



**WELCOME TO  
SARASWATII GLOBAL PVT., LTD, INDIA**





## About us:

- **Established in 1986**, *Saraswatii Global Pvt Ltd.*, has today grown in magnitude and experience to be recognized as a renowned export house, **producing and exporting Hand Made Rugs to over 57 countries** to some of the most prominent retail store chains and to well known Rug Studios in India and across the world.
- SGPL embarked upon its journey with an exquisite collection of "*Hand made area rugs*" that depicted the richness and expertise of Indian weaving culture, with erudition of Indian art and ingenious ability to revive that weaving art with a contemporary appeal.

## Our Vision:

To be a rugs company that **globally drives market & fashion trends**, customer choices & behaviors, technological enhancements, and being the market leader in customer servicing and value provisioning.

## Our Mission:

**To realize completely the inherent commercial value of the company, by putting in place efficient processes, onboarding capable human resources, optimizing organizational construct, strengthening corporate governance, quickly adapting to the market needs, and expanding the global & domestic customer base.**

## Our infrastructure:

UNIT	LOCATON TYPE	INFRASTRUCTURE	SIZE IN SQ. FT	OPERATIONS
BIKANER (RAJ)	Rural	Permanent	30,000	Yarn Sourcing & Spinning
VKI 9 NO. (JAIPUR)	Urban	Permanent	43,000	Yarn Dyeing Plant
PRATAPGARH (RAJ)	Rural	Permanent	30,000	Weaving Facility with 1000 looms
DHARAMPUR (GUJRAT)	Rural	Permanent	30,000	Weaving Facility with 1000 looms
MIRZAPUR (U.P)	Urban	Permanent	15,000	Weaving Facility with 500 looms
VKI 14 NO. (JAIPUR)	Urban	Permanent	15000	Warehouse & Tufting
JAISINGH PURA (JAIPUR)	Urban	Permanent		Tufting and finishing
AMER ROAD	Urban	Permanent	20,000	Head office, Packing & Warehouse

## Wool sourcing and spinning:

- SGPL is a **vertically-integrated company and In-house all pillar facilities** in Rug production which includes raw material sourcing and spinning facilities, both situated in Bikaner and designing, dyeing, and finishing facilities are situated in Jaipur and are regulated by SGPL's expert team.
- Eventually, Saraswati stands synonymous to beauty and quality and hence has been winning trust of its customers irrespective of the fact if the rug is knotted, tufted, woven or flat weave.

## Dyeing and Testing:

SGPL features **state-of-the-art dyeing and testing facilities** as well. Housed within a single building adjacent to the dyeing and drying plant, colorists and chemists work with modern Swiss chromium dyes to create consistently beautiful color in each skein of yarn that is dyed. And with a keen focus on reducing their environmental footprint, SGPL has established a customized ETP plant in Jaipur. It ensures a pollution-free approach to quality dyeing and testing procedures. On the same premises, separate warehouses are maintained for storing dyed and un-dyed yarn, as well as for protecting finished products from damage. The total wool dyeing capacity of SGPL is in excess of 221,000 pounds of yarn per month

SGPL has **well equipped testing lab with the latest technology for testing yarn strength, color and dye quality.**

### Design department:

- SGPL **has a wonderful design studio** which accommodates the best of designers which bring out the best creation. This design team creates unique masterpieces inspired either by the classical school of rug weaving or by modern and contemporary art forms.
- Saraswati Global has a **22-member cutting-edge design team** which occupies an entire floor at Saraswati's headquarters in Jaipur. Each member of the team uses industry-leading CAD software to create designs. Later, they leverage their expertise in bringing best coloration to ensure they bring out an award-winning designs.
- Each design is scrutinized and examined before being sent to one of SGPL's 5 giant plotters to make a "map." It is this map that the weaver will use to ultimately construct a rug. Size, shape, and color can all be manipulated to a customer's specification. Whether trendy, traditional, or somewhere in between, Saraswati continues inspiring one and all with current trends.

## Carpet weaving looms:

- There are **around 2250 SGPL-owned looms spread in Uttar Pradesh, Gujarat, Orissa and Rajasthan where over 10,000 weavers work, out of which more than half comprise women artisans.**
- Out of 2250 looms, 250 looms are situated in Alwar, Rajasthan, 150 are in Sahaswan, UP, 900 in Dharampur, Gujarat, 100 in Orissa, 500 in Mirzapur and 450 in the rest of Rajasthan.

## Certifications/ Accolades/ Standards:

- Saraswati operates a well-defined management system which goes in accordance with **Sedex, Good Weave, ISO 14001-2015 and OHSAS 18001:2007.** Quality assurance standards as well as with Environmental Management, Health and safety Management.
- Hand Knotted woolen carpet Highest Export in 2015-2016.
- “Carpet Design Award” for three consecutive years (2012-2014) at Domotex, Germany.
- America’s Magnificent Carpets Award, 2016.
- Export Excellence award in 2019 from CEPC, India.

The culture of excellence at Saraswati Global, is a reflection of dedication to international industrial and quality standards, thus Over the years, Saraswati Global Pvt Ltd has emerged as India’s leading Handmade Rugs Manufacturer Through its undying efforts & persistent desire to succeed.

## CSR Activities:

### About the foundation:-

Since **2012**, **Saraswatii Foundation** remains committed to **uplift rural society & empower women** by providing them a dignified life by educating them & making them stand independent, confident & self-sufficient.

This registered trust, with its headquarter in Jaipur, works for underprivileged people of four states namely Gujarat, Rajasthan, Uttar Pradesh & Orissa, providing them with quality by education, basic healthcare facilities, dignified livelihood options & creating social awareness.

### Vision:

The foundation has been working with **a vision to nurture dreams of thousands of rural artisans** while working for their socio-economic growth. Caring for their families' education and wellness, it organises free-of-cost camps, classes and seminars for artisans and their families. It also provides scholarships to the deserving children to pursue higher studies and also provides medical treatment to them. Our founder firmly believes that "a successful business is one that ensures the growth of everyone associated with it"

### Women empowerment:

Our artisans make our biggest resource and hence empowering them is the prime aim of Saraswatii Foundation. Making them independent and providing them with education and other resources are the key goals of the foundation.

The foundation **provides periodic training & workshops to educate our artisans in different forms of weaving**. Many of our weavers have turned into small scale entrepreneurs with the Foundation's support which has transformed lives of nearly 15000 women till date..

- **Activities:**

- The Foundation **imparts carpet weaving education to women free of cost** which enables them to learn this art & adapt it as a mean of living.
- Well-equipped centers have been established for carpet making. The women weavers have the option to weave from their home at their own comfortable time.
- Many other activities are being taken to ensure community health is being looked after. Also educational activities are organised time to time to ensure artisans and their families learn new concepts.

## **Other Activities:**

- To empower artisans.
- To support the young children with loan and donations for higher education.
- To train rural youth in professional skills and place them in work place.

**Foundation Collaboration:** Saraswati Foundation works with **Akshay Patra and Jan Swasthyay Abhiyan** Foundation to accomplish its aim of giving a better living standard to artisans' community.

- Other than these, our foundations work in association with **Lion's club & Bharat Vikas Parishad Valsad, ICICI Foundation, Govt. Eye Hospital, Churu, JMIRS medical college & state hospital, Dharampur, Good weave, USHA International, Aajeevika & Let's Dream Foundation.**







**THANK YOU**

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