



AN INVITATION TO JOIN
OUR ATELIER



Recruitment Brochure

For the Government Tailoring Institute, Noida

RIVALAYA
An abode of tradition.

A unit of Innotechwise Private Limited
BF-55, Phase-2, Tower-B, 1st Floor, Spectrum@Metro Phase 2, Sector 75, Noida

A W E L C O M E

From our founder



Dear Friend,

It gives me great joy to write to you on behalf of Rivalaya — a boutique I have built with my family in Noida to celebrate the beauty of Indian craft.

Rivalaya was born from a simple belief: that tradition is not something to be preserved behind walls, but something to be lived every day. From the silk of a hand-woven dupatta to the warmth of a brass diya in an evening home — every piece we curate carries a story of the artisan, the family, and the place it came from.

We are now building our team, and we are looking for thoughtful young people who care about craft, who take pride in their work, and who would like to learn and grow alongside us.

A young person who joins Rivalaya does not simply join a tailoring shop. She joins a boutique. She learns daily, works in a beautifully appointed mall environment, becomes familiar with modern technology, and grows into a respected member of a brand that values her contribution.

If you have students who you believe would be a good fit — students with curiosity, care, and a desire to build a meaningful career — we would be honoured to welcome them to Rivalaya.

With warm regards,

Sadhana Jain

Founder, Rivalaya

sadhanajain838@gmail.com

BF-55, Tower-B, Phase-2, Spectrum@Metro, Sector-75, Noida

ABOUT US

Rivalaya - An abode of tradition



Rivalaya is a premium neighbourhood Indian lifestyle store located at Spectrum@Metro Phase 2, Sector-75, Noida. The name itself is a Sanskrit composition — bringing together the spirit of tradition and the warmth of a sanctuary. An abode of tradition.

We are a family-run boutique offering curated Indian living — boutique wear, handcrafted decor, festival gifting and tailoring, all with the warmth of a neighbourhood store. Our catalogue balances handcrafted decor, women's boutique wear, festive gifting and the services people actually need nearby.

What we offer

- ◆ **Handicrafts** — Brass accents, terracotta pieces, incense holders, trays and artisan table styling, curated from craft clusters across India.
- ◆ **Women's Boutique** — Cotton suits, festive separates, easy Indo-western pieces and curated boutique finds.
- ◆ **Tailoring & Darji** — Alterations, blouse stitching, fall/pico, suit fitting and custom consultation — supported by a dedicated digital booking and tracking system.
- ◆ **Festival Gifting** — Elegant hampers, candles, artisanal trays and ready-to-gift Indian warmth for the occasions that matter.

How we work

Rivalaya operates as a WhatsApp-first commerce experience layered over a warm physical boutique. Customers can browse and book in person, request fittings, share carts on WhatsApp, receive tailoring updates and pick up or have orders delivered locally. The model combines the convenience of modern retail with the trust of a neighbourhood store.

Behind Rivalaya stands Innotechwise Private Limited — an Indian technology company recognised by the Government of India's Department for Promotion of Industry and Internal Trade (DPIIT). This gives Rivalaya the discipline and modern systems of a professionally managed company, alongside the warmth of a family-run boutique.

THE ROLE

Artisan Tailoring Associate



We are inviting graduates of the Government Tailoring Institute, Noida to join Rivalaya as Artisan Tailoring Associates.

This is not a machine-operator role. It is a craft role — the foundation of a career in premium Indian boutique retail. Our associates work alongside experienced artisans, develop their skills under professional guidance, and grow into respected members of our atelier.

What an Artisan Tailoring Associate does

- ◆ Bespoke stitching of blouses, kurtas, suits, dupattas and customer-specified garments to the highest standard of premium boutique finish.
- ◆ Hand-embellishment work alongside our senior karigars — zardozi, aari, gota patti, mukaish, sequin and beadwork on bridal blouses, occasion wear and statement pieces.
- ◆ Saree-to-suit conversion (our Punarjanma line) — giving vintage and heirloom sarees a second life as contemporary kurtas, suit sets and dupattas, with the care that sentimental garments deserve.
- ◆ Bridal and occasion-wear stitching and fitting — blouses, lehenga alterations and pre-wedding garment preparation, where precision of fit and finish defines our reputation.
- ◆ Alterations, fall/pico, suit fitting and blouse stitching on premium garments, with close attention to drape, hem, lining and finishing detail.
- ◆ Pre-stitched curated blouse production — supporting our ready-to-wear blouse line in popular cuts and embellishment styles for the boutique floor.
- ◆ Customer consultations alongside senior team members — measurements, fabric selection, design choices, and helping the customer visualise the finished piece.
- ◆ Working with our digital tailoring booking system — managing appointments, recording measurements, maintaining fitting notes and following up with customers through WhatsApp updates.
- ◆ Quality checks and finishing standards — ensuring every garment that leaves Rivalaya carries the boutique's standard of craftsmanship.
- ◆ Maintaining the cleanliness, organisation and quiet dignity of the atelier — the environment in which fine work is done.

Who we are looking for

- ◆ Graduates of the Government Tailoring Institute with formal training in stitching and finishing.
- ◆ Genuine love for craft — students who see tailoring as an art to be mastered over a lifetime, not just a job to be done.
- ◆ Interest in growing into specialised work — embellishment, bridal stitching, saree conversion, fitting and design — beyond basic stitching.
- ◆ Patience, precision and quiet pride in finishing — the discipline of doing small things beautifully, every time.
- ◆ A respectful, warm manner with customers, colleagues and senior karigars — Rivalaya is a boutique, and how we treat each other shows in our work.
- ◆ Openness to learning modern systems — tablets, WhatsApp, our digital booking and measurement records — alongside traditional craft.
- ◆ Ambition to grow — into a Senior Artisan, then into Boutique Operations, and beyond. We are looking for people who want to build a real career, not simply earn a monthly salary.
- ◆ Reliability and integrity — coming in on time, keeping commitments to customers, and treating every garment as if it were her own.

LEARNING AT RIVALAYA

Eight skills, one career



Rivalaya is a boutique, not a workshop. This means an Artisan Tailoring Associate is exposed to far more than tailoring alone. Over the course of her first two years, she will develop skills across the full breadth of a modern boutique business.

- ◆ **Boutique Tailoring & Finishing** — Premium stitching standards, drape, fitting and the discipline of luxury garment construction.
- ◆ **Customer Consultation** — How to listen to a customer, understand her needs, suggest options and communicate professionally.
- ◆ **Embellishment & Embroidery** — Exposure to zardozi, aari, gota work, mukaish and traditional Indian hand-embellishment techniques alongside senior artisans.
- ◆ **Retail Technology** — Working with our digital booking system, customer measurement records and order tracking — modern systems used in serious retail businesses.
- ◆ **Inventory & Merchandising** — Understanding stock, display, presentation and the rhythm of a boutique through the year.
- ◆ **Procurement & Sourcing** — Exposure to how we work with weavers and craft clusters across India — Banaras, Lucknow, Phulia, Jaipur, Moradabad and beyond.
- ◆ **Pricing & Value** — How a piece is valued, why craftsmanship deserves a fair price and how to communicate this with confidence.
- ◆ **Customer Relationship Management** — Building lasting relationships with customers, remembering preferences and offering the warmth that defines a great boutique.

This breadth of learning is rare in entry-level employment. It is what allows our associates to grow into senior roles within Rivalaya, and what gives them lasting professional capability.

CAREER PATH

A future worth building



At Rivalaya, every Artisan Tailoring Associate has a clear path forward. We believe in growing our own leadership from within — and we structure our team so that those who learn, contribute and care can rise.

LEVEL 1

Artisan Tailoring Associate*Year 1 — Foundation & Craft*

LEVEL 2

Senior Artisan*Year 2–3 — Mastery & Mentorship*

LEVEL 3

Boutique Operations Associate*Year 3–4 — Boutique Management Exposure*

LEVEL 4

Boutique Manager*Year 4–5 — Leading Operations*

LEVEL 5

Regional Lead / Quality & Training Specialist*Year 5+ — Leadership Track*

YOUR JOURNEY

Your first 90 days



We have designed a structured onboarding programme so that every new associate feels welcomed, supported and confident from the very first day.

Weeks 1–2 — Welcome & Orientation

- ◆ Introduction to the boutique, the team and the brand.
- ◆ Boutique culture and customer service standards.
- ◆ Shadowing senior artisans and observing customer interactions.
- ◆ Familiarisation with the atelier, materials and tools.

Weeks 3–6 — Craft Foundation

- ◆ Hands-on stitching practice on training fabric under supervision.
- ◆ Introduction to Rivalaya's quality and finishing standards.
- ◆ First assisted customer work with quality review at each step.
- ◆ Weekly feedback sessions with the senior artisan and founder.

Weeks 7–10 — Systems & Customer Care

- ◆ Training on Rivalaya's digital booking system and order tracking.
- ◆ Customer measurement protocols and record-keeping.
- ◆ Introduction to inventory, display and merchandising.
- ◆ First independent supervised customer assignments.

Weeks 11–13 — Confirmation & Growth

- ◆ Full independent execution of customer work.
- ◆ 90-day performance and learning review.
- ◆ Confirmation as a full Artisan Tailoring Associate.
- ◆ Personal development plan agreed for the next six months.

A DAY AT RIVALAYA

Life in our atelier



A typical day at Rivalaya is calm, structured and creatively engaging. Our associates work in a well-lit, climate-controlled boutique within the Spectrum@Metro mall — a safe, respected environment with all the dignity of a premium retail setting. Our store opens from 10:00 AM to 9:00 PM, Monday to Sunday.

10:00 AM	Arrival at the boutique. Morning team check-in with the senior artisan over tea. Review of the day's customer schedule and pending tailoring work.
10:30 AM	Focused stitching and finishing work. Customer pieces are taken up in the order of priority, with quality reviewed at every stage.
1:30 PM	Lunch break in the mall's clean food court area. Free time to rest, eat and connect with colleagues.
2:30 PM	Customer interactions, fittings and consultations alongside senior team members. Recording measurements and customer notes in the digital booking system.
4:30 PM	Continued atelier work, design discussions and learning sessions with senior artisans on a particular skill or technique.
8:30 PM	End-of-day handover and cleanup of the atelier. Close at 9:00 PM.

One weekly day off is provided. Working hours are structured, predictable and respectful of personal time.

COMPENSATION & GROWTH

What we offer



Rivalaya offers a transparent, structured compensation package designed to grow with the associate's contribution. Beyond salary, we invest meaningfully in learning, environment and long-term career growth.

Fixed Monthly Salary	₹15,000 starting
Tailoring Incentive	5–10% per piece completed to standard
Sales Incentive	5–10% on customer referrals and sales contribution
Year 1 Total Earning Potential	₹18,000 – ₹22,000 per month
Year 2 Target Earning	₹22,000 – ₹28,000 per month
Performance Reviews	Quarterly with the founder
Learning Programme	Included — 8-skill curriculum at no cost
Technology Training	Included — modern digital booking and tracking systems
Working Environment	Premium air-conditioned mall boutique
Weekly Day Off	One full day, rostered fairly

Salary is paid through formal banking channels, with proper records and documentation. Our associates are treated with the dignity and respect they deserve as artisans of a premium brand.

FOR PARENTS & FAMILIES

Why families trust Rivalaya



We understand that when a young person begins her professional life, her family looks for an environment where she will be safe, respected and supported. Rivalaya has been built with this responsibility in mind.

- ◆ **A safe and respected workplace.** Our boutique sits within Spectrum@Metro, a premium shopping mall in Sector 75, Noida, with full mall security, climate control and the public visibility of a respected retail environment.
- ◆ **Family-led leadership.** Rivalaya is led personally by Mrs. Sadhana Jain alongside her family. Our team operates with the warmth, supervision and accountability of a family business.
- ◆ **Zero tolerance for discrimination.** We treat every associate equally and respectfully, regardless of background, community or experience level. Harassment of any form is strictly prohibited.
- ◆ **Structured, predictable hours.** Our associates work fixed boutique hours of 10:00 AM to 9:00 PM, with no unreasonable demands on personal time.
- ◆ **Weekly day off.** Every associate receives one full day off each week, rostered fairly across the team.
- ◆ **Stable, formal salary.** Salary is paid monthly through banking channels with proper documentation.
- ◆ **Genuine career progression.** Our associates are not in dead-end jobs. The career ladder is real, and we promote from within.
- ◆ **Technology-driven, modern business.** Rivalaya is part of Innotechwise Private Limited — a DPIIT-recognised company. This brings structure, fairness and modern systems to every aspect of how we operate.
- ◆ **Continuous learning.** An associate at Rivalaya is always learning — both craft and business — which gives her lasting professional value for life.

WHAT WE STAND FOR

Our values



These are the values that guide every decision we make at Rivalaya — from how we treat each other, to how we serve our customers, to how we honour the artisans whose work we carry.

Respect Every person at Rivalaya, from the founder to the newest associate, is treated with dignity and care.	Craftsmanship We honour the patience, skill and tradition that go into every well-made object.
Integrity We say what we mean. We price fairly. We deliver what we promise.	Continuous Learning We grow as we work. Every day at Rivalaya teaches something new.
Ownership Every team member takes pride and ownership in the boutique, the customer and the craft.	Heritage We celebrate Indian craft and culture, and bring it forward with thought and care.
Inclusivity Rivalaya welcomes thoughtful, hardworking individuals from all backgrounds.	Technology We use modern systems to give our team the discipline and the tools of a serious business.

APPLY & VISIT

How to apply



We would be delighted to welcome thoughtful, motivated candidates from the Government Tailoring Institute, Noida. Applications can be shared in any of the following ways:

Application Process

- ◆ Candidate biodata and contact details may be shared directly with the Institute's placement office.
- ◆ Interested candidates are invited to visit the Rivalaya boutique at Spectrum@Metro for an in-person meeting to learn more about the upcoming venture.
- ◆ Initial discussion is conducted by the founder and Institute's placement officer.
- ◆ Selected candidates are offered a structured 90-day onboarding programme as described in this brochure.

EXPLORE RIVALAYA

Scan to visit our store online

Browse our collections, learn about our tailoring services, see customer reviews and book appointments — all from your phone.

www.rivalaya.com



rivalaya.com

Visit Us

Rivalaya — An abode of tradition

BF-55, Tower-B, Phase-2, Spectrum@Metro,

Sector-75, Noida, Uttar Pradesh — 201301

Open Monday to Sunday, 10:00 AM to 9:00 PM

CONTACT & CREDENTIALS

Get in touch



Primary Contacts

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Store Support	support@rivalaya.com
Website	www.rivalaya.com

About Innotechwise Private Limited

Rivalaya operates as a unit of Innotechwise Private Limited, an Indian technology company incorporated under the Companies Act, 2013, and recognised as a startup by the Department for Promotion of Industry and Internal Trade (DPIIT), Government of India.

Company Name	Innotechwise Private Limited
Corporate Identity Number (CIN)	U62013UP2024PTC205550
Date of Incorporation	28 June 2024
GSTIN	09AAHCI7424E1ZJ
DPIIT Recognition	DIPP171554
Registered Office	Supertech Capetown, Flat #201, CG4, Sector-74, Noida, Uttar Pradesh — 201301
Boutique Address	BF-55, Tower-B, Phase-2, Spectrum@Metro, Sector-75, Noida



RIVALAYA
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Thank you for considering Rivalaya. We look forward to welcoming the graduates of the Government Tailoring Institute, Noida into our atelier — and to helping them build careers they will be proud of.



www.rivalaya.com

Scan to visit our store online

A unit of Innotechwise Private Limited

CIN: U62013UP2024PTC205550 | GSTIN: 09AAHCI7424E1ZJ | DPIIT: DIPP171554