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SONALI PAL

CO-FOUNDER

TWENTY3 23 DESIGNS N SOURCING PVT LTD.



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Your Transformative Journey In the Industry.

My journey in the textile and craft world began at NIFT, New Delhi, and Delhi University, where I pursued my Masters in Design and a Bachelors in Sociology. Combining academic excellence with hands-on experience, I gained a unique understanding of both the craft's rich heritage and the ever-evolving demands of global markets. Holding principal positions with SEWA Bharat, Development Alternatives, and FDRVC, a sister concern of MORD, Resha Mandi, I've navigated the intricate alleys of handcrafted fashion and lifestyle products.

In my illustrious career spanning over two decades, I've emerged as an influential force in the textile and craft industry.

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The logo for BSL (Brands & Sourcing Leaders Association) features the letters 'BSL' in a bold, dark blue font, enclosed within a rounded rectangular border with a thin purple-to-blue gradient.

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Game-Changing Retail & Consumer Technologies In Your View

Artificial Intelligence is already here....

In the realm of AI, Game changing retail & consumer technologies include personalized shopping experiences, visual recognition for seamless checkouts, Augmented reality for Virtual try-ons and predictive analytics for Inventory management, all reshaping the retail landscape and enhancing consumer engagement.

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Observations On Gaps In the Industry & Recommendations for Enhancements.

The Apparel & Textiles industry often grapples with unsustainable practices, leading to environmental degradation and wastage. Inefficient supply chains, lack of transparency, and a detachment of traditional artisans further exacerbate issues of unsustainability and inconsistent quality.

Recommendations:

Sustainability: Embrace eco-friendly materials and reduce carbon foot prints through green manufacturing processes.

Supply Chain Transparency: Implement technologies like block chain for traceability, ensuring ethical sourcing and production.

Artisan Inclusion: Collaborate closely with traditional craftsmen, merging their expertise with modern design trends, ensuring their crafts remain relevant and valued.

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Your Endeavors Towards Supporting the Industry's Ambition Aligned With the Nation's Vision Of Becoming A Trillion-Dollar Textile Economy

In aligning with the nation's goal of a trillion-dollar textile economy, I have actively championed sustainable practices, fostered artisan inclusivity and integrated technology for supply chain efficiency.

Through collaborations and skill building endeavors aim to modernize traditional crafts while bolstering India's textile prominence on the global stage.

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A Message You'd Impart to Galvanize - India's GenZ.

Embrace your rich heritage while driving innovation.

Blend tradition with technology, and remember that every choice can forge a sustainable, inclusive future.

Your passion and digital prowess are keys to reimagining India's legacy for the global stage.

Lead with purpose the future is yours.

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An Inspirational Chapter Of Your Life that Stands Out

During my tenure with SEWA Bharat, 2016, on a journey to a remote weaver's village near Bhagalpur, Bihar, the heart-wrenching plight of village weavers laboring tirelessly yet trapped in a cycle of poverty & under-appreciation deeply moved me. It became glaringly evident that there existed a vast chasm between the unparalleled craftsmanship of artisans and their access to viable markets. Witnessing this, arose the vision of my Social Enterprise, 23:23 Designs, dedicated not just to provide market linkages to artisan communities but empowering them to evolve from mere wage earners to self-reliant entrepreneurs.

We formally launched in 2018, with my co-founder, Himanshu Pal. today after 4.5 years, we have earned a reputation for ourselves in the rural development sector and we are proud to say we have positively impacted 4000+ artisans pan India with market linkages, knowledge transmission & capacity building.

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