

## PROJECT 1000<sup>®</sup>

**Would like to invite** our esteemed patrons to come and spend a day with our weavers at our workshop in the village of Murbad which is about 100 km from Bombay. The scenic drive takes 3hrs one way and we recommend going in the 1st half.

### Schedule -

- Depart at 7.30 am
- Arrive in Murbad at 10.00 am
- Stretch your legs and enjoy the home-cooked Indian breakfast (rice Poha/Upma, Desi eggs from our own poultry farm and tea/coffee)
- 10.30 am Visit the workshop and understand the concept
- At this time we also encourage you all to make small mats under the supervision of our weavers. This not only supports community building but also gives you a chance at exploring your creative side.
- At 12.30 pm have home-cooked Indian lunch (chapatti, dal, rice & Indian style Vegetables)
- At 1.30 pm Departure from Murbad.
- 4.30 pm Arrive at your home

**It will be our honour and privilege to host you all.**

**Note:** There is no fee for this event. However, we request all participants to arrange for their own vehicle for the entire duration.



### **A little about us**

Meet PROJECT 1000, a social enterprise based out of a tiny rural village in INDIA. The beauty of this project is that not only does it develop the skillsets of backcountry women in our intensive training program, it eventually starts them on their own entrepreneurial journey. During the course of the recent pandemic, our women weavers have successfully developed a range of floor rugs, placemats, dining mats, laptop jackets, iPad and mobile pouches, clutch baskets, bread baskets, planters and more. Our aim is for every PROJECT 1000 lady to be able to earn Rs 1000/- per day.

## What's different this time?

**Recognise** the immense rural talent left untapped in rural India & harness the creative potential of backcountry women.

**Revive** - At Project 1000 we hand weave each article using wooden looms (which are developed in-house) & crocheting skills. These traditional crafts are soon becoming the things of granny's & past. We at Project 1000 wish to bring these forward & present a charming range of handmade luxury in a world full of over-mechanised products.

**Reinvent** - Instead of spoon-feeding charity, we believe in investing in people aimed at creating thriving communities. Developing creative skill sets which can earn them a living, starts them on a journey of self-employment. We provide an entrepreneurial platform for rural women wherein they get a chance to be a part of the global community. This is how we Reinvent a Community and **redefine a "Community Project"**.

## Hear it from some of our beneficiaries

Find the stories of many of our ladies on our online channels. These heart-warming narratives motivate us to do more & strengthen our belief in our strategy which is based on the time-tested ideal "teach the man to fish instead of handing him the fish".

## The much-needed SUSTAINABILITY Super Power

PROJECT 1000 takes immense pride in being firmly rooted in the soil of sustainability when it comes to being a developer of handcrafted Home and Lifestyle products. Along with this, we endeavour to popularise sustainable living. In recent years we have witnessed multiple natural disasters and epidemics, including



the COVID pandemic. This puts the spotlight on saving the environment if we wish to save ourselves and our generations to come.

In light of the above thought, we are mindful from the beginning that all The raw materials and the concept of Upcycling not only support our mission but help create our vibrant and colourful range of handwoven products.

- All our Raw Material is Hosiery Fabric Yarn which is salvaged from our fabric knitting and processing unit and is certified by BCI & GORTEX, Higg Index and Cotton USA.
- All the fabric yarn we use is either 100% natural cotton or Functional (a combination of fibres from cotton, bamboo, hemp, recycled pet bottles, etc).
- Some of the fabric has been processed using 100% Natural Herbal Dyes.

Furthermore, we aim to popularise sustainable living by creating products having multiple uses. This makes it easier for any customer to REUSE products in different ways instead of indulging in their quick disposal. We look to minimise if not eliminate wastage as much as possible and firmly believe that this would be the first step towards achieving zero wastage.

### **You Have A Role To Play**

For us at PROJECT 1000, visibility has become key to helping more women to get a chance to put their creativity out in the world. Here's where patrons like yourselves come into play. ***If you believe*** that rural women should get a shot at entrepreneurship (given how talented and dedicated they are) and in the need of using sustainable products (to create a greener planet), ***we request you*** to popularise our program in your circles and help support the endeavour by purchasing products made by them. This will help us get the much-needed eyeballs.

## **Know us better**

### **Our Story on YouTube:**

<https://www.youtube.com/watch?v=XVu0UgQmlRs&t=10s>

### **Social Media**

Instagram - [https://www.instagram.com/project\\_1000\\_by\\_ssn/](https://www.instagram.com/project_1000_by_ssn/)

Facebook - <https://www.facebook.com/project1000ssn>

Linkedin - <https://www.linkedin.com/in/ritu-saraf-11b675a3/>

### **Website:**

[www.project1000.org.in](http://www.project1000.org.in)

### **Warmest**

**Ritu Saraf**

**Project Director**

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