

Case study business partner

Name organization

Rangсутra Crafts, New Delhi



Association

Since 2008

One liner about the organization

Rangсутra is a company of artisans from remote regions of India: the deserts of Rajasthan, the regions of Varanasi and Manipur in the East. Rangсутra 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 Rangсутra Crafts

| Situation Challenges business partner | Solution Advise Women on Wings | Result Impact created |
|--|--|---|
| <ul style="list-style-type: none"> • Dependence on 1 large customer and slowed growth | <ul style="list-style-type: none"> • Growth strategy on markets and buyers | <ul style="list-style-type: none"> • Increased customer base |
| <ul style="list-style-type: none"> • Weak operational excellence | <ul style="list-style-type: none"> • Continuous involvement in internal and external communication, team development, improvement of production | <ul style="list-style-type: none"> • 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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