



SHAH BI HANDICRAFTS

PRODUCER COMPANY LTD



EXQUISITE HANDMADE CRAFTS FROM KASHMIR





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About Shah Bi Handicrafts Producer Company

Empowering Artisans, Preserving Heritage

Shah Bi Handicrafts is a premier Kashmir-based producer company dedicated to bringing the soul-stirring heritage of Jammu & Kashmir to the global stage. Officially incorporated on **January 10, 2023**, under the Ministry of Corporate Affairs, Govt. of India (**Registration No: U17100JK2023PTC014169**), we are proud to be an ST Category Artisan initiative from the Ganderbal District, sponsored by the Development Commissioner for Handicrafts. We collaborate directly with over 200 local master artisans, specializing specifically in the intricate arts of embroidery and crochet. By ensuring fair wages and preserving these delicate, hand-stitched techniques, we transform raw skill into world-class luxury. Each meticulously crafted piece in our collection is a verified masterpiece of authenticity, designed to connect Kashmir's exquisite handmade traditions with discerning international markets while fostering a sustainable, thriving ecosystem for our artisan communities.

What We Provide

SHAH BI HANDICRAFTS is a Srinagar-based social enterprise dedicated to preserving Kashmir's rich artisanal heritage while creating sustainable livelihoods for local craftspeople. As a dedicated ST Category Artisan Ganderbal initiative, we bridge the gap between traditional artisans and global markets, ensuring that centuries-old crafting techniques—specifically the intricate arts of embroidery and crochet—continue to thrive. By providing economic stability to artisan communities across the ST Category Artisan Ganderbal District, we transform raw, hand-stitched skill into world-class luxury, ensuring that the soul of Kashmiri craft reaches the modern world.

Our Founding Story

Born from a deep appreciation for Kashmir's crafting legacy, SHAH BI HANDICRAFTS was established to address the growing challenges faced by local artisans. We recognized that despite extraordinary skill, many craftspeople—particularly within the ST artisan

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communities of Ganderbal—struggled to reach appropriate markets and receive fair compensation for their work. Our company was founded on the principle that economic empowerment and cultural preservation must go hand in hand. By focusing on verified authenticity and fair wages, we have built a mission-driven organization where the preservation of tradition directly fuels the prosperity of the artisans who keep it alive.

Our Artisan Network

As an ST Category Artisan initiative deeply rooted in the Ganderbal District, we are dedicated to empowering the tribal communities of Jammu & Kashmir by providing a vital platform for their ancestral skills. By focusing specifically on the unique talents of ST artisans in Ganderbal, we ensure that the delicate traditions of embroidery and crochet are not only preserved but elevated to reach a global audience. Our mission goes beyond simple commerce; we strive to ensure that these specialized tribal crafts receive the professional recognition and economic support they deserve, directly transforming lives through fair trade and sustainable growth. By bridging the gap between remote villages and international markets, we are preserving the authentic heritage of our region while building a secure, self-reliant future for the artisans who are the true custodians of Kashmiri culture.

Our Ethical Philosophy

At our core, we believe that beautiful craftsmanship deserves ethical business practices. We maintain complete transparency in our supply chain, from raw material sourcing to final product delivery. Our model ensures that artisans—specifically our ST Category Artisans in the Ganderbal District—receive significantly higher compensation than traditional market rates, while customers receive authentic, premium-quality embroidery and crochet handicrafts with verifiable origins and a meaningful story behind each piece. By eliminating unnecessary intermediaries, we channel more value directly into the hands of the tribal communities who keep these traditions alive. This commitment to social equity transforms every purchase into a tool for empowerment, allowing our skilled artisans to invest in their families and the future of their craft. Through this sustainable approach, we are not just selling products; we are honoring a cultural legacy and ensuring that the hand-stitched artistry of Kashmir continues to flourish in a modern, conscious world.

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About Company

Our Story and Team

Preserving tradition while embracing innovation for over three decades

Mehjabeen

Director – Shah Bi Handicrafts Producer Company Ltd.

This vision drives us to bridge the gap between tradition and opportunity, ensuring that every purchase not only brings you a piece of Kashmir's soul but also sustains the hands that weave its future.

Our Other Directors

- | | |
|--|---|
| ☐ MOHAMMAD MAQBOOL DAR
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Company Timeline

Shah Bi Handicrafts Producer Company Ltd. has been a beacon of authentic craftsmanship for over three years. What began as a small family workshop in the heart of Kashmir has grown into a renowned producer company supporting over 200 local artisans.

Our journey started with a simple mission: to preserve the rich heritage of Kashmiri handicrafts while creating sustainable livelihoods for skilled *ST Category Artisans in the Ganderbal District*. Today, we continue to honor that mission by blending traditional techniques with contemporary designs that appeal to modern sensibilities.

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Each piece in our collection tells a story – of the artisan who created it, of the traditions that inspired it, and of the cultural heritage it represents. We take pride in maintaining the highest standards of quality while ensuring ethical production practices and fair compensation for our craftspeople.

Our Values

Preserving traditional craftsmanship while creating sustainable livelihoods for artisans.

At Shah Bi Handicrafts, we specialize in the traditional Kashmiri arts of embroidery and crochet. Each technique is practiced by ST Category Artisans in the Ganderbal District, who have passed down these methods through generations, preserving skills that are centuries old. Our products range from exquisitely hand-stitched textiles to intricate accessories, each crafted with meticulous attention to detail. We use only the finest materials to ensure every piece reflects the premium quality of our heritage. While we honor traditional methods, we also encourage innovation. Our designers work closely with our ST Category Artisans in the Ganderbal District to develop new patterns and products that blend heritage craftsmanship with contemporary aesthetics, ensuring these ancient arts remain relevant and appreciated worldwide.

why Choose Us

Premium Handmade Kashmir Products with Purpose

Our commitment to preserving Kashmir's crafting heritage means every handmade product we offer maintains traditional quality while creating fair-trade opportunities for ST Category Artisans in the Ganderbal District. When you choose our meticulously hand-stitched embroidery and crochet products, you invest in both exceptional quality and ethical production. By supporting the unique skills of our ST Category Artisans in the Ganderbal District, you help ensure that these specialized tribal crafts remain a vibrant and sustainable part of our cultural legacy.

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Our Social Media



Always Availability

We Are Available For Consultation

We welcome consultations for custom orders, bulk sourcing, and special projects. Our ST Category Artisans in the Ganderbal District can create bespoke pieces tailored to your specific requirements, ranging from custom embroidery designs to unique crochet products. Contact us to discuss how we can collaborate to bring your vision to life with authentic Kashmiri craftsmanship.

Main Office

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Branch Office

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Events And WorkShops



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Workshop cum Seminar



A workshop-cum-seminar was organized in Ganderbal bringing together experts, professionals, and participants from diverse fields to share knowledge, ideas, and practical insights. The program aimed to provide a platform for interactive learning, skill enhancement, and meaningful discussions on contemporary issues relevant to the community and industry. Participants actively engaged in technical sessions, hands-on demonstrations, and open dialogues, fostering collaboration and innovation. The event not only highlighted the importance of capacity building and knowledge exchange but also encouraged local youth and professionals to explore new opportunities for growth & development.



Exhibition Cum Sale of Handcrafted Items

An Exhibition-cum-Sale of Handcrafted Items was organized in Srinagar, showcasing the rich heritage of Kashmiri art and craftsmanship. The event brought together skilled artisans and craftsmen who displayed a wide range of traditional handcrafted products, including Pashmina shawls, hand embroidered garments, wood carvings, papier-mâché, carpets, and other locally made items. The exhibition served as a vibrant platform for promoting indigenous crafts, supporting artisan livelihoods, and connecting them directly with customers. Visitors not only appreciated the intricate artistry but also purchased unique handmade products, thereby contributing to the preservation and promotion of Kashmir's cultural legacy.



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Entrepreneurship Development Program

The Entrepreneurship Development Program (EDP) is designed to nurture and empower aspiring entrepreneurs with the knowledge, skills, and confidence required to start and manage their own ventures. The program focuses on developing entrepreneurial competencies, innovative thinking, and practical business management techniques. Through interactive sessions, case studies, mentoring, and hands-on activities, participants are guided on opportunity identification, project planning, financial management, marketing strategies, and sustainability practices. The EDP serves as a platform to inspire self-reliance, generate employment opportunities, and contribute to economic development by creating a new generation of successful entrepreneurs.



Workshop Curriculum

Shah Bi Handicrafts Producer Company Ltd. has introduced a structured Workshop Curriculum aimed at enhancing the skills and creativity of local artisans, particularly women from the ST community. The curriculum is designed to provide hands-on training in traditional Kashmiri handicrafts such as Pashmina weaving, embroidery, papier-mâché, wood carving, and carpet making, while also incorporating modern design trends and market demands. Alongside technical training, participants are guided in areas like quality control, product innovation, entrepreneurship, and digital marketing to help them access wider markets. This initiative not only strengthens livelihood opportunities but also ensures the preservation and promotion of Kashmir's rich cultural heritage.



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DEVELOPMENT COMMISSIONER (HANDICRAFTS)
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