

Jaypore.com and Creative Dignity Launches Artisan Direct Campaign in West Bengal

~ This 15-Day Campaign enables artisans from West Bengal to sell their products on the brand's ecommerce platform ~

Kolkata; October 13, 2020: - Jaypore, from the house of Aditya Birla Fashion and Retail Limited, has partnered with Creative Dignity to launch the Artisan Direct Campaign: West Bengal Edition. Artisan Direct is a 15-day campaign enabling artisans to reach customers digitally. The brand is offering its wide-reach and a pan-India customer base through its ecommerce platform to artisans from the state, giving them access to new markets and sustained livelihood opportunities.

Jaypore has partnered with Creative Dignity, a zero-margin voluntary platform, to provide relief to artisan community severely hit due to COVID-19 pandemic. The 'Artisan Direct' campaign of Creative Dignity will feature work of over two artisan clusters from West Bengal on Jaypore.com. Exclusive products such as madurkathi mats, handcrafted embossed leather bags and accessories are being showcased under this campaign. The campaign will be live until October 15, 2020, giving these artisans from the state a platform to sell their products to customers across the country.

Creative Dignity and Jaypore will help the artisans boost their business further, by providing training in the field of ecommerce including templates for catalogue making, photography, pricing, and logistics management. These sales campaigns are being promoted by FICCI FLO at the national level. The brand will not only provide an online marketplace to these artisans for marketing their products but will also engage with them to train on making the products more attractive, appealing, and sellable across the ecommerce platforms. These training programs are backed by the volunteers from premier design institutes in India as well as designers and NGOs. Continuous training is being given to the artisans by expert volunteers in their villages, which usually has limited facilities.

Rashmi Shukla, Brand Head, Jaypore says, *"Jaypore as a brand has always been vocal about local since its very inception. India's rich crafts and craftsmen are at the heart and soul of our brand. We have always taken pride in providing a platform to the Crafts and Artisans community to showcase India's exquisite craft heritage. The ongoing pandemic has posed a severe challenge of sustenance to craftsmen across the nation, endangering their talent and livelihood. To remedy this situation, we have partnered with Creative Dignity to support the craft community, by doing a non-profit engagement so that these artisans get the maximum benefits. This collaboration will help us stimulate the handicraft environment in the country and ultimately strengthen our collective national motto of 'Make in India'."*

“The campaigns held for the artisans of Gujarat and Rajasthan were successfully conducted and have been of immense interest to Jaypore’s audience, the product being artisanal and completely in line with what our customers look for. We have showcased products like ajrakh printed sarees, zardosi artwork, lac jewelery, gemstone craft, and more. Through the campaign in West Bengal, we aim to benefit numerous skilled artisans from the state by providing them our platform without taking any incentives and enabling them to earn a sustainable livelihood”, Rashmi Shukla added.

Jaypore is an important partner of the Artisan Direct Campaign. The campaign enables artisans to become digitally aligned, while online partners voluntarily reduce margins to create attractive offers for consumers during the campaign slots. It becomes a win-win for all, as consumers shop with a benevolent hand to help the artisans and also end up getting a good price on their handcrafted special products.

Jaypore will be bringing a positive impact on about 250 artisans with this initiative over a period of time. The brand has tried to reach out to smaller enterprises, who lack their own supply chain backend; women-led enterprises and artisans, which had built-up inventory and those who were most vulnerable owing to their financial condition. Jaypore is planning to engage with these artisans on continuing basis even post the campaign and plans to extend support to the artisans across the country in the near future.

All products of the artisans are available for purchase through the ‘Direct to Artisan’ page on Jaypore.com

About Jaypore:

Jaypore is one of India’s leading destination brand for all things Craft and Artisanal across Apparel, Exquisite Jewellery and beautiful Home products. India has a rich heritage of handmade crafts and traditional products. Jaypore as a brand is committed to design, source and retail authentic Indian products suited for a modern lifestyle. The brand sources from more than 70 craft clusters and curates it on its beautiful website Jaypore.com and two stores one each in Delhi and Bangalore. In a very short time, the business has earned high respect amongst the craft vendor community for showcasing products in all its glory and amongst connoisseur customers for making craft accessible. The brand runs an eponymous label called Jaypore and also aggregates other artisanal based brands on its portal. Jaypore ships worldwide and has a global audience. At the heart of everything we do is the commitment to offering sustainable products that elevates your everyday life.

About ABFRL:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,788 cr. spanning retail space of 8.1 million sq. ft. (as on March 31, 2020), it is India’s first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,031 stores, presence across approximately 25,000 multi-brand outlets with 6,500+ point of sales in department stores across India.

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast fashion store brand.

The Company also holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio boasts of - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. Additionally, the company closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.

About Creative Dignity:

Creative Dignity is a movement that has brought together diverse creative producers, practitioners and professionals to energise the ecosystem that Indian artisans need in this time of COVID-19 and post-COVID-19 impact. Our focus is to provide relief, rehabilitation and rejuvenation of the artisans in a bid to ensure their sustained prosperity. It is a zero margin voluntary platform. In three months, it has collected around Rs. 50 lakhs in aid through Ketto and with support from Norwest Venture Partners, which is being distributed directly to artisans in distress. The second stage of rehabilitation has begun with digital literacy and on-boarding artisans onto digital platforms for sales. A number of Design Institutes like IICD, Srishti and NIFT have come forward to support artisans through training and handholding for making catalogs and digital alignment.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com