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RISE OF CONCIOUS CONSUMERS

The rise of conscious consumers has transformed shopping into a search for unique, bespoke, and meaningful products that prioritize ethical, transparent, and sustainable production. This shift has created opportunities for conscious businesses while exposing long-standing challenges in the artisanal sector, such as limited investment, digitization, market access, and financial support.

Our efforts include promoting eco-friendly practices like sourcing natural and organic materials, using solar energy, and employing hand-spinning and weaving techniques, which significantly reduce carbon emissions compared to traditional manufacturing methods.

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.



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



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 is linked 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.

[Click the link](#)



OUR ARTISAN COMMUNITY IMPACT 2024 HIGHLIGHTS

CRAFT CLUSTERS IN WEST BENGAL



Complete Hand &
Solar Energy Driven



300+ Artisans



25+ Artisan Cluster



4 Dependents on
average



60:40 Average male to
female Arisan Ratio



1200+ Impacted in
everyday life

30%+ Increase in Average
Monthly Consistent Income



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

23+

Crafts

300+

Artisans

25+

Clusters

100+

Transparency

3000+

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

[Click the link](#)

CRAFT & CLUSTER

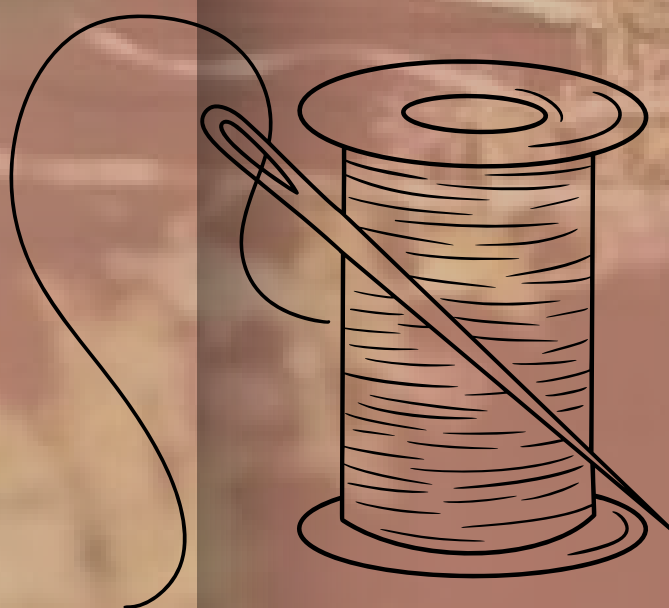


H A N D L O O M C L U S T E R

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.

“

Handloom connects us to our roots, weaving together communities and preserving cultural heritage.”



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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

70%
Male



The Handloom
Artisans we work
with

- ORGANIC
KHADI COTTON
- HANDLOOM
JACQUARD
- HANDWOVEN
LINEN
- HEMP BANANA
BAMBOO CORN
- HANDWOVEN
MERINO WOOL
- YARN DYED
KHADI COTTON



[Click the link](#)

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

[For more information go through our detailed blog](#)

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.

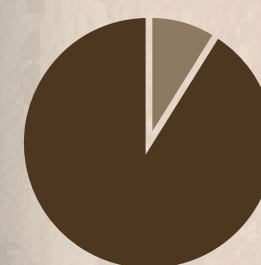
BIRBHUM CLUSTER



25 Handloom weavers in the cluster



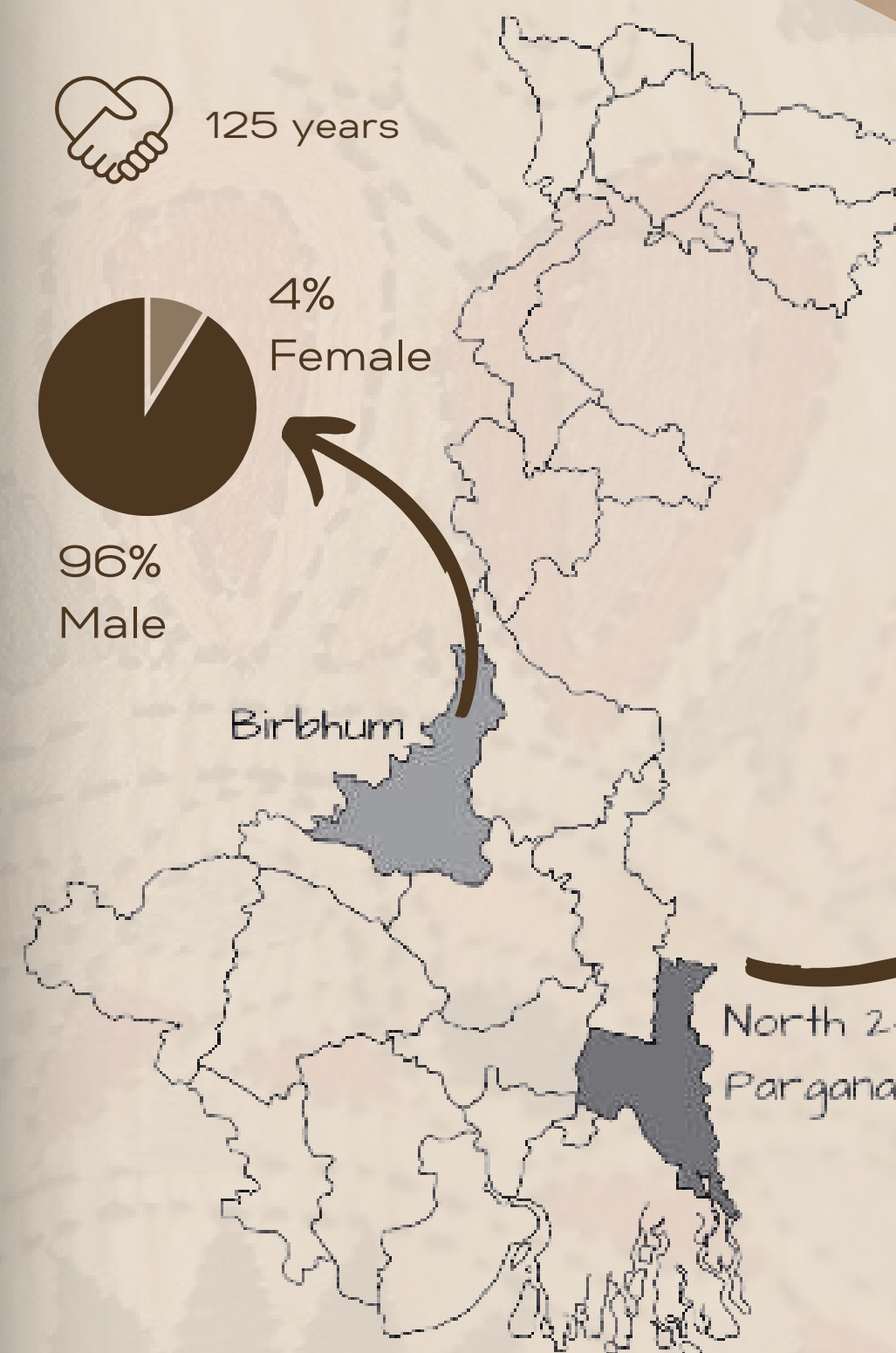
125 years



96% Male

4% Female

Birbhum



North 24 Parganas

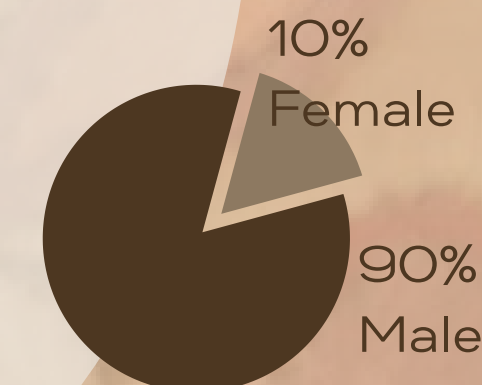
NORTH 24 PARGANAS CLUSTER



10 Handloom weavers in this cluster



10 years of working relationship



90% Male

10% Female



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.

[Click the link](#)



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.

For more information about [dyeing](#)



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.

[For Shibori blog](#)

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.

[Click the link](#)

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.



[Click the link](#)

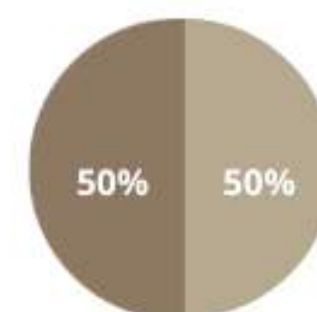
BIRBHUM CLUSTER



10 Handloom weavers in this Cluster.



20+ Years of working relationship



Male
Female

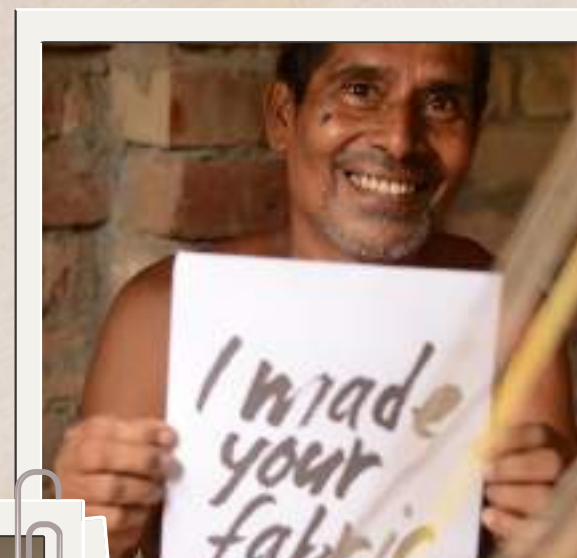
Anuprerna is closely working with Tussar Silk Artisans from a cluster located in the district of Birbhum in West Bengal. These silk artisans possess specialized skills and knowledge that have been passed down through generations, making their craft a vital part of the cultural fabric of the region.

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.



[Click the link](#)



ARTISANS WHO
NEEDS WORTH
APPRECIATION
FOR THEIR
HARD WORK

PROCESS

For new fabric sampling, our designers will come up with new hues, color, and weave construction to develop a range of collections. We then source a suitable yarn, which matches the requirements of the desired product.



Once the suitable yarn is decided, it is processed to be dyed in the desired colours as per the chosen design in our in-house dye unit. We rely on solar energy & hand dyeing process making sure the yarns are dyed uniformly.

The desired yarn for both warp & weft once ready, is dispatched to our weavers as per their expertise based on the crafts & techniques the textile to be weaved. Based on different fabric crafts, a different process is followed.

[Click the link](#)

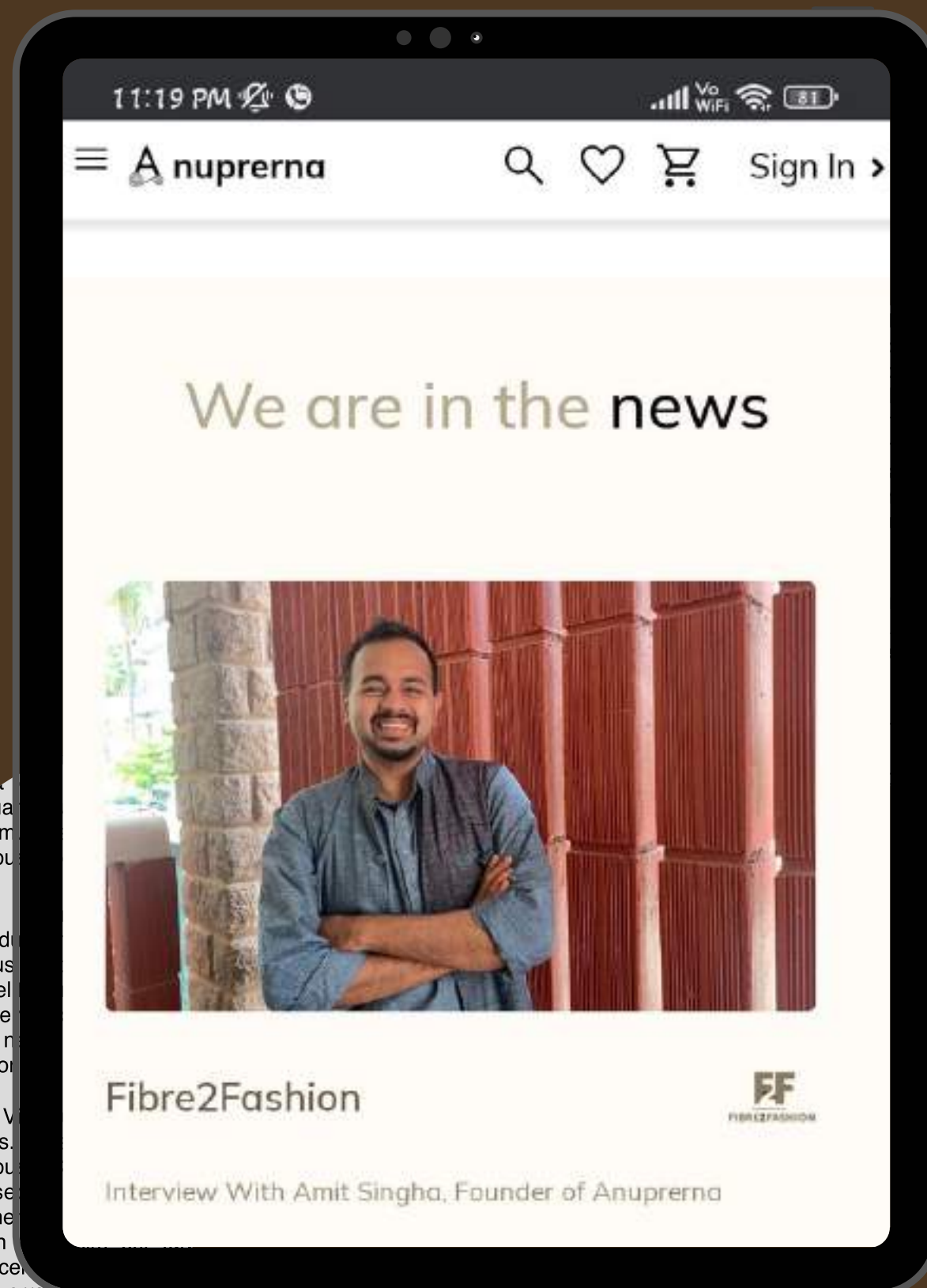


The textiles once woven are dispatched to our textile studio by our weavers for final processing & inspection.

At Anuprerna Production Studio, our tailoring section transforms carefully finished textiles into exquisite products.



WE ARE IN NEWS



Amit Singha, Founder-
Anuprerna Interviewed
by NDTV

Anuprerna
East India's Handwoven Natural
Kolkata, West Bengal
1,381 Sales | ★★★★★

Etsy Speaks

Etsy

Anuprerna - East India's Handwoven Natural Ethical Textile
Crafts

[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, where 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.

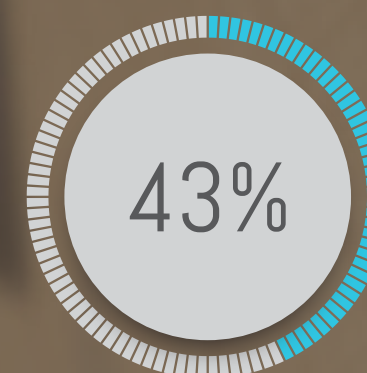
- Male, Regular Weaver

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

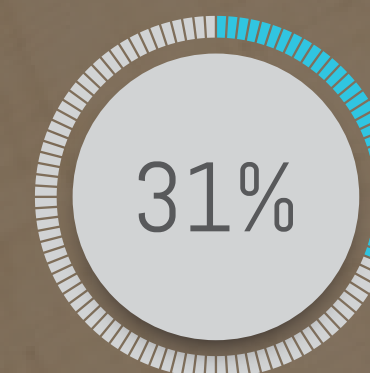
[Click the link](#)

IMPROVED QUALITY OF LIFE

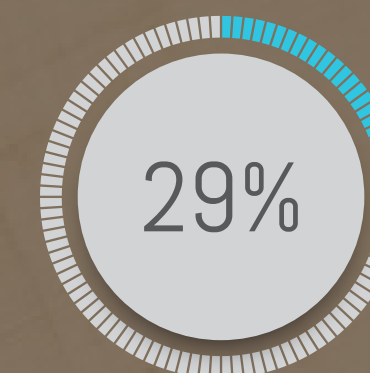
Anuprerna's positive impact is evident in the daily lives of its artisans. According to the report:



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.

[Click the link](#)

NATURAL FIBERS

Cotton



Silk



Wool



Bamboo



Hemp



Banana



Corn



ORGANIC & NATURAL

- 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 FIBER

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.



[Click the link](#)

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.

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.

[Click the link](#)

*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 Organ](#)



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 blog](#)



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:

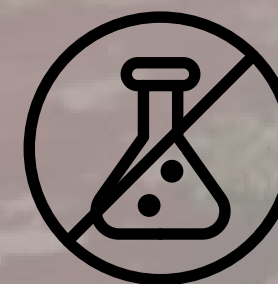
- Natural and Biodegradable: Unlike petroleum-based synthetics, mulberry silk is a natural, renewable, and biodegradable fiber.
- Reduced Chemical Use: Its natural luster and receptiveness to dyes often require less chemical processing, especially when using natural dyes.



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."



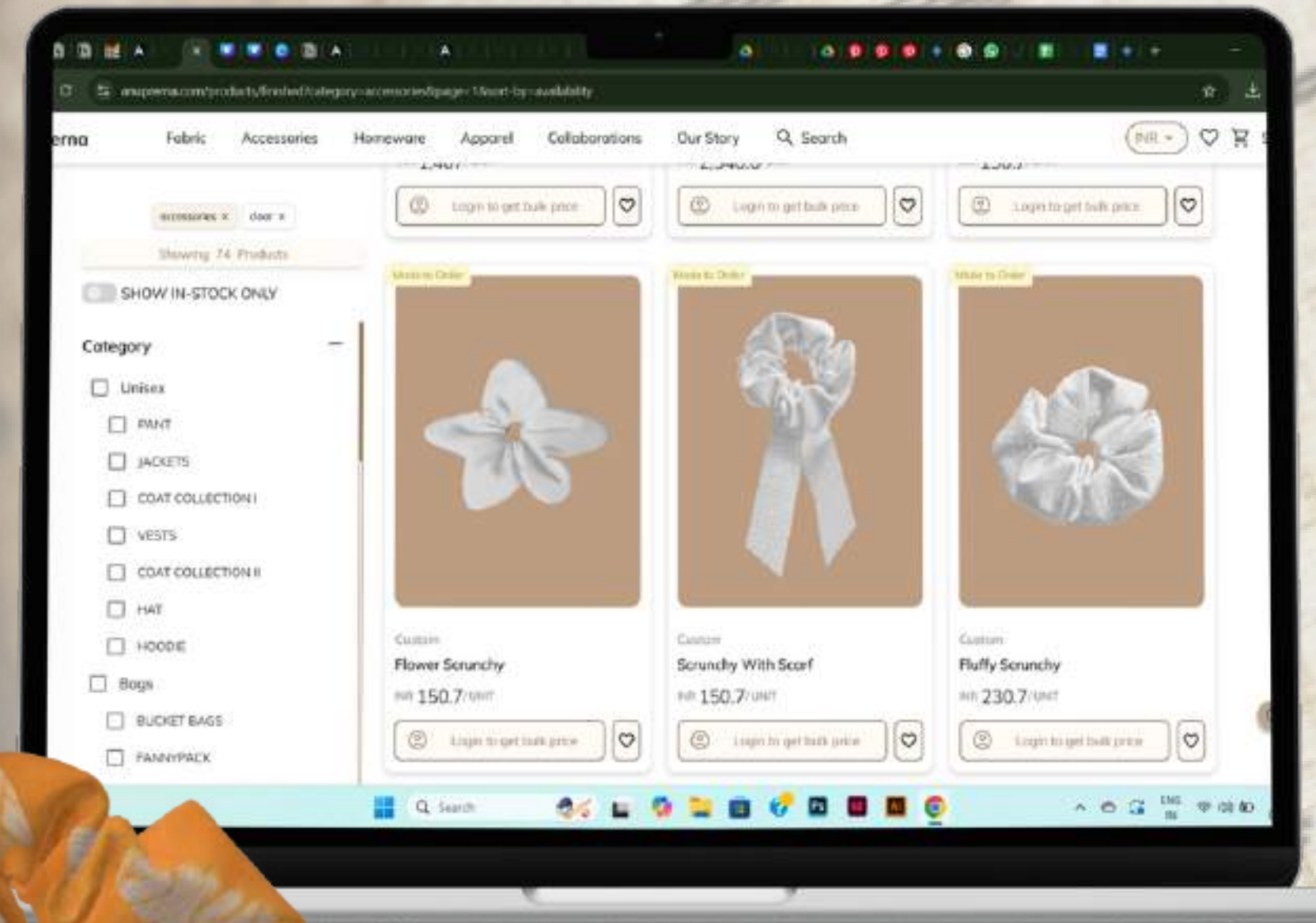
Azo-free dyes avoid harmful azo compounds, offering vibrant colors without toxic byproducts, ensuring **safer, eco-friendly** textile production.

[Click the link](#)

FABRIC SCRAPS USED FOR MAKING FINISHED PRODUCTS

Anuprerna upcycling scraps into finished goods champions resourcefulness and sustainability. This practice diverts waste from landfills, conserves resources, and fosters innovative, unique products. By transforming discarded materials, these brands demonstrate environmental consciousness, attract eco-minded consumers, and contribute to a circular economy.

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 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.

By creating fair and transparent supply chain solutions, we promote inclusive and sustainable economic growth, directly benefiting the artisans and their communities.

Ensure sustainable consumption and production patterns

By emphasizing eco-friendly and handmade processes, we strive to ensure sustainable consumption and production patterns. Our commitment to ethical practices and sustainability helps reduce the environmental impact of textile production and supports the long-term viability of artisanal crafts.

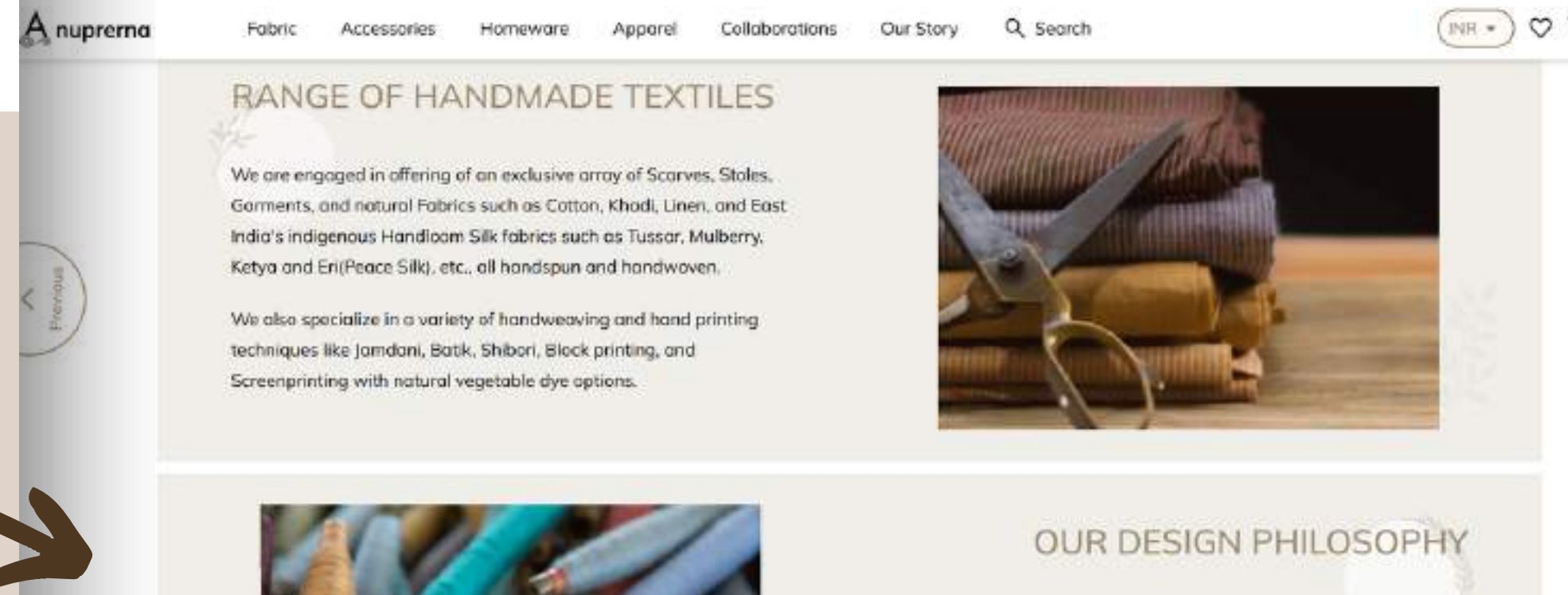


CUSTOM WEBSITE

Our custom website feature specifically designed to showcase Anuprerna's significant enhancement in its online presence and customer engagement. Here's a breakdown of potential features :

ENHANCED USER- FRIENDLY EXPERIENCE

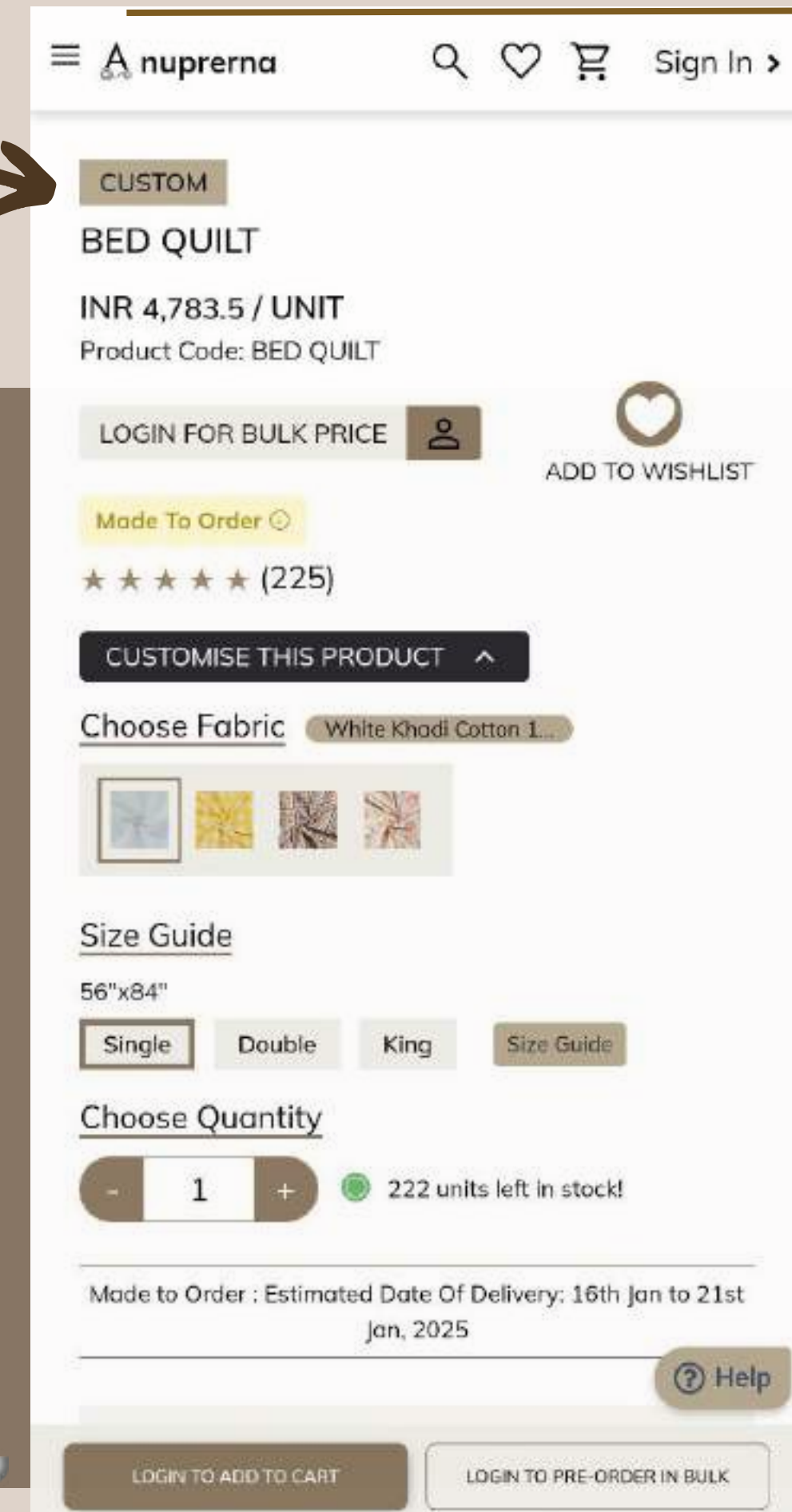
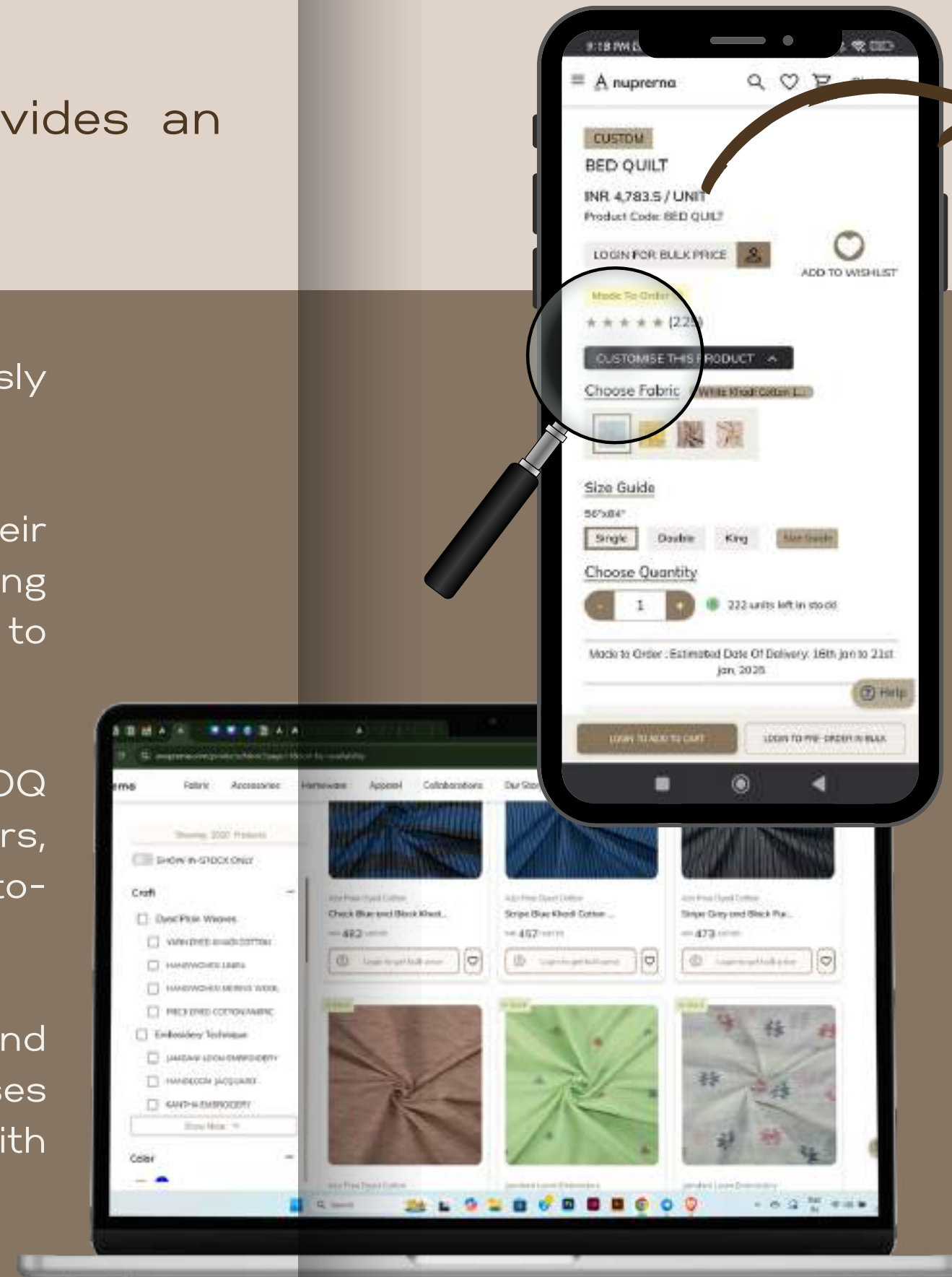
- Custom Product Configurators: Enable customers to personalize products according to their preferences, increasing engagement and purchase satisfaction.
- Interactive Quizzes or Tools: Offer engaging experiences that help customers find the right products or services, enhancing lead generation and customer interaction.

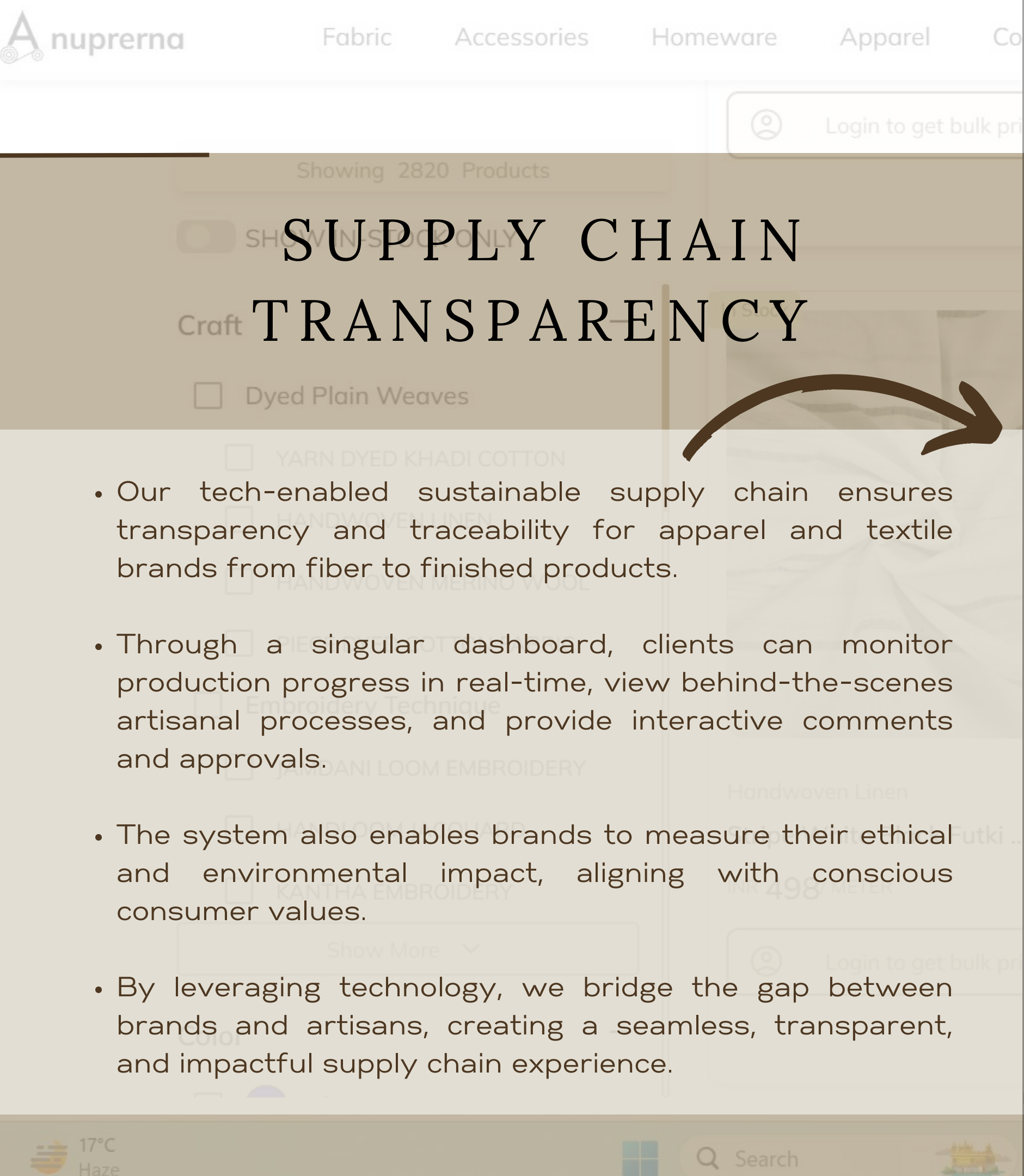


FEATURES

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.



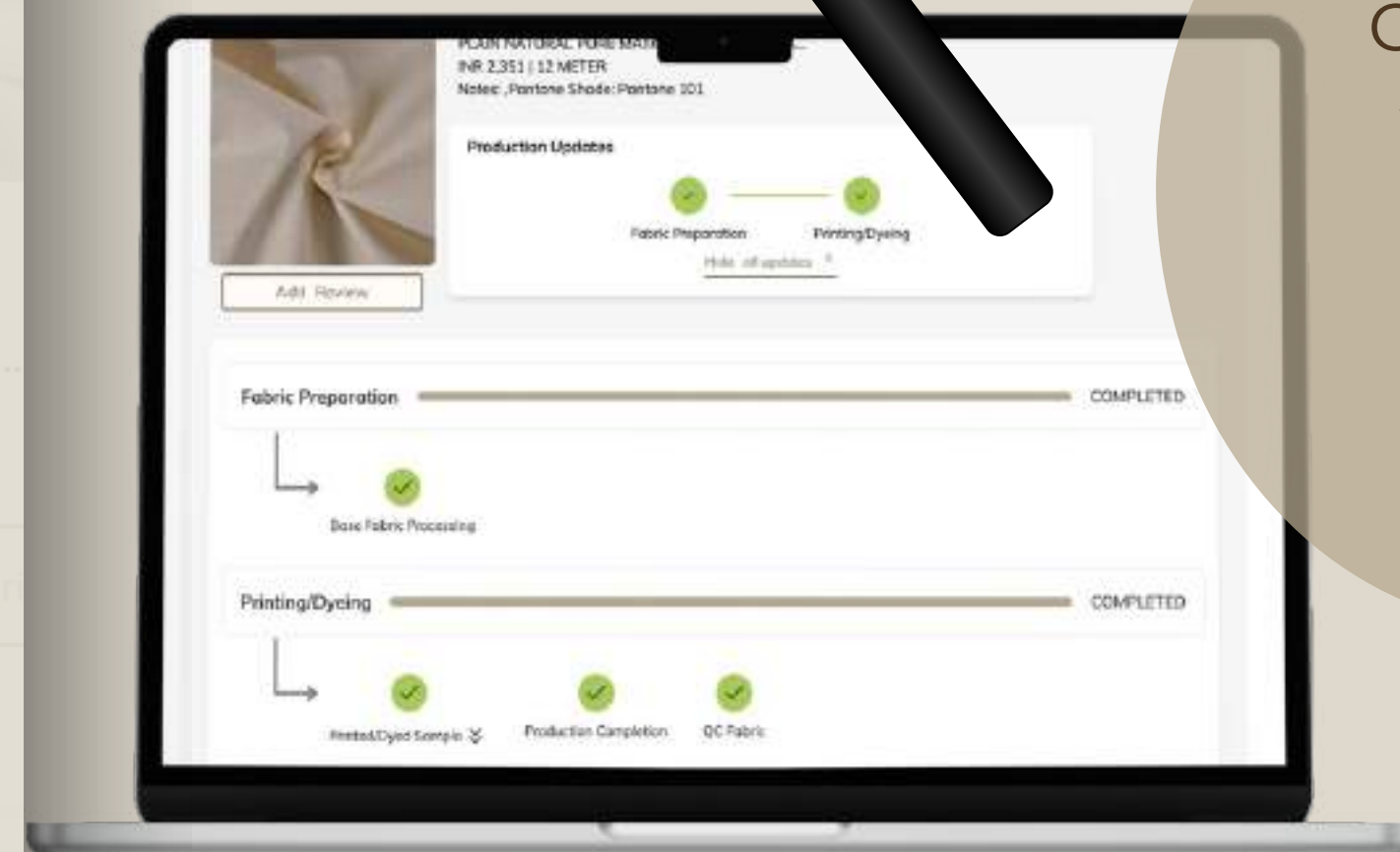
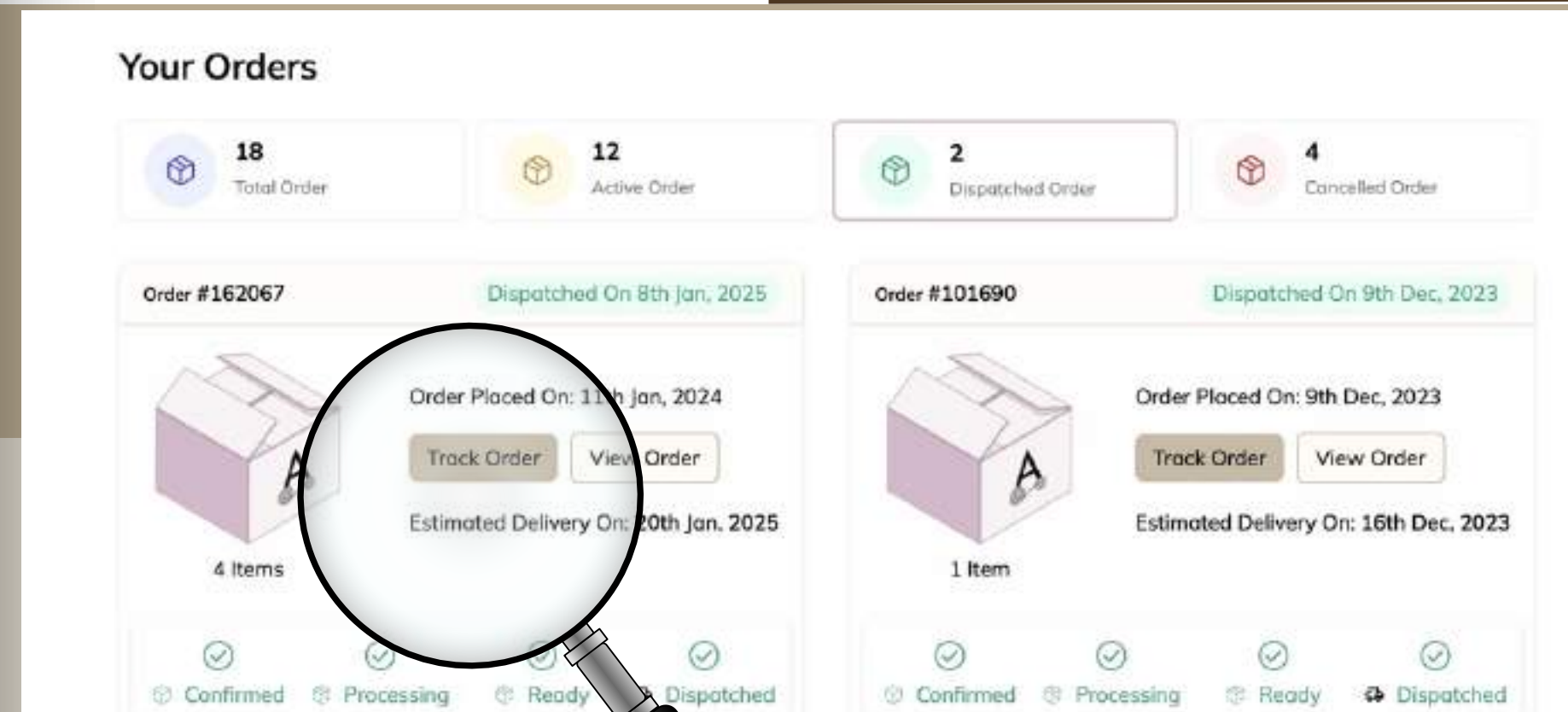


SUPPLY CHAIN TRANSPARENCY

- Our tech-enabled sustainable supply chain ensures transparency and traceability for apparel and textile brands from fiber to finished products.
- Through a singular dashboard, clients can monitor production progress in real-time, view behind-the-scenes artisanal processes, and provide interactive comments and approvals.
- The system also enables brands to measure their ethical and environmental impact, aligning with conscious consumer values.
- By leveraging technology, we bridge the gap between brands and artisans, creating a seamless, transparent, and impactful supply chain experience.



72



Our dashboard where clients can monitor production processes

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 know more about this podcast, click here.](#)



Introducing our first podcast, "Digital Transformation in Fashion with Dhanya Sugathan, Founder of Artizenery,"



[Click here to know more about this podcast](#)



A Live Podcast with Avantika & Anandita. Founders of Mamacherub on their journey.



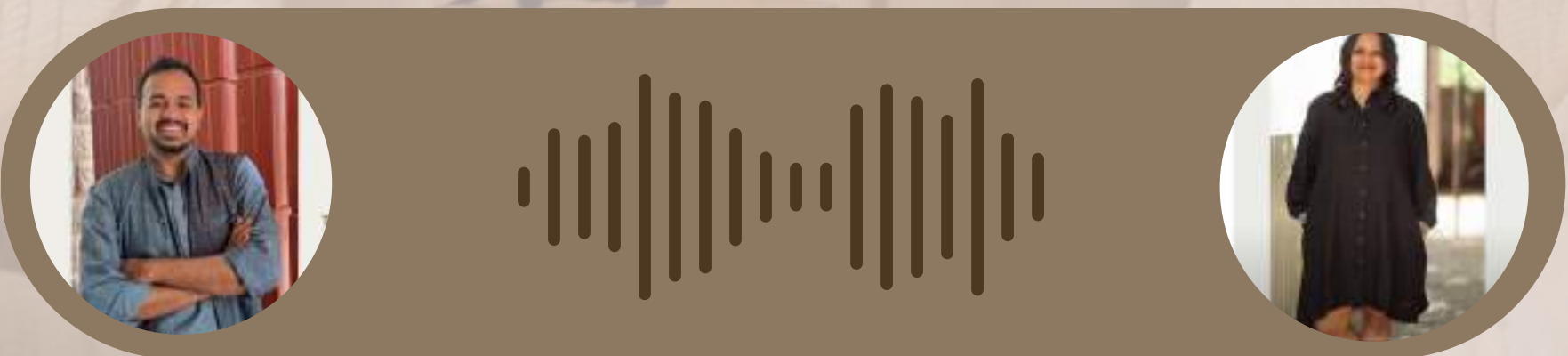
[Click here to know more about this podcast](#)



Live Podcast with two sisters , Dipna & Dipti, on their journey. The innovative minds behind "love the world today".



[Click here to know more about this podcast](#)



Live Podcast with Archana Ravi founder of Slow Threads on their journey. It is a purpose-driven fashion brand based in Chennai, specializing in timeless clothing crafted from eco-friendly materials under ethical practices.



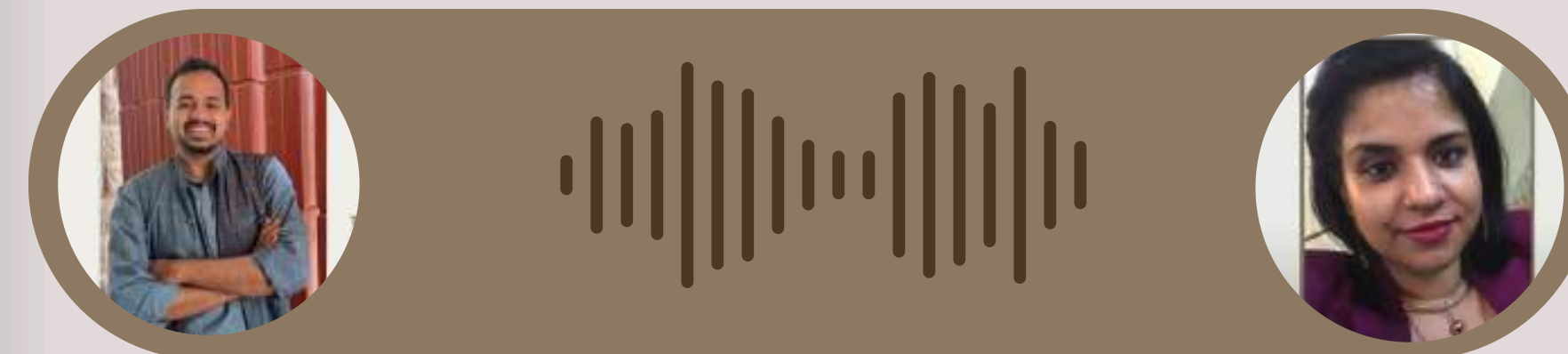
[Click here to know more about this podcast](#)



Live Podcast with Sanghamitra, founder of this conscious clothing brand EconicClothing.



[Click here to know more about this podcast](#)



Presenting Reema Bajaj, the innovative mind behind FabCoast, a sustainable and stylish brand dedicated to women's bottom wear.



[Click here to know more about this podcast](#)

OUR WAY FORWARD

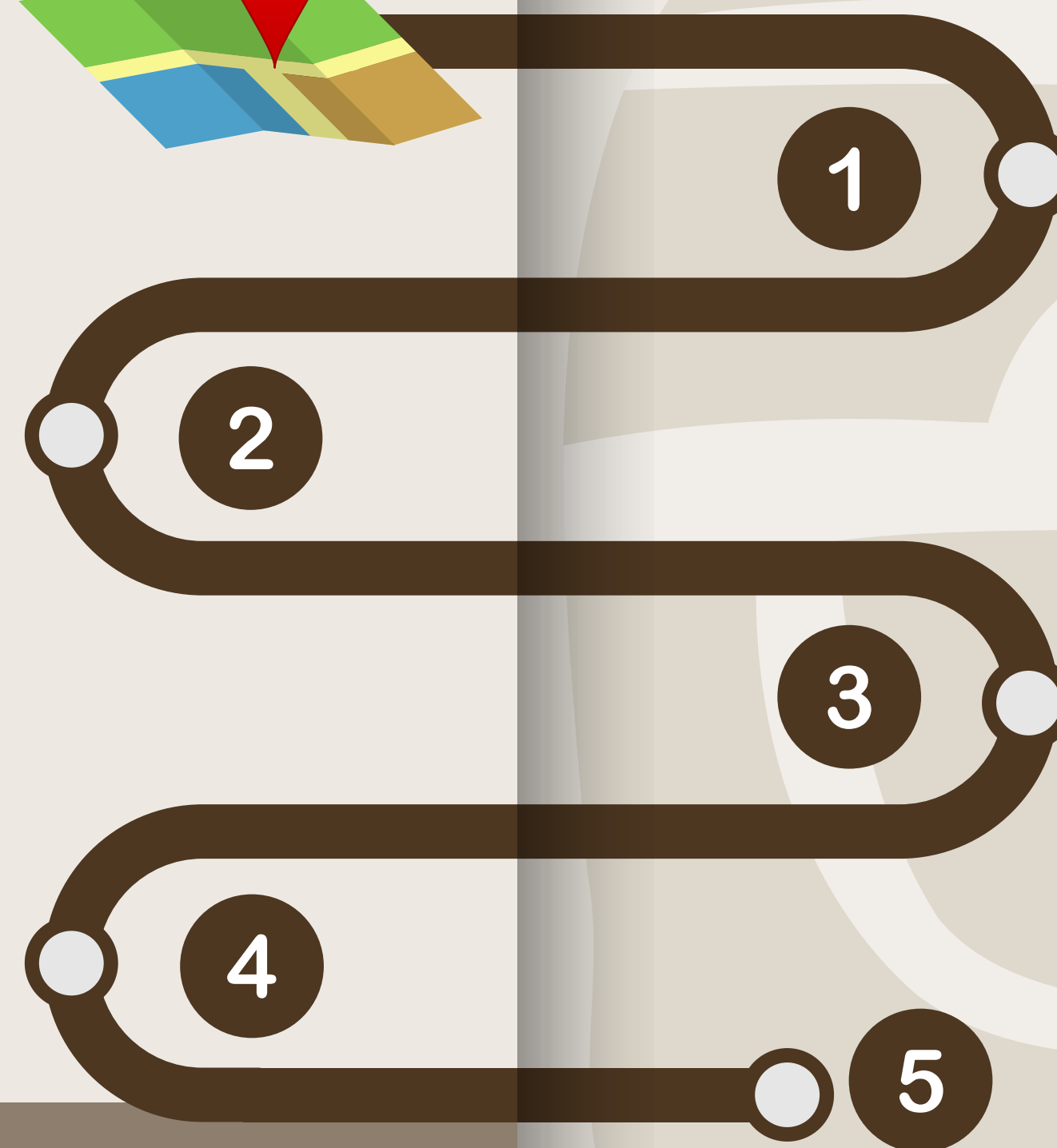
"At Anuprerna, we are dedicated to enhancing the ecosystem surrounding home-based artisanal supply chains through a focused and strategic roadmap."



Enabling End-to-End Offerings: By integrating design-to-finished product solutions, we will continue catering to SMB brands with comprehensive, customizable offerings.

Embracing Sustainability: By incorporating alternative fibers like bamboo and banana, hand-spinning techniques, solar energy, and certified vendor partnerships, we are deepening our eco-conscious practices.

By implementing this roadmap, Anuprerna aims to create a lasting impact on the artisanal sector, empowering communities and promoting a sustainable future.



Expanding Crafts & Clusters: We aim to venture into new artisan clusters and crafts, with focus on East India, to widen our reach and preserve diverse cultural traditions.

Advancing Technology: Our goal is to develop more comprehensive tech solutions for greater traceability, transparency, and efficiency, connecting artisans directly to end consumers.

Educating Consumers: Raising awareness about the value, uniqueness, and broader societal impact of indigenous artisanal crafts remains central to our mission.

“IT'S NOT ENOUGH JUST LOOKING AT QUALITY OF
PRODUCTS BUT ALSO QUALITY IN THE LIVES OF PEOPLE
WHO MAKE THEM”