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# ABOUT US



*Established in the year 2009 we, “Handicraft Villa”, are a renowned firm involved in manufacturing, supplying and exporting Leather Bags, Leather Diaries.. All our products are designed and crafted using optimum quality raw material, which is procured from reliable vendors of the market. Clients can avail the facility of customization of our products in terms of colors, designs and stylish patterns. The products offered by us are applauded in the market for their attributes such as intricate patterns, artistic designs and flawless finish. We organize work shops on leather craft and hand made paper at our work place as well as abroad. We are manufacturing, supplying & exporting all the handcrafted products like Handmade Diaries, we are majorly exporting all the Leather Products like Bags, Satchels, Leather Diaries etc.*

*Being a customer-focused enterprise, all our efforts are directed towards achieving the maximum satisfaction of the valuable clients. The entire collection is designed and developed by a creative team of designers and craftsmen in accordance with the industry quality standards. Moreover, our professionals ensure that only defect-free range is delivered at the customers end within the promised time making use of wide distribution networks. Our team of creative professionals works in close coordination and properly understands the exact needs of patrons and then provides them products accordingly. Owing to our client-oriented approaches, ethical business policies and pool of diligent professionals, we have been able to spread our wings across the market.*

*Under the leadership of our owner, 'Mr. Dharmendra Kumawat', we have been able to achieve tremendous success in this domain. His in-depth business knowledge, brilliant managerial skills and zeal towards achieving the organizational targets on time have helped us in standing ahead of our industry counterparts.*

# Target & Missions

Generally we are focused on export our leather goods, thus we need to spread our market globally. So we are involved in some online marketing strategies, such as:

1. Use the three big international listing services.
2. Embrace socialmedia.
3. Start ablog.
4. Put up multimedia on Pinterest .
5. SEO for our company website.
6. Press releases.
7. Join a relevant online community and contribute.

Apart from these we are also participate some of B2B International Trade fairs in held in India and abroad. Trade shows and events have long been a key weapon in the B2B marketer's arsenal. From lead generation to maintaining existing relationships to sealing deals to hunting new partners; trade shows perform a whole host of functions in the life of the average business.

Digital marketing has seen an astounding rise in adoption over the period of the last ten to fifteen years. It has eclipsed all other offline marketing channels and it is safe to say that offline marketing is losing importance day by day. However, trade shows are still of great importance to B2B businesses and take up a major part of their budgets.

While it's great to allocate budgets towards a platform that is tried and tested, it's even better if you utilize your budget allocations to the fullest extent possible.

# Process of products



## **Hand Sketch:**

*The design process starts when there is a need for a handbag creation. Should it be a wallet, tassel keychain, or handbag, First, you have to hand-sketch all the designs. This gives a idea that how the Bag will look like.*

## **Raw Material and Color Selection:**

*Handbags are lovingly made using the finest leather, silk threads, satin, and suede. The bulk of raw materials are locally sourced. At this process, the right colors for the collection are also finalized with the help of the color cards. Material are checked for scars and dye penetration. The part of the Material makes the front face of the handbag is Carefully inspected twice.*



## **Pattern making:**

*At this step, the production team lay a pattern on the leather and draw an outline. No two leathers are identical, nor no two designs are the same, hence, this procedure has to be done with utmost care imagining the finished shape.*



### **Cutting:**

Once the pattern is drawn on leather, it is then cut into shape slightly larger than the outlines. Finally, the leather is machine cut into exact shape. After cutting, the thickness of different parts is adjusted by hand to achieve a uniform thickness of the leather.

### **Lining & Sewing:**

Using the right material for lining is very important. Once, the lining material is finalized, all the parts are sown together by determining the thickness of the thread and gauge of the stitches.

After completion of this step, the first sample is delivered to the client for the approval.



### **Testing:**

After the bags are being produced they are tested through for details and patterns and even the small things like zipper and label are checked twice.



# PRODUCTS











# Achievements & Certification





## Business Social & Ethical Compliance Verified Facility



This is to Certify that M/s

### HANDICRAFT VILLA

No. 82/726, Haldi Ghati Marg, Pratap Nagar  
Sanganer Tonk Road, Jaipur  
Rajasthan-302022, India



has successfully met the following requirements for becoming a Business Social & Ethical Compliance Verified Facility

- CHILD LABOUR ARE NOT USED
- WORKING CONDITIONS ARE SAFE AND HYGIENIC
- EMPLOYMENT IS FREELY CHOSEN & REGULAR EMPLOYMENT IS PROVIDED
- LEGAL MINIMUM WAGES ARE PAID
- WORKING HOURS ARE NOT EXCESSIVE
- NO DISCRIMINATION, HARSH OR INHUMANE TREATMENT IS PRACTICED
- FREEDOM OF ASSOCIATION AND THE RIGHT TO COLLECTIVE BARGAINING ARE RESPECTED
- ENVIRONMENT IS PROTECTED

*Amal*  
Manager Audit & Certifications

24<sup>th</sup> May, 2018  
Inspection Date

The Applicant must agree to supply all necessary information to AGCS, for the purpose of conducting verification visits to verify the client's social compliance management system. AGCS clients agree to inform AGCS of any changes to their company circumstances having considerable impact on the social compliance management system. AGCS or any of its representatives reserves the authority of any such review or information requested. AGCS or any of its servants or agents shall not be liable for any loss, expense or damage whatsoever sustained by any company, client or person due to any act whatsoever taken by AGCS or its servants or agents in the event that any alleged violation of facility would be contrary to the following: an environmental assessment of a company's Social Responsibility management system to the relevant standard or code of conduct, the certificate of registration may be suspended or withdrawn if failure to supply complete and/or truthful information to AGCS or any of its representatives or to any other person or AGCS's certification body, as a result of non-compliance found in an assessment under the relevant standard or any other breach of AGCS's certification terms and conditions. Upon the cancellation of the facilities Business Assessment the Company shall forfeit the use of the AGCS certification marks and all advertising literature that contains the AGCS marks or any reference thereto. If a complaint is made about a certified client, we have reserved ourselves the right to withdraw a client whose work is investigated whether the company is still meeting the requirements of the Code of Conduct they are approved to.

Accredium  
Global  
Compliance  
Services LLP

ACCREDIUM GLOBAL COMPLIANCE SERVICES LLP

Regd. Off. - Plot No. 9-10, 4th Floor, Above Andhra Bank, Main Nagarigarch Road, Opp. Metro Pillar No. 769, Near Dwarika More Metro Station, New Delhi-110059

www.accrediuminspection.com

This certificate is valid for one year from issuance unless earlier revoked or cancelled.

# EUROGLOBAL CERTIFICATIONS (UK) LTD.

## Certificate of Compliance

This is to Certify that the Quality Management System of

### HANDICRAFT VILLA

82/726, HALDIGHATI MARG, PRATAP NAGAR, JAIPUR-302022,  
RAJASTHAN (INDIA)

has been assessed and registered by Euroglobal and found to be in compliance with the requirements applicable as per Quality Management System conforming:

## ISO 9001:2015

For the scope of

MANUFACTURING & EXPORT OF LEATHER BAGS & LEATHER GOODS.

Certificate No. EU3945

Date of Initial Registration 27<sup>th</sup> Jan. 2017 Issue Date 27<sup>th</sup> Jan. 2017

1<sup>st</sup> Surveillance on or before 27<sup>th</sup> Jan. 2018 Expiry Date 26<sup>th</sup> Jan. 2020

2<sup>nd</sup> Surveillance on or before 27<sup>th</sup> Jan. 2019

This Certificate is Valid for 1 year & will remain current unless the company requesting to renew to the required standard. This will be assessed regularly by Euroglobal Certifications (UK) Limited. The certificate shall be withdrawn on the basis of non-compliance. The certificate does not assure the quality of products produced by a facility owner. This certificate is issued based on the facility operating under the relevant ISO standard & Euroglobal is not responsible for client's failure to maintain documented quality system.

*James*

Authorized Signatory



This Certificate is the property of EUROGLOBAL CERTIFICATIONS (UK) LIMITED and shall be returned immediately on request.

Registered Office : 1st Floor, 2 Woodberry Grove, Finchley, London, N12 0DR, UNITED KINGDOM

Website : www.euroglobal.uk.com

The Registrar is not a Federal Quality Institution

\*Subject to successful completion of surveillance audits

\*Not for publication on any company's website





**Letter of Conformity**

**Awarded to  
HANDICRAFT VILLA**

**Sedex** Member

Company Ref. No. ZC 261654160  
No. 82/726, Haldi Ghati Marg, Partap Nagar, Sanganer Tonk Road  
Jaipur, Rajasthan - 302022  
INDIA

This letter is to attest that on

24<sup>th</sup> May, 2018, SMETA 2 Pillars Audit of

**HANDICRAFT VILLA**

has been audited by Rakesh Dwivedi, Independent Auditor  
at that date the site has no pending major non compliances and  
therefore fulfils in satisfactory way the

BSCI & ETI Codes Based Audit Program  
(SMETA 2 Pillar Requirements)

Issue Date	Auditor's Name and Signature
25 <sup>th</sup> May, 2018	Rakesh Dwivedi Independent Auditor SAI Cert. No. 6203 Auditor reference :ZU251620
Audit Site Ref. No. ZS 292975871	
Valid Until 1 year after issue date	
24 <sup>th</sup> May, 2019	
Email of the Customer who requested the audit	
<a href="mailto:info@handicraftvilla.com">info@handicraftvilla.com</a>	

  
Auditor's Signature



**Sedex** Member

# Quality Check & Resource and development (R&D)

*The quality & uniqueness of our work has captured the attention of an impressive range. We believe in providing magnificent satisfaction with our creativity & innovations. We're passionate & enthusiastic about our craftsmanship. Each products are designed in accordance with latest trends & fashion which will add suave look to your personality. The company is supported by more than 100 dedicated workers at the factory.*

*Every department has experts to supervise each stage of production. We work in diverse varieties of leather such as cow, buff, goat, sheep, & printed ones. We source our leather from top tanneries in Kolkata, Chennai.*

*We create an extensive collections of superior leather. Each of our product is checked by our in-house quality management team as well as tested at different renowned laboratories before proceeding to final production. Hence, our products are eco-friendly & embellish enough to meet the requirement of European & International market. We also cater to customized packing as per specification of clients.*

# CONTACT US :



**G-1/29, Sitapura Industrial Area  
Tonk Road, Jaipur/ Rajasthan (INDIA)302022**



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**Handicraft Villa**



**[www.handicraftvilla.com](http://www.handicraftvilla.com)**



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