

Spun Narrative- SPUN was born in 2014 from a desire to return power to the hands of communities and women who had lost everything in the 2001 Bhuj earthquake.

To help them recover and find a new source of sustenance, Welspun India Ltd. partnered with local craftswomen and worked to help transform their lives and those of their families.

SPUN, a tale of stories that speaks of empowerment of village women, sustainability, and crafts. We endeavour to preserve and celebrate the handcrafting heritage that is woven through the lives of traditional communities.

Known for their skill at intricate embroidery and the creation of striking handicrafts, the women of these communities have been skilled craftswomen for centuries. SPUN engages with them to create lovingly handmade artisanal items. Inspired by designs handed down through the ages, these products are perfect for the discerning customer with an eye for detail and passion to transform the world around them.

SPUN products are created with the aim of reinventing and recreating traditional patterns. SPUN is much more than handmade products. It is in fact, a reflection of the rich heritage of Indian art and not just any thread that is weaved to provide comfort. It is the thread with a soul that provides warmth to the MAKERS of the beautiful hand-crafted products.

Through the skills and opportunities provided by SPUN, the women see their incomes increase, and are empowered both professionally and personally. From having the ability to provide for their children to helping them pay for college and university degrees, they are able to fulfil not only their own dreams but also their family's greatest hopes. Through their work with SPUN, these women are spinning a new future for their communities.

As we secure our future generations in terms of education, we also see the need to empower families so that they can sustain themselves in the near term and move towards growth and prosperity.

At present we have partnered with JLP & Ikea for their project called Genx which work toward women empowerment and sustainable practices. Last year we did business of almost 10cr. Talks are going on with Macy's. In the past Spun has worked with buyers like Tesco, BCP homes, Kohls, etc.

We are Promoting & showcasing SPUN products to different customers of Welspun main Business. we Show case our Products in Heimtextil & Market Week. We are present on Social media Platform like Facebook & Instagram.

Up till now, SPUN has established 14 centres and trained 2215 women. Through our artisans' efforts, we have impacted the lives of nearly 8860 people across the region and have seen them earning more than 27 million rupees collectively.

Artisanally Designed, Sustainably Created