

# CraftHER by Swara

## MY LEADERSHIP-IN-ACTION SUMMER

### PROJECT OUTLINE

Gender equality

I spent 6 weeks this summer in Kerala as part of the CraftHER summer programme. We worked with 4 women's entrepreneurial organisations, giving consulting advice. Through this project, we addressed SDGs:

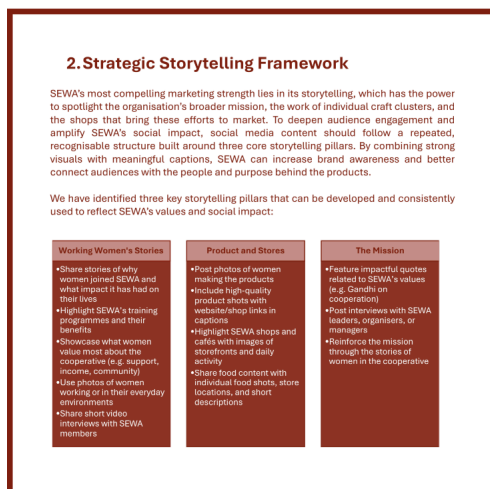
- **5 Gender Equality and 10 Reduced inequalities:** the organisations work to financially empower and support working women, often from rural areas.
- **8 Decent work and economic growth:** the organisations paid the women fairly or gave them training and support in building their own businesses and work.

Financial empowerment

### WEEK 1: FOREST POST

Forest Post is a business that trains and employs tribal women to produce products such as woven mats and foraged beeswax soaps. We gave them recommendations for solidifying their brand and enhancing their social media presence. One recommendation by Maisy Malcom that Manju instilled straightaway was a LinkTree on the Instagram page.

### Sample from a consulting pamphlet:



Having a go at the paper making at the SEWA recycled paper-making unit

### WEEK 2: SEWA

SEWA Kerala is a women's collective working to give women financial empowerment through loans, training, and enterprise support. We advised them on their social media, digital media and operations. We were very lucky to give the presentation to the founder of SEWA Kerala, Nalini Nayak. I spoke about how SEWA should focus their social media into three streams: the women's stories, their products and mission.

### WEEK 3: ARCHANA WOMEN'S CENTRE

Archana Women's Centre provides training and business support for women across various sectors such as carpentry, soap making and snack making. I looked at developing their communications strategy, including creating an email template for finding CSR funding.



With the ladies from the snack-making unit after a morning of trying my hand at it (semi-successfully!)



Maggie, Maisy and me showing off our designs at the beach!

### WEEK 4: SWARA

Swara is an ethical women's fashion brand that employs women in fabric production and tailoring. We spent the week producing a fashion line for them and gave advice on expanding the craftHER scholarship. Our adjustable designs were inspired by our sense of sisterhood and the sharing we felt during our journey with CraftHER.

Traditional crafts

Togetherness

### MY PERSONAL PROJECT

At the end of the programme, inspired by my observations on the crafting industry in India, I created a proposal for a business called 'Hand-in-Hand Made'. The enterprise would collaborate with various crafting organisations to sell crafting kits to Indian families, encouraging appreciation of Indian crafts to combat fast fashion trends. I also wanted the business to focus on family togetherness during a fast-paced and tech-based modern era.



I would like to extend my sincere gratitude to Asha and the CraftHER team, the Laidlaw Scholars Foundation, and Ruby-Anne and the Oxford SDG Impact Lab for their facilitation and essential support during the project.