



Enabling Marketing of Products of Women Entrepreneurs

**An Initiative of
GMR Varalakshmi Foundation**

A group of women in traditional Indian attire are playing a game of tag in an open field. One woman in a white and pink sari is running towards the left, while others in various colored saris are following or standing nearby. The background shows a clear sky with scattered clouds and a low wall.

GMR Varalakshmi Foundation

GMR Varalakshmi Foundation is the CSR arm of the GMR Group. Presence in 21 locations across India and Nepal.

Works in the areas of Education, Health, Empowerment and Community Development.

7 Vocational Training Centres; 4000 candidates trained annually.

Livelihood initiatives for adolescent girls and women through skill training & marketing support.

Dedicated retail shops at Hyderabad Airport.



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



Photo frame (hand-made paper)*



Rs. 60/-

* Ikat cloth and Cotsilk Rs 90)

Jewellery Box



Rs.50/-

Pen Holder



Rs.30/-

Paper bags (different sizes)



Rs. 15 to 50/-



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.



Shopping Bags



SB A1 Rs 100



SB A2 Rs 160



SB B1,2,3 Rs 120



SB A3 Rs 160



SB A4 Rs 120



Shopping Bags



SB B 4 Rs 160



SB B 5 Rs 150



SB B 7 Rs 140



SB B 8 Rs 180



SB B 6 Rs 160

Chequebook holder Rs 90



Tiffin bag Rs 100



Office Use

File Folder Oxford 120



Laptop Bag with
charger holder Rs 220



File Folder Rs 100



Shoulder Bag Rs 300



Ladies College Bag Rs 180



School/College



School bag Rs 210

Pencil Holder Rs 30



Children pouch Rs 20





Ladies purse A1 Rs 180



Ladies purses/bags

Ladies purse A2 Rs 130



Ladies bag B1 Rs 80



Ladies bag B2 Rs 100



Ladies bag B3 Rs 120



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



Carpet Rs 2500

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)

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



For more details, contact:

Dr. Avanish Kumar
GMR Varalakshmi Foundation
3rd Floor, GMR Hyderabad International Airport Limited
Shamshabad, Ranga Reddy District, Hyderabad-500 409

Mob: +91 99891 43338
Email: avanish.kumar@gmrgroup.in
Web: www.gmrgroup.in

