

## Weaving Heritage and Success: The Story of Swarnhansa Kosa Emporium

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The timeless elegance of Kosa silk sarees finds a vibrant champion in **Khemchand Ramkrishna Sonkusare**, the driving force behind **Swarnhansa Kosa Emporium**. The brand, now synonymous with grace and craftsmanship, owes its remarkable growth to the unwavering support of Khemchand's family, loyal customers, and his tireless dedication.

### Recognition in Maharashtra Business Circles

Swarnhansa Kosa Emporium, a unit of **Ramkrishna Udyog Bhandar**, has earned the prestigious **Maharashtra Business Icon Awards 2026**, organized by *Resil Dot In* in Nashik on 27–28 January. This state-level recognition celebrates entrepreneurs, startups, and business leaders across fashion, retail, manufacturing, and service sectors. Khemchand Sonkusare was specifically honored for his exceptional contribution to the Kosa saree industry, placing him among the top achievers in the region.

### From Village Roots to a Nagpur Showroom

The journey of Swarnhansa Kosa Emporium began with a small handloom unit in **1992**. In **2002**, the formal unit was established in **Andhalgaon, Bhandara**, where Khemchand and his family promoted Kosa sarees by personally visiting villages. Through hard work and determination, the family overcame numerous challenges to build a thriving saree business, reaching key markets in villages including Andhalgaon, Mohadi, Pavni, and Umred.

Over time, the enterprise expanded to a **grand showroom in Sitabardi, Nagpur**, near the cultural complex at Jhansi Rani Chowk, from where the exquisite Kosa sarees are now distributed across Maharashtra and other parts of India.

### National and International Demand

To expand reach, Swarnhansa Kosa Emporium showcased its products in various exhibitions. Sarees produced at the main unit are sent to different states for specialized designs: **Ajrakh printed sarees to Gujarat**, **Dabu printed sarees to Rajasthan**, and **Bag-printed sarees to the Dhar region near Indore, Madhya Pradesh**. These Bag-printed sarees, once finished, are sold extensively in Nagpur and beyond. The Emporium has played a pivotal role in popularizing Kosa silk sarees, bringing elegance and tradition to women nationwide.

### The Allure of Kosa Sarees

Khemchand Sonkusare credits his father, **Ramkrishna Sonkusare**, for his guidance in building the business. Kosa sarees, particularly those with **Karvati borders and Tassar silk**, enjoy immense popularity among women in Vidarbha, political figures, and administrative professionals. The recent **GI (Geographical Indication) tag** has further enhanced demand in metropolitan cities such as Delhi, Mumbai, Kolkata, and Chennai.

## Variety and Craftsmanship

Swarnhansa Kosa Emporium offers **10–12 varieties of Kosa sarees**, with printed sarees being the most popular. The collection also includes **hand-painted Kalamkari sarees** and **Kantha handwork sarees from Shantiniketan, West Bengal**. Prices range from ₹5,000 to ₹25,000, reflecting the exquisite quality and craftsmanship. The brand produces over 50 sarees annually for NADT convocation ceremonies alone, highlighting its popularity among urban women.

## Empowering Farmers and Artisans

The Emporium actively supports **Tassar silk farmers**, purchasing silk at fair prices and ensuring timely payments. This initiative strengthens the livelihoods of tribal communities and creates a sustainable local market. Production involves meticulous labor in forested areas, with cooperation from forest and silk departments, ensuring quality while preserving the environment.

## Creating Employment and Preserving Tradition

From silk thread processing to crafting Karvati sarees, Swarnhansa Kosa Emporium has generated employment opportunities for numerous families. By maintaining the legacy of Karvati Kosa sarees, the business ensures women's first choice of saree remains accessible and admired both nationally and internationally. Today, Swarnhansa Kosa Emporium is a leading name in traditional silk sarees, blending heritage craftsmanship with modern enterprise.

## Selected for Maharashtra's Prestigious Awards

Recognizing his dedication and achievements, he has been selected for the prestigious “**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**” awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

The selection marks a proud moment not only for him, but also for the entire region.

## Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

## Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talents.

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