





### **EMPOWER – Enabling Marketing of Products of Women Entrepreneurs**

EMPOWER is a unique initiative of GMR Varalakshmi Foundation to enable marketing of hand-made products made by women Self-Help Groups (SHGs)

The GMR Hyderabad International Airport Limited (GHIAL) as part of its Corporate Social Responsibility has generously provided two shop spaces to the Foundation to host this initiative at the airport.

The products sold by Empower are either made by SHGs organized through GMRVF at its various locations or through SHGs engaged in production of hand-made products identified by the Society for Elimination of Rural Poverty (SERP), Govt. of Andhra Pradesh.

GMRVF also organizes office sales and bulk orders from various corporate and individual clients for its SHGs.

When you buy products from EMPOWER, you are not only sure of the quality and genuineness of the product, but also that it all goes back to add value to lives of hundreds of women who have spent hours to make the product as you see here.

Do your bit to EMPOWER these women!

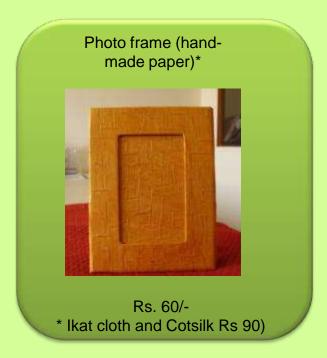


### **GMRVF-enabled SHG Products**

Currently, the GMRVF range of SHG products include:

- Paper products
- Jute products
- Kasuti embroidery products
- Ponduru khadi garments
- Woolen products
  - Arunachal Pradesh
  - Himachal Pradesh
  - Uttarakhand

## Paper Products













### **Jute Products**

Jute, the 'Golden Fiber' as it is called, is the raw material used for making sacks world over. Its truly one of the most useful fibers, which is beautifully crafted in the form of handicrafts and many day to day products. *Srujana*, the Foundation facilitated women's group in Hyderabad makes different jute products.





SB A1 Rs 100



**Shopping Bags** 



SB B1,2,3 Rs 120



SB A2 Rs 160



SB A3 Rs 160

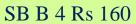


SB A 4 Rs 120





**Shopping Bags** 



SB B 5 Rs 150







SB B 8 Rs 180

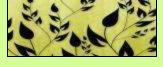


SB B 7 Rs 140

SB B 6 Rs 160

Chequebook holder Rs 90





Office Use



File Folder Oxford 120



Laptop Bag with charger holder Rs 220



File Folder Rs 100







School/College



School bag Rs 210

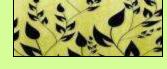


Pencil Holder Rs 30



Children pouch Rs 20







Ladies purses/bags











## Kasuti Embroidery

Kasuti Embroidery is a traditional form of embroidery practiced in the Northern parts of Karnataka. Kasuti work involves embroidering very intricate patterns and hence, is a laborious task. Foundation's women's groups in Haliyal and Ramdurg do Kasuti embroidery on Sarees, Kurtas and other items like baby blankets and cushions.









#### Range in Kasuti

- -Sarees in range of Rs. 600 900.
- Kurtas in range of Rs 350 500.
- Bedsheets Rs 500 1000
- Baby blankets Rs 300 500.
- Mobile pouches Rs 100







#### **Pondurru khadi shirts**

- Small Rs 450/-
- Medium RS 500/-
- Large RS 550/-

Available in white and different pastel shades of cream, grey, brown, etc.





## Woolen Products (Arunachal)

Skirts (gale), shirt, shawls, etc. from Seppa district of Arunachal Pradesh. Price ranging from RS 450 to 1200/- depending upon size and design.









# Woolen Products (Himachal)

- Shawls Rs 550/- (8ft x 3.4 ft)
- Mufflers Rs 150 to 200/- (5.5 ft x 7 inch)





Ashen Rs 300 to Rs 800/- (size-wise)



Carpet Rs 2500



Shawl Rs 500

# Woolen products (Uttaranchal)

- Ashen 2 x2 ft and 2 x 6ft
- Carpet 6.2 ft x 4.2 ft
- Shawl 3.4 ft x 8ft)



Carpet Rs 2500



#### **Tailor-made Production**

We also undertake tailor made orders from very small to – less than 50 bags to over 5000 pieces!! Appropriate branding is provided in most contemporary materials. Some of the notable client orders that we have done are:

- School bags at start of academic season
- Photo frames for Taj Banjara and Taj Falaknuma
- Conference orders from ISB for international conferences
- Regular vendor for Facebook for mementoes
- Conference folders and bags for ICCA, JNTU, AISEEC, etc.
- Folders, laptop bags, photo frames, wrist-bands, wall-hangings, etc for GHIAL and DIAL for international conferences and guests
- Conference give-away bags for GMR SEZ for a conference at Hamburg, Germany

Client ordered tailor-made products

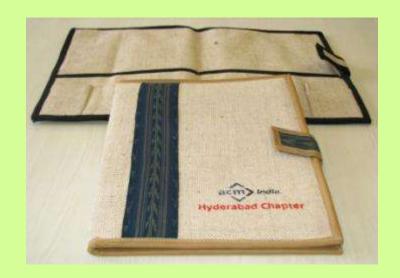
Laptop bag







Sun logo Conference Bag



File folders



### Other A.P. SHG Products

- Etikoppaka Toys





- Kondapally Toys

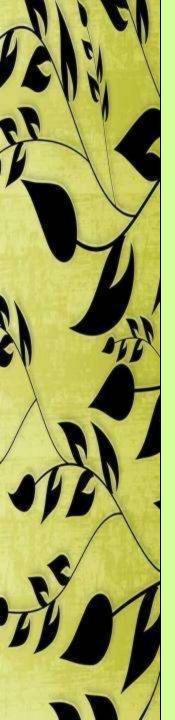




- Lace clothes







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