



Development of an e-Commerce Enabled Webstore



Partner: WomenWeave, Maheshwar

WomenWeave (WW), a registered Charitable Trust based in Maheshwar, MP, has supported and developed the role of women in handloom weaving since 2002. Its mission is to work towards overcoming the vulnerability of rural women who weave on handlooms (either part-time or full-time) and work towards making handloom a profitable, fulfilling, sustainable, dignified income-earning and life improving activity.

The Handloom School (THS) which is a subsidiary of WomenWeave conducts a work-study program for young weavers with a multi-disciplinary curriculum consisting of design, textile technology, communication, business skills and sustainability. The aim of the program is to equip the weavers with the resources to earn a dignified livelihood, and to simultaneously contain the exodus out of traditional arts and crafts caused by lack of opportunities for sustainable livelihoods.

About the Program:

Sonata has designed a customer facing platform that allows weavers from THS to showcase their design collections to prospective customers. The platform also enables weavers to receive orders and customization requests with regard to colors, design themes and yardage. The platform is also enabled to handle invoicing and order fulfillment. The marketplace has recently been bolstered by the addition of products from WomenWeave's Gudi Mudi Khadi project.



Expected Outcome:

THS's multi-channel training program is helping foster a new generation of weavers who can use their design skills and business acumen to create marketable products that also carry forward India's handloom tradition and heritage. We believe that our technology enabled marketplace will help these skilled and trained weavers to enhance their earnings through a wider and deeper connect and dialogue with their customers and prospects.

