

1. Packaging Development:-

SHAILSA HANDICRAFT PRODUCER COMPANY LIMITED has undertaken initiatives for the development of appropriate and attractive packaging for handicraft and embroidery products prepared by its associated artisans. The packaging has been planned keeping in view the nature, size, quality and market requirements of the products. The primary objective is to protect the products from dust, moisture, folding, handling and transportation-related damage while also improving their overall presentation.

Suitable packaging materials such as boxes, paper bags, wrapping material and other protective materials may be used according to the product requirements. The packaging also provides an opportunity to communicate the identity of the producer company and improve customer recognition.



2. Product Tags :- Product tags have been developed/proposed to provide individual handicraft products with a professional identity. The tags may contain the name of the producer company, logo, craft/product details and other relevant information, as applicable.

The use of product tags helps customers identify products associated with SHAILSA HANDICRAFT PRODUCER COMPANY LIMITED and provides a consistent identity to products manufactured by the artisan members. Tags also contribute to better product presentation during exhibitions, fairs, local markets and other marketing activities.



3. Business Cards:- Business cards have been developed for SHAILSA HANDICRAFT PRODUCER COMPANY LIMITED and its authorized representatives to facilitate professional communication and business promotion. The cards contain relevant organizational information such as the company name, logo, contact details and other appropriate particulars.

Business cards are useful while interacting with government departments, handicraft organizations, buyers, traders, institutional purchasers, exhibition organizers and other potential market stakeholders. They support networking and help create a professional identity for the producer company.



4. Logo Development- A dedicated logo has been developed/proposed for SHAILSA HANDICRAFT PRODUCER COMPANY LIMITED to establish a recognizable visual identity. The logo is intended to reflect the organization's association with traditional handicrafts, embroidery, creativity, skilled artisans and quality craftsmanship.

