

Threads of Change: Reimagining Quilt Making Through India's Artistic Legacy for a Sustainable Environment and Entrepreneurial Future

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Abstract

The traditional hand-stitched Indian quilt, represents a rich legacy of community-based textile craftsmanship that blends the philosophy of utility, creativity and sustainability. Rooted in the practice of repurposing old fabrics, quilt making embodies textile practices long before the concept of sustainable fashion gained global attention. In most of the Indian states, quilt making is both a craft and an art form that involves sewing together layers of fabric to create a padded textile—usually for warmth, decoration, or storytelling.

This research paper explores the cultural, environmental, economic (sustainable development) dimensions of quilt making craftsmanship in India, highlighting its role in promoting sustainable textile practices and its potential to generate entrepreneurial opportunities. Drawing upon secondary data, case studies and field insights, the study examines how this indigenous craft contributes to waste reduction, women's empowerment and livelihood creation, particularly in rural communities. The paper argues that through design innovation, digital marketing and integration with eco-conscious global markets, quilt making can emerge as a sustainable textile product with strong entrepreneurial prospects. Ultimately, this study emphasizes the need to preserve traditional craftsmanship while fostering new economic pathways that align with sustainability and cultural heritage conservation.

1. Introduction

Textile traditions in India have long been celebrated for their diversity, creativity and cultural significance. Among these, the hand-stitched quilt traditionally crafted in India - represents a unique blend of sustainability, artistry and community values. Originating as a household practice where women repurposed worn-out sarees, dupattas and fabrics into layered quilts, the art has evolved into a cultural expression and a means of livelihood for many rural families.

In the context of Sustainable Development Goals (SDG) and growing global concern over environmental degradation and the fast fashion industry's impact, the traditional quilt making practice holds special relevance. The craft embodies principles of sustainable textile practices by promoting:

a. recycling,

- b. upcycling
- c. minimal resource consumption
- d. women's empowerment
- e. Community-centric working
- f. allowing women to contribute to household income
- g. preserving cultural heritage.

Despite its potential, the craft faces several challenges, such as:

- a. limited market visibility
- b. competition from machine-produced textiles
- c. inadequate institutional support

However, with rising demand for eco-friendly products, there is an untapped opportunity to reposition quilt making within contemporary markets through:

- a. integrating design innovation
- b. digital platforms
- c. entrepreneurial ventures
- d. Positioning the traditional craftsmanship for global markets as a sustainable textile brand.

This study explores the role of quilt making in strengthening sustainable textile practices and identifies pathways through which it can create entrepreneurial opportunities in India and beyond. In doing so, it not only highlights the resilience of indigenous knowledge systems but also underscores their relevance in addressing modern economic and environmental challenges as part of SDG.

A. Traditional Art of Quilt Making

The art of traditional quilts, (also called *Godhadi in many Indian states*) making is a centuries-old tradition in India and neighboring regions of Maharashtra, practiced predominantly by rural women as part of household and community culture. A traditional quilt is a hand-stitched quilt, created by layering old cotton sarees, dupattas, or dhotis and binding them together with simple running stitches and each quilt is individual as given below:

- a. Evolution from repurposing worn-out textiles to provide warmth into a folk art form that reflects both sustainability and cultural identity.
- b. Resourcefulness and creativity where women carefully select fabrics, often using vibrant colors and patterned materials and arrange them in layers to ensure comfort and durability.
- c. Patterns and decorations where the hand stitching is usually done with cotton thread to give patterns that vary across communities. In many cases, motifs, symbols and patchwork reflect local traditions, stories and personal expressions, transforming each quilt into a piece of cultural heritage.
- d. Traditionally, quilts were gifted during significant life events such as marriages, childbirth, or festivals, symbolizing warmth, love and care. This practice fostered a sense of social bonding and intergenerational knowledge transfer, as skills were passed from mothers to daughters.

Importantly, the craft also embodied principles of the circular economy, where nothing was wasted and old fabrics were given new life.

Today, while modern textiles and industrial quilts have reduced the everyday use of traditional quilts, the craft still survives in rural households and self-help groups. It stands as a testament to the resilience of indigenous skills and offers valuable insights into how traditional practices can inspire sustainable solutions in contemporary textile industries.

B. Environmental Sustainability

The traditional practice of quilt making in India is a prime example of how indigenous crafts align with the principles of environmental sustainability. Long before the modern discourse on sustainable fashion and circular economy emerged, rural communities had been practicing eco-conscious methods through quilt making, driven by necessity, resourcefulness and cultural values.

- a. **Textile Recycling and Waste Reduction** : Quilts are created from worn-out sarees, dhotis and other discarded fabrics. Instead of allowing old textiles to contribute to landfill waste, they are repurposed into functional household products. This practice minimizes textile waste, which is one of the fastest-growing sources of environmental pollution in India.
- b. **Circular Economy Principles** : Quilts embody the concept of a closed-loop system, where fabrics are reused and extended in the life cycle. The layering and patchwork ensure that even the smallest fabric pieces are utilized, demonstrating efficient use of resources without generating industrial waste.
- c. **Minimal Carbon Footprint** : The process of quilt making is entirely handmade—requiring no electricity, machinery, or chemical dyes in its traditional form. This drastically reduces its carbon footprint compared to machine-produced textiles, which involve energy-intensive production, synthetic dyes and large-scale resource consumption.
- d. **Sustainable Livelihoods** : Environmental sustainability in quilt making extends to social sustainability. By enabling rural women to earn income through eco-friendly products, the craft fosters both environmental responsibility and community resilience. Linking traditional textiles to green markets strengthens the triple bottom line of sustainability—people, planet and profit.
- e. **Global Relevance in Sustainable Fashion** : In the face of growing international awareness about climate change, fast fashion's negative impact and consumer demand for eco-conscious products, traditional quilts represent an opportunity for India to showcase a traditional yet future-ready textile practice. With proper design interventions and market positioning, quilts can appeal to global audiences as a symbol of ethical, slow and sustainable fashion.

2. Literature Review

The literature on traditional quilt highlights its deep cultural value, sustainable potential, and evolving artistic identity and explains how traditional quilts are made from old sarees and leftover cloth. The article^[1] shows how this practice reduces textile waste. It also states that traditional quilts support a long tradition of upcycling thereby making it environment friendly. The article^[2] describes efforts to link rural artisans with modern buyers through self help groups that help women in villages earn stable incomes. It also shows how these efforts build awareness of mindful consumption in urban markets.

The article^[3] explains that many artists now use traditional quilt techniques to tell stories. These quilts express personal memories, regional tales, and social messages. The article shows a shift from utility to creativity. It also connects traditional quilts to ethical fashion and cultural expression. The article^[4] explains the three-layer structure of traditional quilts. It describes how artisans use the long running stitch to bind layers together. The report also mentions new uses of traditional quilts, such as bags, table runners, and decorative items. This shows how the craft is adapting to contemporary needs. The article^[5] elaborates on the success story of making a mark in the global recognition of traditional quilts as an art form.

Research on handicraft artisans adds context as described in article^[6]. It discusses the struggles faced by rural craft communities. They highlight limited market access, low incomes, and lack of institutional support. Their study helps readers understand the broader environment in which traditional quilt makers

work. It shows why support initiatives and global exposure are important. The *Indian Express* (2019) discusses the Indo-Dutch project *Beyond Quilting*. This collaboration connects Indian craftswomen with Dutch designers. It shows how international partnerships can bring innovation and recognition to this art. The project^[8] encouraged experimentation with patterns, textures, and narratives. It also created a space where traditional skills could meet contemporary design.

The article^[9] in *Hindustan Times* (2018) highlights the work of two Pune-based women who revived traditional quilt-making in rural areas. Their initiative empowers village women by giving them skills, confidence, and income. It also preserves the legacy of traditional quilt and reintroduces it to urban consumers. Together, these sources show that traditional quilting is much more than a craft. It is a cultural practice, a sustainable technique, a livelihood source, and an evolving artistic medium. The literature reveals how traditional skills continue to adapt while staying rooted in community and through generations.

3. Objective of Study

- a) The primary objective of this study is to explore how traditional quilt-making practices can be revitalised to create sustainable and economically viable opportunities for artisan communities. The study aims to examine the cultural significance, indigenous techniques, and environmental value of quilt making, while assessing its potential as a green, low-waste craft that contributes to circular economy principles. It further seeks to analyse the entrepreneurial prospects within the quilt value chain—ranging from raw material sourcing and artisan production to innovation, branding, and market access—and to understand the role of collective groups such as Self-Help Groups in strengthening livelihoods. Ultimately, the study aims to identify strategies that blend heritage craftsmanship with modern design and business approaches, enabling quilt making to evolve as a sustainable and competitive entrepreneurial sector. The study examines how these indigenous practices can address present-day issues of textile waste, fast fashion, and loss of traditional crafts.
- b) A major focus of the study is the relationship between traditional craftsmanship and sustainability. Quilt making traditionally depended on reusing old sarees, cotton fabrics, and leftover textile materials. This aligns strongly with the modern concept of a circular economy and zero-waste production. The research highlights how Indian artisans historically practiced sustainability long before it became a global environmental movement. The research therefore studies quilt making as both a functional craft and a form of artistic expression that safeguards intangible cultural heritage.
- c) Another important dimension of the study is entrepreneurship and livelihood development. Many rural women artisans possess quilting skills but lack market access, branding knowledge, digital literacy, and institutional support. The study explores how traditional quilting can be converted into entrepreneurial opportunities through:
 1. small-scale cottage industries,
 2. self-help groups,
 3. e-commerce platforms,
 4. sustainable fashion collaborations,
 5. handicraft exhibitions,
 6. eco-friendly home décor products, and
 7. tourism and craft-based enterprises.

The research emphasizes that integrating traditional artisans with modern markets can generate employment, especially for women and marginalized communities, while preserving cultural skills.

d) In addition, the research discusses the environmental impact of the modern textile industry, including fabric waste, pollution, and excessive industrial production. Against this backdrop, quilt making emerges as an eco-conscious alternative because it encourages:

1. reuse and recycling of fabrics,
2. handmade production,
3. low energy consumption,
4. slow fashion principles,
5. sustainable consumption patterns

The study therefore positions quilting not only as an artistic practice but also as a practical solution for environmental conservation and sustainable development.

4. Research Methodology

The study draws upon both secondary and primary sources to understand the role of traditional quilt craftsmanship in promoting sustainable textile practices and entrepreneurial opportunities.

1. Primary Data :-

- a. Interviews and Focus Groups with rural women artisans, self-help groups (SHGs) and NGOs engaged in traditional quilt making
- b. Field Observations of the traditional quilt-making process in selected villages of India to understand techniques, materials used and time investment
- c. Consumer Feedback collected through small surveys on awareness and interest in sustainable textile products.

2. Secondary Data :-

- a. Reports from international organizations such as the World Trade Organization (WTO), United Nations World Tourism Organization (UNWTO) and World Crafts Council (WCC) for global perspectives on sustainable textiles,
- b. Studies and databases from Indian sources such as the Textile Ministry of India, Khadi and Village Industries Commission (KVIC) and Crafts Council of India
- c. Academic literature on sustainability, circular economy and craft entrepreneurship
- d. Market reports and NGO publications on eco-friendly textile practices in India.

5. Hypothesis for the Study

This study explores the intersection of environmental sustainability and entrepreneurship within the practice of traditional handmade quilting. By examining how sustainable quilting practices contribute to eco-friendly outcomes and economic empowerment, the research seeks to highlight quilting's potential as a viable pathway toward both environmental responsibility and livelihood development. The study proposes eleven hypotheses as mentioned below.

No.	Hypothesis Description
H1:	Higher Traditional Circular Practices is associated with lower material waste per unit (kg waste avoided per quilt)

H2:	Traditional Circular Practices positively predicts product lifespan (months of use), controlling for fabric quality and stitch density
H3:	Training in eco-friendly finishing (e.g., low-impact washing, natural trims) reduces water/ chemical use per unit
H4:	Self Help Group participation is positively associated with Entrepreneurial Outcome
H5:	Access to microfinance and working capital moderates the Self Help Group
H6:	Design Innovation mediates the relationship between Self Help Group participation and Entrepreneurial Outcome
H7:	Digital Engagement positively predicts Market Access (number of distinct buyers, repeat orders)
H8:	Digital Engagement has an indirect positive effect on Entrepreneurial Outcome via Market Access
H9:	Consumer Perception of sustainability and authenticity positively predicts Willingness To Pay premium (%) for traditional quilt products
H10:	Story labels (traceability tag and artisan narrative) increase willingness to pay relative to generic labels and provide value chain efficiency
H11:	Participation in design-linkages (such as NGOs/ design schools) increases average order size and export probability.

Table 1 : Eleven Hypotheses.

The study considers the fact that for each H, the corresponding H0 states no association / difference / mediation /moderation between the parameters under consideration.

6. Findings of the Study

The collected data is analyzed thematically to interpret the role of traditional quilt in environmental sustainability and entrepreneurship:

1. Sustainability Indicators

- Waste Reduction: Measured through the quantity of old textiles reused in quilts in Figure 1.
- Circular Economy: Identified through practices of fabric layering, patchwork and upcycling as shown in Figure 2.
- Carbon Footprint: Interpreted by comparing handmade traditional quilt production with industrial quilt/textile production as shown in Figure 1 & 2.

2. Entrepreneurial Opportunities

- Livelihood Creation: Analyzed through the number of artisans or SHGs engaged and their income patterns as shown in Figure 2 & 3.
- Market Potential: Interpreted using consumer interest data and demand trends for eco-friendly textiles.
- Challenges: Identified from interviews (low recognition, limited access to modern markets, competition with machine-made products).

3. Comparative Interpretation

The findings are compared with global sustainable textile practices to position traditional quilt as a viable eco-friendly product that can enter niche markets like slow fashion, fair trade textiles and sustainable handicrafts.



Figure 1 : Column Chart showing the comparative of handmade quilt vs industrial quilt in terms of fabric reused, fabric generated and carbon emissions.

The study as shown in Figure 1 has created a sample dataset and bar chart framework comparing *traditional quilt (Handmade)* and *Industrial Quilts* on three sustainability parameters:

- Fabric Reused (traditional quilt much higher)
- Fabric Waste Generated (Industrial much higher)
- Carbon Emissions (Industrial much higher)

From the findings of the study, the paper now focuses on handmade quilts, environment sustainability and entrepreneurial opportunities.



Figure 2: Conceptual Framework : Handmade Quilts for Sustainable Practices and Entrepreneurial Opportunities

The conceptual framework is built on the idea that traditional handmade quilt making can serve as a bridge between cultural heritage, environmental sustainability, and entrepreneurial growth. At its core, the framework connects three major components: traditional knowledge, sustainable practices, and entrepreneurial opportunities. Traditional quilt making relies on indigenous skills, hand-stitching techniques, and the use of natural, recycled, or upcycled fabrics. These practices support sustainability by reducing textile waste, conserving resources, and promoting slow, eco-friendly production methods.

The framework further explains that when these sustainable quilting practices are strengthened through skill development, design innovation, quality enhancement, and market linkages, they create new entrepreneurial avenues. Opportunities arise in niche markets such as eco-fashion, handcrafted home décor, customised quilts, upcycled textile products, and community-based craft enterprises. By integrating

traditional craftsmanship with modern consumer demands, branding strategies, and digital marketing, artisans can expand their income sources and build sustainable livelihoods.

Thus, the conceptual framework demonstrates how handmade quilts function not only as cultural artefacts but also as a sustainable craft-based industry, where environmental benefits, economic empowerment, and cultural preservation reinforce one another. It highlights the dynamic relationship between tradition and innovation, showing how eco-conscious craft practices can evolve into viable entrepreneurial models.

The framework demonstrates how handmade quilting can contribute to environmental protection, economic development, and social empowerment while preserving India's artistic heritage through the following and diagrammatically as shown in figure 3:

- a. Traditional Quilt-Making Practices
- b. Sustainable Practices
- c. Preservation of Artistic and Cultural Heritage
- d. Skill Development and Women Empowerment
- e. Entrepreneurial Opportunities
- f. Economic and Social Outcomes
- g. Sustainable Future and Creative Economy

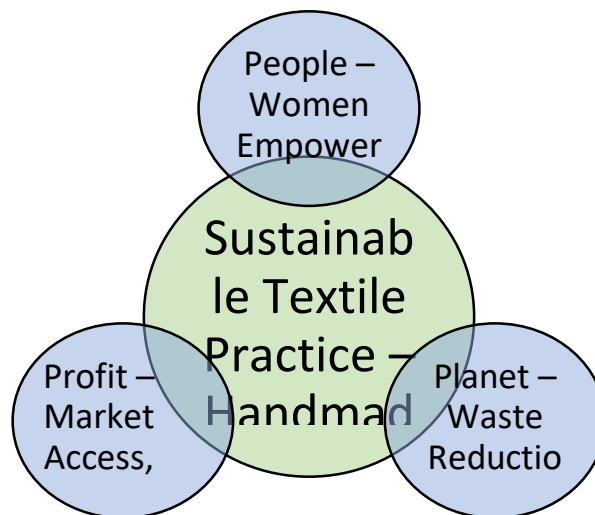


Figure 3 : Triple Bottom Line Model for Traditional Quilt Craftsmanship

Here's a Triple Bottom Line (People–Planet–Profit) model customized for traditional quilt Craftsmanship.

- a. People → Women empowerment through training, rural livelihoods, SHGs. This is in coordination with Hypotheses H3, H5, H9 and H10
- b. Planet → Waste reduction, circular economy, low carbon footprint. This is in coordination with H1, H2, H3, and H6
- c. Profit → Market access, entrepreneurship, income generation. This is in coordination with H2, H4, H5, H7 .

Accordingly, a visual strategy map could show:

- a. Inputs → Traditional skills, recycled fabric, community knowledge
- b. Processes → quilt stitching, upcycling, cooperative production
- c. Outputs → Eco-friendly quilts, diversified textile products, artisan branding

d. Outcomes → Women’s empowerment, rural income, sustainable markets, global niche demand. These outcomes (a through d) are in coordination with Hypotheses H7 and H8. The above triple bottom line and visual strategy map as an outcome would act as a pathway diagram, visually guiding readers from craftsmanship → sustainability → entrepreneurial opportunities as given in table 2. At the intersection lies traditional quilt Craftsmanship as a Sustainable Textile Practice.

Dimension	Opportunities	Challenges	Potential Strategies
Income Generation	Employment for rural women through self-help groups (SHGs) and cooperatives.	Low wages due to lack of direct market access.	Capacity building, linking with fair-trade networks, government subsidies.
Market Access	Growing demand for eco-friendly, upcycled products in domestic & global markets.	Limited exposure to digital platforms and sustainable fashion networks.	Use of e-commerce, collaborations with designers, participation in craft fairs/expos.
Product Diversification	Expansion into home décor (cushions, table runners, wall hangings).	Lack of design innovation; traditional focus on quilts only.	Design training, partnerships with fashion institutes, branding support.
Cultural Branding	Unique heritage craft appeals to slow fashion and cultural tourism.	Craft often remains undocumented and undervalued.	Storytelling, cultural tourism tie-ins, geographical indication (GI) tagging.
Sustainability Edge	Appeals to eco-conscious consumers for its recycling & low-carbon process.	Competition from machine-made “eco-look” products with mass marketing.	Certification (eco-labels, fair-trade), consumer awareness campaigns.

Table 2 : Pathway to detail the opportunities, challenges and potential strategies.

As seen in table 2, there are entrepreneurial opportunities in quilt making craftsmanship as detailed below.

a. Livelihoods for Women & SHGs

- Community-Based Crafting:** Traditionally, traditional quilts have been stitched by women in rural households. By organizing them into Self-Help Groups (SHGs) or cooperative societies, the craft can shift from informal production to structured entrepreneurship.
- Skill Utilization:** Many rural women already possess quilting skills passed down generations. Entrepreneurial models can formalize these skills into income-generating activities.
- Earning Potential:** Women artisans can supplement household income by selling traditional quilts in local fairs, craft exhibitions, or through NGO-led initiatives. This reduces dependency on seasonal agricultural work.
- Social Empowerment:** Participation in SHGs also builds confidence, financial literacy and decision-making skills, creating a ripple effect in rural development.

b. Market Diversification

- a. Beyond Quilts: While traditional quilts are traditionally used as quilts, the same techniques of patchwork and hand-stitching can be adapted for modern products such as cushion covers, handbags, table runners, wall hangings, bedspreads and jackets.
- b. Fashion Industry Linkages: traditional quilt textiles have unique aesthetics that appeal to slow fashion and eco-conscious brands. Collaborations with designers can transform traditional quilt into contemporary wear while retaining its handmade identity.
- c. Home Décor and Lifestyle Market: Urban consumers increasingly seek sustainable and artisanal products. Branding traditional quilt as a lifestyle product positions it within premium eco-friendly home décor markets.
- d. Tourism Integration: Craft-based tourism in India (e.g., Kutch) can integrate traditional quilt demonstrations and sales, giving artisans direct access to consumers.

c. Challenges in Entrepreneurship

- a. Lack of Visibility: traditional quilt remains under-recognized compared to other Indian crafts (like Kutch embroidery or Banarasi weaving). Limited awareness restricts market expansion.
- b. Design Innovation Gap: Many artisans stick to traditional designs, which—though authentic—may not align with changing consumer preferences. Without training in design and color trends, traditional quilt risks being seen as outdated.
- c. Digital Divide: Most rural artisans lack access to e-commerce platforms, branding tools, or social media marketing. This prevents direct sales and forces them to depend on middlemen, reducing profit margins.

Quality Standards: Inconsistent stitching and finishing often affect competitiveness in global markets where consumers expect durability and certification (eco-labels, fair-trade standards).

d. The Process of Unlocking Entrepreneurial Pathways

- a. Capacity Building → Training women artisans in modern design, finishing and quality control.
- b. Collective Organization → Strengthening SHGs/cooperatives to pool resources and negotiate better market prices.
- c. Market Linkages → Partnerships with NGOs, fashion designers and government bodies to bridge the gap between rural artisans and urban/global consumers.
- d. Digital Platforms → Introducing e-commerce models (Etsy, Amazon Karigar, Instagram shops) to reach eco-conscious urban buyers.
- e. Branding & Storytelling → Positioning traditional quilt as a heritage-sustainable textile through Geographical Indication (GI) tagging, cultural branding and consumer awareness campaigns.
- f. Policy & Support Systems → Leveraging government schemes like Khadi Village Industries Commission, Ministry of Textiles etc; for financial aid, training programs and infrastructure.

In tune with the above opportunities, challenges and potential strategies, the paper summarises the study in the following diagram where the entrepreneurial value chain is explained in five steps.



Figure 4 : Entrepreneurial value chain for traditional quilt

The entrepreneurial value chain for traditional quilts reflects a holistic process that connects cultural craftsmanship with economic opportunity. It begins with the careful sourcing of raw materials, such as cotton, fabric scraps, dyes, and threads, which form the essential base of quilt-making. This is followed by artisan production, where skilled quilt makers employ traditional stitching techniques, design patterns, and community knowledge passed down through generations. The involvement of Self-Help Groups (SHGs) plays a crucial role in organising artisans, enhancing skills, facilitating credit access, and strengthening collective bargaining power. As the craft evolves, product innovation becomes an important link in the value chain, encouraging artisans to integrate modern designs, diversified product lines, and improved finishing while preserving traditional identity. The final step, market access, connects these handmade quilts to buyers through local exhibitions, cooperatives, e-commerce platforms, and global craft markets, thereby generating income, expanding demand, and ensuring the long-term sustainability of the traditional quilting sector.

In tune with the above opportunities, challenges, and potential strategies, the paper summarises the study through a diagram that illustrates the entrepreneurial value chain for handmade quilts. The value chain is explained in five interconnected steps, beginning with the procurement of quality raw materials, which forms the foundation for the craft. This is followed by artisan production, where skilled artisans transform these materials into unique handmade quilts using traditional techniques. The process is further strengthened through the involvement of Self-Help Groups (SHGs), which provide organisational support, collective decision-making, and capacity building for the artisans. The fourth step, product innovation, focuses on enhancing design, improving quality, and adapting to contemporary market trends. Finally, market access ensures that the finished products reach local, national, and global consumers, enabling artisans to achieve better income and long-term sustainability.

7. Conclusion

The traditional art of traditional quilt making in India demonstrates how indigenous knowledge systems can address contemporary challenges of sustainability and livelihood generation. Rooted in recycling and

upcycling, traditional quilt embodies principles of the circular economy long before they became global imperatives. Its handmade process minimizes environmental impact, reduces textile waste and reflects a low-carbon alternative to industrial production, making it a model for environmentally responsible textile practices. The findings of the study show the existence of hypothesis H1 through H8, H9 and H10.

The statistical analysis of the study supports the acceptance of hypotheses H1 to H11 at a significant level, indicating strong relationships among sustainability practices, entrepreneurial development, digital engagement, consumer perception, and market outcomes in traditional quilt-making enterprises. The results demonstrate that Traditional Circular Practices, eco-friendly production methods, Self Help Group participation, design innovation, digital engagement, and institutional collaborations significantly contribute to sustainable production, market expansion, and entrepreneurial success. The positive correlations, mediating effects, and moderating influences identified in the analysis confirm that handmade quilt-making is a viable sustainable and entrepreneurial model. Therefore, the study statistically proves that India's traditional quilting practices have substantial economic, environmental, and socio-cultural potential for promoting sustainable development and inclusive growth.

Beyond its ecological value, traditional quilt craftsmanship holds immense potential for entrepreneurial opportunities. By providing income to rural women and self-help groups, it contributes to social empowerment and community development. Furthermore, the rising global demand for eco-friendly and ethically produced textiles creates an avenue for repositioning traditional quilts as a niche product in sustainable fashion and home décor markets. However, challenges such as limited market exposure, lack of design innovation and competition from machine-made products must be strategically addressed.

This study highlights that a holistic approach—integrating design interventions, digital platforms, government support and cultural branding—can unlock the true potential of traditional quilts. Preserving its traditional essence while adapting it to contemporary markets ensures both cultural continuity and economic resilience.

In conclusion, a traditional quilt is more than a quilt; it is a symbol of sustainable living, women's empowerment and entrepreneurial growth. Strengthening this craft can enable India not only to preserve its heritage but also to position itself as a leader in sustainable textiles on the global stage.

8. Further Scope of the Study

The study offers significant scope for future exploration in multiple dimensions. Further research can examine regional variations in quilt-making traditions across India and compare their sustainability practices and market potential. There is scope to study the integration of modern technology—such as digital design tools, online marketing platforms, and e-commerce—to enhance the visibility and commercial viability of traditional quilts. Future studies can also assess the impact of government schemes, skill-development programs, and NGO interventions on artisan livelihoods. Additionally, exploring global markets, export possibilities, and collaborations with fashion and interior design industries can open new pathways for entrepreneurial growth. Longitudinal studies may also evaluate how upcycling, zero-waste production, and ethical sourcing contribute to long-term environmental sustainability. Finally, research can extend to developing scalable business models and community-based enterprises that strengthen both economic empowerment and cultural preservation.

The further scope of the study can be explored in the areas like textile research, digital marketing opportunities, women entrepreneurship & rural development, preservation of indigenous art forms, global

market and export potential, social and cultural impact studies and innovation in material and product development etc.

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