

ORGANISATION FACT FILE

Name: SHANTI SEVA NIDHI

Address : SURVEY NO. 50, PASHENI VILLAGE, MURBAD. BARVI DAMROAD. THANE.
MAHARASHTRA 421401

Telephone: +91 9821166292

Email: ritu.saraf@technocraftgroup.com

Trustees: Mr. Sharad Kumar Saraf

Mr. Sudarshan M. Saraf

Mrs.Shakuntala Saraf

Miss. Ritu Saraf

CEO: Mr. Amar Maney

Year Founded: 1982

By Whom: Trustees

Key Event in the organisation's history: Pioneer in the field of non-institutional approach of working with the rural community, particularly youth and women. Numerous initiatives aiming at public welfare are ongoing in association with relevant public and private bodies.

Charitable Status: Reg. No. E-1533 Dated 05.10.1994. BOMBAY
Registered under Bombay Public Trust Act 1950

GST IN NO :27AACTS1084J1ZA

PAN NO. : AACTS1084J

SHANTI SEVA NIDHI TRUST

INTRODUCTION:

Established in 1994, Shanti Seva Nidhi has been actively engaged in numerous community welfare projects. Founded by IIT'ian brothers who believed that enhancing rural skills enables gainful employment thereby giving meaning to vocational training. Over time, this has generated multiple sustainable rural welfare activities that are running successfully to date.

The initiatives span over issues like WATER CONSERVATION, ENVIRONMENT PROTECTION, PUBLIC HEALTH, EDUCATION AND SKILL DEVELOPMENT, and WOMAN AND YOUTH WELFARE. SSN works in conjunction with various government authorities, private and public institutions to make a larger impact and touch the lives of many people living in the hinterlands of Maharashtra.

ORGANIZATION VISION:

SHANTI SEVA NIDHI envisions upliftment and development of the sections of rural communities in the areas of education, health and habitat. This leads to gainful employment, better living conditions and overall mental growth which enables them to become better human beings, thus helping them to take their respectful and rightful place in society.

ORGANIZATION MISSION:

The objective of this organization is to reach out to the weaker sections of rural Maharashtra and empower them with skillsets that help in their gainful employment. We also provide basic services of education (formal and non-formal), health care, and other facilities for their welfare through our institutional and non-institutional initiatives.



A COMMUNITY INITIATIVE BY SHANTI SEVA NIDHI

Project 1000 is designed to engage rural women in fabrication activities aimed to enhance their creativity along with starting them on a journey of self-employment. We intend for them to be able to have a degree of autonomy that can help them take their rightful and respectable place in society.

Our aim is for every PROJECT 1000 lady to be able to earn Rs 1000/- per day.

Our Approach

Recognition - There is an abundance of talent that is left unemployed in rural India. The birth of "Project 1000" was mainly due to the recognition of this opportunity for community benefit. By encouraging skill development and creative activity, we are taking a step towards changing the economic narrative of women from the hinterlands of Maharashtra.

Reinvent - Instead of spoon-feeding charity to the hinterlands, we believe in investing in them and their skill sets. However, the process doesn't end there; after having attained mastery in knitting, they are educated in artistic trends in the global market. **Our mission** is that they should be able to independently design and produce products which can compete at the international level. We provide an entrepreneurial platform for rural women so that they get a chance to be a part of the global community. This is how we Reinvent a Community and **redefine a "Community Project"**.

Revival - In the modern-day, we are surrounded by over-standardized products. With the increase in mechanization, we have forgotten the charm and aesthetic handmade articles offer. In light of this thought, we aim to revive the traditional art of weaving on wooden looms & crochet, wherein, prioritizing human artistry and imperfection over mechanical meticulousness renders a unique charm to every product, making them exclusive to both, the weaver and the patron. Thus, every article becomes a piece of art.

Our Unique Points

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 the generations to come.

In light of the above thought, we are mindful from the beginning; starting with the raw materials and the concept of Upcycling. This approach not only supports our mission but helps create our vibrant and colourful range of handwoven products.

1. 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.
2. 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).
3. 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*.

Weaving Process

- In-house developed portable wooden looms are used for weaving all products. These can be taken home for the work-from-home system.
- Intensive two-month training program focusing on weaving techniques, design and quality control.
- Active innovation in the weaving process.
- Active innovation in product development. New products are launched on a monthly basis.
- All techniques are strictly zero mechanisation.

SOCIAL AWARENESS

- Our project develops the skillsets of **backcountry women** leading to **GAINFUL EMPLOYMENT** and working towards **Poverty Alleviation**.

- Build socially and psychologically healthier communities by doing job creation, thereby generating a positive economy.
- Continuously mentor and induct new members from the Rural community into the program.
- Regular Boot Camps on soft skill training, and technical knowledge up gradation.
- Revive therapeutic crafts like weaving and crochet which help in dealing with psychological issues.
- People-friendly work environment. Spacious and clean workshop, clean sanitation, work-from-home facilities and flexible working hours.
- **Fulfils 6 SDG goals defined by United Nations**
- Goal 1 – No Poverty
- Goal 4 – Equitable Quality Education and Learning Opportunities For All.
- Goal 5 – Empower All Women and Girls.
- Goal 8 – Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work For All.
- Goal 9 – Foster Innovation.
- Goal 12 – Ensure Sustainable Consumption and Production Patterns.
- Encourage customers to support small businesses that empower rural artisans.
- Our entire messaging focuses on environmental consciousness, reuse and recycling.
- Holding live demos of the weaving and crochet on-site, at events and wherever possible.
- We endeavour to popularise sustainable living.

ENVIRONMENTAL AWARENESS

- The manufacturing involves zero machinery and is thus highly energy efficient. We are a zero-carbon emission manufacturing model.
- We Discourage fast fashion and focus on creating high-utility products having multiple uses.
- Minimise wastage and encourage people to reuse and recycle our products.
- All products use natural raw materials and are 100% biodegradable.
- We follow zero plastic policy For packaging and product development.

Our Objective

- To form a rural women’s collective and engage them in productive activity.
- To run short monthly vocational training batches to teach design, weaving, knitting and quality control.
- To run soft skills development programs to complement the vocational training.
- To participate in various retail promotions which can provide them with a sales platform.
- To encourage corporates and individuals to utilize these products made by the rural women for gifting purposes, thereby indulging in Responsible Gifting.
- To put them on a sustainable productive cycle of manufacturing and selling, thus starting them on a simple entrepreneurial path.
- To have regular knowledge-based up-skilling workshops.
- To generate a positive impact in the lives of multiple rural women.
- To encourage the use of 100% cotton shopping bags and other items, thereby discouraging single-use plastic and contributing towards the encouragement of Indian cotton farmers.
- To provide the women with adequate marketing and sales support by engaging with online and offline sales channels.
- Promote a sustainable lifestyle by developing beautiful everyday-use products from factory wasted textiles.

PROJECT PROPOSAL DETAILS

EXECUTIVE SUMMARY

Title of the Project	PROJECT 1000
Project Period	On going

Target Area	The project will be implemented in SURVEY NO. 50, PASHENI VILLAGE, MURBAD. BARVI DAMROAD. THANE. MAHARASHTRA 421401
Issues Addressed	<ul style="list-style-type: none"> ➤ Providing vocational training and skill development to rural women. ➤ Providing gainful employment and help them produce high quality scalable items. ➤ To harness rural talent and channelize the community towards productivity. ➤ Providing counselling and mentoring to help motivate them and build their confidence, thereby stimulating positive mental health. ➤ Tackling the problem of textile wastage. ➤ Minimizing wastage & being a minimal energy consuming workshop.
Goal	<p>Empowering the weaker sections of rural women is the first step. However, it's not enough!</p> <p>Vocational training & skill development is only half the road walked.</p> <p>The main goal is to make them financially independent.</p> <p>Once they are able to earn a living for themselves by using this training and skill on a regular basis, that's when they are truly empowered and their lives enriched.</p> <p>Popularizing sustainable living & focusing on becoming plastic free.</p>

<p>Objectives</p>	<ul style="list-style-type: none"> ➤ To provide knowledge and develop the skill attitudes and value essentials to the woman’s personal development necessary for living in and contributing to a developing and changing social milieu. ➤ To equip the rural women with employability skills in order to make them financially independent. ➤ To promote confidence and presentation skills by incorporating aspects of Communication and Personality Development. ➤ To provide basic resources and platforms for selling the products developed by them. ➤ Encouraging UPCYCLING, wherein textile wastage is creatively converted into high value home decor & lifestyle products.
<p>Project Description</p>	<p>Project 1000 is a program where we teach the rural women the art of Hosiery Yarn Weaving, capacitate them with an objective of earning a decent living. Along with vocational training, a soft skill development program helps not only motivates them, but enhances their confidence to become a productive member of the society.</p>
<p>Expected Outcome</p>	<ul style="list-style-type: none"> ➤ Expected outcome of the Shanti Seva Nidhi’s initiative - Project 1000 is three-fold ➤ Productively engage rural women in vocational trains and skill development programs, thereby developing a positive mindset. ➤ Gainful employment by ultimately being able to produce unique and creative articles which are saleable offline and online. ➤ Taking a decisive step towards promoting 100% natural cotton bags and other articles thereby discouraging single use plastic and being eco-friendly.

Project 1000 In Numbers

Current Batch Size: 38 Ladies

Under training: 12 Ladies

Inducted members: 26 Ladies

No of Centers: 2 . Murbad Village & Thane City

Training Duration: 2-month training split into 2 modules of 1 month each. Product Development and Sales & Marketing.

Product Development: This consists of learning to handle the wooped loom and the hosiery yarn and be able to weave small and large articles. Colour combination and design elements are taught in detail with special emphasis on quality control. Creative freedom is given to each participant to access their talent and bring out the best in every individual. This shows astounding results on various levels, from team building to developing a kinship with their profession.

Sales & Marketing: consists of soft skill training and personality development by encouraging fieldwork. We try to participate in multiple trade shows, fairs and events wherein the women are encouraged to take the lead and interact with customers to sell their products. This activity hugely benefits them on multiple levels such as:

- Getting first-hand feedback from customers
- Being able to confidently converse with city folks
- A chance to improve on their design and manufacturing abilities.
- To embark upon a journey of self-employment
- A chance to uplift their financial and social lives.
- Get the much-needed exposure to the real world.

Articles Taught and Developed by Rural Women:

1. Floor Rugs – Rectangular 36”X 24” & Round Floor Mats 25” diameter
2. Cushion Covers – 14” squares
3. Place Mats – Round 14” diameter & Square 14”

4. Backpacks – 13” height with 9” round base & 26” opening
5. Shoulder Totes 13” squares with a shoulder strap
6. Hand Totes – 13” square with 2” gusset with 16” short handle
7. Laptop Jackets – rectangular 17” X 11
8. Bread Baskets/Valets – Squares of 11” & 9”
9. Clutch Basket/Planters - long rectangular bags of 13.5” X 6.5” & 18” X 8.5”
10. Door Mats – Rectangular 27” X 21”
11. ECO BAGS – folding pouch bags 17” X 13”
12. Wine bottle covers – 18” length with 7” dia.
13. Indoor Moccasins – 9” Length with 8” dia.
14. Indoor Slipper – 10” length with 6” front band.

Products are added every 2 months after extensive market research.

Target Beneficiaries: Rural women in Murbad and surrounding villages. Urban-poor ladies in Thane city

Forms of Intervention

- Project 1000 team is engaged with the batches of rural women from 10:00 am to 5:30 pm Monday to Saturday at their workshop in Murbad village & in the Thane centre.
- Project 1000 mentors and guides are physically present and engaged in training on wooden looms, crochet & macrame on a daily basis at the workshop in order to train and counsel the women.
- Project 1000 supports every woman for 6 months wherein, they become part of the woman’s self-help co-operative and a minimum remuneration as per the price list is paid to them against the articles they produce. A mandatory 24-day working month which instils discipline is followed.
- Project 1000 team facilitates marketing and sales of the products by participating in fairs, international trade shows and events. We have also set up an ONLINE sales network to further facilitate product sales. This is done through social media and other E-Marketing platforms like Amazon, Flipkart, Barro Market, Flourish, etc.
- Project 1000 team will connect with corporates and event managers to promote the articles as corporate gifting options and to promote bulk gifting options.
- Project 1000 is a perfect opportunity for students to volunteer with, and lead marketing, fundraising, product development, conduct training programs, and much more.

Current Weaving Capacity per Woman

Product Name & Style no.	Remix Design Ref no #09 & #08 <i>* This style is only possible in Square Shape</i>	Ikkat Design Ref #06	All Other Ref no #01, 02,03, 04, 05, 07, 010, 011
Rectangle Rug 36" X 25" P1000Rec	Not poss	3 pieces in 2 days	
Patchwork Rectangle Rug 6 squares P1000PR6	2 Piece in 3 Day	1 Piece in 2 Days #06 not possible	
Patchwork Square Rug 9 squares 40" X 40" P1000PR9	1 piece in 2 Days #06 not possible		
Round Rug 27" P1000Rou	Hand Crochet 1 piece in 1 day		
Cushion Cover 14" P1000CC14	3 pieces in 1 day	3 pieces in 2 days	3 pieces in 1 day
Bolster Cushion 14" 5" Dia P1000BC	3 Pieces in 1 Day	2 Pieces in 1 Day	3 Pieces in 1 Day
Place Mat Square 14" X 14" P1000SS04	6 pieces in 1 Day	4 pieces in 1 day	6 pieces per Day
Place Mat Rectangle 17" X 14" P1000RecSS04	Not possible		2 pieces in 1 Day
Place Mat Round 14" Dia. P1000RS04	Hand Crochet 4 Pieces in 1 day		
Bathroom Mat 21" X 25" P1000BM	Not possible	3 Pieces in 1 Day	
Bread Basket (Small) P1000BB01	4 Pieces in 1 Day	2 Pieces in 1 Day	4 Pieces per Day

& big P1000BB02) 11" & 9"			
Clutch Basket Big 8" X 16.5" P1000CB02	3 Pieces in 2 Days	1 Piece per Day	3 Pieces in 2 Days
Clutch Basket Small 6.5" X 13" P1000CB01	5 piece in 2 Days	3 Piece in 2 Days	5 Pieces in 2 Days
Laptop Bag 17" X 11" P1000LB	Not Possible	1 Piece in 1 Day	2 Pieces in 1 Day
Shoulder Tote 13" P1000ST	3 Pieces in 1 Day	1 Piece in 1 Day	2 Pieces in 1 Day
Hand Tote 13" P1000HT	2 Pieces in 1 Day	1 Piece in 1 Day	2 Pieces in 1 Day
Backpack 13" P1000BP	3 pieces in 2 Days		
Basket 8" X 8" Round P1000B01	Hand Crochet 3 Pieces in 2 Days		
Basket 10" X 10" Round P1000B02	Hand Crochet 1 Piece in 1 Day		
Basket Oval 10" X 6" X 3" Height P1000B03	Hand Crochet 2 Pieces in 1 Day		
Open Chappal P1000OC01	Hand Crochet 1 pair in 1 Day		
Mens P1000MJ & Womans Jutti P1000WJ	Hand Crochet 2 pair in 1 Day		
Frame Shoe P1000FS01	3 pairs in 1 Day	3 Pairs in 2 Days	2 Pairs in 1 Day
Nirmal Bag 9" X 5" Handle 45" P1000NB	4 Pieces in 1 Day	Not Possible	3 Pieces in 1 Day
Reshma Bag 8" X 8" X 3" gusset Handle 45" P1000RB	2 Pieces in 1 Day	Not Possible	2 Pieces in 1 Day

M1 P1000M1	1 Piece in 1 Day		
M2 P1000M2	1 Piece in 1 Day		
Bottle Bag 10" X 5" Dia P1000BB	4 Pieces in 1 Day	2 Pieces in 1 Day	3 Pieces in 1 Day

** #nos correspond to our existing swatch card available on demand.

*** Product codes correspond to the SKUs. Details are available on demand.

Currently Selling on

- Amazon.in
- Flipkart
- Baro Market
- Flourish India
- Itokri
- Yeebo
- Myniwa
- KGartkart
- Tinkara (physical stores in Mumbai, Ahmedabad & Hyderabad)

- Apart from this we undertake bulk orders from corporates, event planners and individual customers.
- We also actively work with architects, interior decorators, fashion designers and stylists.
- We actively participate in Indian Pop up shows And trade fairs targeting B2B & B2C
- We participate in international B2B trade shows for getting export orders.

Photo Gallery



EXPECTED RESULT

- The main idea behind PROJECT 1000 is to encourage weaker sections of the female community to utilize their latent talent and become gainfully employed.
- Develop unique and creative articles which can be sold in the market to help them earn a decent living.
- All articles are woven using waste fabric yarn to encourage UPCYCLING as a step towards factory wastage elimination.
- Creative product development is done along with intense market research to make each product more versatile to increase its usability for customers. This helps in helping the customer get more value for their money & encouraging longer utilization of each product.
- This is an important step towards creating sustainable communities and practicing sustainable living by drastically reducing wastage.
- The Project 1000 program aims at social & economic upliftment of the rural communities which reflects in the core values practiced at SHANTI SEVA NIDHI.

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**".

Know us better

Our Story on YouTube:

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

<https://youtu.be/XiQwT-BU8Ek>

Social Media

Instagram - 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

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 & sales.

We look forward to YOUR Participation, to help us accomplish our vision in the upliftment of rural women from the hinterlands of Maharashtra, who have stepped out from their comfort zones for the first time to become financially independent and attain a respectable degree of autonomy which they deserve.

Connect with us on -

Miss. Ritu Saraf

Trustee, SHANTI SEVA NIDHI

+91 9821166292 / 9820841326

ritu.saraf@technocraftgroup.com

www.project1000.org.in

Address

Office: Technosoft Knowledge Gateway, Plot no. B14, Road no 1, Wagale Industrial Estate, Thane west 400 604. Maharashtra. India

Workshop: Technocraft Industries (India) LTD - Yarn Division, Ghatt No 366 to 370, Village DHANIVALLI, Taluka – Murbad, District Thane. Maharashtra 421 401.

