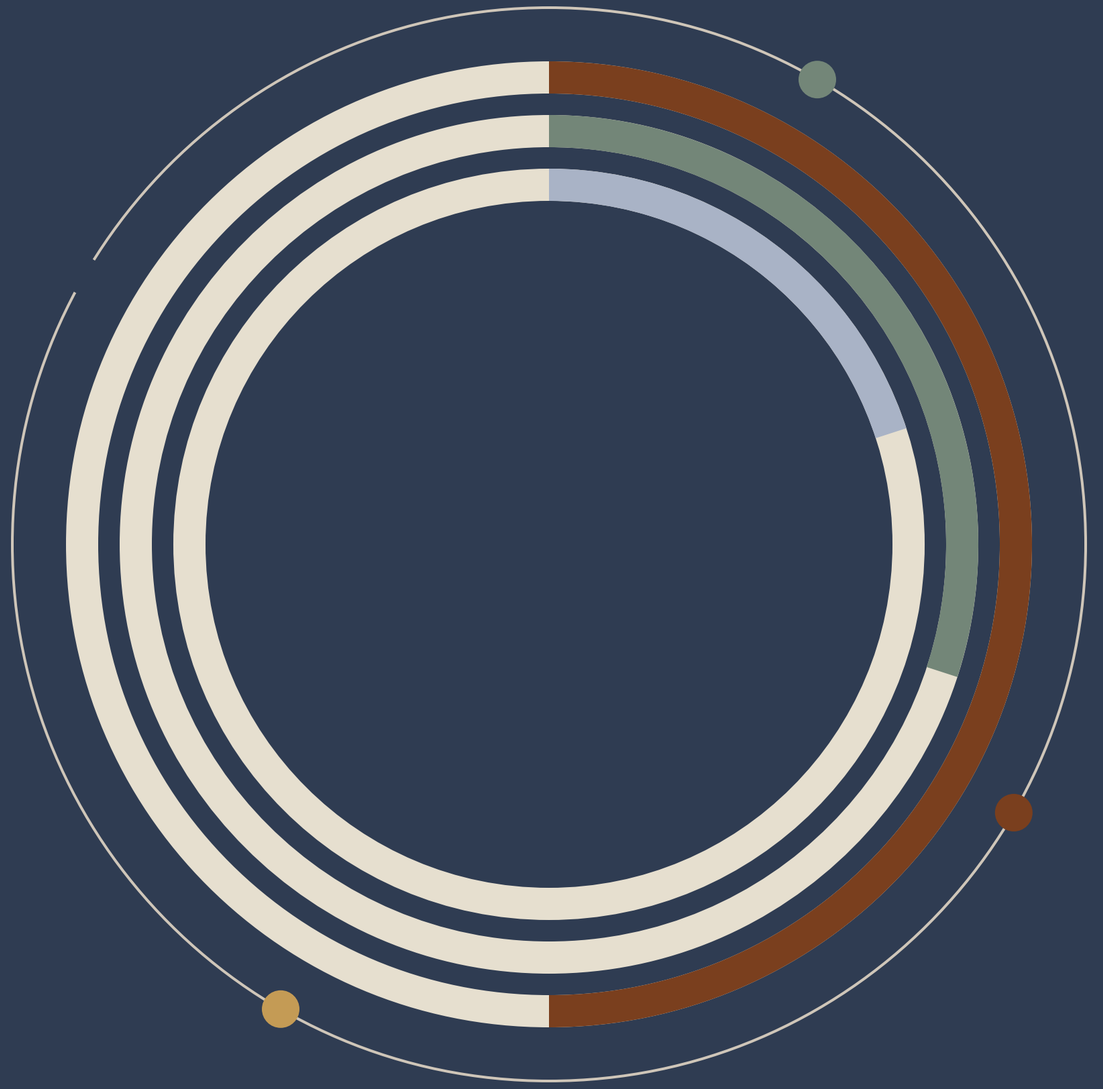
VARNA

THE SUTRA STANDARDS

Connecting India's sustainability businesses to discerning clients across the world.



A sustainability standard built for Indian MSMEs.
Globally credible, Rooted in climate science and Contextual to India

WHY THE SUTRA STANDARDS

PROVING THEIR SUSTAINABILITY CREDENTIALS IS A CHALLENGE TODAY FOR MANY INDIAN BUSINESSES

45%

of India's exports come from MSMEs

110M+

people employed by India's MSME sector

200M+

livelihoods rooted in craft

Yet the sustainability standards buyers trust were written for Western corporates with ESG teams.

They are expensive to procure and entirely neglect the craft, community or climate context.

As EU CSRD and supply chain due diligence laws make verified data a condition of market access, India's most genuinely sustainable businesses risk being shut out because their practices are not well understood or adequately represented.

Sustainable practices dont take on a single form.
Before they can be reported they need to be understood within their context.
Thats what we do at SUTRA



THE FRAMEWORK : THREE MEASURES, ONE VERIFIED SCORE

THE SUTRA STANDARDS

A globally credible sustainability standard, built for Indian MSMEs

GLOBAL STANDARDS ALIGNED

GHG Protocol + ILO + ISO

INDIA-FIRST DATA

Indian registries and benchmarks

MSME-CALIBRATED

Assessed contextually for every business scale

BUILT FOR PROGRESS

Score + roadmap + capacity building

1

E — ENVIRONMENTAL

Climate, material, water,pollution and packaging impact.

S — SOCIAL

Gender inclusion, working conditions and community livelihood

G — GOVERNANCE

Legal compliance, ethical operations and sourcing integrity

C — CULTURAL

Craft authenticity, skill rarity community context

Impact

50%

2

E — ENVIRONMENTAL SYSTEMS

Tracking of environmental metrics

S — SOCIAL SYSTEMS

Worker welfare, health & safety

G — GOVERNANCE SYSTEMS

Legal compliance, data accuracy

C — CERTIFICATIONS

Certifications & Verified Evidence

Readiness

30%

3

R — REGULATORY & COMPLIANCE

Legal & Regulatory compliance

D — DATA RELIABILITY

% of impact claims backed by verifiable data

M — MATERIAL RISK

Use of restricted, hazardous or unsustainable materials

Risk

20%

THREE WEIGHTED PILLARS COMBINED INTO A SINGLE SCORE

THE FRAMEWORK : FOUR PILLARS OF IMPACT

FOUR PILLARS. ONE EVIDENCE BACKED VERIFIED SCORE.

S

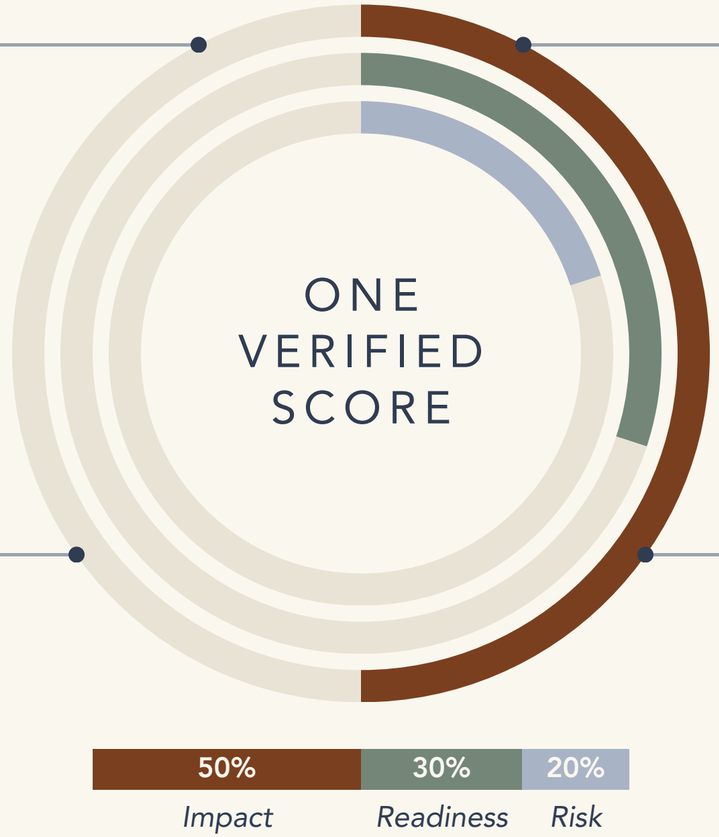
SOCIAL

Livelihood depth
Gender inclusion
Fair wages and working conditions
Health and safety

C

CULTURAL *

Craft authenticity and process integrity
Skill rarity and protected (GI) status
Community climate context



G

GOVERNANCE

Legal standing and compliance
Ethical dealing and transparency
Supply chain traceability

E

ENVIRONMENTAL

Carbon intensity
Material sustainability
Circularity and end of life
Water, pollution and packaging

** Cultural is a pillar unique to the Sutra Standards specially designed to reflect cultural and craft led businesses and their sustainability practices.

"Sutra complements global frameworks rather than replacing them. Businesses with a valid EcoVadis rating are fast-tracked, not re-assessed."

BUILT FOR SUSTAINABLE BUSINESSES ACROSS THE INDIAN SPECTRUM.

	THE SUTRA STANDARDS	GLOBAL FRAMEWORKS
Calibrated to MSME size	✓ Four tiers matched to Udyam. Same pillars for all, evidence expectations scale with size.	✗ Built for corporates with existing ESG teams and systems. One bar for everyone.
Culture as a core pillar	✓ Craft authenticity, skill rarity and community climate context, scored and verified.	✗ Not measured. Living craft and heritage stay invisible to buyers.
India-first evidence	✓ GI Registry, Pehchaan, Udyam, CEA grid factors and NDMA climate data.	✗ Western documentation norms and generic, non-Indian benchmarks.
Accessible to MSMEs	✓ Priced for MSMEs and artisan collectives, a fraction of global equivalents.	✗ USD 1,500 to 5,000 per supplier, per year. Out of reach for most artisan enterprises.
Built for progress	✓ Every score ships with a ranked improvement roadmap. No business is permanently excluded.	✗ A rating that expires annually, with improvement support largely left to the supplier.

WHAT EVERY EVALUATION DELIVERS.

01 ROADMAP

A clear path to improve



- Top actions ranked by impact vs effort
- A development pathway for every band
- Reassessment that tracks progress
- No business permanently excluded

02 VERIFIED SCORE

Verified, out of 100



- Final score and performance band
- Foundational to Sutra Leader
- Pillar profile across E, S, G and C
- Can be shared as a public 3rd party scoring

03 IMPACT DATA

Reporting-ready for buyers



- Product-level impactd data across multiple metrics
- Formatted for Scope 3 Category 1
- Usable in buyers' sustainability reporting
- Social and cultural impact metrics

04 STORY

From maker to buyer



- Evidence-based strengths narrative
- QR-ready product journeys
- Assets for labels, pitches and buyers
- Intersection designation where earned



TYING IT TOGETHER FOR ALL STAKEHOLDERS

01 Brands

Designed for MSMEs, craft enterprises and material innovators.
Get evaluated, earn a verified score and get access to global buyers.

02 Buyers

Hotels, retailers and procurement teams sourcing from India.
Have your suppliers evaluated for verified, reporting-ready supply chain data.

03 Sponsors

Corporates and foundations funding skilling or livelihood programmes. Sponsor evaluations, with a verified baseline and reassessment built in.

04 Partners

Industry bodies, institutions and experts. Help shape a standard built in India and trusted by the world.

A STANDARD DEVELOPED IN INDIA.

TRUSTED BY THE WORLD.

TO START A CONVERSATION:

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varnacollective.com

