

CraftHER by Swara 2025

My Leadership-in-Action Summer



Hello! My name is Elizabeth and I study Physics and Philosophy at Oxford University. This Summer, I had the opportunity to spend six wonderful weeks in Kerala, India with Swara, a sustainable fashion brand focusing on empowering women. Here, I share the four consulting projects I worked on as well as my personal entrepreneurial project. I hope you find this pamphlet useful and please do get in touch if you would like to know more.

Forest Post



Forest Post is a social enterprise that aims to provide employment opportunities for tribal women by celebrating their knowledge of the forest and traditional craft. They sell traditional crafts such as bamboo weaving and upskill women in soap-producing and eco-printing.

In our consulting project, we were asked to develop Forest Post's social media strategy. My work focused on making their Instagram page more professional and cohesive, while retaining the community-based mission of the brand.

Self-Employed Women's Association



SEWA is a union for women engaged in informal work including domestic work, traditional craft and agriculture. SEWA also runs a chain of cafes and canteens called SEWA Livelihood, where members of the association work.

This week, my responsibility was observing SEWA Kerala's operations and recognising inefficiencies. One observation I made was the difficulty moving dishes in the canteen: the solution I developed - using a trolley in the canteen - is currently being implemented.

Archana Women's Centre

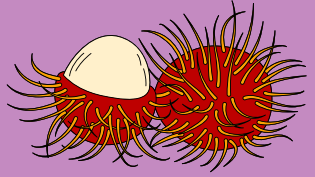


AWC specialises in training women in non-traditional industries, such as welding, carpentry and masonry. One way that Archana Women's Centre provides this support is through Community Action Groups (CAGs). The groups bring local women together, providing a network of advice and collaboration.

This week, I produced a posting schedule and templates for AWC's Instagram, and supported setting up a LinkedIn.

Swara

Voice of Women



Swara is a fashion brand focused on sustainable fashion that supports the tailoring and fabric-dyeing communities it works with. Our task this week was to design and launch a fashion collection – and this gave us the chance to work with an incredibly skilled and friendly team of tailors at Swara.

Personal Project



During the CraftHER programme, I had the opportunity to reflect on how communities on women can come together to upskill and create change. This inspired my entrepreneurial project, upcycling workshops for women.

The workshops aim to reduce fabric waste in three ways: raising awareness about the impact of waste, teaching skills to repair and redesign clothes, and forming communities. Pitching this idea gave me a great way to think through the logistics and finance of the idea.

Acknowledgements

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