



# BEYOND BUSINESS-THE BEAUTIFUL BLEND OF SUSTAINABILITY AND TEXTILE TRADE



**S**ocial enterprises in India are becoming thought leaders for people, the planet, and prosperity. Sustainability is no longer just a corporate social responsibility (CSR) mandate—it has become a business imperative. Sustainable Development Goals (SDGs) are being incorporated into businesses as more enterprises realize climate change crises and the need for human rights. At the same time, there is a significant shift in consumer mindset both in India and globally. Consuming products from socially responsible enterprises is creating a new era in global trade. In this dynamic world, sustainability has become a constant need that businesses and consumers take seriously and are willing to adopt. Digitization and the global marketplace have also accelerated the growth of social enterprises, giving them a platform and an opportunity to promote their sustainable products and practices. In this new era of global trade, sustainability-based businesses must communicate effectively about their positive impact on people and the planet to grow and contribute to prosperity.

### Tri-Impact Global

**Tri-Impact Global** is an independent not-for-profit organization based in Noida, India. It collaborates with businesses and organizations to promote their efforts toward achieving

environmental action, empowerment of workers, and sustainability-based business growth. Tri-impact’s meaningful collaborations with enterprises motivate and encourage others to assess and make sustainability their top priority.

### Impact Partnership with ‘Raaga Textiles’

As part of its collaboration initiative with enterprises, Tri-impact Global partnered with Raaga Textiles— a Jaipur-based block print manufacturing company, to promote its sustainability efforts and good practices amongst the global trade actors, consumers, and policymakers. Sheril Sharma, Director of Raaga Textiles, holds an experience of more than 25 years of block print techniques and expertise in colors and textures.

The textile industry adopted 5 of these 17 Sustainable Development Goals – Climate Action, Gender Equality, Responsible production & consumption, Clean Water & Sanitation, and decent work & economic growth. For Raaga Textiles, sustainability is an essential tenet of its mission, and as an organization, it has taken the following specific measures:

### Persevering the Craft of Block Printing

The desert state of Rajasthan is known for its magnificent art and craft, and block printing is



one such beautiful form. The knowledge of finely carving the wooden blocks, creating captivating prints, and the process of dyeing have been passed on by the woodcarvers to their future generations. Sheril Sharma is a visionary and a thought leader who is set on a mission to ensure the traditional art of block printing gets its due recognition in India and globally. The company has established itself as a link between these rural artisans and global consumers.

In its unique way, Raaga Textiles is preserving and promoting this beautiful Indian heritage. The company provides opportunities to young talents to learn and develop ancient skills in textile production. This includes hand skill training, use of natural low-impact dyes, and use of organic cotton demanded by the buyers. Raaga Textiles has also joined with an NGO based in Darbhanga, Bihar 'Anadi Foundation', to train the local youth on the different block printing techniques. As a result, many youths are motivated to adopt textile manufacturing as their profession.

### Environmental Action

Since its inception in 2010, Raaga Textiles has been committed to making a positive environmental and social impact with eco-friendly fabric and colors and evolving new designs using innovative ideas. The company takes care of the environment by using certified organic dyes in the printing process. The company also recycles fabric wastes and transforms them into new products; for instance, the packaging for the products is made from the waste material. The use of organic cotton is yet another environment-friendly effort that the company makes as per the requirement of its buyers.

### Sustaining Grassroot Communities

While Raaga Textiles encourages the young generation to hold the baton and carry the legacy forward, the company is also committed to positively impacting the lives of the artisans and the workers associated with them.

In its endeavor to ensure regular and meaningful livelihood for the workers, Raaga Textiles provides a 'reward mechanism' whereby the workers who contribute long years of service in Raaga Textiles are made the shareholders so that they are entitled to fair income, have better prospects for personal development and support their families.

Each product is unique and handmade, created using these finely engraved blocks. The responsibility for the final quality check of the products is entrusted to women artisans who make the final decision before any product is finished.

Raaga Textiles has set an example of maintaining high business standards while meeting customer requirements, contributing positively to the environment, promoting traditional artwork locally and globally, and providing better working conditions with emphasis on the social security of its workers.

Individuals, organizations, or institutions interested in collaborating with Tri-impact Global can connect at [contact@tri-impact.org](mailto:contact@tri-impact.org). ■

