

MEET THE ENTREPRENEUR

# INDUSTRY DISRUPTOR



**DEEPA PANT**  
SVATANYA

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The Industry Disruptor bootcamp was an amazing experience, providing an opportunity to interact with industry partners and work closely with like-minded entrepreneurs, artisan groups, fair trade organizations and retail giants to sustainability solve industry challenges.

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## What sustainable fashion means to me

Sustainable fashion is responsible fashion, both environmentally and socially. The whole cycle from designing, manufacturing, buying and wearing to discarding material has to be done consciously.



## What I learned from the Industry Disruptor

It has brought a clearer view of our value proposition - what we need to focus on, what is unique and how we can pitch better and leverage opportunities. It has helped us to identify our shortcomings in order to grow our B2B segment and our team - thus our portfolio was revamped and a new member was recruited. When we started, we had 4 partners, these have increased to 7 and we are in talks with more. Additionally, the change in our introductory pitch has been so powerful, thanks to the mentoring session. Better delegation of operational responsibilities also increased my productivity to do more.



## Challenges I strive to overcome

Despite having faced several major challenges, the COVID-19 pandemic has definitely been the toughest nut to crack so far, but believing every problem to be an opportunity, we significantly pushed up our digital presence and channels to pivot our focus towards a B2C market.

## How I advocate for female empowerment in fashion

Our mission is underpinned by the three Sustainable Development Goals (SDGs 5, 8 and 12). SVATANYA upskills underprivileged women, who cannot be a part of the traditional labour force, to create beautiful handcrafted products thereby empowering them while creating upcycled eco-conscious products. These are then either sold as direct orders or marketed under the label 'AMARYN by SVATANYA'.

To promote responsible consumption and production, we prioritize the use of sustainable fabrics, textile recycling and cut-to-order technologies for environment sustainability. Upcycling of textile waste material, be it fibre, yarn, fabric, is further used to create the products, so that our carbon footprints are minimal. This also helps in filling in a huge gap of sustainable merchandise for conscious consumers with its product lines of soft toys, gifts and accessories for women and children.



The UN Women Industry Disruptor is a unique mentoring activity providing female-benefitting enterprises and entrepreneurs in India the chance to tackle key sustainability challenges in the fashion industry. The project is run by WeEmpowerAsia, a UN Women programme funded by the European Union that promotes women's participation and leadership in business in Asia.