

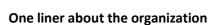
Case study business partner

Name organization

Rangsutra Crafts, New Delhi

Association

Since 2008



Rangsutra is a company of artisans from remote regions of India: the deserts of Rajasthan, the regions of Varanasi and Manipur in the East. Rangsutra works with various producer groups and each group is skilled with unique characteristic and traditional techniques like embroidery, weaving and printing. Traditional motifs and products are developed in contemporary style for the domestic (Fabindia) as well as the international (IKEA) market. India's rich craft heritage is represented in the top quality hand made products.

Quote about the impact from the partner

"Women in Wings' partnership gives us confidence to scale new heights and to grow our business without losing our social mission", Sumita Ghose, founder and CEO Rangsutra Crafts

Situation Challenges business partner	Solution Advise Women on Wings	Result Impact created
Dependence on 1 large customer and slowed growth	Growth strategy on markets and buyers	Increased customer base
Weak operational excellence	Continuous involvement in internal and external communication, team development, improvement of production	Increasing stable operations, not yet good enough

Next steps

- Embed the internal and external communication principals, throughout the different regions
- Improve production discipline in Bikaner and introduce effective dashboards/management information tools
- Focus on continuous work for women since that is a vulnerable reality.

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