



Digitally Empowered Ecosystem for Artisans and Weavers



Partner: Chitrika, Hyderabad

About Chitrika

Chitrika is a registered NPO managed by professionals from the Institute of Rural Management Anand (IRMA) at Hyderabad. Chitrika started work with about 20 weavers in the Khadi cluster villages near Ponduru, Andhra Pradesh. Since then, with a small team of rural professionals, mostly from weaver background, Chitrika has worked to train weavers in all aspects of running a successful business enterprise - from production, technology, finance management, marketing to institution building.



Chitrika's core mission is to work with artisans to co-create sustainable and successful business enterprises that are owned & operated by the artisans themselves. With direct access to the customer, producers can interact with the market and grow their collectives to mutually benefit both the producer and the consumer. The above approach greatly increases artisan incomes and also helps them get a better share in the value chain. **The Vamshadhara Weavers' Producer Company** and the **Godavari Women Weavers' Services Producer Company** are testimonies to the kind of 'artisan-owned' enterprises that Chitrika has built.

About the Program

As part of its CSR engagement Sonata has helped Chitrika to digitally transform its existing website into a responsive website. This website will help artisans to co-create sustainable and successful business enterprises that are owned and operated by the artisans themselves. With direct access to the customer, producers can interact with the market and grow their collectives to mutually benefit both the producer and the consumer.



Expected Outcome

We believe that the responsive website will help Chitrika to build sustainable business for artisans and weavers. The digital platform will help connect artisans directly to the customer, thus helping them stay relevant and resulting in increased realizations for their products.

"Sonata's support came at a very crucial time for us when we were planning to revamp our website and increase the market presence of the producer Companies. The Sonata team was very accommodating with regard to change requests and were patient till we could get the content up on our website. The entire experience with Sonata was overwhelming & they have helped us in setting up an impressive website. We are grateful to Sonata for the grant for content development & the technical expertise in developing a professional website for the Producer companies."

Vijaya Switha, CEO, Chitrika