

Relevant Information about the Cluster, Craft Processes and Craft Persons of Navneet Singh Handicraft Producer Company Limited, Raebareli

1. Introduction to the Cluster

Navneet Singh Handicraft Producer Company Limited is a handicraft producer company located at **Village Karanpur, Post Kundanganj, Raebareli, Uttar Pradesh**. It was incorporated on **27 May 2022** under the Companies Act with the objective of organizing rural artisans into a professionally managed producer company. The company serves as a handicraft cluster by bringing together local craft persons to improve production, marketing, design innovation, and income generation. It functions as a community-based enterprise where artisans collectively produce and market handicraft products while preserving traditional skills.

2. Cluster Profile

The cluster consists of rural artisans, Self-Help Groups (SHGs), and small-scale handicraft producers from Raebareli district. The producer company model enables artisans to work collectively instead of individually, giving them better access to raw materials, modern tools, training, financial assistance, and larger markets. Under the Ministry of Textiles' handicraft development initiatives, the company has received support for seminars, design and technical development workshops, entrepreneurship development programmes (EDP), cluster development programmes (CDP), tool kits, study tours, publicity, web marketing, and thematic exhibitions. These initiatives strengthen the competitiveness and sustainability of the cluster.



3. Craft Processes

The artisans associated with the company follow systematic craft production processes that combine traditional knowledge with improved techniques. The major stages include:

- Selection and procurement of quality raw materials.
- Designing products according to market demand while preserving traditional motifs.
- Cutting, stitching, weaving, embroidery, or decorative work depending on the product.
- Finishing through trimming, polishing, washing, and ironing to enhance product quality.
- Quality inspection to ensure durability, appearance, and customer satisfaction.
- Packaging, branding, and labelling before marketing and distribution.

The company also promotes the use of improved tools, quality control methods, and modern product designs to increase the commercial value of handicraft products.

4. Craft Persons

The craft persons associated with Navneet Singh Handicraft Producer Company Limited are primarily skilled rural artisans, including a significant number of women. They possess traditional craft knowledge that has been transferred from one generation to another. The producer company encourages artisans to become shareholders and active participants in decision-making, ensuring that they directly benefit from collective marketing and business development activities.



Regular training programmes improve their technical skills, entrepreneurial abilities, and awareness of market trends, helping them produce higher-quality handicrafts and earn better incomes.

5. Importance of the Cluster

The cluster contributes significantly to rural employment, women's empowerment, and preservation of traditional handicrafts in Raebareli. By integrating production, design development, marketing, and capacity building under one organization, the company enhances artisans' livelihoods and promotes sustainable handicraft-based entrepreneurship. The producer company model also improves bargaining power, encourages innovation, and expands market opportunities through exhibitions, digital marketing, and institutional support, thereby contributing to the socio-economic development of the region.

