**Abstract**

Hand knitting, has undergone a dramatic revival in popularity with the recent resurgence of interest in esthetically appealing, unique, and cultural products. Knitting by hand has a long history of being considered women's work, as have other sedentary textile crafts like crochet and embroidery. However, hand knitting did not provide economic value, unlike embroidery, and had no place in the business world. It still exists as a leisure time family activity and only in some cases practiced as a source of additional income, particularly by women living in the mountains. Consequently, young women’s participation in hand knitting has been declining drastically. Natural dyes on the other hand, are also regaining their position in sustainable fashion with increased awareness of environmental protection and conscious consumerism. Many contemporary artists and designers are adopting the classic technique of natural dyeing not just to preserve the past but as a medium that reflects innovation and progressiveness.

Thus, a need has been felt to integrate natural dyeing with hand knitting to develop an enterprise that caters to the present-day needs of eco-conscious consumers and also impacts the triple bottom line of sustainability.

**Key Words:** Hand Knitting, Natural dye, Sustainable Enterprise, Women Employment, and Sustainability.