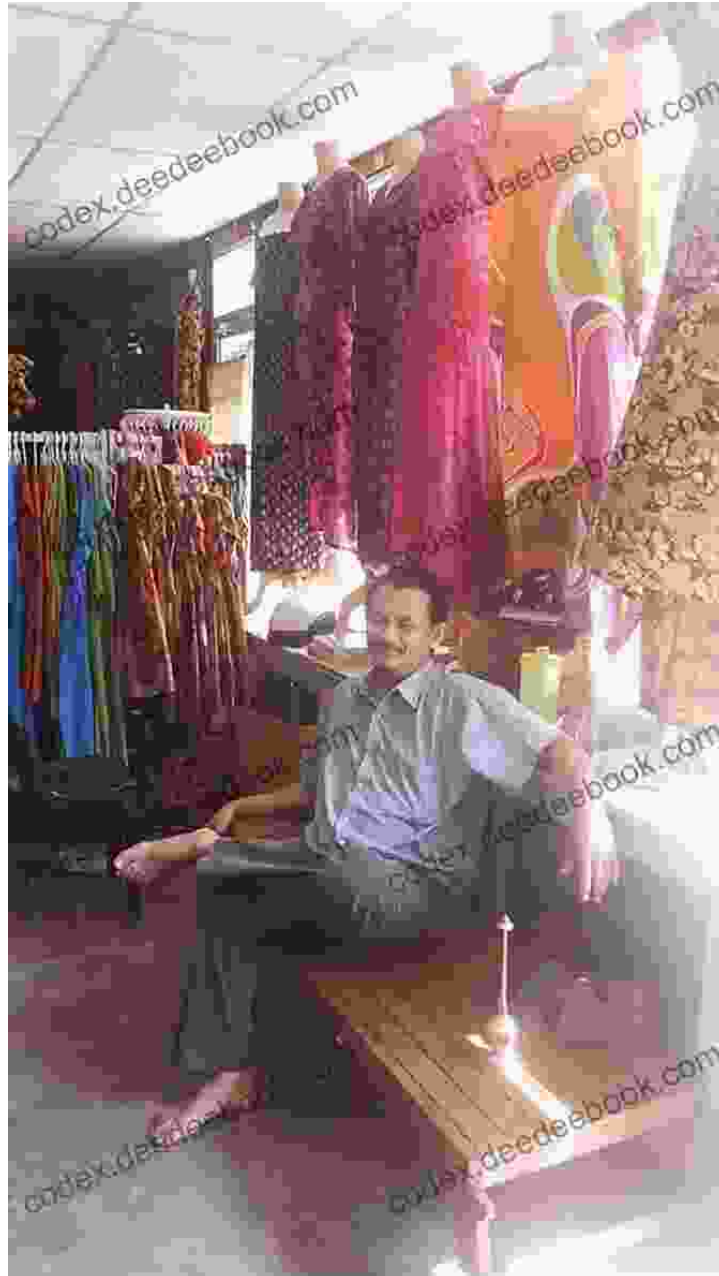


Case Of Wanisma Craft Trading: Preserving Indonesian Handicraft Heritage



Indonesia, an archipelago of over 17,000 islands, is renowned for its rich cultural heritage and diverse craftsmanship. From intricate batik textiles to elegant silver jewelry, Indonesian handicrafts have captivated people

worldwide. However, globalization and mass production have threatened the survival of traditional handicraft techniques and the livelihoods of local artisans.



Strategic Marketing Plan for Handicraft & Trading Business: A Case of Wanisma Craft & Trading

by Fairuz Nizam

★★★★☆ 4.5 out of 5

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Wanisma Craft Trading is a social enterprise that has emerged as a beacon of hope for preserving Indonesian handicraft heritage. Founded in 2012 by a group of passionate individuals, Wanisma works closely with artisan communities across the country, providing them with support, training, and access to global markets.

Empowering Local Artisans

Wanisma recognizes the importance of empowering local artisans and supporting their unique skills. The organization works directly with artisans, providing them with fair wages, training, and access to resources. This

enables artisans to preserve their traditional techniques while adapting to changing market demands.

Through its artisan training programs, Wanisma helps artisans enhance their skills, develop new products, and improve their production processes. The organization also provides artisans with access to new technologies and sustainable practices, helping them adapt to evolving environmental and economic challenges.

Sustainable Sourcing and Environmental Protection

Wanisma is committed to sustainable sourcing practices that safeguard the environment and promote responsible resource management. The organization sources its materials from sustainable sources and collaborates with artisan communities to develop eco-friendly production techniques.

Wanisma promotes the use of natural and renewable materials, such as bamboo, coconut shells, and recycled glass. The organization also encourages artisans to adopt waste reduction practices and minimize their environmental impact.

Connecting Artisans with Global Markets

One of the critical challenges facing Indonesian artisans is accessing global markets. Wanisma plays a vital role in connecting artisans with buyers worldwide, providing them with a platform to showcase their products and generate sustainable income.

Wanisma participates in international trade fairs, showcases artisan products through its online platform, and collaborates with buyers from

around the globe. The organization also provides artisans with business coaching and marketing support, helping them develop their entrepreneurial skills and navigate the global marketplace.

Social Impact

Beyond its economic and environmental impact, Wanisma Craft Trading has a significant social impact on artisan communities. By providing artisans with sustainable livelihoods, Wanisma contributes to poverty reduction, promotes cultural preservation, and empowers local women and youth.

The organization's training programs and business support initiatives have helped artisans increase their incomes, improve their living standards, and secure a brighter future for themselves and their families.

Wanisma Craft Trading is a shining example of a social enterprise that successfully balances economic, environmental, and social objectives. Through its dedication to preserving Indonesian handicraft heritage, empowering local artisans, and promoting sustainable practices, Wanisma has made a transformative impact on artisan communities across the country.

The organization's work is vital in ensuring that the unique and exquisite handicrafts of Indonesia continue to be passed down for generations to come, while also contributing to the sustainable development of the nation.

As a forward-thinking and innovative social enterprise, Wanisma Craft Trading continues to explore new ways to support artisans and promote Indonesian handicraft heritage on a global scale.

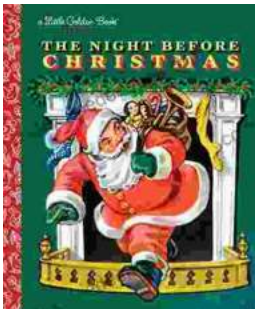


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