

IndiaFlowerMall Partners with Local Artisans to Offer Handcrafted Rakhi Collections Supporting Rural Communities

Seamless Rakhi to India Delivery Service Bridges Distance with Quality and Convenience



Delhi, India Jun 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - IndiaFlowerMall, a leading online gifting platform operated by Navsam Online Retail India Private Limited, today announced its exciting partnership with skilled local artisans across rural India to launch an exclusive collection of handcrafted Rakhi designs. This initiative aims to celebrate the upcoming Raksha Bandhan festival while providing sustainable income opportunities to traditional craftspeople in remote communities.

The collaboration brings together centuries-old crafting techniques with modern e-commerce accessibility, allowing customers worldwide to send Rakhi to India while directly supporting rural artisan families. This partnership represents IndiaFlowerMall's commitment to preserving Indian cultural heritage while fostering economic empowerment at the grassroots level.

Celebrating Tradition Through Authentic Craftsmanship

The new handcrafted Rakhi collection features over 200 unique designs created by more than 50 artisan families from states including Rajasthan, Gujarat, Uttar Pradesh, and West Bengal. Each Rakhi

tells a story of regional artistry, incorporating traditional materials such as silk threads, natural stones, pearls, and hand-painted elements that reflect the rich cultural diversity of India.

"We believe that Raksha Bandhan is not just about the thread that binds siblings together, but also about the threads that connect communities and preserve our cultural fabric," said Vishal Jain, spokesperson for IndiaFlowerMall. "By partnering with local artisans, we are ensuring that every [Rakhi to India](#) carries the authentic spirit of our traditions while providing meaningful employment to skilled craftspeople."

The collection includes various categories to suit different preferences and budgets. Traditional silk thread Rakhis start from affordable prices, while premium collections feature intricate work with semi-precious stones and gold-plated elements. Special themed collections include eco-friendly Rakhis made from sustainable materials, designer Rakhis with contemporary patterns, and personalised options that can be customised with names or special messages.

Empowering Rural Communities Through Fair Trade Practices

This partnership goes beyond simple product sourcing. IndiaFlowerMall has established direct relationships with artisan cooperatives, ensuring fair wages and stable income streams for participating families. The company provides advance payments for orders, helping artisans purchase raw materials without financial strain. Additionally, IndiaFlowerMall offers training programs on quality standards, packaging techniques, and business skills to help artisans expand their market reach.

The initiative has already impacted over 300 individuals in rural communities, including primary artisans and their family members who assist in various stages of production. Many of these artisans are women who can now contribute to household income while working from home, balancing family responsibilities with economic activities.

"This partnership has transformed our lives," shared Kamala Devi, a traditional thread artist from Rajasthan who has been crafting Rakhis for over two decades. "Earlier, we could only sell our products in local markets with limited reach. Now, our handmade Rakhis reach families across the globe, and we receive fair compensation for our skills."

Bridging Distance with Quality and Convenience

Understanding the needs of families separated by geography, IndiaFlowerMall has developed a seamless platform that makes it easy to send Rakhi to India from anywhere in the world. The website offers detailed product descriptions, high-resolution images, and customer reviews to help buyers make informed choices. Each handcrafted Rakhi comes with information about the artisan who created it, adding a personal touch to the purchase.

The company's logistics network ensures timely delivery across India, with special packaging that protects the delicate handcrafted items during transit. Express delivery options are available for last-minute orders, while bulk orders for corporate gifting receive special attention and customisation options.

Customer support is available in multiple languages to assist buyers with their selections and address any concerns. The platform also offers gift wrapping services and the option to include personalised messages, making the entire experience more meaningful for both senders and recipients.

Preserving Cultural Heritage for Future Generations

The partnership addresses a critical need to preserve traditional Indian crafts that face challenges from mass-produced alternatives. Many artisan families have been practising their craft for generations, but economic pressures have forced younger family members to seek employment in other sectors. This initiative aims to make traditional craftsmanship economically viable, encouraging young people to continue their family traditions.

IndiaFlowerMall plans to expand this model to other festival collections throughout the year, including Diwali decorations, Holi colours, and wedding accessories. The company is also exploring opportunities to support artisans in creating contemporary products that blend traditional techniques with modern designs, appealing to younger consumers who appreciate authentic craftsmanship.

Technology Meets Tradition

The partnership leverages technology to connect traditional artisans with global markets. IndiaFlowerMall's platform includes features that allow customers to track their orders, receive updates about artisan stories, and even communicate with craftspeople through supervised channels. This transparency builds trust and creates emotional connections between buyers and makers.

The company has also implemented quality control measures that respect traditional methods while ensuring consistency. Each Rakhi undergoes careful inspection before packaging, and customer feedback is regularly shared with artisans to help them improve their products and understand market preferences.

Looking Ahead

As Raksha Bandhan approaches, IndiaFlowerMall expects significant demand for their handcrafted collection. The company has prepared its artisan network for increased production while maintaining quality standards. Plans are underway to document the crafting process through videos and stories that customers can access, further connecting them with the artisans behind their purchases.

The success of this initiative could serve as a model for other e-commerce platforms looking to create social impact while building sustainable businesses. IndiaFlowerMall is already receiving inquiries from international buyers interested in Indian handicrafts beyond festival items.

About IndiaFlowerMall

IndiaFlowerMall, operated by Navsam Online Retail India Private Limited, is a premier online gifting platform specialising in flowers, gifts, and festival items. Based in New Delhi, the company has been serving customers across India and internationally, focusing on quality products and exceptional customer service. The company's mission includes supporting local communities and preserving Indian cultural traditions through innovative business practices.

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Source : Navsam Online Retail India Private Limited

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