

DISPLAY OF RELEVANT INFORMATION ABOUT EMBROIDERY CRAFT OF SHAILSA HANDICRAFT PRODUCER COMPANY LIMITED RAEBARELI

1. Introduction

The embroidery craft cluster of **Shailsa Handicraft Producer Company Limited** located in Raebareli district represents an important initiative for promoting traditional handicrafts, rural employment, and artisan-based entrepreneurship. This cluster functions as a collective platform where local artisans, especially women, are organized to produce, design, and market embroidered textile products. It reflects a growing trend in India where producer companies are formed to strengthen the handicraft sector through institutional support and market integration.

1. Establishment and Organizational Structure

Shailsa Handicraft Producer Company Limited was incorporated on 13 March 2023 under the Registrar of Companies, Kanpur. It is a private, non-government company with an authorized capital of about ₹15 lakh and a paid-up capital of ₹1 lakh. ([The Company Check](#)) The company is managed by a group of directors including Babita Singh, Pratibha Singh, Sweta Singh, Shalini Saini, and Brijesh Kumar Singh, who play a key role in decision-making, coordination, and development of the cluster. ([The Company Check](#))

The producer company model ensures that artisans are not just workers but stakeholders, allowing them to participate in governance and share profits. This structure enhances transparency, accountability, and sustainability of the cluster.

2. Nature of the Embroidery Craft Cluster

The cluster focuses on embroidery-based handicrafts, which include decorative stitching on garments, sarees, dupattas, home furnishing items, and other textile products. Embroidery in Uttar Pradesh has a long cultural history, with techniques passed down through generations. In Raebareli, such crafts are often practiced at the household level, particularly by women, making them an important source of supplementary income.

The cluster brings together dispersed artisans into a single network, enabling them to work collectively. This reduces production costs, improves efficiency, and enhances the quality of products through shared learning and standardized processes.

Women Empowerment and Inclusivity

A key feature of this cluster is its focus on women empowerment. Many of the artisans involved are women who possess traditional embroidery skills but lack access to markets and resources. By organizing them into a producer company, the cluster provides them with economic independence and decision-making power.

Women gain confidence, leadership skills, and social recognition through their participation. This contributes to gender equality and inclusive development in the region.

Linkages with Government and Development Programs

Embroidery clusters like this often align with government initiatives under schemes of the Ministry of Textiles, National Rural Livelihood Mission (NRLM), and other handicraft development programs. These schemes provide financial assistance, training, infrastructure support, and market linkages.

Such support helps in scaling up production, improving product quality, and expanding market reach. It also ensures sustainability of the cluster by providing continuous guidance and resources.

Challenges Faced by the Cluster

Despite its potential, the cluster faces several challenges. These include limited access to advanced technology, competition from machine-made products, and fluctuating market demand. Lack of branding and limited exposure to global markets can also restrict growth.

Additionally, artisans may face issues related to raw material availability, pricing, and transportation. Addressing these challenges requires continuous support, innovation, and policy intervention.

9. Future Prospects

The future of the embroidery craft cluster in Raebareli is promising. With increasing demand for handmade and sustainable products, there is significant scope for growth. E-commerce platforms, digital marketing, and collaborations with designers can open new avenues for expansion.

By focusing on quality, innovation, and branding, the cluster can establish itself in national and international markets. Strengthening institutional capacity and enhancing skill levels will further boost its competitiveness.

1. Introduction to the Cluster

Shailsa Handicraft Producer Company Limited was established on 13 March 2023 as a private, non-government producer company in Raebareli district. It operates with an authorized capital of about ₹15 lakh and a paid-up capital of ₹1 lakh, indicating its small but structured institutional base.

The company is engaged primarily in the retail sale of textile and embroidered handicraft products through stalls and markets, reflecting a grassroots-level business model.

As a producer company, it brings together local artisans—especially women—who are traditionally engaged in embroidery work. The cluster acts as a collective platform for production, training, and marketing.

2. Concept of Embroidery Craft Cluster

A craft cluster refers to a geographically concentrated group of artisans engaged in similar activities. In Raebareli, embroidery is a traditional craft practiced at the household level. The formation of a cluster helps in organizing these scattered artisans into a cohesive production system.

The embroidery cluster under Shailsa includes activities such as:

- Hand embroidery on garments (sarees, suits, dupattas)
- Decorative textile work
- Home furnishing products (cushions, table covers, etc.)

By working collectively, artisans can improve productivity, maintain quality standards, and reduce costs.

3. Role of Development Commissioner (Handicrafts)

The Office of the Development Commissioner (Handicrafts), Ministry of Textiles, plays a crucial role in promoting such clusters across India. It provides technical, financial, and marketing support to artisans and implementing agencies.

According to official information, handicraft clusters supported by DC (Handicrafts) receive:

- Technical training and skill upgradation
- Design and product development support
- Market linkage and exposure
- Infrastructure and capacity-building assistance

The embroidery cluster of Shailsa can be understood within this broader framework. Similar clusters in India have been developed under DC (Handicrafts) schemes such as the Ambedkar Hastshilp Vikas Yojana (AHVY), which focuses on integrated cluster development.

4. Institutional Structure and Governance

The company is managed by a group of directors including Babita Singh, Pratibha Singh, Sweta Singh, Shalini Saini, and Brijesh Kumar Singh.

This governance structure ensures:

- Collective decision-making
- Transparency in operations
- Participation of artisans in management

Producer companies are unique because artisans can become shareholders, enabling them to share profits and take part in business decisions.

5. Production System and Activities

The cluster operates through a decentralized production system. Artisans often work from their homes or small production units. Raw materials such as fabrics, threads, and embellishments are supplied collectively, ensuring uniformity and cost efficiency.

Key production features include:

- Use of traditional hand embroidery techniques
- Customization based on market demand
- Focus on quality and finishing

The products are sold in local markets, exhibitions, and possibly through institutional buyers. Retail through stalls and direct sales helps artisans receive better prices by reducing middlemen.

6. Skill Development and Training

One of the most important contributions of the cluster, especially with DC (Handicrafts) support, is skill development. Artisans receive training in:

- Modern embroidery designs
- Color combinations and trends
- Quality control techniques
- Packaging and presentation

Training programs help artisans upgrade their traditional skills to meet contemporary market requirements. This ensures sustainability and competitiveness.

7. Role of Women and Social Inclusion

The embroidery cluster largely consists of women artisans. In rural areas like Raebareli, women often possess embroidery skills but lack access to markets and resources.

The cluster promotes:

- Women's economic empowerment

- Participation in decision-making
- Financial independence

By working within the cluster, women gain confidence, improve their income, and contribute to household welfare. This aligns with national goals of gender equality and inclusive growth.

8. Economic Impact on Raebareli District

The cluster contributes significantly to the local economy by:

- Generating employment opportunities
- Supporting small-scale industries
- Reducing migration to urban areas

It provides livelihood opportunities to rural households and strengthens the handicraft sector in the district. Even small-scale production contributes to income generation and poverty reduction.

9. Marketing and Market Linkages

Marketing is a critical component of cluster development. With the support of DC (Handicrafts), clusters often participate in:

- National and regional exhibitions (GANDHI SHILP BAZAR)
- Craft fairs and trade shows
- Online platforms and digital marketing

The government's handicrafts portal also showcases products from thousands of artisans, providing visibility and access to wider markets.

For Shailsa cluster, improving branding, packaging, and digital presence can further enhance market reach.

10. Challenges Faced by the Cluster

Despite its advantages, the cluster faces several challenges:

- Competition from machine-made products
- Limited access to advanced technology
- Inconsistent demand in markets
- Lack of strong branding

Additionally, artisans may face issues related to raw material supply and pricing. Continuous support from government agencies is essential to overcome these challenges.

11. Comparison with Other DC Handicraft Clusters

Experiences from other embroidery clusters supported by DC (Handicrafts) show that:

- Artisans receive identity cards (Pehchan cards)
- Training and financial inclusion improve livelihoods
- Producer companies are formed for sustainability

For example, similar clusters have successfully organized thousands of artisans and improved their income through structured interventions and government support.

This indicates that the Shailsa cluster has strong potential for growth if similar support mechanisms are fully utilized.

12. Future Prospects

The future of the embroidery cluster in Raebareli is promising due to:

- Growing demand for handmade and sustainable products
- Expansion of e-commerce platforms
- Government focus on “Vocal for Local” and handicrafts

With proper branding, quality improvement, and digital marketing, the cluster can access national and international markets

Conclusion

The embroidery craft cluster of Shailsa Handicraft Producer Company Limited in Raebareli district is an important initiative for preserving traditional crafts and promoting rural livelihoods. Supported by frameworks like the Development Commissioner (Handicrafts), it integrates traditional skills with modern business practices.

The cluster not only provides employment and income to artisans but also empowers women, strengthens local economies, and preserves cultural heritage. With continued support, innovation, and market expansion, it has the potential to become a successful model of sustainable handicraft development in India.