability.

RECOMMENDATIONS FROM 60 DECIBELS

- **Support in Financial Management:** 60 Decibels recommends that Anuprerna support master weavers in managing their finances better. Strengthening **financial resilience** will further empower them.
- **Improvement in Raw Material Supply:** Timely delivery and quality of raw materials are crucial. Both regular and master weavers suggested that improvements in raw materials and yarn quality, alongside an increase in work orders, would greatly enhance their work experience.



A COMMITMENT TO LEARNING AND ACTION

At Anuprerna, listening to the voices of the artisans is essential to understanding the real impact on their lives. Anuprerna remains committed to fostering an ecosystem where artisans can thrive, staying true to its mission of ethical production and sustainability.



ORGANIC & NATURAL

NATURAL FIBRES

Cotton



Silk



Wool



Bamboo



Hemp



Banana



Corn



Organic fibers

These are natural fibers grown without synthetic chemicals, pesticides, fertilizers, or genetic engineering.

Natural fibers

These fibers are derived from plants, animals, or minerals, and are often produced with minimal use of chemicals and pesticides.

Natural fibers are prized for their breathability, comfort, and sustainability. They are also biodegradable, renewable, and have many other advantages, including: Absorbent, Gentle on skin, Durable, Ethical, and Cost-effective.

CORN FIBRE

Corn Fabric typically refers to textiles made from fibers derived from corn or corn-based materials. These fabrics are often considered a part of **sustainable** and **eco-friendly** textile options due to the renewable nature of corn as a plant resource.



BENEFITS TO NATURE:

Hypoallergenic Properties: Corn fiber is naturally hypoallergenic, making it a good choice for people with sensitive skin, unlike some chemically treated fabrics that can cause irritation.

Potential for Natural Dyes: Corn fiber can be easily dyed with natural dyes, further reducing the environmental impact and toxicity associated with synthetic dyes.

Comfort: Corn fiber is known for its softness, breathability, and moisture-wicking properties, making it comfortable to wear.

Versatility: Corn fiber can be used in a variety of textile applications, from clothing to home furnishings.

HEMP FIBRE

Hemp fabric is a type of textile made from the fibers of the **hemp plant**. It is known for its **durability, breathability, and ability to resist mold and UV rays**. Hemp fabric is also environmentally friendly, as it requires **less water and pesticides** than other crops used for fabric production. It is commonly used for clothing, bags, and home furnishings.

BENEFITS TO NATURE:

- **Durability:** Hemp fibres are strong and long-lasting, reducing the need for frequent replacement and lowering resource use.
- **Breathability:** The fabric allows air circulation, making it comfortable with minimal processing.
- **Moisture-Wicking:** Naturally absorbs and releases moisture, keeping the wearer dry without chemical treatments.
- **UV Resistance:** Provides protection against harmful sun rays, reducing the need for additional finishes.
- **Antimicrobial Properties:** Naturally resistant to mold, mildew, and bacteria.
- **Low Environmental Impact:** Requires significantly less water compared to conventional fabric crops.



BANANA FIBER

Banana fiber fabric is a type of textile made from the fibers extracted from the **stems of banana plants**. It is a **natural** and **sustainable** alternative to synthetic fabrics and is becoming increasingly popular in **eco-friendly** and sustainable clothing and textile products.

BENEFITS TO NATURE:

Biodegradability: Unlike synthetic fibers that persist in the environment for decades or even centuries, banana fiber is naturally biodegradable. This reduces waste accumulation and minimizes environmental pollution.

Reduced Environmental Impact: The production of banana fiber generally requires fewer chemical inputs and less energy compared to synthetic fiber production, resulting in a smaller carbon footprint and reduced environmental burden.

[Our Natural Fibres](#)

BAMBOO FIBER

Bamboo fabric is a textile made from the fibers of the bamboo plant. It is soft and durable, with properties similar to cotton. Bamboo fabric is known for its eco-friendliness and sustainability, as bamboo is a fast-growing and renewable resource. Additionally, bamboo fabric is often hypoallergenic, moisture-wicking, and naturally anti-bacterial, making it a popular choice for clothing and home goods.

BENEFITS TO NATURE:

- **High Durability:** Bamboo fibre is known for its high tensile strength, stability, and long-lasting performance.
- **Eco-Friendly Resource:** Bamboo is a fast-growing, renewable plant that regenerates without replanting.
- **Moisture-Wicking:** Naturally highly absorbent, bamboo fabric effectively wicks away moisture without chemical treatments.
- **Hypoallergenic:** Naturally antibacterial and gentle on skin, minimising the need for added chemical finishes.
- **Natural UV Protection:** Provides protection against harmful UV rays without synthetic coatings.



Our Natural Fibres



*ECO-FRIENDLY TEXTILES CHANGING
THE FASHION INDUSTRY FOR GOOD*



Organic Khadi cotton is a distinctive, **eco-conscious** textile crafted from **organically cultivated cotton**, meticulously handspun into yarn and handwoven on traditional looms in India.

BENEFITS TO NATURE:

The production of organic cotton, used in Khadi, avoids synthetic pesticides and fertilizers, **minimizing harm** to ecosystems and human health. The hand-spinning and hand-weaving processes of Khadi further reduce energy consumption compared to industrial textile production.

[For detailed blog about Organic Khadi](#)



INDIAN PREMIUM SILK

Tussar Silk, also called **Wild Silk**, is obtained from the **tussar silk moth** **Antheraea millita** which is fed leaves other than mulberry, thereby producing the wild silk fabric at a comparatively cheaper cost. **Tussar** or **Kosa silk** is one of the most convenient fabrics to drape.

BENEFITS TO NATURE:

Natural Color and Reduced Dyeing: Tussar silk naturally has a beautiful golden sheen, often reducing the need for extensive dyeing. This minimizes the use of harmful chemical dyes that can pollute water sources and harm ecosystems.



Tussar Silk Cluster

Mulberry silk, the epitome of **luxurious** textiles, originates from the cultivated silkworms (**Bombyx mori**) meticulously raised on a diet of mulberry leaves. This fastidious cultivation yields exceptionally **fine, lustrous fibers**, renowned for their unparalleled softness, strength, and uniform color.

BENEFITS TO NATURE:

- **Natural and Biodegradable:** Unlike petroleum-based synthetics, mulberry silk is a natural, renewable, and biodegradable fiber.
- **Reduced Chemical Use:** Its natural luster and receptiveness to dyes often require less chemical processing, especially when using natural dyes.



Mulberry Silk Cluster

As part of our vision to bring sustainability to our artisanal textiles, we have set up our in-house custom dyeing unit strictly working with azo-free GOTS certified branded dye and natural dye options.



- **Prioritizing well-being:** "We're committed to the health of our customers and the planet, which is why we exclusively use azo-free dyes in our products."
- **Sustainable style:** "We believe in fashion that feels good and does good. Our use of azo-free dyes reflects our dedication to responsible and sustainable practices."
- **Transparency in our process:** "From fiber to finish, we prioritize non-toxic materials. Our azo-free dyes are a testament to our commitment to a cleaner, healthier future."
- **Color with a conscience:** "We're proud to use azo-free dyes, ensuring our products are not only beautiful but also environmentally sound."

NATURAL DYES

Natural Dyes Cluster



Azo-free dyes avoid harmful azo compounds, offering vibrant colors without toxic byproducts, ensuring **safer, eco-friendly** textile production.



MAKING FINISHED PRODUCTS

Anuprerna's apparel **customization feature** is built around **made-to-order**, not mass production.

You start by selecting a base silhouette and fabric, then customize key details like size, sleeve length, neckline, and color. These choices directly influence how the garment is made. Nothing is pulled from ready stock.

Once the order is confirmed, production begins. The design is routed to the right artisan cluster based on fabric, loom type, and skill. Yarn preparation, dyeing, weaving, and stitching happen only after your specifications are locked.

Because each piece is made for a specific wearer, fit and fabric behavior are considered during cutting and stitching, not adjusted later.

The result is a garment that fits better, lasts longer, and avoids overproduction. Slower than fast fashion, yes. More intentional and honest, absolutely.

By turning waste into valuable products, these brands demonstrate a commitment to sustainability, resourcefulness, and creative innovation, setting a positive example for others to follow.

THE DESIGN PROCESS



THE SUSTAINABLE DEVELOPMENT GOALS



The **Sustainable Development Goals (SDGs)**, also known as the **Global Goals**, are a universal call to action by the **United Nations** to achieve a better and more sustainable future for all.

We focus on making meaningful contributions to key **Sustainable Development Goals** as our work at Anuprerna.com primarily focuses on **two** Sustainable Development Goals (SDGs). Through our initiatives we **empower** both individuals, partner organization and artisans to make strides in achieving their own SDGs commitments.

Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

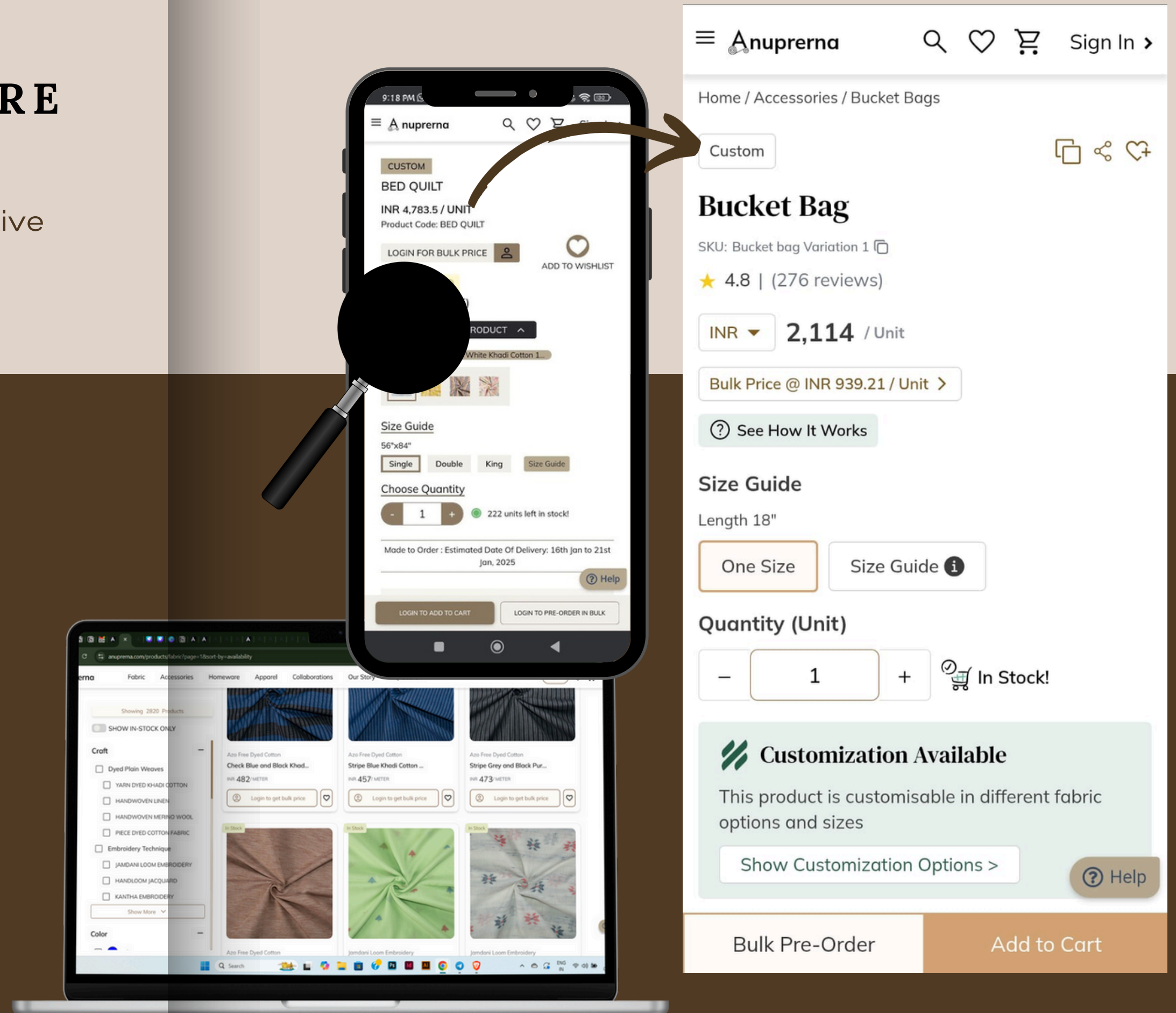
Ensure sustainable consumption and production patterns



CUSTOM WEBSITE FEATURE

Our custom-designed website provides an intuitive platform tailored for :

- **Small to medium-sized B2B brands** to seamlessly explore the artisanal world.
- Brands can learn about the **artisans**, their processes, and the products while placing swatch/sample orders before committing to larger purchases.
- This unique platform also supports **low MOQ (Minimum Order Quantity)** customized orders, offering flexibility in dyeing, printing, or end-to-end stitching.
- By connecting brands with **transparency** and **convenience**, the website empowers businesses to embrace ethical and sustainable sourcing with confidence and ease.



PODCAST



THREAD OF SUCCESS

Welcome to our "**The Threads of Success**" podcast where we engage with accomplished **slow fashion entrepreneurs** and industry thought leaders, shedding light on their journey and their digital transformation efforts that drive business efficiency and growth.



[To get to know about this podcast, this is the link.](#)



This episode of Elsonomics features Amit Singha, hosted by Elson, the podcast explores entrepreneurship, legacy businesses, and building meaningful ventures. Together, they discuss slow fashion, sustainability, and the realities of building a purpose-driven startup from the ground up.

CONTENT OF THE PODCAST

The discussion explores India's thriving artisanal textile economy before colonial disruption and highlights how movements like Khadi shaped modern slow fashion and the Make in India ethos.

- **Founder's Journey:** Amit Singha's upbringing near Bardhaman, West Bengal, and early exposure to artisans inspired his shift from corporate life to entrepreneurship.
- **Brand Approach:** Anuprerna is a global B2B platform that promotes ethical handwoven textiles through digital transparency and storytelling.

PODCAST



THREAD OF SUCCESS

Welcome to our **"The Threads of Success"** podcast where we engage with accomplished **slow fashion entrepreneurs** and industry thought leaders, shedding light on their journey and their digital transformation efforts that drive business efficiency and growth.



[To get to know about this podcast, this is the link.](#)



Introducing our first podcast, "Digital Transformation in Fashion with Dhanya Sugathan, Founder of Artizenery," Emerging from the rich craft heritage of India,. Artizenery curates small-batch, artisan-crafted goods for modern urban living.

CONTENT OF THE PODCAST

Unveiling the mind of a visionary

Innovation is the heartbeat and visionaries are the architects of change, we had the privilege of sitting down with one of the brightest minds shaping the landscape. Imagine peeling back the layers of expertise, gaining insights that transcend the ordinary, and understanding the strategies that fuel success.





This episode of **Elsonomics** features Amit Singha, hosted by **Elson**, the podcast explores entrepreneurship, legacy businesses, and building meaningful ventures. Together, they discuss **slow fashion, sustainability**, and the realities of building a **purpose-driven startup** from the ground up.



[Check out the full video here](#)

CONTENT OF THE PODCAST

The conversation traces India's once-dominant artisanal textile economy, which contributed significantly to global GDP before colonial industrialization disrupted local crafts. Amit explains how movements like Khadi laid the foundation for today's slow fashion and Make in India philosophy.

- **Founder's journey and motivation:** Amit Singha shares his personal story of growing up near Bardhaman, West Bengal, witnessing artisans struggle firsthand. Dissatisfied with corporate life and inspired by his father's long association with craftsmen, he chose entrepreneurship despite uncertainty and financial sacrifice.
- **Anuprrena's approach and impact:** Operating as a global B2B platform, Anuprrena targets international markets that value handwoven textiles. Through tools like Artisan Flow, the brand brings transparency, storytelling, and ethical sourcing to a traditionally offline artisanal supply chain, supporting sustainable livelihoods.





We have with us two sisters , Dipna & Dipti, the innovative minds behind “love the world today”, a sustainable clothing brand for children made with natural fibres, organic fabrics

CONTENT OF THE PODCAST

Indian consumers, especially parents,areincreasingly mindful of the products they use for their children. This awareness has extended to their own products, leading to a greater emphasis on sustainability. Leveraging this insight, this thoughtful clothing brand has established itself as a trusted and conscious choice.

Started as a fashion blog before transitioning to a clothing brand. Identified a market gap for sustainable children's clothing in India. Launched their website on Shopify, leveraging social media for initial customer acquisition.



We have Avantika & Anandita. Based out of Uttarakhand, Mamacherub, a brand that has been created to cherish motherhood and childhood. through clothing that is comfortable, breathable and skin friendly making it easy for youtobeon themoveandhave a playful timealways.

CONTENT OF THE PODCAST

Brand Genesis:

Identified a gap in maternity clothing suitable for Indian bodies and weather. Aanka, a fashion designer, created samples for Anandita during her pregnancy, leading to the brand's inception.

Product Features:

Use of handloom organic cotton fabrics sourced from various parts of India. Focus on comfort and skin-friendliness for both mothers and children.

