

SAKHI

Empowering Rural Women through Skills and Innovation

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MAGIC WITH HAND WEAVES

अपना हाथ जगनाथ–
मानव सेवा ही माधव सेवा है



SAKHI - Empowering Rural Women in Satyabadi Block, Puri through Skills and Innovation
SAKHI is a grassroots initiative aimed at empowering women in villages by unlocking their potential through skill mapping, tailored training, product innovation, and digital marketing.
Rooted in the belief that women are natural change-makers, this Programme seeks to transform rural women into self-reliant entrepreneurs, enabling them to contribute meaningfully to their families and communities.

SAKHI-Apna Haath Jagannath

Empowering Rural Women through Skills and Innovation

1. A grassroots initiative aimed at empowering women in villages.

2. Aimed at unlocking their potential through skill mapping, tailored training, product innovation, and digital marketing.





3. Rooted in the belief that women are natural change-makers.

4. An empowering initiative to transform rural women into self-reliant entrepreneurs, enabling them to contribute meaningfully to their families and communities.

Objectives

• To identify and map existing skills among rural women.

• To provide targeted vocational and entrepreneurial training.

• To foster innovation in traditional and local products.

• To build digital and social media marketing capabilities.



• To create sustainable income opportunities and increase women's participation in the local economy.



Key Components of 'SAKHI'

A. Skill Mapping

• Conduct baseline surveys in target villages to understand women's current skills, interests, and economic activities.

• Identify both traditional (weaving, pottery, embroidery) and modern skills (data entry, digital literacy) possessed or desired.

• Create individualized or group-based skill profiles to tailor training programmes.



B. Skill Training

• Organize hands-on workshops and training camps in:

• Handicrafts and agro-based processing

• Tailoring, embroidery, and textile design

• Food processing and packaging

• Digital literacy, e-commerce, and basic financial literacy

• Partner with NGOs, vocational institutes, and local artisans to deliver training.









C. Product Innovation

• Help women redesign and improve traditional products to make them more appealing to modern and urban markets.

• Encourage the use of eco-friendly and locally available materials.

• Foster collaborative design thinking workshops with industry experts and designers.



D. Social Media Marketing

• Train women in basic photography, content creation, and storytelling.

• Introduce platforms like Instagram, WhatsApp Business, and Facebook Marketplace for selling products.

• Facilitate the creation of a collective brand under the name 'SAKHI', giving women a recognisable identity in digital spaces.

• Offer guidance on customer engagement, online payment systems, and shipping logistics.

5. Expected Outcomes

• More then 300 women trained in employable and entrepreneurial skills within the first year.

• At least 50 women-led micro-enterprises initiated.

• Creation of a village-based digital marketplace under the 'SAKHI' brand.

• Increase in household income and improved confidence and autonomy among women participants.

• Replicable model for other villages and districts.



6. Partnerships and Support

• NGOs – For outreach, training, and capacity building.

• Corporate CSR – For funding, mentorship, and supply chain linkages.

• Design and Marketing Experts – For innovation and brand-building support.

• Local Panchayats – For infrastructure and community mobilization.









7. Monitoring & Impact Assessment

• Quarterly assessments to evaluate skill acquisition and economic outcomes.

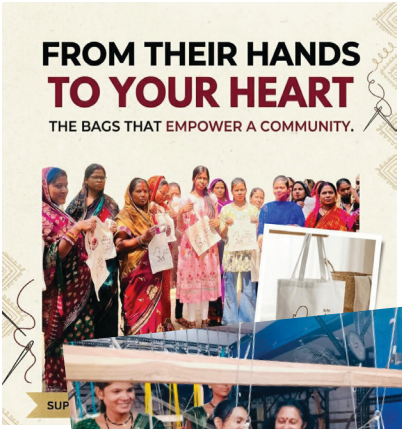
• Feedback loops through women's self-help groups and local coordinators. Documentation of success stories and challenges for learning and scalability.

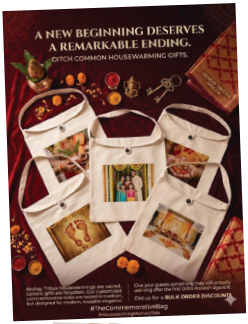


8. Conclusion

SAKHI envisions a future where every rural woman is a confident contributor to her household income and a proud custodian of her culture and creativity. By bridging the gap between tradition and technology, this initiative will not only empower women but also rejuvenate village economies with innovation and enterprise.




FROM THEIR HANDS
TO YOUR HEART
THE BAGS THAT EMPOWER A COMMUNITY.


A NEW BEGINNING DESERVES
A REMARKABLE ENDING.
#TheCommemorativeBag


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