

*Kantala*

CASE STUDY

KANTALA



Tracified

Kantala (Private) Limited is a Sri Lankan based industry specialized in manufacturing a variety of ecological and vegan bags, wallets, notebooks and travel accessories that are handmade using one of Sri Lanka's oldest weaving techniques. Kantala is a Good Market, Sri Lankan approved vendor which means "good for people and good for the planet". For over 300 years, the descendants of Henavala village, near the Kandy district of Sri Lanka, have perfected and passed down the art of handwoven hana mats to the next generations.

The primary material used for the Kantala products, is the fiber extracted from the local hana (Agave cantala) plant. This highly skilled craft is not practiced in any other part except in the Central Province of the country. With each purchase of Kantala products, consumers will be supporting these traditional artisans to build up their lives and to continue with their traditional art of hana weaving. They use environmental friendly reactive dyes and natural dyes, fair trade certified cotton handloom fabrics and many other eco friendly and community supportive secondary resources.



Kantala's main focus is to maintain a minimum carbon footprint while reducing the use of toxic and hazardous substances. Kantala products are made of 100% plant based organic materials which can be safely recycled. With the main focus being given to serving and supplying organizations that prioritize people and the planet, Kantala is all about how to benefit the general public, the planet, customers, workers and all the stakeholders.

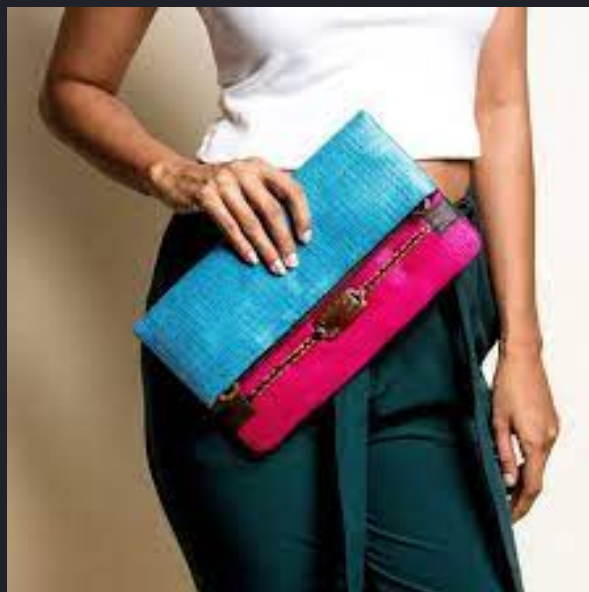
It also follows fair trading principles such as fair price, timely payment and open dialogues which benefit the artisans and all workers working at the Kantala organization. Through that, the company could increase their workers from a very few to a considerable number of staff within 4 years of period. Currently Kantala supports more than 60 people in rural areas and all those are who are primarily involved in hana cultivation and fabric production.



# Problem

Kantala has evolved to being a leading and a well known organization in the manufacturing of vegan and eco friendly bags and accessories. They want to let the world know about the effort which has been invested on each product in order to add more value and glamour.

The prime goal of implementing a traceability system to the Kantala supply chain is to provide insights to their consumers through ecommerce and any other retail businesses. Additionally, purchasing Kantala products should enable the consumers and all related stakeholders to know how the product is made and how they have supported the community and environment. Furthermore, Kantala focuses to reveal the extent of practicing fair trade, certifications, regulatory compliance and sustainability standards they follow in order to provide the finest quality products to consumers.





# Solution

Tracified which is a Blockchain based traceability provider has implemented a customized system to trace the supply chain process at Kantala. Tracified has provided various means to enter data to the system such as fetching data from an external ERP integration, through the Tracified Field Officer Mobile App... etc. The retrieved data can be observed in a well organized manner through the Tracified Web Portals and Tracified Consumer Mobile Application.

Kantala collaborated with Tracified, since Tracified paves the way to access information about a product throughout its lifecycle by using a well developed, highly advanced and tamper-proof secure system of recorded identifications.



# How it Works

Tracified implemented a customized system to automate the workflows of the supply chain at Kantala. All the fetched data will be presented to the consumers and to the required parties in the form of texts, images, graphs, tabulations, statistical maps and averages.

Since Kantala promotes the principle of fair trade and sustainability at all the stages in production process, Tracified will work as the best solution to support this and in turn would satisfy the additional requirements related to a fully fledged traceability system.

Create Workflow

Current version/revision: v12

Ecommerce Stage: Loom Preparation රෙදි වියන සකස් කිරීම

+ Stage	Loom Preparation රෙදි වියන සකස් කිරීම	+ Field
Loom Preparation රෙදි වියන සකස් කිරීම	Artisan	
	HWA Official	
Mat Weaving පැඳුරු විවීම	HWA Official	
	Storage	
Receiving at Association සංගමයේ දී ලැබීම		

# Conclusion

This project will provide full supply chain transparency from the stage of growing and harvesting Hana plants to the stage of product exporting. The blockchain based traceability solution implemented by Tracified will allow the customers and all the other stakeholders to view the accurate data along with any other proofs like geo-coded images.

Tracified will streamline the workflow of Kantala and will provide benefits to stand out as a brand that produces luxurious items of the finest quality.

