



SilaiWali

Training &
Re-skilling

Sustainable
Incomes to
women
artisans

Upcycle
waste fabric

Products
sold
worldwide

Small
Business
Champions
2025

Awarded by: International Chamber of
Commerce, International Trade Centre
& UN Trade & Development



Who are we

Founded in 2018, **SilaiWali**, a social enterprise in New Delhi, upcycles waste fabric from the garment manufacturing industry to create cotton handicrafts. We work with Afghan women refugees in India, providing them with training in stitching, embroidery, and crochet work, enabling them to earn sustainable incomes.

SilaiWali is an official partner in MADE51

MADE51 is a collaborative initiative and global brand of refugee-made products, brought to life by **UNHCR**, the UN Refugee Agency.

Through MADE51, social enterprises around the world work with refugee artisan groups to make ethical, handcrafted products.



SilaiWali is a Guaranteed Fair Trade Enterprise certified by the **World Fair Trade Organisation** and recognised by the **World Social Enterprise Foundation**.

SilaiWali is registered as an “**Upcycled Textile Manufacturer**” with the Textile Committee, **Ministry of Textiles**, Government of India.

Co-founders



Iris Strill

Creative Director

- French designer with 20+ years in India
- Expert in artisan training and sustainable production
- Created SilaiWali's signature aesthetic and product lines

Bishwadeep Moitra

Business Head

- 25-year media veteran and founding member of Outlook magazine
- Leads partnerships, scaling strategy, and communications
- Drives SilaiWali's business growth and international presence

The Leaders

Current Team Leader, Delhi Centre
Zolaikha Kakar



“ I am an Afghan refugee living with my family in New Delhi. I started to work in SilaiWali in 2021 as one of the 100 Afghan women refugees working there. During these last few years, I have learned a lot about how to make products of international quality. I support my family with my income from SilaiWali. Besides my artisanal skills, I have acquired managerial competence using AI-driven computer functions.

”

Current Team Leader, Bhedia Centre
Anjuman Ara Begum



“ I am a government-awarded Kantha artisan from West Bengal. I can lead up to 300 women artisans around my village. I led a group of 40 women artisans for SilaiWali’s incubation project. All members loved the training we received and the wages we earned doing SilaiWali products. Many more women artisans are keen to join the Silaiwali group from the neighbouring villages.

”

Founder Team Leader, Delhi Centre
Guljan Shayan



“ When SilaiWali started in 2018 with 10 Afghan refugee women, I had no idea I would lead a group of more than 100 women artisans within six months. The incomes the refugee ladies got by working in SilaiWali dramatically changed the societal status of the ladies within our refugee community. I migrated to Canada in 2022. The experience I gained working in SilaiWali has helped me set up my small enterprise in Ontario.

”

Former Team Leader, Delhi Centre
Mozghan Gauhary



“ I feel so lucky that I got a chance to be the team leader of SilaWali in 2023 after having worked there for four years. I am proud to have led production for SilaiWali’s collaborations with such prestigious brands as Chloé, Ulla Johnson and Oris. I migrated to Canada in 2023. I show my SilaiWali work here to find a job. I miss SilaiWali a lot. The working atmosphere at Silaiwali relaxed me from the trauma of being a refugee and gave me tremendous self-esteem.

”



Production facility



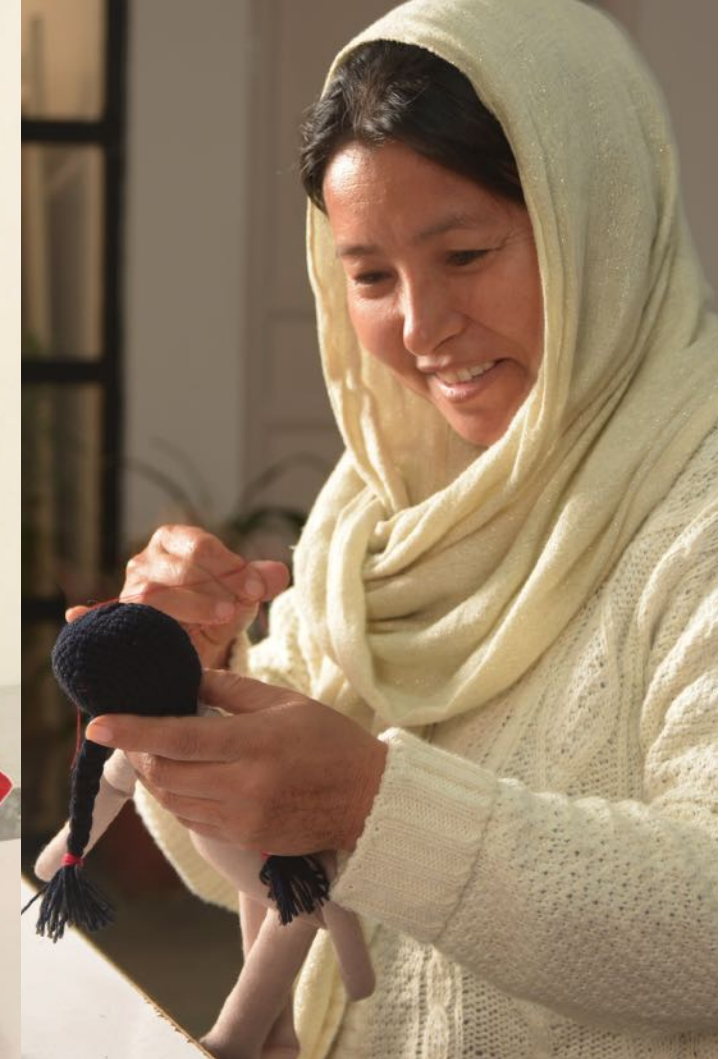
Eco-tourism



Retail Showroom

Delhi centre in Malviya Nagar since 2018

- 300 local women artisans trained and employed
- 10 tonnes of waste fabric upcycled
- Products sold in 135 cities worldwide
- The Centre runs as a global eco-tourism destination for international tourists
- The Centre has a retail showroom frequented by foreign customers



Social Impact

A Stitch For Freedom

- 350+ women artisans trained and employed since 2018.
- 3,000+ family members benefiting from sustainable income.
- Products sold in 135 cities worldwide.



Environmental Impact A Stitch Against Waste

- 16 tonnes of waste fabric upcycled since 2018.
- Certified by Ministry of Textiles as "Upcycled Textile Manufacturer".
- Partnerships with global brands for circular production.



Sustainable revenue channels benefiting over 3,000 family members.

Collaborations

Partnerships with
global fashion brands
Chloe, World Market,
Ulla Johnson, Oris

ULLA
JOHNSON



D2C

Online store with
international shipping

B2B Distribution Concept
stores and museum shops in
135 cities globally



WORLD MARKET®



Silaiwali dolls in a concept store in Basel, Switzerland

Key Collaborations

WORLD MARKET

WORLD MARKET (USA)
\$300,000 revenue, 11 tonnes fabric upcycled

**ULLA
JOHNSON**

ULLA JOHNSON (USA)
High-end creative collaboration

CHLOE (FRANCE)
Premium luxury partnership with global expansion

Chloé

MADE51 (UN):
Institutional partnership contributing 37% of recent sales

ORIS (SWITZERLAND)
Precision craftsmanship for Swiss watchmakers



Next Steps

Couture

Ecology &
Solidarity
Foundation

A **Not-For-Profit** company
mandated to train and skill
women artisans in India

Incorporated in 2024

Founding Directors: Iris Strill & Bishwadeep Moitra

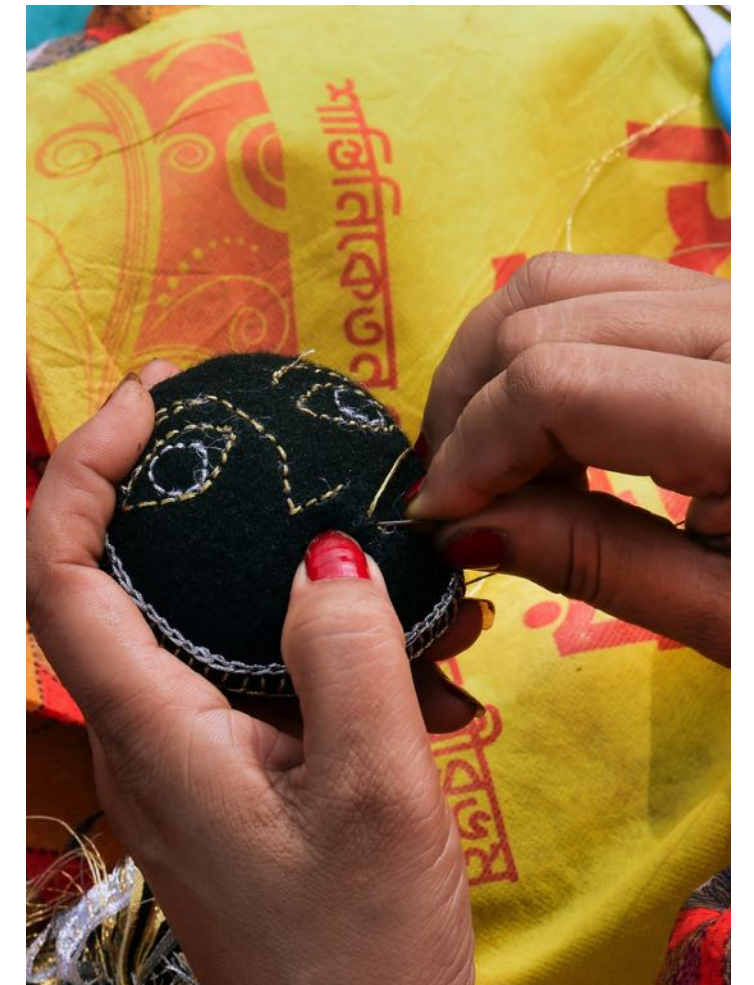
Our mission is to train and financially empower
women artisans in different craft clusters in India to
manufacture world-class handicrafts by upcycling
textile waste.



Couture's pilot project: Training women artisans in Bhediya, West Bengal

Next Steps

Incubation: Centre in Bhedia, Dist. Bolpur, West Bengal, in operation since March 2024



- World-class products designed by **international designers** based in the head office in New Delhi
- **40** local women artisans **trained** in making **30 products**
- a small batch of **manufactured** products **already exported**
- Products **professionally marketed** by the team in the head office, New Delhi

Next Steps

Our Ask

Couture seeks financial support from **CSR Funding** to expand its operations and reach a wider group of marginalised women artisans.

The resources will be utilised in:

- Training & Re-skilling
- Capacity building
- Product development
- Creating markets
- Business operations



CSR Fundraising of 50 Lakhs INR for making the Bhedia Centre fully operational

Problems

- **Current challenge:** Temporary, inadequate facility limits production.
- **Capacity today:** Only 40 artisans can be trained to earn livelihoods.
- **Demand:** 250–300 women artisans are waiting for training.
- **Barrier:** Lack of funds for training, professional facility, and capacity building.
- **Impact of expansion:** Enable 300 women artisans to earn dignified, sustainable livelihoods.
- **Ripple effect:** Direct benefit to 1,800–2,000 marginalized rural people in India.
- **Work nature:** Artisans work best in groups; current space doesn't allow this.



Master Trainer, David Lalanghatzo, training the artisans in Bhedia, and below, the facility — making do with what we have!



Anjuman Ara Begum, team leader of the Bhedia Centre, is being trained by Creative Chief and Co-founder, Iris Strill and David at the SilaiWali Centre in New Delhi on manufacturing a bespoke pouch for Oxfam UK; above, the finished Oxfam pouch



CSR Fundraising of 50 Lakhs INR for making the Bhedia Centre fully operational (contd.)

Solutions

Suitable Facility

- Space for 250–300 women artisans
- Designed for “work & play”
- Located within commutable distance for artisans

Training Approach

- Local trainers recruited from the region
- Trainers receive advanced training at SilaiWali, New Delhi
- Led by Iris Strill (Creative Chief & Co-founder) & David Lalnghatzo (Master Trainer)

Capacity Building

- Training women artisans in world-class handcrafted production
- Builds on traditional artisanal skills
- Enables sustainable incomes & empowerment

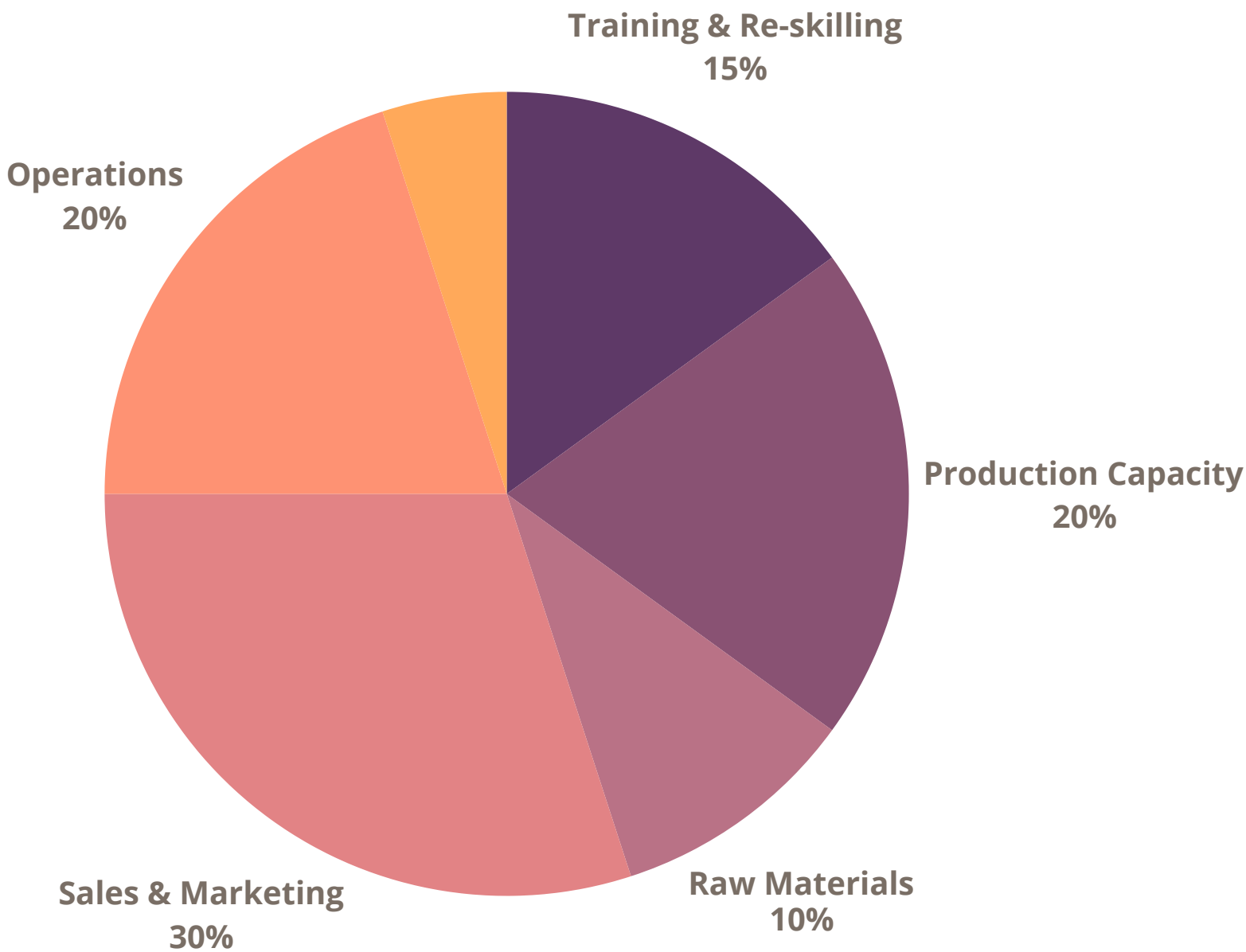
Ecological Impact

- Waste fabric sourced from the local garment industry
- Upcycled into cotton handicrafts at Bhedia Centre
- Contributes to ecological preservation



Fund Utilisation

Deployment Timeline 2025-2026



Thankyou