



Shwet Heritage

Harnessing Heritage

IMPACT & GROWTH REPORT



2024-25
Annual Report

Certified By
craftmark
Hand made in india



Women SHG-Led Initiative



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Director's Report



Vibha Mishra

D.ed (Special educator), MSW, IIM-B
Director - SHWET

This year, SHWET has elevated Chikankari from a cherished tradition to a luxury emblem of empowerment, nurturing artisan talent and creating dignified livelihoods through our “Nari Pahal” initiative. Backed by Safe Society and the HCL Foundation, we seamlessly integrated heritage craftsmanship with a fully digital ecosystem, turning every stitch into a story of resilience. Our curated presence across premier marketplaces and partnerships with leading lifestyle brands has firmly positioned SHWET at the confluence of timeless artistry and modern elegance. As we look ahead, our unwavering promise is to enrich artisan communities, perfect our craft, and deliver authentic Chikankari experiences to discerning patrons worldwide.



Organisation Profile

SHWET is the vibrant flagship initiative of Safe Society, brought to life with generous support from the HCL Foundation. Through our “Nari Pahal” program, we ignite the power of Chikankari by transforming women artisans into thriving creative entrepreneurs. United in energetic Self-Help Groups, they receive master-level embroidery coaching, business acumen workshops, and hands-on digital training.

Each SHWET creation—whether a flowing sari, a statement kurta, or an exquisite corporate gift—is lovingly hand-stitched and CRAFTMARK certified, ensuring 100% authentic, artisanal excellence. Available on premier artisan marketplaces and through exclusive luxury-brand partnerships, our collections marry rich heritage with modern flair.

Behind the scenes, a fully digital ecosystem orchestrates real-time inventory, seamless order management, and lightning-fast fulfilment. Every SHWET piece is more than a garment; it's a celebration of tradition, a spark of empowerment, and a bold statement in sustainable luxury.



Vision & Mission



Vision

To ignite a global renaissance of Chikankari—where tradition meets transformation, every embroidered piece drives social change, and SHWET stands as the gold-standard of ethical luxury.

Mission

- 01** Build vibrant Self-Help Groups that blend master-level Chikankari training, entrepreneurship coaching, and digital literacy—enabling women artisans to become confident creators and business owners.
- 02** Produce only CRAFTMARK certified, 100% handmade Chikankari collections, rigorously vetted through centralized quality hubs and real-time digital workflows to ensure every stitch reflects excellence.
- 03** Curate premium partnerships—from artisan-centric marketplaces to luxury retail collabs (Sabyasachi, Taneira)—while reinvesting revenues into artisan welfare, infrastructure, and growth, creating a self-sustaining cycle of craft, commerce, and community.



Social Impact

Economic Empowerment

- 1,000 + women artisans trained
- 455 + artisans earning ₹4 – 8 K/month

Financial Inclusion

- 455 + Jan Dhan bank accounts opened
- 105 Artisan Cards • 91 E-Shram Cards • 60 PAN Cards

Skill & Capacity Building

- 12 + Chikankari training workshops delivered
- 500+ Artisans upskilled in digital & management tools

Community Cohesion

- 17 Self-Help Groups formed
- 100 + women in elected leadership roles within SHGs

Cultural Preservation

- 4 health camps organized (vision, hygiene, general check-ups)
- 400 + artisans covered under PMJJY, PMJAY & related schemes



Business Training

- With the help of HCL and I Create, 20+ workshops were conducted
- Over 500 artisans received business development training



Shwet's "Nari Pahal" has ignited real change over 1,000 women honed their Chikankari skills and 500+ gained business acumen in 20+ workshops with HCL and I Create, while 455 Jan Dhan accounts and 196 artisan/E-Shram/PAN registrations secured their financial footing. With four health camps serving 400+ artisans and 230 beneficiaries linked to vital government schemes, we've woven inclusion, well-being, and entrepreneurship into every stitch.

Case Study



Juggling a toddler and tuition bills, Kamla felt trapped by endless worry—until SHWET's "Nari Pahal" unlocked her talent. Today she's not just an artisan but a mentor, her bright laughter testament to the hope and confidence she stitches into every piece.

After decades of meagre earnings, Chandravati feared her skilled hands would grow idle in her twilight years. Then SHWET reignited her passion—each delicate stitch now weaves purpose and pride, funding her granddaughter's schooling and filling her days with joyous laughter.

Kamla, 36

Chandravati, 72



Embroidery Overview



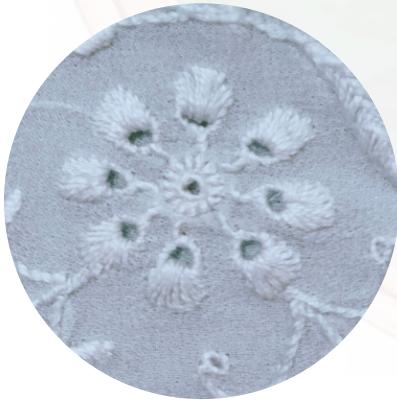
PHANDA

The Phanda is essentially a small knot on the surface of the fabric—akin to a French knot—used to create delicate, raised dots. In traditional terminology, Phanda refers to knots shaped like little millets, whereas the very similar Murri stitch produces rice-shaped knots.



JAALI

Jaali work is one of the most intricate and celebrated techniques. It showcases the sheer brilliance of hand embroidery, where artisans create a net-like mesh—all done by hand using a needle and thread, without cutting the fabric.



BIJALI

In Chikankari embroidery, Bijli is a lesser-known but charming stitch style used as a filler stitch to create a shimmering or zigzag effect—its name literally means “lightning” in Hindi, reflecting its sharp, flickering line appearance.



TAIPCHI

Taipchi is one of the most basic and foundational stitches, often the starting point for beginners and the framework for more complex designs.



CHANAPATTI

Chanapatti is a delicate and beautiful filler stitch, named after "chana" (chickpea) due to its tiny, round, bead-like appearance.



BAKHIYA

Also known as “Shadow work”, Bakhiya is done on the back (wrong side) of a semi-transparent fabric like Kota, Chanderi, or Organdy.

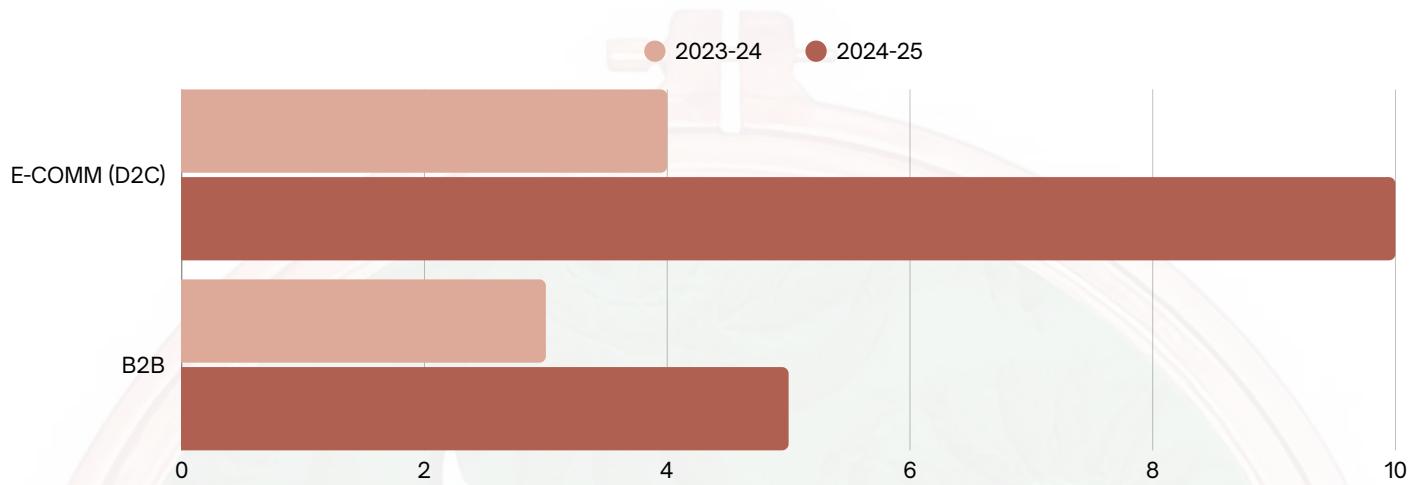


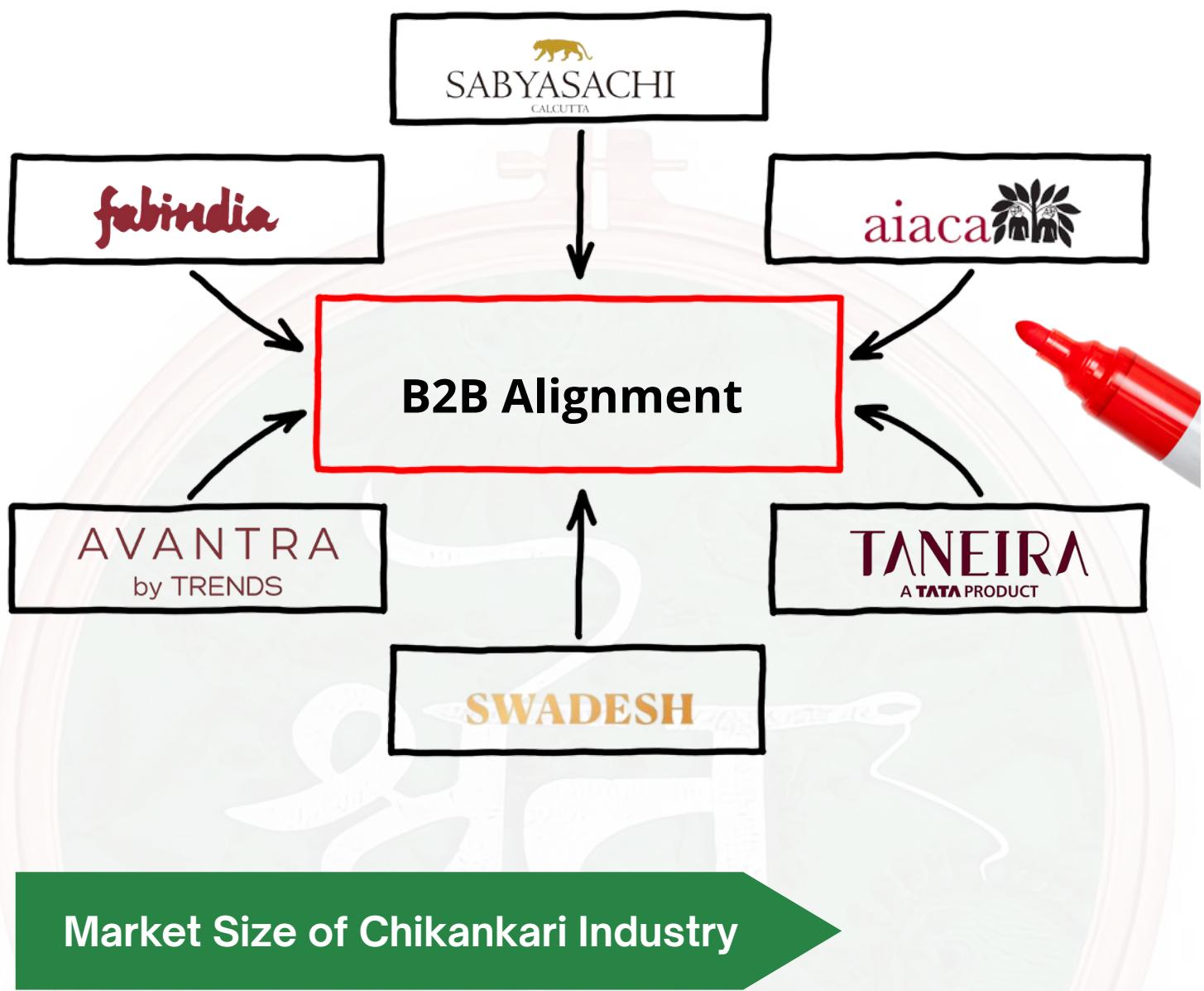
GHASPATTI

Ghaspatti is a charming, leaf-inspired stitch that brings texture and grace to floral and botanical motifs.



Market Expansion





Chikankari, a traditional embroidery style from Lucknow, India, is part of the broader handicraft and textile sector. Determining its market size involves analyzing both export and domestic sales, given its cultural significance and economic impact. The evidence leans toward an estimated market size of 1,200 crore INR.



Production

STEP 1

Product Design & Planning

STEP 2

Fabric Sourcing

STEP 3

Design Tracing / Block Printing

STEP 4

Embroidery by Artisans

STEP 5

Washing & Finishing

STEP 6

Stitching & Assembly

STEP 7

Ironing & Packaging



Production – "Crafted in Legacy"

From hand-drawn dreams to hand-stitched reality,
Each piece is born through patience, precision, and passion.
At SHWET, tradition doesn't fade—it's crafted anew every day.





Quality

STEP 1	Raw Material Inspection
STEP 2	Lab Testing & Compliance
STEP 3	Shrinkage Testing
STEP 4	Pre-Production Sampling
STEP 5	In-Process Quality Checks
STEP 6	Inspection Sheets & Record Logs
STEP 7	Final Quality Check

 **Quality – "Tested by Time, Trusted by Touch"**

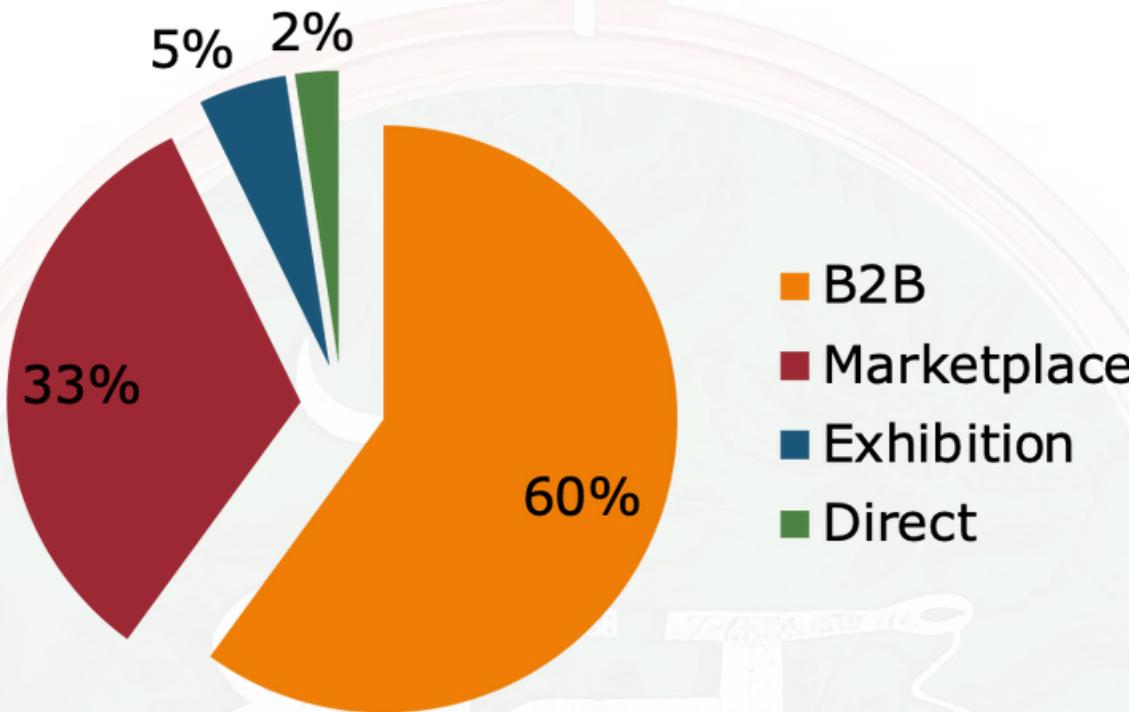


Every thread is checked, every inch is perfected,
because excellence isn't an act—it's our habit.
We don't just meet standards, we set them.



Performance

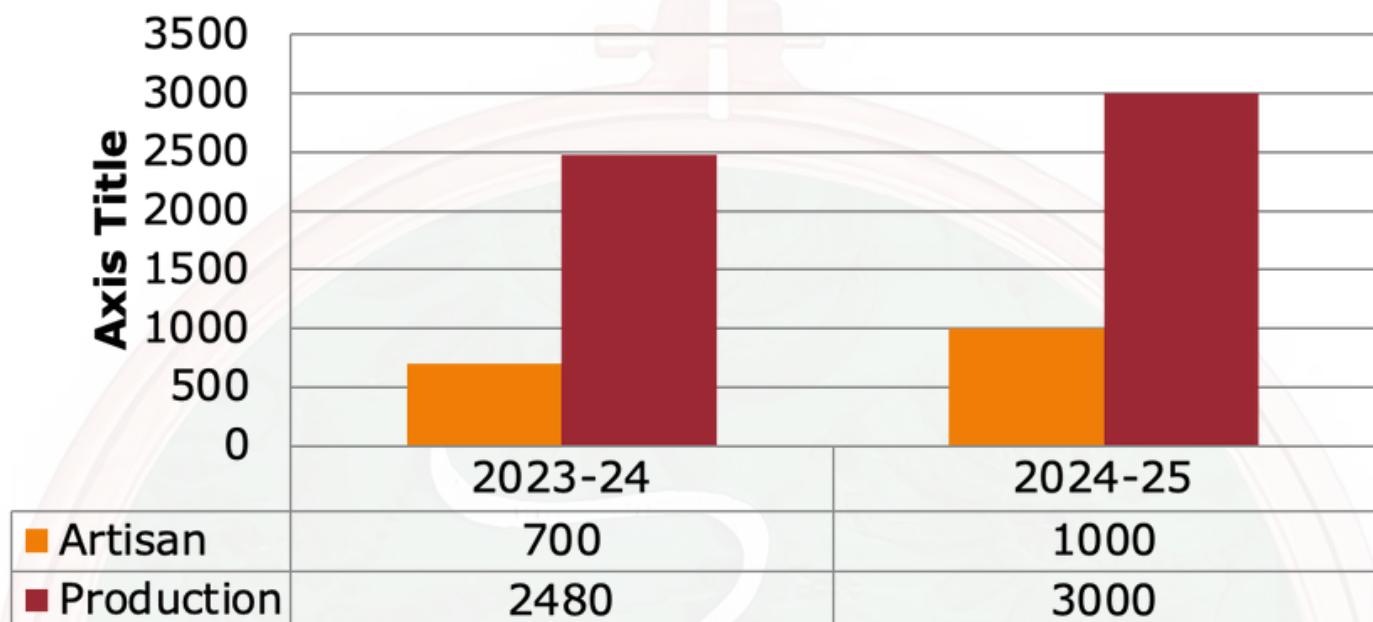
Sales Contribution



In this financial year, Shwet Heritage achieved total sales of 38,64,382 INR. The largest share, 60%, came from B2B partnerships, showcasing strong wholesale demand. Marketplace platforms contributed 33%, reflecting our growing digital footprint. Exhibitions made up 5%, highlighting offline customer engagement and Direct sales stood at 2%, showing potential for further expansion in our direct-to-customer model.



Production & Artisan



Building on the strong foundation of the previous year, we aim to significantly scale both our production capacity and artisan engagement.

- In 2023–24, we collaborated with 700 artisans and produced 2,400 pieces.
- For 2024–25, we plan to engage 1,000 artisans, increased our production to 3,000 pieces.

This 43% growth in artisan involvement not only amplifies employment opportunities but also ensures a broader socio-economic impact. The production scale-up aligns with rising demand across domestic and global markets, reinforcing our mission of empowering traditional craftsmanship through sustainable business expansion.



Award & Recognition

95%
fabindia

Fab India Quality Score:

FabIndia's award of a 95% quality score a distinction they seldom bestow vividly underscores our meticulous attention to detail and unwavering dedication to excellence, positioning Shwet as the definitive benchmark for premium Chikankari craftsmanship.

HCL Tech's PFC award:

Shwet was honored with HCL Tech's "Partnering for Change" Award, recognizing our outstanding artisan initiatives and transformative impact on women's empowerment. By championing skill development and sustainable livelihoods, we've truly become a catalyst for change in artisan communities



Samagam Gifting Partner:

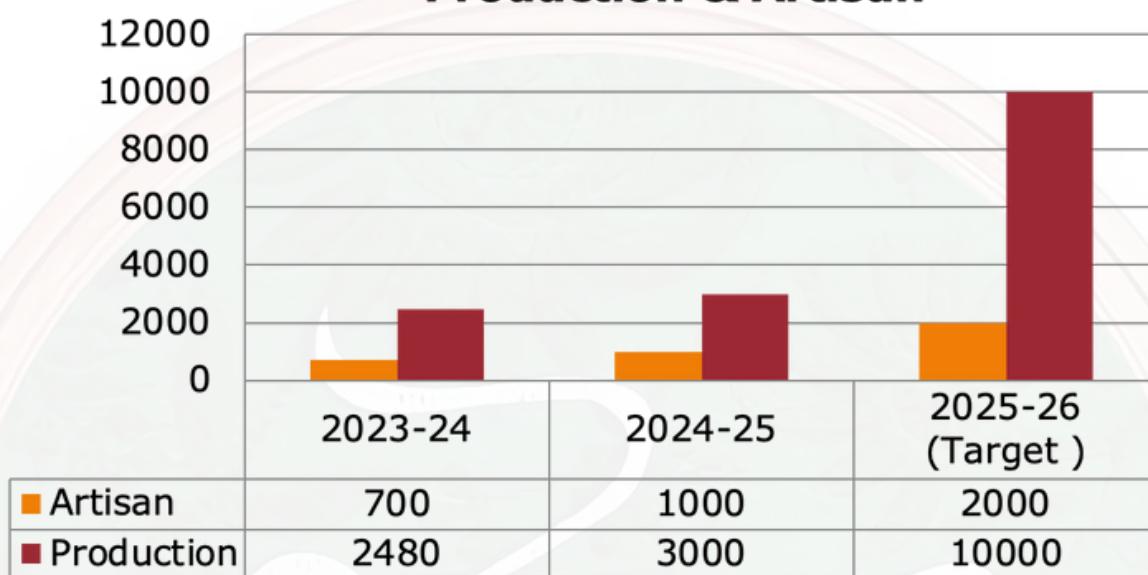
At Safe Society's annual Samagam programme graced by Rural Development Minister Vijaylaxmi Gautam and former Union Minister Shri Kaushal Kishore. We served as the official gifting partner, showcased our Chikankari masterpieces, and were honored with a special recognition award for our outstanding contributions.



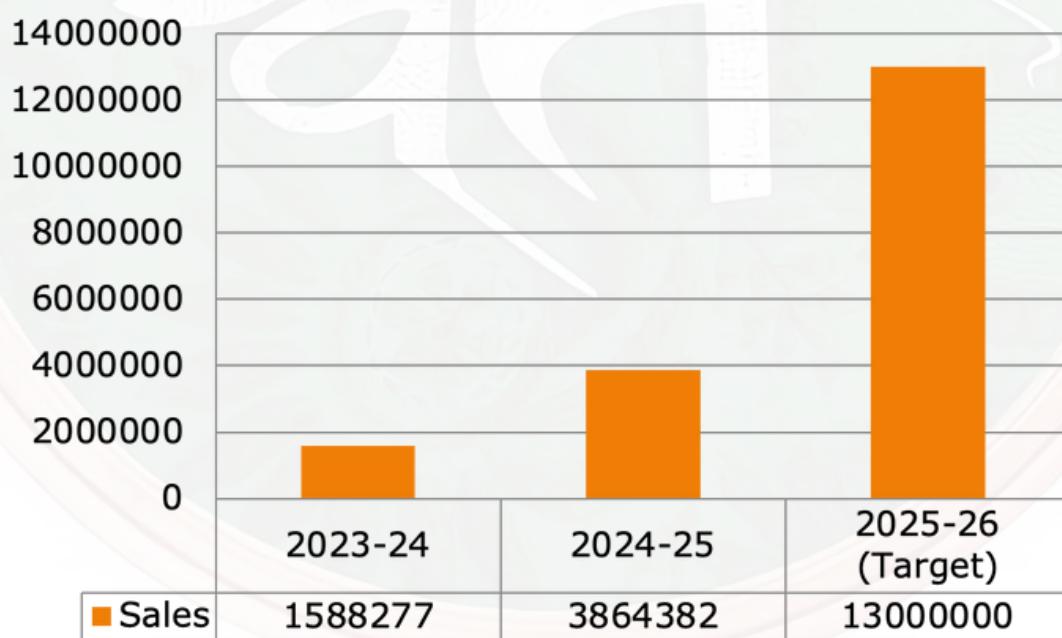


Future Outlook

Production & Artisan



Sales



"Thank you for choosing handmade. Every thread you wear carries our dreams, our dignity, and our hope."
– With love, Shwet Artisans



Shwet Heritage



E-1/282, Sector I, Jankipuram, Lucknow, Uttar Pradesh 226021



7007110779



www.shwetartistry.com