

JHELUM SOZNI  
HANDICRAFTS PRODUCER  
COMPANY LIMITED



## MESSAGE FROM THE DIRECTOR

Our company aims to produce high-quality, affordable, and stylish handicraft products. When you purchase from us, you help support our artisans and provide them with a source of income. We believe in inclusive growth, ensuring that the benefits of development reach everyone, especially those with handicraft skills. By buying our products, you contribute to a larger goal of economic empowerment and progress for all involved in the crafting process.



## CONTACT ADDRESS

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## FOR MORE INFORMATION

Please visit us  
**Website [www.Jhelumhpcl.com](http://www.Jhelumhpcl.com)**



## OUR MOTTO

- **Globalize Indian Handicrafts:** Build a platform to sell handicrafts worldwide.
- **Innovate Social Enterprise:** Create a profitable and impactful social enterprise.
- **Preserve Heritage:** Raise awareness of handicrafts and support artisans by preserving Indian culture.
- **Enhance Craftsmanship:** Improve artisan processes, systems, and quality.
- **Empower Women:** Promote financial independence for women artisans.

## ABOUT THE COMPANY

Jhelum Sozni Handicrafts Producer Company Limited is a social enterprise sponsored by the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India with below details. The company is formed for the development of Sozni Shawls cluster artisans of a producer company under the NHDP scheme. The website will have products from different Artisans and it will make it easy for the art lovers to shop online products without any traditional hassle. The company has over 500 artisans of Pattan Sozni GI craft and aims to increase the members with a 100% empowerment and sustainable livelihood.



- Investing in our artisans directly supports their craft and sustains their livelihood.
- Your purchase helps provide fair wages and a stable income, allowing artisans to thrive.
- Each investment spent on our artisans contributes to their creative growth and ensures they can support their families with dignity.



DEVELOPMENT COMMISSIONER (HANDICRAFTS)  
Ministry of Textiles, Government of India

## BENEFITS OF CHOOSING US

- **Meticulous Craftsmanship:** Each item is carefully crafted by expert artisans, guaranteeing exceptional quality and attention to every detail.
- **Reasonable Pricing:** The products are priced affordably, making them accessible to a wider range of customers.
- **Distinctive Styles:** The designs are unique and fashionable, keeping up with the latest trends.
- **Skilled Artistry:** The high level of craftsmanship reflects the artisans' expertise, highlighting the value of their skilled work.