

Craft Persons of Embroidery at Shailsa Handicraft Producer Company Limited (Raebareli, UP)

1. Introduction

The success of embroidery-based enterprises like **Shailsa Handicraft Producer Company Limited** depends largely on its craft persons, also known as artisans. These individuals are the backbone of the handicraft industry, transforming simple fabrics into artistic and marketable products. The company, established in 2023 in Raebareli, operates in textile and handicraft retail, particularly focusing on embroidered garments and fabric products. Craft persons in such organizations are usually locally skilled individuals who possess traditional embroidery knowledge passed down through generations.

2. Who are Craft Persons in Embroidery?

Craft persons are skilled workers who specialize in embroidery techniques using needle, thread, and decorative materials. They are not just laborers but artists who bring creativity, precision, and cultural heritage into their work. In the context of Raebareli, craft persons typically include:

- Women artisans working from home or small units
- Skilled male artisans involved in frame work (adda work)
- Designers who create patterns
- Supervisors who manage quality

These artisans collectively contribute to the production process.

3. Types of Craft Persons Involved

(1) Master Craftsmen (Ustad)

Master craftsmen are highly experienced artisans who:

- Have years of embroidery experience
- Train new workers
- Handle complex designs such as zari or zardozi work

They act as leaders and ensure that traditional techniques are preserved.

(2) Skilled Artisans

These are the main workforce in embroidery production. Their roles include:

- Performing stitching work
- Following design patterns
- Maintaining uniformity in embroidery

They are skilled in different stitches such as chain stitch, satin stitch, and decorative stitching.

(3) Semi-Skilled Workers

Semi-skilled workers assist in:

- Thread preparation
- Fabric setup on frames
- Basic embroidery tasks

They usually learn skills gradually and may become skilled artisans over time.

(4) Women Craft Persons

A significant portion of embroidery workers are women. In rural areas like Raebareli:

- Women work from home or community centers
- They contribute to household income
- They specialize in fine thread embroidery

Such participation promotes **women empowerment and financial independence**.

(5) Designers and Pattern Makers

Designers are responsible for:

- Creating embroidery patterns
- Adapting traditional motifs to modern fashion
- Ensuring designs meet market demand

They bridge the gap between tradition and contemporary trends.

4. Skills of Embroidery Craft Persons

Craft persons in embroidery possess a combination of technical and artistic skills:

Technical Skills

- Needle handling and stitching techniques
- Thread control and tension management
- Knowledge of fabrics and materials

Artistic Skills

- Creativity in design
- Color combination sense
- Pattern symmetry and detailing

These skills are usually learned through:

- Family traditions
- Apprenticeships
- Practical experience rather than formal education

5. Working Conditions and Environment:- Craft persons associated with companies like **Shailsa Handicraft Producer Company Limited** typically work in:

- Small workshops
- Household settings
- Community production centers

The working environment includes:

- Use of wooden frames (adda)
- Sitting posture for long hours

- Manual tools like needles and threads

Although the work requires patience and precision, it provides flexible working opportunities, especially for women.

6. Role of Craft Persons in Production Process:- Craft persons play a central role in every stage of embroidery production:

1. **Fabric preparation** – setting fabric on frames
2. **Design tracing** – marking patterns
3. **Embroidery execution** – stitching designs
4. **Decoration** – adding beads, zari, or sequins
5. **Finishing** – trimming threads and cleaning

Without skilled artisans, the production process cannot be completed effectively.

7. Economic Importance of Craft Persons:- Craft persons contribute significantly to:

- Local employment generation
- Rural economic development
- Preservation of traditional crafts

Companies like Shailsa Handicraft help artisans by:

- Providing regular work opportunities
- Ensuring market access
- Organizing production and sales

The company operates in retail sale of textile and clothing products, helping artisans connect to markets.

8. Social Impact and Women Empowerment:- Embroidery craft persons, especially women, play a key role in social development:

- They gain financial independence
- Improve family living standards
- Participate in decision-making

Such companies act as platforms for:

- Skill utilization
- Income generation
- Social inclusion

9. Challenges Faced by Craft Persons

Despite their skills, artisans face several challenges:

(1) Low Wages

Hand embroidery is time-consuming, but wages may not always match the effort.

(2) Competition:- Machine embroidery products compete with handmade items due to lower costs.

(3) Lack of Awareness

Many artisans lack knowledge about:

- Market trends
- Pricing strategies
- Branding

(4) Health Issues

Long working hours in fixed positions can cause:

- Eye strain
- Back pain

10. Skill Development and Training

Organizations like **Shailsa Handicraft Producer Company Limited** can improve artisan capabilities through:

- Training programs
- Workshops
- Exposure to new designs and techniques

Skill development helps artisans:

- Improve productivity
- Increase income
- Adapt to modern markets

11. Future of Craft Persons in Embroidery:- The future of embroidery craft persons depends on:

- Market demand for handmade products
- Government and institutional support
- Digital platforms for selling handicrafts

With proper support, artisans can:

- Reach national and international markets
- Preserve traditional art forms
- Achieve sustainable livelihoods

12. Conclusion:- Craft persons are the heart of embroidery work at **Shailsa Handicraft Producer Company Limited**. Their skills, creativity, and dedication transform simple textiles into valuable handicraft products. From master craftsmen to women artisans, each individual plays a crucial role in the production process. Despite facing challenges like low wages and competition, their contribution to the economy, culture, and society is immense.

By supporting and organizing these artisans, companies like Shailsa Handicraft not only promote business growth but also preserve India's rich embroidery heritage and empower rural communities.