

### Empowering Women Artisans Through Technology

In Collaboration with Nasscom Foundation, in Raichur (Karnataka 2023-



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# About Head Held High

"Everyone deserves a chance to live their life with dignity, with their Head Held High."

Head Held High Foundation is on a quest to tackle humanity's oldest and most persistent problem: poverty. Over the last decade, we have touched the lives of 2,00,000+ youth (18-25yrs) with little or no schooling – from rural communities, the poorest of families, the most marginalized communities, and mostly girls (67%). So far we have operated community-based centres across 20 states and 100+ districts.

Our story began with the stories of eight young people from rural Karnataka who were part of our first youth transformation batch. Since then through our pioneering and evidence-based solutions, we have collaborated with governments, and private and public entities, and engaged in cross-sector partnerships to cultivate a more just and prosperous society. In our model, the primary force for change is the individual. A transformed individual, when given access to viable economic pathways, can emerge from and lead their family out of poverty.

Through this specific intervention with Nasscom Foundation, we intend to empower 180 rural women artisans by providing them with the knowledge and skills to effectively utilize digital devices and applications, thereby enhancing their livelihood opportunities.



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# Collaboration is the Key

"I said 'yes' to leaving my studies, I said 'yes' to marrying at 15, I said 'yes' to not working, I said 'yes' to not pursuing my passion. With HHH, I just learnt to say 'yes' to the right things and got the courage to say 'no' to the wrong ones"

Guramma, a beneficiary in Raichur training

India has long struggled with gender inequality that goes beyond financial issues and educational obstacles. In rural India, where gender inequality manifests itself in the form of discrimination based on predetermined gender roles, patriarchy is firmly ingrained. The 2030 Agenda for Sustainable Development provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries. And SDG 5 is Gender Equality.

We were aware of the effects of gender inequality and the potential of the female workforce when we chose to partner with Nasscom to hold the training in Raichur. How, given the correct chance and guidance, these women were able to pull themselves and their families out of poverty. In the two months of the intervention, we saw a shift and heard heartbreaking stories transform into stories of hope.



We would like to thank the Nasscom Foundation for their support in achieving social transformation and impact through technology with an emphasis on bridging the gender parity gap in Raichur. Whilst there is an acknowledgement of the importance of women entrepreneurs in the country, such workshops help these women get the answers to turn their passion into action.

Through this project, HHH was able to identify, educate and upskill 180 women in Raichur (Karnataka), The training included financial awareness, education, access to information, better economic awareness and opportunities for potential women entrepreneurs, with an emphasis on digital literacy. We were able to use our onground knowledge and skills in stories of transformation, and we thank Nasscom for believing in us. With the completion of Phase 1 and the continued support of Nasscom in Phase 2, we endeavour to equip these women with digital literacy linking their businesses with an online platform.

Thank you for your support!





# Background

"Another world is not only possible, she is on her way.

On a quiet day, I can hear her breathing."

Arundhati Roy

#### **About Raichur**

Raichur is part of a backward region in Karnataka and has been as the least developed in many parameters. The demographic characteristics of the district reflect that it is predominantly rural and has a high percentage of the weaker sections of society. The gender disparity and child malnourishment levels are high. Raichur is one of the 112 districts in the country that the NITI Aayog has classified as "aspirational" and in need of development. Apart from the literacy rate in the district, the work participation rate (WPR) is much lower for women than it is for men (according to Census 2011 data). In terms of a work participation rate (WPR) in the district, the male WPR is 54.99 per cent whereas for females it is 38.69 per cent. The Gender Inequality Index (GII) measures the loss in achievements due to gender disparities as three dimensions—Reproductive by the measured Empowerment and, Labour Force Participation. Raichur ranks 28th among all districts of Karnataka, with an index value of 0.150. The inequalities between males and females exist in many indices in Raichur. Gender disparities in sex ratio, wage differentials, health, education and various dimensions are still prevalent in the State.

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#### **Our Expertise**

We subscribe to the belief that poverty extends beyond a mere measure of income; it encompasses the deprivation of capabilities and agency that perpetuates an individual's impoverished state. Given the picture of Raichur, farming or local industry alone are not enough to support livelihoods, self-employment can be a route to income security for many individuals and families. The pandemic has made the situation worse resulting in reverse migration. The archaic practice of women not being allowed to work has to change to make them agents of change.

Our team not only comes with the passion to irradicate poverty but is also sensitized towards gender inequality. Having the grassroots knowledge of rural districts of Karnataka, Raichur is one of them, HHH came with the assurance of grassroots level understanding required to contextualize the training for better understanding and practice. We have had specific programs on microentrepreneurship and dedicated women collectives for sustainable change on the ground.

Our evidence-based solutions made it possible to conduct the training session in Raichur with the desired results. While we targeted 180 beneficiarys, 190 women enrolled in the training and finally, 182 completed the program.

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### We Have a Dream

"I wanted to embrace and showcase my cultural heritage to the world. But I live in a remote part of Raichur and the world is out there. Digital media seems to be my bridge to the rest of the world!"

Taramma, a beneficiary in Raichur training

Thousands of businesses have moved online and Covid was a catalyst in bolstering the e-commerce market further. As per reports, it's a surprising fact that rural India has 20% more active internet users than urban India. With 70% of the population residing in rural India, there lies a vast under-utilised market for the eCommerce industry to explore.

Apart from being a potential market for products, rural India can be empowered to become great sellers, creating and offering products that are rich in cultural heritage and unique. While aspiration, connection, and value-seeking products are the ones that have caught the attention of the rural masses, the urban folks are attracted to handmade goods and creative artworks. With unique designs, the Indian artisans bring forth a legacy of their land, cultures and myths, and carve their respective art into forms that can be taken forward to future generations. Today, the Indian handicraft industry has emerged as an essential economic agent revolutionizing the lives of millions of people across the country. The handicraft and traditional handloom industries are counted among the crucial sectors which generate profitable economic activities in rural areas. Moreover, India's handicraft exports will cross the Rs 24,000 crore mark by FY 2022-2023.





# A Land of Rich History & Cultural Heritage

"I became my teacher, learnt embroidery, and was always interested in crafts. I was looking for a teacher who made me believe in the artist I could be instead of the restricted role that society made me play."

Suma G a beneficiary in Raichur. training.

#### The Beneficiarys

With its rich history, cultural heritage, and breathtaking landscapes, Raichur offers a unique experience for travellers. From its ancient forts and temples to its vast reservoirs and beautiful riverbanks, this city has something to offer for everyone. But the dusty roads of Devadurga village. didn't reveal anything about the 'design' revolution that has taken place here. The mood of visiting a sleepy village lingered on even when we entered a small hall, where women were busy doing some craft work.



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Taramma picked up the embroidered bag she had made. We were surprised at the precision and the quality with which her untrained hands had woven a masterpiece. She is one of the many artisans in the village who have excelled in designing, embroidery and tailoring. In our ground research, we identified many women who were skilled artisans, and self-taught in crafts. various From woollen decorations and crafts to handwoven carpets and mats. From saree kuchu works unique to Raichur to blouse designing. From banjara dresses and to handicrafts, they draw bags inspiration from nature and rural life while the designing patterns. Historically, garland making has been a significant vocation for the people of Raichur. The women in training are trying to keep the tradition alive by making intricate garlands using pearls, rudraksha and cardamom.



182 other women like Suma G and Taramma joined us for the training. The beneficiarys were identified with the assistance of HHH volunteers and other women in the locality.

#### Following is the break up:

Location	Beneficiaries Mobilized	Beneficiaries Who completed the program	
Narayana Nayak Thanda	32	29	
Devadurga	35	32	
Devsugur	28	26	
Jalahalli	35	35	
Manvi	30	30	
Yamaras	30	30	
Total	190	182	





# Digital Revolution: Bridging Distinct Worlds

Proactively promoting greater and equitable participation of women and men of all social and ethnic groups can have a significant downstream impact. The women of Raichur are blessed with the cultural nuances they are not only keeping alive but also have a passion for preserving the same. According to the Ministry of Textiles, the handicraft industry has shown a steady growth rate of 20% every year. The sector is expected to employ nearly 68.86 lakh artisans at present. Handicrafts, the backbone of rural India Not only do they empower women of Raichur by making them potential entrepreneurs but also offer unique products to the global consumer. Technology has proven to be a boon for the handicraft industry. It can help cross boundaries and reach a wider audience. Acquisition of the global customer is no longer a distant possibility if one has a product to offer.

"Our Dream is to Bridge the Gap Between these Seemingly Distinct Worlds"

We want the focus of these unique producers to be the quality of the products they offer and the unique stories their products tell. The consumer gets their money's worth and the talented entrepreneurs are empowered to bring themselves out of poverty. Building this serendipitous relationship with the help of Nasscom between diverse worlds aims is one of many initiatives.





# Project Overview-Phase 1

"All my life I have had to face resistance. I felt like an outsider in my own home, my village. At the training, I found many women like me. I no longer was an outsider.

I felt like I belonged here."

Eramma, a beneficiary in Raichur training

#### What was the Project?

Given our expertise in Raichur and the need to develop women as a powerful workforce, through this project we wanted the women to be able to find their feet and support their families financially. Apart from equipping them with digital skills, we wanted to address the years of regression they had to face. We had to empower rural SMB women with digital skills, financial skills and entrepreneurship skills to enhance their livelihood.

#### **Objectives:**

- Identifying and upskilling 180 women artisans on digital technology in Raichur
- Beneficiarys to get better equipped using smartphones and related applications
- Beneficiaries have access to and understanding of alternative digital resources (e-kiosks, DRCs, ATMs)
- Beneficiaries are well aware of e-commerce platforms and other mediums for selling their products





- Beneficiaries have an improved understanding of e-governance
   & therefore better access to government schemes
- Beneficiaries learn to use digital payment and e-accounting apps for recording business transactions

#### Why did we need to implement the training:

Hindered by a lack of education and opportunities in Subamma's underprivileged village, her exceptional talent for crafting Banjara Dresses remained hidden. She wanted a conduit to help her bring out her talent and capitalise on it.

Every beneficiary in the batch of 190 identified in the training had a story and a passion that sought a safe space to flourish. They are all capable of bringing themselves out of poverty and creating a life for their loved ones. Although there are govt schemes and many interventions ongoing in Raichur, it is still not enough for a sustainable impact. Our evidence-based solutions and training are not just designed to create contextual solutions but also to find ways for sustenance. All of the beneficiarys had a specific skill and interest they wanted to showcase and monetise effectively. Their skills mirrored the unique cultural significance and architectural marvel that is abundant in Raichur.





"I had read about women warriors in school who had fought along with men, a common enemy. But why was I now asked not to fight our common enemy?

Poverty. Why was I asked to sit at home? I wondered."

Moulabee, a beneficiary in Raichur training
How did we implement the project:

India is a country of villages. 3/4th of India's population lives in rural areas. Reliance on agriculture is overstressed and we need rural industries to reduce rural unemployment. HHH identified and focussed on building a rural workforce for sustainable and inclusive development. The pandemic further accentuated the importance of building entrepreneurs in rural areas because of reverse migration. Instead of training the rural population with new skills, why not upskill them contextually in innate skills?

Although they are not the same, men and women are of equal status. They are an unmatched pair that are complementary to one another; without the one, the other could not exist. As a necessary result, anything that adversely impacts one of them will also negatively affect the other, meaning that they will both ultimately fail. It is imperative to consistently remember this fundamental principle when designing any programme for women.





Phase 1 consisted of designing and planning the training not just on this principle but also with the mindset of strengthening the existing talent and interest of these women. Raichur is a craftabundant place which is evident in the forts and architectural marvels of the district. Women have an innate talent for embroidery, crafts and tailoring. Many women in the batch came with a preexisting interest and talent they were unable to monetize or use to their advantage. When we engage in activities we are genuinely passionate about, we tend to excel in them and constantly seek growth opportunities. By leveraging these passions, we can tap into a reservoir of motivation and enthusiasm that fuels our entrepreneurial journey. However, monetizing is not an easy road, especially in the restrictive environments the women came from. The purpose. ofthis training was not just to instil confidence in the women but also to identify passions that align with market demands and possess the potential for scalability, to lay the foundation for a successful business.

Hence phase 1 emphasised mobilization, training and baseline research. The 20-hour workshop was conducted in six batches over a period of three months. Through a mix of training and mentoring, the program helped these individuals gain the confidence to plan or start small-scale local ventures by utilizing digital platforms. Apart from the curriculum training, mentoring sessions were also conducted. A pre-analysis and post-analysis helped us identify gaps and plan relevant workshops accordingly.



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The 20-hour training content that was established comprised the following topics:

- Digital literacy (Phone application & Features of the basic phone)
- Internet applications (Google Chrome, Playstore, Google Maps, Gmail, Wifi, Hotspot, Facebook, Instagram, Youtube & Pinterest)
- E-commerce (Indiamart, Amazon, Meesho)
- Cyber frauds & Cyber Security
- Market Access
- Introduction to Social Protection Schemes





#### **Key Strategies and Activities**

Key Strategies	Description	Outcome	
Mobilization	Preparing, organizing, and deploying resources, such as manpower or equipment.	Mobilized 190 artisans and entrepreneurs in Devadurga, Jalahalli, Narayan Nayak Thanda, Shakthi Nagar, Manvi and Eramar	
Train the trainer	Evidence-based training manual	ToT training has been completed with 3 trainers (Sujeetha, George & Athiya)	
Infrastructure set up	Physical and virtual components necessary for an organization's operations	6 centers has been set up at Devadurga, Devasugur, Jalahalli, Narayan Nayak Thanda, Manvi and Yamaras	
Finalization and integration of training module	Completion and incorporation of all elements of a training program	Approved by Nasscom.	
Baseline/Need assessment	Process of evaluating the current knowledge and abilities of individuals or organizations to identify gaps	Baseline survey was conducted to sample size of 50	
Commencement of Program activities	Planned activities within a program, including training sessions, workshops, or other related events.	6 batches have been completed for 182 trainees.	
Documentation	Capturing of experience of the women and the personal impact	Videos and Report documented	

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# **Project Timeline**

Key Activities	Dec '23	Jan <b>'24</b>	Feb '24	Mar '24
Signing of the agreement				
Team profile shared				
Mobilization of beneficiaries				
List of all the selected beneficiaries shared				
Baseline survey done				
Content for the training				
Training completion of artisans				
Training completion report	•			fooraanon



# **Desired Output & Outcomes**

"I opened a Jowar Roti-making business but struggled with profits. I was putting in more work with fewer results. This workshop has given me access to a whole new customer base through a digital platform!" Mehmuda Begum, a beneficiary in Raichur training

Upskilling existing rural-based 180 women-owned SMBs on digital technology in Raichur, Karnataka, India

- 100% of Women entrepreneurs are empowered to use smartphones for their business
- 80% of Women entrepreneurs have improved understanding & access to welfare schemes from the government
- 75% of Women entrepreneurs can use e-commerce and social media platforms for marketing and selling
- 70% of Women entrepreneurs have access to market linkages for enterprise marketing
- 75% of the women use any one digital communication tool for their business
- 70% of women-owned SMBs use (pay or receive) digital payments for their businesses
- At least 30% of the women-owned SMBs started using an eaccounting app for their businesses
- 50% of women are aware of basic data and cyber security practices
- Transformation of women entrepreneurs from informal to formal sector
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# Challenges

"My father left us because of alcoholism. My brother also fell prey to it. I met with an accident and lost the ability to walk properly. Despite the challenges, I never learnt to give up. This training showed me the bright side of not giving up! " Uma, a beneficiary in Raichur training

#### **Challenges faced**

#### Mitigation strategy

Every woman in the workshop had to give up on her education and faced resistance from family when she expressed the desire to work. They lacked confidence to spearhead their passion project.

Apart from digital skills, beneficiarys were also given mentorship, and leadership training focusing on monetizing their passion.

Some women artisans may have limited access to smartphones or technology, affecting communication and training effectiveness.

Provide support programs or collaborate with local initiatives to enhance technology access for women artisans, ensuring effective communication and participation.

Variability in skill levels among identified artisans may pose challenges in designing a standardized training program.

Develop customized training modules that cater to diverse skill levels, allowing flexibility to address individual learning needs.

Ensuring active community engagement and sustained participation in training activities might be challenging

Implement robust community engagement strategies, including awareness programs and role play activities, to enhance participation and commitment to the training.



### **Achievements**

"I wanted to give my children what I did not get as a child- the basic right to education. I wanted them to make their own choices instead of choices being made for them. I want them to have the life I wanted for myself and I am glad now there is hope that I can."

Aruna C, a beneficiary in Raichur training

182/180 (101%)

Entrepreneurs are empowered to use smartphones for their business

182/180 (101%)

Beneficiaries have access and understanding of alternative digital resources (e kiosks DRCs, ATMs)

182/180 (101%)

Women entrepreneurs have improved understanding on uses and applications of social media platforms with a special focus on digital marketing

182/180 (101%)

Women entrepreneurs have improved their understanding on the uses and functioning of digital market space with a special focus on selling 182/180 (101%)

Women entrepreneurs have access and familiarity of digital payment methods applications ( Net banking, mobile Banking)





Mobilizing resources and stakeholders for a sustainable impact required the expertise and ground understanding that our team came with. While we took the challenge of bringing 180 women beneficiaries to the program, we reached out to over 250 beneficiaries in 15 visits. 190 women participated in the 20-hour training and 182 completed it. This not only gave us hope for more interventions like this but also ensured sustainable participation encouragement through this community of women and entrepreneurs. The pedagogies used by the trainers were contextually aligned. At the end of the session, all beneficiaries were better equipped to utilize smartphones for their passion project exhibited confidence and also contributed to ideas on digital marketing. Beneficiaries also completed the KYC norms required for a functioning digital wallet. While we set up a system to track the product sales and benefits of digital training, the beneficiaries exhibited hope to cater to a larger market. There was an increased awareness of digital payment applications among beneficiaries and were extremely forthcoming to understand the nuances of cyber security. Apart from increased digital awareness and use, documentation was collected for initiating the Pehchan Card and the process was completed in March '24.





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### **Success Stories**



A single mother at a young age, Yenkamma had a daughter to raise when she lost her husband with no source of income. Her goals were lofty when it came to her daughter, to be able to give her the best education. She took up multiple jobs and learnt to make garlands. Yankamma seized the opportunity to learn about digital literacy, financial entrepreneurship, literacy, government schemes. Her newfound knowledge has empowered her, and she now confidently asserts that she is not uneducated, having gained significant knowledge and skills. She integrated digital payments, online marketing, and other modern tools into her daily life.

Parvathi has a passion for painting and zari work but was never encouraged to pursue them. She was expected to take care of household chores and her family always took centre stage before her interests. Her family's financial plight made Parvathi realize the potential to turn her hobbies into a source of income. Empowered by newfound knowledge, Parvathi embraced digital tools like the Khata book to manage her finances efficiently. Learning about online payments, she now offers this convenience to her customers, enhancing her business's accessibility and appeal.



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### **Success Stories**



Born in a remote village with limited to no opportunities, Subhamma is a self-taught Banjara dressmaker. She created vibrant patterns inspired by her life and the beauty of her village but was unable to sell products beyond her community, keeping her talent hidden. The training with Nasscom not only gave her a potential clientele but also gave us a chance to take a look at her inspirational work despite the lack of opportunities she has had. Digital adoption also streamlined her operations, allowing her to optimise revenue manage investments effectively. streams and Embracing digital payments like UPI and QR codes further enhanced her business outlook, facilitating transactions and boosting profits.

someone who has not let circumstances define her dreams. Despite facing numerous hurdles, including a childhood accident that required nine surgeries on her leg, she's shown incredible courage and resilience. She recently completed her Pre-University Course (PUC) and trained in handicrafts. She's now on a mission to empower other women, planning to launch a YouTube channel teaching handicrafts to those confined at home. By embracing technology, she's setting herself up for personal and professional growth. Her firsthand experience with challenges has given her invaluable insights, making her a problem-solving powerhouse.





### **Success Stories**

Check out the videos of some of the beneficiarys



Story of Nagamma



Story of Subhamma

Life may have thrown many challenges at them but they withstood the test of time. Financial struggles have been second nature to these women, but they decided to fight them and seized the opportunity given to them via this training. Listen to them talk about their lives and their experts. Listen to their stories and understand what they are capable of and what we are missing by ignoring them.





# Beneficiary Feedback

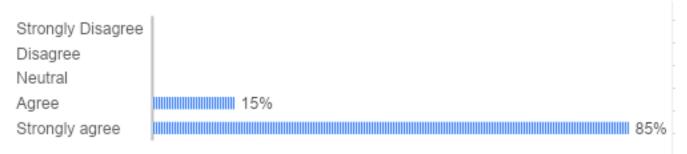
Question- Do you feel more connected to the world beyond your immediate surroundings because of digital training?

Answer- A vociferous 'Yes'!
68/69 beneficiarys in Raichur training survey

The positive feedback we received from the women in this training group truly warmed our hearts and validated our efforts. It was inspiring to see how the bond between the trainers and trainees had evolved into a partnership focused on growth and learning. The high level of satisfaction expressed by the majority of the beneficiarys, especially the entrepreneurs, reinforced the impact of the training on their businesses and personal development. It was clear that the dedication and expertise of our trainers played a crucial role in delivering the content effectively and ensuring its relevance to the diverse needs of the group. As we reflect on this experience, we are reminded of the power of education and collaboration in empowering individuals to reach their full potential.

#### Key takeaways:

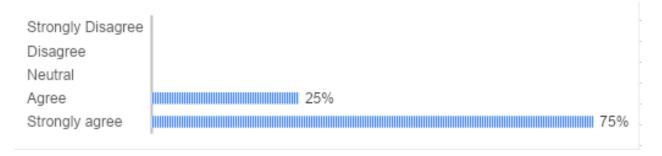
How Relevant Was the Training?



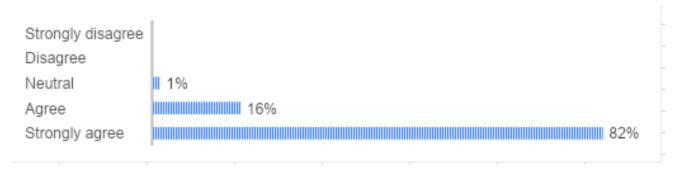




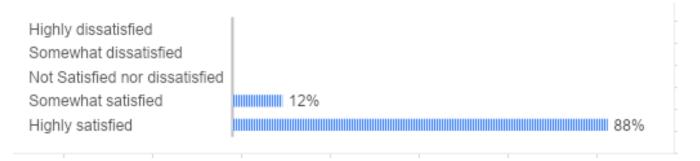
#### Was the Content That was Provided, Helpful?



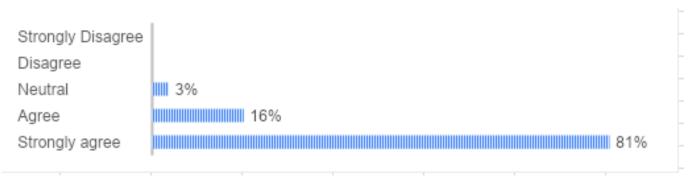
#### Trainer explained Everything Clearly.



#### Are You Satisfied With the Training?



#### Training Has a Good Mix of Theory and Practical.







#### Why Did You Choose to Join this Training Program?

To challenge myself and grow personally and professionally.
To explore new career opportunities or industries
To fulfill a requirement set by my employer or industry standards
To network with professionals in the field and expand my contacts.
To stay updated with industry trends and best practices.
To improve my job prospects or advance in my current role.
To gain new skills or knowledge relevant to my career goals.

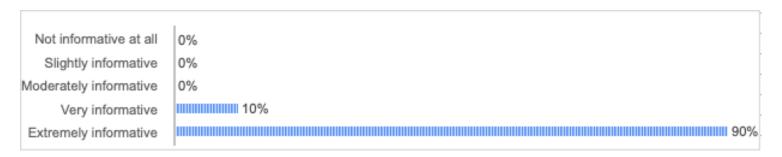
# Have You Developed the Digital Skills and Knowledge Expected From this Training?



# What Did You Do Differently as a Result of this Digital Training?



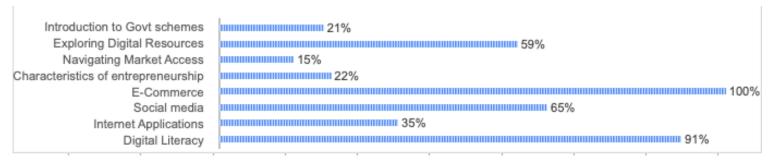
#### How Informative was the Training?



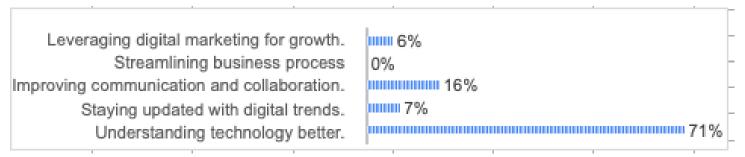




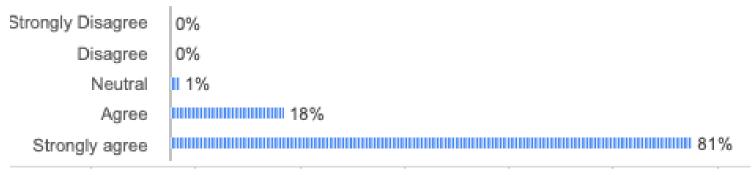
#### Which Part of the Training Did You Like?



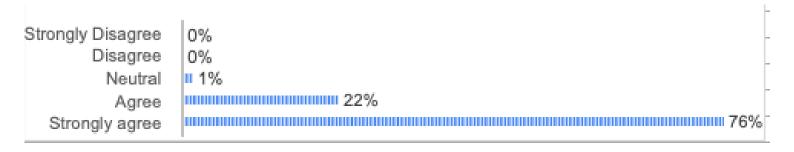
#### How is Digital Literacy Making You More Aware?



#### Did the Training Enhance Your Understanding of the Market?



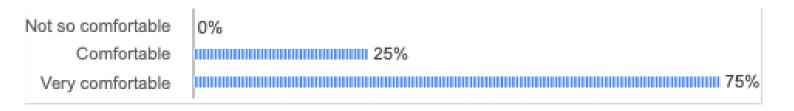
# Has the Training Enhanced Your Digital and Financial Literacy, as well as Your Knowledge of Entrepreneurship?



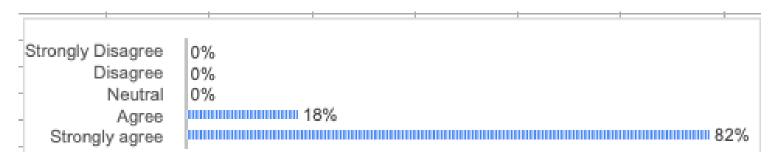




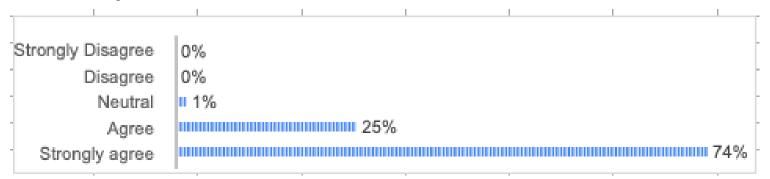
#### How Comfortable Were You Interacting with Digital Media?



#### You Used the Skills Acquired in the Training in Your Day-to-Day Business.



# You Feel Satisfied About Your Level of Digital Literacy Currently.



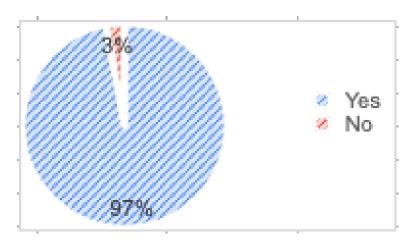
# How Does Your Family Feel About Your Participation in the Training?



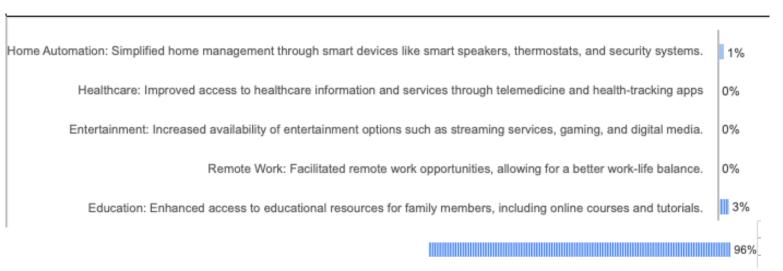
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# Do You Feel More Connected to the World Beyond Your Immediate Surroundings Due to the Digital Skills Acquired?



# In What Ways Do You Think Technology Has Helped You With its Presence in Your Family?



Communication: Improved communication with family members through instant messaging, video calls, and social media.



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# Way Forward

Every woman we met had a story of adversity but they refused to be defined by that. Their participation and completion of the course helped us gauge their interest in converting their talent into something that can empower them financially. Women's Empowerment is not the responsibility of Women alone, the men alone, or the community alone, it is the responsibility of all of us. Greater gender equality can enhance economic productivity, improve development outcomes for the next generation, and make institutions and policies more representative. Many gender disparities remain even as countries develop, which calls for sustained and focused public action.

While we prepare for Phase 2, HHH is also ensuring sustainable measures are taken to strengthen the intervention:

- Linkages with Government schemes through the initiation of the Pehchan Card
- Convergence initiatives under the project: The project is part of the Economic empowerment MOU we have with the DC office at Raichur
- Preparing for demand-generation activities
- Post-intervention survey results and changes to be implemented accordingly



# Integrating Ideas to Empower

Head Held High partners with organizations that can help us create programs that can be integrated. Integration not only helps in sustainability but also ensures empowerment. The project with Nasscom was an initiative to create a digital marketplace for the women in Raichur to sell their crafts without focusing on the challenges of finding and retaining customers. The way forward is also planned accordingly to ensure that this specific intervention retains its sustainability and that these women don't lose their newfound confidence.

One of the major projects underway to ensure further digital integration for a wider marketplace is our partnership with ONDC. India's Open Network for Digital Commerce (ONDC) represents a monumental shift in the country's e-commerce landscape, through Digital Public Good Infrastructure, championed by the Gol. Partnering with organizations that have a focus on e-retail penetration is also a step towards creating more opportunities for these talented sellers. The paradigm shift from an operator-driven monolithic platform-centric model (such as Amazon, and Flipkart) to a facilitator-driven, interoperable decentralized network warrants encouragement for widespread participation, especially that of small and medium enterprises including the hyperlocal merchants (kirana) from all across the country. This will also prevent small business owners and artisans from falling prey to low margins and high volume game, and focus on the quality of their skills.

"More power to the women artisans!"





# In Pictures





# In Pictures









https://head-held-high.org

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