

PROJECT

1000<sup>®</sup>

Artisan Profile

PROJECT 1000



**ASHOK PATHAK**

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**Meet Ashok Pathak**, a dedicated and industrious individual whose journey began in the quaint village of Badhoi, nestled in the heart of Uttar Pradesh. Despite his humble origins, Ashok relocated with his family to Maharashtra, where he has carved out a remarkable path for himself.

In 2020, Ashok joined our organization as a driver, bringing with him a strong work ethic and exceptional people-handling skills. His commitment to excellence and relentless pursuit of success quickly caught the attention of the leadership, propelling him into the role of Operations and Field Sales Manager at PROJECT 1000.



Ashok's rise through the ranks is a testament to his tenacity and innate ability to connect with people. Despite having received limited formal education in his local language, he defies linguistic barriers, effortlessly interacting with foreigners and those who may not speak Hindi at the various fairs and events organized by PROJECT 1000.

His dedication to the cause of PROJECT 1000 is unwavering, and he stands as a pillar of strength within the team. Ashok's willingness to go above and beyond the call of duty, working tirelessly around the clock, has made him an indispensable member of our organization.

In every endeavor, Ashok Pathak brings a unique blend of humility, passion, and resilience. His journey from a small village to a key leadership role is not only an inspiration to his colleagues but a shining example of the impact one can make with determination and hard work. As the Operations and Field Sales Manager, Ashok continues to play a pivotal role in driving the success of PROJECT 1000 and remains an integral part of our dynamic team.

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## Artisan Card issued by Ministry Of Handloom & Textile Govt. of INDIA



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## Ashok with PROJECT 1000 Team



## Sales Activities





## A little about us

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PROJECT 1000, is 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 entrepreneurial journey. Our women weavers have successfully handcrafted a range of floor rugs, placemats, dining mats, laptop jackets, mobile pouches, clutch baskets, bread baskets, planters, indoor footwear and more. Project 1000 envisions every PROJECT 1000 lady to be able to earn up to Rs 1000/- per day.

PROJECT 1000 is an initiative of SHANTI SEVA NIDHI TRUST, a registered charity for educating and empowering the weaker sections of society.

### What's different this time?

**Recognise** the immense rural talent left untapped in rural India and harness their creative potential.

**Revive** - At Project 1000 we hand weave each article using wooden looms (which are developed in-house) and crocheting skills. These traditional crafts are soon becoming the things of grannies and the past. We at Project 1000 wish to bring these forward and 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 that can earn them a living, starts them on a self-employment journey. 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 **create a circular economy**.

### Know us better

#### Our Story on YouTube:

<https://www.youtube.com/watch?v=OdgvoGBVJJY>

<https://www.youtube.com/watch?v=XVu0UgQmIRs&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)

## The much-needed SUSTAINABILITY Super Power

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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 that all the raw materials and the concept of Upcycling support our mission and 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 that have 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.



*Our packaging is eco-friendly, sustainable, zero plastic, made using natural cotton and functional fabric.*

## SOCIAL AWARENESS

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- 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.
- 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.
- Fulfil 6 SDG goals defined by the United Nations #1, #4, #5, #8, #9, #12