

# Tri-Impact Profile of Deep Collections Bhadohi





## About the Company

Deep Collections is a carpet manufacturer and exporter company based in Bhadohi town. It is located around 45 km west of the ancient city of Varanasi. Bhadohi and other surrounding districts make the world's largest handmade carpet weaving cluster, **engaging approximately 3.2 million people** in the carpet weaving industry. Bhadohi-based companies employ around 2.2 million rural artisans in their factories and extended supply chains.

The carpet-making business in the region is ancient and dates back at least to the 16th century. Artisans and entrepreneurs in the region promoted this unique art of creating carpets through **hand knotting**, which eventually became a specialty of the region. During British rule, various merchants across the oceans traveled to India to seek trading opportunities. They found carpets as one of the products in high demand in European countries due to extreme cold weather. Post-independence, Indian businesses took the lead in meeting this demand and became exporters. Deep Collections is one of them.



## Preserving and promoting the ancient tradition of carpet weaving



Deep Chand

The journey of Deep Collection **started in the 1970s** when the father of the current Managing Director, Mr. Deep Chand, realized that the carpets made in the region are unique. He understood the handmade carpets' business potential, started collecting vintage hand-knotted rugs and studied the art techniques used in making them.



Vishambhar Dayal

In addition, the company collected and learned the designs from other parts of the world and started producing them with the help of local artisans.



Some examples of these carpet designs are Antique American Shahrukh carpet (Persian), Antique Chinese (made initially in Ning Hixia), and Antique Turkish Ushak (originally made in Turkey). The carpet experts worldwide highly appreciate the quality of the carpets made by Deep Collections. The world-class entrepreneurship, **love for art and artisans**, the spirit of adopting good things from all over the world, and working with art and culture lover business people globally were some of the qualities that founded Deep Collections.



## Sustainable and Environment friendly production



Deep Collections has an in-house facility for weaving, washing, drying, clipping, and stretching. The company uses only natural fibers in the manufacturing of rugs/carpets. The natural fiber is a **sustainable resource**, as they are renewable, biodegradable, carbon neutral, and can be used without depleting or damaging the Environment.

On the other hand, widely used synthetic fibers in rug making might not be environmentally friendly. Deep Collections ensures that their entire production is made from **naturally grown fibers** such as Cotton, Hemp, and Jute or Animal Fibres like Wool, Silk, etc. This is an extraordinary commitment.





## Holistic Support to Workers

Deep Collections provides support to its weavers in a holistic and inspiring manner. Mr. Deep Chand thinks and practices that if the workers get better **financial and social security** through the company they are working with, the workers get more engaged in their work and can attempt better output in terms of quality and quantity of the products. Based on this thinking, Deep Collections has provided accommodation to its workers to reduce the stress of workers related to the place of living, cost of commuting, etc. Besides a place to live, the workers are also provided an agricultural land where their family members can grow food grains and vegetables for their consumption. Mr. Deep Chand thinks that this has created additional support for workers.



Workers at Deep Collection feel more engaged with the company as their **basic needs** of accommodation, fresh vegetables, and to some extent, foodgrains are supported. Besides providing additional support to workers, farming involves the collective efforts of all workers and their spouses, resulting in more harmony and togetherness among co-workers.

## The company believes in long-term association with its employees



Pradeep Baranwal

The company believes in investing in building trust among workers. This is achieved by making efforts to ensure workers get uninterpreted employment. One good example is the Manager of the company, Mr. Pradeep Baranwal. He joined the company as a Production In-charge in 1985 and has moved up the ladder in his career based on his commitment and persistence. The company Deep Collections recognized his contributions and provided him with sufficient growth opportunities during his **37 years of association** with them.

The continued employment in the company has helped Mr. Pradeep Baranwal provide quality education to his children. As a result, one of his sons has completed the prestigious MBBS **medical degree** and is now pursuing a professional Master in Medicine degree.



## Waste Management

Waste produced in the company in various processes like spinning and weaving is a non-hazardous waste that can be reused to manufacture different products. Deep Collections uses this waste material in making mattresses and woolen durries. These mattresses and durries are **distributed to the workers** and needy people of the community, who finds them very useful in the harsh winter season in Bhadohi.



According to Mr. Deep Chand, since the production of carpets in the Bhadohi region is export-oriented, the local communities never felt connected with the industry except for the people who work in the production process. The people also believed that the carpet industry offers only low-profile jobs. However, the distribution of woolen durries and mattresses among the communities has helped change this perception. Mr. Deep Chand feels very proud about assisting the workers in having steady and long-term work opportunities with his company and the initiative of developing products for the use of local people.



He thinks these company efforts have brought a **positive outlook** for the carpet industry among the local communities.





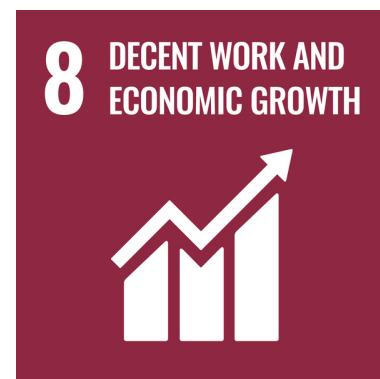
## Various Sustainable Development Goals being targeted by the company



SDG 1 targets to End Poverty



SDG 3 supports Good Health



SDG 8 promotes Decent Work and Economic Growth



SDG 11 supports Sustainability



SDG 12 is about Responsible Production



Sustainable Development Goals

### Deep Collections

Deep Collections, Lakshman Patti, Deonathpur, Gyanpur, Sant Ravidas Nagar, Bhadohi, Uttar Pradesh, Pin - 221304

This Tri-Impact profile has documented the best practices of Deep Collections - a company that is part of the global supply chain of handmade rugs. To create this profile, we interviewed the company's management, collated secondary information, visited the production facilities, and interviewed workers to verify the good practices. Our focus was to document the company's sustainability efforts towards improving workers' working conditions, environmental action, and sustainability-based business growth.

We thank Deep Collections for their excellent efforts and cooperation. We will promote this profile to build more support for the sustainability efforts and contribution to SDGs. The examples created by Deep Collections will help the company grow as a business in the new sustainability era. It will motivate other companies to learn and improve their contribution toward SDGs. For details, please visit [www.tri-impact.org](http://www.tri-impact.org).