

## **Goodwill Prime Pvt. Ltd.**

### **ABOUT US : :**

GOODWILL PRIME is a cutting edge crafts startup company from Lucknow .. We specialize in the design, development and production of exquisite and innovative chikan embroidered apparels and accessories. . Our company draws its inspiration from the chikan craft, an ancient Indian tradition, and works hand in hand with a team of master embroiderers. We blend this art with other forms of Indian craft skills to create unique chikan embroidery, which we apply to a wide range of base materials, from fabrics, such as cotton, silk ,crape ,chanderi, georget,chifon,net and khadi .Our range of products extends to fully finished articles of clothing and home furnishings embroidered. we have developed an extensive archive of exquisite chikan embroidery, articles of clothing and home furnishings that is well over many styles in numbers.

### **OUR SOCIAL STATEMENT:**

**GPL** aims to support artisan's skill and provide regular work to artisan's hand. We tie-up to Add Race India Foundation for training and skill up gradation of artisans. We have broad artisan base 100 SHG and near about 1200 women artisan associate in umbrella network whose name **SCARFF (Support for Craft Artisan's Rural Forum)** at Lucknow .nearby area.

### **CHIKANKARI A TRADITION ART:**

*India is known for its diverse craft and embroidery styles that are distinctly different in each state and region. The skill level required for many of these crafts is inherited over generations and perfected over a lifetime. Chikankari embroidery is one of the most renowned traditional Indian embroidery styles dated back more than 200 years! Native to the city of Nawabs –*

*Lucknow, earlier known as Awadh, Chikankari embroidery dates back to the 17th century.*



*Chikankari originated from the city of Lucknow during the period of Mughal rule in India*

*back in the 16th century. This craft is believed to have been influenced by the intricate carving patterns of Mughal architecture at the time. when it was introduced as a court craft by the Mughal empress, Noor Jahan. The most authentic Chikankari is particularly known for its intricate white-on-white thread work. Typically the embroidery is done using white cotton thread over a white muslin cloth. But to keep pace with current trends and to meet demands of the modern consumer, Chikankari is now available on a variety of materials like cotton, silk, chiffon, crepe, georgette, etc. The word 'Chikan' is derived from the Persian word 'Chikeen' which means a cloth wrought with needlework.*

### **EFFORT OF GPL :**

Using our traditional forte in chikan embroidery.

Please note that such is the quality of our work that for exclusively, we have been collaborating with some of the leading fashion brands. We are able to achieve this with the help of our team of embroidery specialists, available to you at our office in lucknow. Our goal is to continuously provide our clients in the chikan embroidery universe with innovative products of the highest quality, thus ensuring the uniqueness of their creative collections.

### **DEAR CLIENTS AND PARTNERS :**

We try our best to do this in a way compatible with the delivery and commercial requirements of the ever changing and fiercely competitive world of chikan embroidery fashion. It is our belief however that this business model must incorporate for fair social practices includes rural women empowerment in terms of the terms and conditions of the workplace.



We strive therefore to always abide by the rules of ethical business practice. This is reflected in our costs and prices.

We ask for your understanding and support in this ongoing but necessary effort, so that we can continue to offer you the best products as competitively priced as possible, yet always incorporating the standards of ethical business practice

***During pandemic The GPL encourage to slogan Prime Minister of India***

***“ Vocal for Local “ and we inspire AATM NIRBHAR BHART.***

**face Mask :**

*The GPL has scaled up production to ensure that the mask reaches the masses to protect them against COVID-19. So far, we have been acknowledged by different sectors like MEDICUL, SPORT, TEXTILES AND KHADI INDUSTRY, RAILWAY, MINCE, COAL FIELD, FORCES, EDUCATION, CIVILENS and many other organizations has required.*

*The mask has been designed with special fabric in the inner and outer layer to maximize durability and suitability, So the mask can be reuse 50 time. Hand wash.*

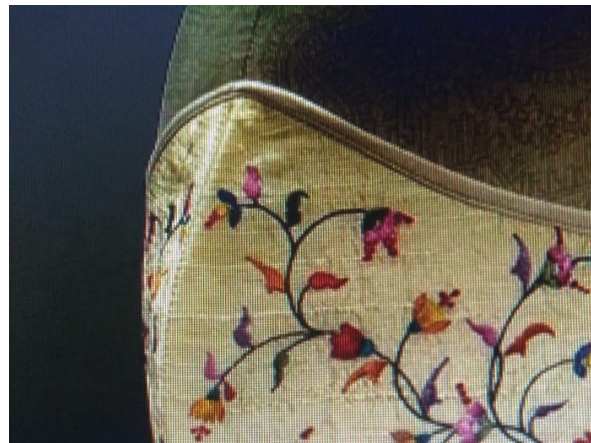
*It is triple layered product consisting of inner layer for comfort, middle layer having antimicrobial activity and other most layer having dust proof. After this*

***The GPL launched an antimicrobial and washable stylish face mask. With hand embroidery***

*While not resting on the laurels of merely developing mask technology and style,*

*We develop chikankari on face mask in deferent color and style, More people like this mask spatially women.*

*We are on our next mission to introduce this mask with populer Indian chikan craft on the International forum.*



*Regards-*

***GOODWILL PRIME PVT. LTD.***

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