

Display Of Relevant Information About Embroidery Craft Process Of Shailsa Handicraft Producer Company Limited Raebareli UP:-

Embroidery Craft Process of Shailsa Handicraft Producer Company Limited (Raebareli, Uttar Pradesh)

1. Introduction to the Company and Craft Tradition

Shailsa Handicraft Producer Company Limited is a private handicraft-based enterprise established in 2023 in Raebareli, Uttar Pradesh. It operates in the domain of textiles and handicrafts, particularly focusing on the production and sale of embroidered garments and fabric-based products through markets and stalls.

Raebareli and surrounding regions are known for traditional embroidery craftsmanship, where artisans create intricate designs using threads, zari, beads, and other decorative materials. This craft is deeply rooted in Indian culture and is widely used in sarees, suits, dupattas, and other garments.

The company functions as a **producer-based organization**, meaning it supports local artisans—often women—by organizing production, ensuring quality, and helping in marketing finished products.

2. Overview of Embroidery Craft

Embroidery is the art of decorating fabric using needle and thread. In Raebareli, various types of embroidery techniques are practiced such as:

- Aari work
- Zardozi
- Machine embroidery
- Thread (cotton/silk) embroidery

These designs enhance the aesthetic value of textiles and make them suitable for both daily wear and special occasions.

3. Step-by-Step Embroidery Craft Process

(1) Selection of Raw Materials

The first stage in the embroidery process involves selecting appropriate materials:

- Base fabric (cotton, silk, georgette, or linen)
- Threads (cotton, silk, wool, zari)
- Decorative elements (beads, sequins, stones, mirrors)

The choice of material depends on the product being manufactured. For example, sarees may require finer silk threads, while casual wear may use cotton threads.

(2) Designing and Pattern Making

Design is a crucial stage in embroidery. Skilled designers or artisans prepare patterns using:

- Hand-drawn sketches
- Printed templates
- Digital embroidery designs (in modern setups)

These designs reflect traditional motifs such as floral patterns, geometric shapes, and cultural symbols.

The design is then transferred onto the fabric using tracing paper, carbon printing, or block printing.

(3) Fabric Preparation

Before embroidery begins, the fabric undergoes preparation:

- Washing to remove impurities

- Stretching on a frame (called adda or hoop)
- Fixing the fabric tightly to ensure uniform stitching

This step ensures accuracy and neatness in embroidery work.

(4) Embroidery Stitching Process

This is the core stage where artisans perform embroidery manually or with machines.

Manual Embroidery

Artisans use needles to create designs stitch by stitch. Common stitches include:

- Chain stitch
- Satin stitch
- Running stitch
- Knot stitch

Manual embroidery is time-consuming but produces high-quality and unique designs.

Machine Embroidery

With increasing demand, companies like Shailsa Handicraft may also use embroidery machines to:

- Increase production speed
- Maintain uniformity
- Reduce labor time

However, handmade embroidery is still valued for its craftsmanship.

(5) Addition of Decorative Elements

After basic stitching, embellishments are added:

- Zari (gold/silver thread work)
- Beads and sequins
- Stones and mirrors

These elements enhance the beauty and richness of the design, especially in festive and bridal wear.

(6) Quality Control and Inspection

Quality assurance is a key aspect of the production process. The company ensures:

- Neatness of stitches
- Accuracy of design
- Strength of thread work
- Absence of defects

Products that do not meet quality standards are either corrected or rejected.

(7) Finishing and Washing

After embroidery is complete:

- Fabric is washed to remove marks and dirt
- Ironing is done to smooth the material
- Threads are trimmed and finishing touches are added

This step enhances the final appearance of the product.

(8) Packaging and Marketing:- Finished products are:

- Packed carefully
- Labeled with product details
- Supplied to local markets or stalls

As per its business model, the company sells embroidered textiles through markets and retail channels. ([FinCrif](#))

4. Role of Artisans and Women Empowerment

A key feature of organizations like Shailsa Handicraft is the involvement of local artisans. Many of them are rural women who:

- Work from home or small workshops
- Possess traditional embroidery skills
- Earn livelihood through handicraft production

Such companies contribute to:

- Employment generation
- Skill development
- Women empowerment in rural areas

5. Tools and Equipment Used

The embroidery process involves both traditional and modern tools:

- Needles and threads
- Wooden frames (adda)
- Scissors and measuring tools
- Embroidery machines (for bulk production)

The combination of traditional and modern tools helps balance craftsmanship with efficiency.

6. Importance of Embroidery Industry in Raebareli

Raebareli is emerging as a center for textile-based handicrafts. The embroidery industry here:

- Supports local artisans
- Preserves traditional art forms
- Contributes to rural economy

Companies like Shailsa Handicraft play an important role in organizing production and linking artisans with markets.

7. Challenges in the Embroidery Process

Despite its importance, the embroidery craft faces several challenges:

- Time-consuming manual work
- Competition from machine-made products
- Limited market access for artisans
- Price fluctuations in raw materials

To overcome these, companies adopt structured processes, quality control, and better marketing strategies.

8. Conclusion

The embroidery craft process of **Shailsa Handicraft Producer Company Limited** reflects a blend of traditional skills and modern production techniques. Starting from raw material selection to final marketing, each step involves careful planning, skilled labor, and quality control.

The company not only produces embroidered textiles but also contributes to preserving cultural heritage and supporting rural livelihoods. Through structured processes and organized production, it ensures that traditional embroidery continues to thrive in a competitive market.