



1. Project Inception: -

Many women, particularly from low-income and marginalized communities, are engaged in informal or home-based work that offers irregular income, minimal growth opportunities, and little economic security. This gap between effort and economic return highlights the urgent need for targeted interventions that can convert existing skills into viable livelihood opportunities. Across artisan and community clusters, women possess traditional skills and craft knowledge passed down through generations.

However, these skills often remain underutilized due to the absence of structured training, product innovation, quality standardization, and exposure to evolving market demands. Without guidance on design, finishing, pricing, and customer preferences, women are unable to translate their skills into market-ready products, resulting in low income and limited confidence in their own capabilities.

Even when women can produce quality products, limited access to markets remains a major constraint. Physical markets and exhibitions are often irregular and inaccessible, while digital platforms require skills and exposure that many women lack. The absence of digital literacy and onboarding support restricts women's ability to reach wider customer bases, reinforcing their dependence on middlemen and limiting income potential. Bridging this digital and market access gap is critical in today's evolving economic landscape.

Beyond economic barriers, women frequently face social and psychological constraints, including low confidence, limited decision-making power, and restricted mobility. These factors reduce their willingness to participate in entrepreneurial activities or explore new opportunities. Structured training programs that combine skill development with exposure, mentorship, and peer learning play a vital role in building confidence, leadership, and a sense of agency among women.

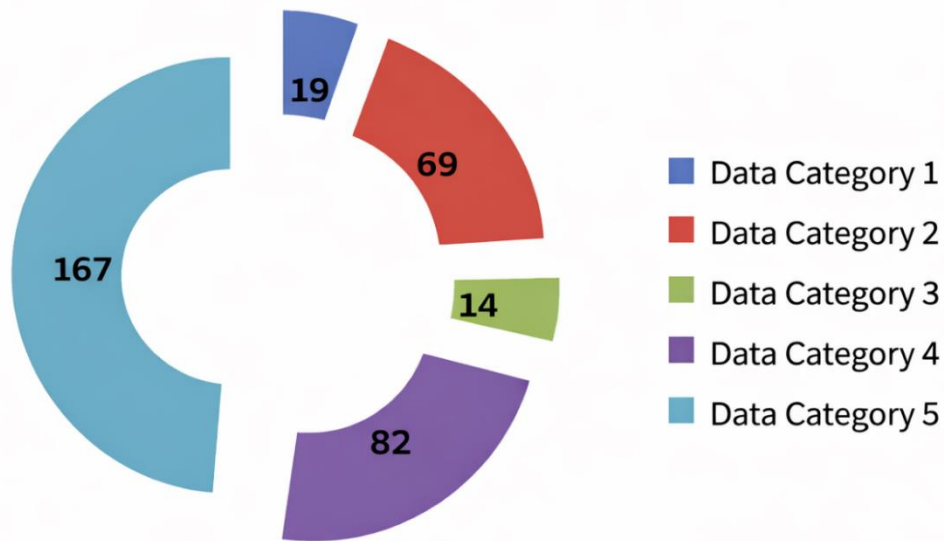
JAIS, a not-for-profit organization working under its brand Global Alliance for Mass Entrepreneurship (GAME), has been actively driving initiatives aimed at work readiness, financial literacy, and entrepreneurship to enable sustainable economic participation. Under its Women Economic Empowerment (WEE) initiative, GAME conceptualized the *Collaborative Women Entrepreneurship Training Program* to address persistent livelihood challenges faced by women from underserved communities. Recognizing the need for an experienced implementation partner with deep grassroots presence, GAME engaged Tisser Rural Handicraft Pvt. Ltd. as the Service Provider for the project.

Tisser Rural Handicraft Pvt. Ltd. has a proven track record in community development, skill building, and artisan cluster strengthening, with a strong focus on women-led livelihoods. The organization brings hands-on expertise in designing and delivering structured training programs, facilitating market linkages, and enabling entrepreneurship at the grassroots level. Based on its demonstrated competence and domain experience, Tisser was identified as a suitable partner to translate the project's objectives into impactful on-ground outcomes.

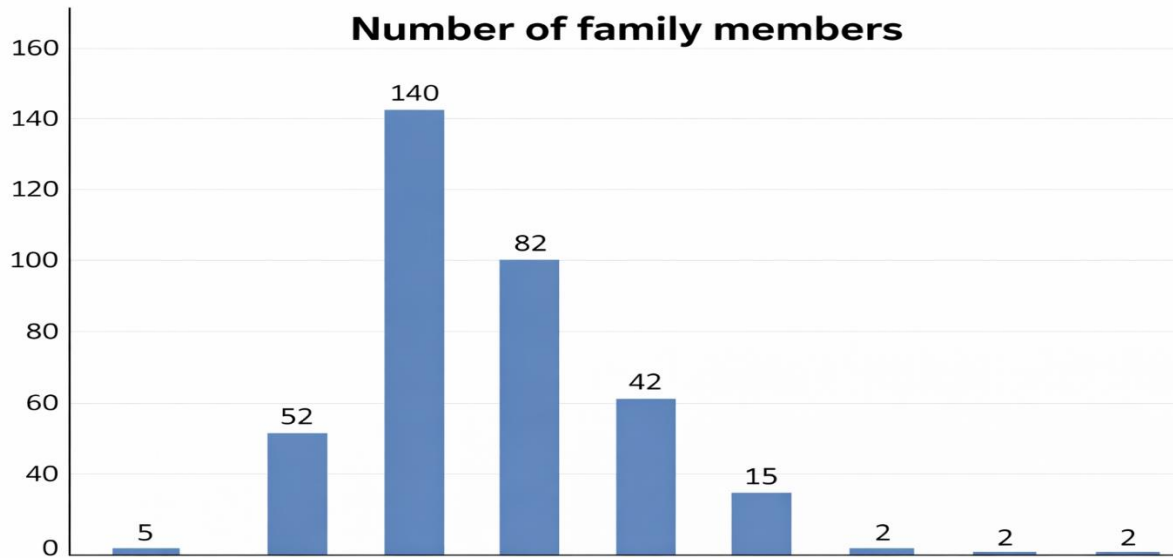
At the time of project initiation, women across several artisan clusters were engaged in traditional craft and home-based economic activities; however, their participation remained largely informal,

low-income, and vulnerable. Limited access to structured skill training, product development knowledge, business awareness, and market exposure constrained their ability to scale their efforts into sustainable enterprises. These challenges were further compounded by limited financial literacy, lack of confidence, and minimal exposure to digital or organized market platforms.

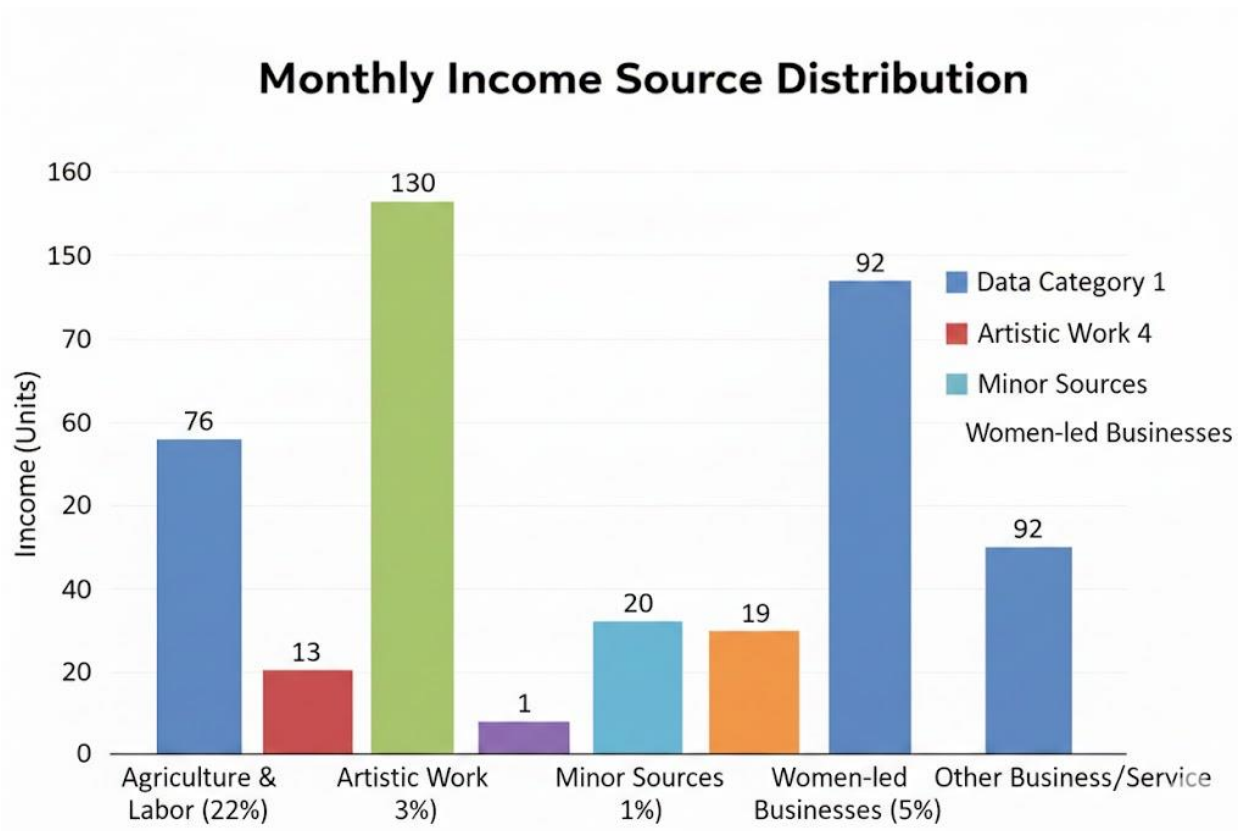
Education Pie Chart



Almost 71% of women have education up to secondary or higher secondary level, showing basic literacy but limited access to advanced education. Only 5.4% have degrees/diplomas, highlighting the need for capacity building, skill-based training, and financial literacy programs.



Over half of the women (54.7%) live in families with 3–4 members, while more than one-third have larger families (5–6 members). This suggests a higher economic dependency ratio within households, which directly influences women’s income-generation needs.



Artistic work (37%) is the largest source of family income, closely followed by other business/service activities (26%). Dependence on agriculture & labor (22%) indicates seasonal income instability. The majority (84%) of women operate their own independent businesses, reflecting strong entrepreneurial intent and autonomy. Only a small proportion work in family or partnership models.

- **Cluster Locations**

1. Utkarsh CMRC – Padgha
2. Krantijyoti Loksanchalit Sadhan Kendra (Ganeshpuri) - Bhiwandi
3. Samruddhi CMRC – Malad & Kandivali
4. Anokha Dhaga - Mulshi
5. Anokha Dhaga – Wadheshwar Maval
6. Anokha Dhaga - Bhivpuri
7. Anokha Dhaga - Bhira

The inception of the project was guided by a shared vision between GAME and Tisser to move women beyond subsistence-level activities and enable them to become confident entrepreneurs. The project aimed to create an ecosystem where women could enhance their technical skills, understand business fundamentals, improve product quality, and access markets. The focus was not only on skill acquisition but also on building long-term economic resilience and independence.

From the outset, the project was designed as a collaborative effort, combining GAME’s strategic framework for entrepreneurship and women’s empowerment with Tisser’s on-ground implementation capabilities. The approach emphasized participatory engagement with women beneficiaries, cluster-level understanding, and adaptability based on local realities. This collaboration ensured that the program would be responsive, inclusive, and aligned with the actual needs of the women rather than being a one-size-fits-all intervention.

To ensure that the training program was relevant and impactful, it was essential to first develop a clear understanding of the beneficiaries’ existing skills, challenges, aspirations, and market readiness. As a result, the project formally commenced with a structured need assessment exercise. This assessment served as the foundation for designing customized training modules, selecting appropriate trades, and planning market linkage interventions aligned with the women’s capacities and local contexts.

The Need Assessment Exercise:

This report provides a comprehensive overview of the Entrepreneurship Development Assessment, which successfully reached a total of 351 women beneficiaries during the report period. The project is designed to empower women by strengthening their entrepreneurial capacities, enhancing

livelihood opportunities, and building sustainable income-generating skills.

All the beneficiaries under this initiative are adult women, reflecting the program’s commitment to women’s economic empowerment and self-reliance. Through structured interventions such as capacity-building workshops, skill training, enterprise management sessions, exposure to market linkages, and digital onboarding, the project enabled participants to improve their entrepreneurial knowledge and move towards financial independence.

The data and analysis presented in this report highlight the project’s impact in terms of both outreach and capacity development. Beyond numbers, the initiative has contributed to creating a foundation for long-term sustainability, enabling women to access resources, improve decision-making power, and participate more actively in economic development.

Overall, the project demonstrates a successful model of fostering women’s entrepreneurship and stands as an important step towards inclusive socio-economic growth.

Geographic Distribution

District-wise:

District	No. of Women	%
Mumbai	44	12.54%
Pune	44	12.54%
Raigad	40	11.40%
Thane	223	63.52%
Total	351	100%

Clusterwise Distribution-

Cluster Name	No.Of Beneficiaries
Utkarsh CMRC	60
Samruddhi CMRC	100
Mulshi Anokha Dhaga	25
Krantijyoti Loksanchalit Sadhan kendra(Ganeshpuri)	150

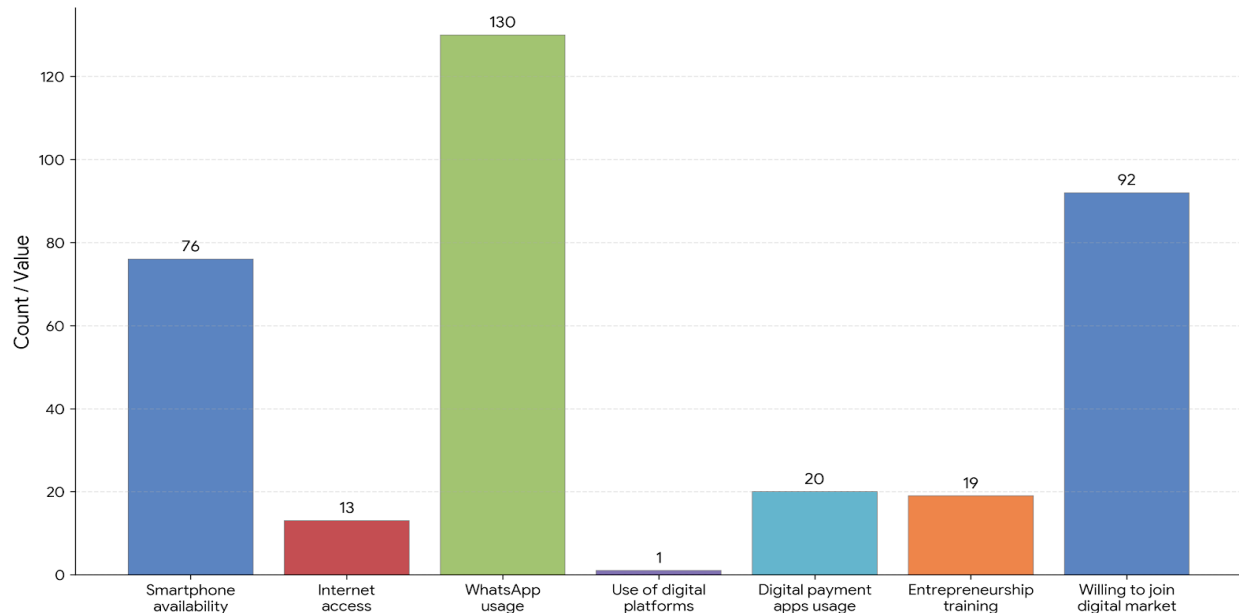
Anokha Dhaaga Wadeshwar	15
Anokha Dhaaga Bhira	25
Anokha Dhaaga Bhivpuri	20

Digital Readiness:

Indicator	Yes	No	% saying Yes
Smartphone availability	310	41	88.32%
Internet access	220	131	62.68%
WhatsApp usage	308	43	87.75%
Use of digital platforms	131	220	37.32%
Digital payment apps usage	179	172	51.00%
Entrepreneurship training	43	308	12.25%
Willing to join digital market	315	36	89.74%
Willing to work collectively	281	70	80.06%

- Digital penetration is high in terms of smartphone ownership (88%) and WhatsApp use (88%).
- However, only 37% currently use digital platforms for business, and 51% use digital payments.

Digital Access and Entrepreneurship Overview



- Encouragingly, 90% women are willing to join digital marketplaces, and 80% are open to collective/cooperative models.
- Only 12% have received entrepreneurship training, which highlights a critical need for structured training programs.

Key Insights:

1. Women are active entrepreneurs (84% running own businesses) but largely operate in the informal sector.
2. Digital readiness is strong, but digital adoption for business is low, requiring structured interventions.
3. Majority of families belong to lower and middle-income brackets, underlining the need for sustainable income growth opportunities.
4. There is a strong willingness (90%) to join digital marketplaces and collective enterprises, which can be leveraged for scalable interventions.
5. Skill gaps in entrepreneurship, digital marketing, and financial management remain major barriers.

Project Implementation Plan and Gantt Chart:

To ensure systematic planning, timely execution, and effective monitoring of activities, a detailed Gantt Chart was developed for the project implementation. The Gantt Chart outlines the complete project lifecycle, clearly mapping activities against defined timelines, responsibilities, and dependencies. It served as a guiding framework to plan sequential and parallel activities such as need assessment, beneficiary mobilization, training delivery, market exposure, digital onboarding, monitoring, and reporting.

The Gantt Chart enabled the project team to track progress against milestones, identify potential

delays, and take timely corrective actions wherever required. By breaking down the project into structured phases, the implementation plan ensured optimal utilization of resources and alignment with project objectives. Regular internal reviews were conducted using the Gantt Chart as a reference to assess completion status, manage risks, and maintain adherence to agreed timelines, thereby ensuring smooth and coordinated execution of the project.

Global Alliance for Mass Entrepreneurship Project (GAME) Activity Chart

Sr. No.	Activity	Aug-25				Sep-25				Oct-25				Nov-25				Dec-25				Jan-26			
		W-1	W-2	W-3	W-4	W-1	W-2	W-3	W-4	W-1	W-2	W-3	W-4	W-1	W-2	W-3	W-4	W-1	W-2	W-3	W-4	W-1	W-2	W-3	W-4
1	Project agreement and planning	█	█																						
2	Baseline survey and reporting (clusters)			█	█	█																			
3	Need assessment and mobilization (individual)						█	█																	
4	Capacity building product development								█	█	█														
5	Capacity building: Business and finance											█													
6	Training: Branding, Packaging, Digital Literacy											█	█												
7	Product Storytelling, Compliance, Photography Basics														█										
8	Pre/post assessment, trainer review, session documentation														█										
9	E-commerce, Onboarding and Product setup															█	█	█							
10	Compilation of progress data, training logs, and Midterm Report submission																		█						
11	Market Access & Digital Enablement																		█	█	█				
12	Income Tracking and Endline Survey																				█	█	█		
13	Impact Assessment and Final Report																							█	█

2. Training Summary:

The training interventions under the project were designed based on insights gathered through a structured needs assessment and baseline study conducted across participating clusters. The assessment captured women artisans’ existing skills, livelihood challenges, income patterns, and capacity gaps, ensuring that the training design was directly responsive to their expressed needs. The findings clearly highlighted the areas where focused capacity building was required.

The baseline results revealed that **80% of women participants exhibited significant gaps in financial literacy**, particularly in areas such as costing, pricing, profit calculation, bookkeeping, and income planning. In addition, an overwhelming **95% of women expressed a strong demand for structured training**, reflecting both the lack of prior exposure to formal skill-building opportunities and a high level of motivation to improve their livelihoods. Women also emphasized the need for support in product innovation, market readiness, and business-oriented skills to better access income-generating opportunities.

Based on these findings, the project adopted a **holistic and integrated training approach** that combined hands-on production skills with business, financial, branding, and market-oriented learning. The training design aimed not only to strengthen technical competencies but also to prepare women participants for real market engagement by enhancing their entrepreneurial mindset, product readiness, and income-generation capacity. By grounding the training structure in the

articulated needs of women artisans, the project ensured relevance, strong participation, and meaningful impact.

2.1. Training:

A. Product Development & Production Training

The product development and production training sessions were designed as intensive, hands-on interventions aimed at transforming existing craft skills into structured, market-ready production capabilities. These sessions focused on strengthening both technical proficiency and creative application, ensuring that women participants could produce high-quality, consistent, and commercially viable products across identified trades such as jewellery making, block printing, handloom weaving, tie and dye, and denim patchwork.

Denim bag training conducted at Bhivpuri cluster -



The training began with an assessment of participants' existing skill levels and traditional practices, which helped trainers tailor the sessions according to cluster-specific strengths and gaps. Women were introduced to improved tools, materials, and production techniques that enhanced efficiency while maintaining the authenticity of traditional craftsmanship. Emphasis was placed on correct process sequencing, precision in execution, and safety while handling tools and raw materials.

A significant component of the training focused on **design development and innovation**. Participants were guided through the process of creating new designs by experimenting with patterns, motifs, color palettes, and textures that align with contemporary market preferences. Women were encouraged to adapt traditional designs into modern, functional products, enabling diversification beyond conventional offerings. Practical demonstrations and guided practice sessions helped participants understand how design choices influence product appeal and pricing.

"This training helped me improve my design skills and understand what customers actually want," —
Pallavi Snadip Bhosale, Bhivpuri Cluster

Earlier I used to repeat the same designs. Now I can create new patterns and better-quality products,"

— Pallavi Ganpati Gaikwad, Bhivpuri Cluster

“After the training, I feel confident that my work can earn good income,” — Aalka Dadhrath Gaikwad, Bhivpuri Cluster



Material selection and quality control formed another critical aspect of the training. Women learned how to identify suitable fabrics, threads, dyes, metals, and other raw materials based on durability, cost, and end-use requirements. Training emphasized minimizing material wastage, maintaining uniformity in production, and adhering to basic quality benchmarks. Participants were trained on finishing techniques such as polishing, stitching accuracy, edge finishing, and strength testing to ensure consistency and longevity of pro.

Jewellery New Production training at Bhiwandi cluster -



“Earlier I used to repeat the same designs. Now I can create new patterns and better-quality products,”
— **Gayatri Patil, Kranthoijyothi Cluster**

The jewellery training also focused on improving technical precision, including accurate measurements, secure fastening methods, polishing, and quality checks to enhance durability and wearability. Participants were encouraged to experiment with new motifs and styles while retaining elements of traditional craftsmanship, enabling them to create unique and differentiated products. Through hands-on practice and guided demonstrations, women developed multiple new jewellery designs that were suitable for exhibitions, retail sales, and digital platforms. These sessions significantly enhanced participants’ confidence, expanded their product portfolio, and improved their ability to respond to changing market trends.



Krantijyoti Cluster Fabric Jewellery Making Training.



Padgha Jewellery Making Training.

The sessions also emphasized **market alignment and scalability**. Women were trained to develop products keeping in mind customer preferences, functionality, and price points suitable for exhibitions, retail outlets, and digital platforms. Mock production runs were conducted to help participants understand batch production, time management, and quality consistency across multiple units. This enabled women to shift from piece-wise creation to small-scale production models.

By the end of the product development and production training, participants demonstrated improved confidence, enhanced technical skills, and a clearer understanding of market expectations. The training resulted in the creation of refined product prototypes and sale-ready items, laying a strong foundation for market exposure, revenue generation, and long-term livelihood sustainability.

After the training, a visible shift was observed in both skill levels and confidence among participants. Women demonstrated improved technical proficiency, greater attention to finishing, and the ability to maintain uniformity across products. They began experimenting with new designs, colour combinations, and product formats aligned with market demand. Importantly, women expressed increased confidence in their creative abilities and felt empowered to take ownership of their work and decisions.



Krantijyoti Cluster Business Training.

B. Business, Finance & Compliance Training

To strengthen entrepreneurial capabilities and ensure long-term sustainability of women-led enterprises, structured training sessions were conducted on business management, financial literacy, and basic compliance. These sessions were designed to simplify business concepts and make them easily applicable to the daily economic activities of women entrepreneurs, many of whom were engaging with formal business practices for the first time.

Participants were trained on fundamental costing and pricing methodologies, with practical exercises to calculate product prices based on raw material costs, labor inputs, time investment, packaging, and overhead expenses. Real-life examples from their own products were used to help women understand how incorrect pricing can lead to losses despite high sales volumes. The training also included profit margin analysis, enabling participants to differentiate between revenue and profit and to assess the financial viability of different products.

Simple and practical bookkeeping methods were introduced to promote financial discipline and transparency. Women were guided on maintaining basic records of daily expenses, sales, and inventory using easy formats suited to their literacy levels. This helped participants track income, identify cost leakages, and make informed decisions regarding reinvestment and savings.

The sessions also focused on business sustainability and income planning, encouraging women to think beyond short-term earnings. Participants learned about managing seasonal demand, planning production cycles, and setting income goals aligned with household needs. Awareness was also created on basic compliance aspects such as invoicing, labeling requirements, and the importance of following simple business norms while participating in exhibitions or digital platforms.

After the training, a clear transformation was observed in women's financial understanding, decision-making ability, and confidence. Participants demonstrated improved skills in costing and pricing, using structured methods to calculate product prices based on raw materials, labor, time,

and overheads. Women reported greater clarity in differentiating between revenue and profit, enabling them to assess the financial viability of products and avoid losses.

The introduction of simple bookkeeping practices empowered women to track expenses, sales, and inventory more systematically. Participants shared that maintaining basic records helped them gain control over their finances, identify unnecessary costs, and plan savings or reinvestment. Separating personal and business finances was a particularly impactful learning, allowing women to view their craft activities as independent economic enterprises.

Training on sustainability and income planning encouraged women to think beyond short-term earnings. Participants began planning production according to seasonal demand, preparing for exhibitions and festive markets, and setting realistic income goals aligned with household needs.

Overall, the training led to a strong sense of empowerment among participants. Women reported feeling more confident in managing their enterprises independently, negotiating prices, and making informed financial decisions. This marked a significant shift from informal income activities to structured entrepreneurial practices.

Earlier I did not know how to calculate the price properly. Now I know my cost and profit clearly,” — Pranthi , Bhiwandi Cluster

“After this training, I feel my work is a real business, not just extra income,” — Vaishali Patil, Malad Cluster

“Earlier I depended on others for pricing. Now I can decide on my own,” —Asha Dube, Bhivpuri Cluster

Krantijyothi Cluster Business and Finance Training Glimpse -



Krantijyoti Cluster Business Training



Bhivpuri Cluster Training Session Glimpse -



C. Packaging, Branding & Product Storytelling

Recognizing that product presentation and storytelling play a critical role in influencing customer purchasing decisions, dedicated training sessions were conducted on packaging, branding, and product storytelling. These sessions aimed to help women entrepreneurs understand how thoughtful presentation can significantly enhance perceived product value, differentiate their products in competitive markets, and increase customer trust.

Participants were introduced to the fundamentals of packaging, including selection of appropriate materials, cost-effective packaging solutions, and packaging methods that ensure product safety, durability, and aesthetic appeal. Emphasis was placed on balancing visual attractiveness with affordability to ensure that packaging costs did not negatively impact profit margins. Women learned how packaging can communicate quality and professionalism, especially in exhibitions, retail environments, and digital marketplaces.

The branding component focused on building a basic yet consistent brand identity. Training covered elements such as brand naming, logo usage, color consistency, and uniform visual presentation across products. Participants were encouraged to think of their products as part of a collective identity rather than isolated items. Simple brand positioning concepts were introduced to help women understand how their products could be perceived by different customer segments, enabling them to align designs and pricing accordingly.

A key highlight of the training was product storytelling, where women were guided to articulate the story behind their products. Participants learned how to communicate the craftsmanship, cultural heritage, and personal narratives associated with their work in a way that resonates with customers. This included framing stories around traditional techniques, sustainable practices, and the social impact of women-led enterprises.

Practical exercises were conducted to help women verbally explain their product stories during exhibitions and translate them into short written descriptions for labels and digital platforms.

In addition, hands-on guidance was provided on labeling requirements, including product names, material details, pricing, and care instructions. Participants were trained to write clear and engaging product descriptions and to improve overall presentation through neat finishing, coordinated packaging, and visual consistency. As a result of these sessions, women demonstrated improved confidence in presenting their products, enhanced brand recognition, and increased readiness to engage with customers across both physical and digital markets.

Samruddhi Cluster Training Session Pic-



D. Digital Literacy & Digital Onboarding Training

In response to the increasing importance of digital channels in market access and business growth, digital literacy and digital onboarding training formed a critical component of the program. These sessions were designed to bridge the digital divide faced by women entrepreneurs and enable them to confidently engage with technology for business purposes. The training focused on building practical digital skills in a step-by-step manner, keeping in mind varying levels of digital familiarity among participants.

Participants were introduced to the basics of using smartphones as business tools, including internet usage, digital safety, and effective use of messaging and social media applications for customer communication.

The training covered an overview of digital marketplaces and online selling concepts, helping women understand how digital platforms function, how customers discover products, and how online sales differ from traditional market transactions.

A key focus area of the training was product photography for digital platforms. Women were trained on basic photography techniques using smartphones, including lighting, background selection, framing, and angle selection to enhance product visibility. Practical demonstrations were conducted to help participants understand image quality requirements, consistency in visual presentation, and the importance of clear, attractive images for online listings. Participants practiced capturing product images that met platform standards and improved customer appeal.

The training also covered the end-to-end process of digital onboarding and order management. Participants were guided through product listing procedures, including uploading images, writing product descriptions, setting prices, and managing inventory details. Sessions included orientation on order receipt, packaging for dispatch, customer communication, and handling basic queries or feedback. Women were also sensitized to timely order fulfillment and maintaining customer trust through professional communication.

The training on digital marketplaces helped women understand how online platforms function, how customers search for products, and how pricing, images, and descriptions influence purchasing decisions. This knowledge demystified online selling and reduced hesitation around digital platforms. Women expressed increased confidence in listing products, understanding order flows, and managing digital sales processes independently.

Product photography training proved particularly impactful. Women demonstrated visible improvement in capturing clear, attractive product images using smartphones. By applying learnings related to lighting, background selection, framing, and angles, participants were able to present their products more professionally on digital platforms. This improved product visibility and increased confidence in showcasing their work to wider audiences.



Bhivpuri Cluster Business training.

The end-to-end onboarding and order management training enabled women to independently handle key operational aspects such as uploading product images, writing descriptions, setting prices, managing inventory, and coordinating dispatch. Participants also learned the importance of timely order fulfillment, proper packaging, and professional customer communication, which strengthened customer trust and repeat engagement.

Overall, the digital literacy training empowered women to engage directly with online markets, reduced dependency on middlemen, and expanded their access to customers beyond local geographies. Women reported a strong sense of achievement and confidence in managing digital sales channels, marking a critical step toward sustainable, technology-enabled livelihoods.

Digital Literacy Training at Kranthiyoti Cluster -



Digital training gave me confidence that I can sell beyond my local area,” — Varsha Chauhan, Kranthiyoti Cluster

“Now I can talk to customers directly on phone and WhatsApp,” — Jayshree Tare, Wadeswar Mulshi Cluster

2.2. Events & Market Exposure

As part of the project’s market linkage and exposure strategy, women artisans from selected clusters were invited to participate in exhibitions, local markets, and promotional events, where they were provided with the opportunity to set up stalls and directly sell their products. These exhibitions served as a critical platform for real-time market engagement, enabling women to showcase the

products developed during the training sessions to a wider audience.

Participation in these events offered women first-hand exposure to customer behavior, preferences, and purchasing patterns. Artisans actively engaged with customers, explained product features and craftsmanship, negotiated prices, and managed sales transactions independently. This practical experience strengthened their communication skills, pricing confidence, and overall business acumen. Women also gained hands-on experience in stall setup, product display, inventory management, and cash handling.

Cluster Name	Name Of Beneficiary	Sale
Anokha Dhaaga Bhira	Sharmila Gole	7800
Anokha Dhaaga Bhivpuri	Alka Badole	6700
Mulshi Anokha Dhaga	Bharti Pawar	7300

Importantly, customer feedback received during the exhibitions provided valuable insights into product design, quality, packaging, and pricing. This feedback was systematically discussed with the participants and used to further refine product designs, improve finishing, and adjust pricing strategies to better align with market expectations. Overall, the exhibition participation significantly enhanced women’s confidence, market readiness, and ability to operate as independent entrepreneurs in real-world selling environments.

The glimpses of the Exhibition at Priyadarshini Park where the Anokha Dhaga Cluster installed there with the help of Tiseer India -



2.3. Revenue Summary

The revenue generated during the project period was mobilized through a mix of offline and online sales channels, reflecting a diversified and inclusive market linkage approach. Offline revenue was primarily generated through exhibitions, direct customer sales, corporate engagements, and bulk orders, where women artisans sold products directly to institutions, organizations, and individual

buyers. In addition, several bulk orders were received during festive occasions such as **Diwali** and **Ganesh Chaturthi**, when demand for handcrafted and culturally relevant products increased.

These festive orders provided women with opportunities to handle higher-volume sales within defined timelines, strengthening their capacity for bulk production and order fulfillment.

These offline channels enabled immediate income generation and offered artisans valuable practical exposure to pricing negotiations, customer interaction, inventory planning, and large-order execution. Participation in exhibitions and festive sales further enhanced artisans’ confidence and reinforced their ability to respond to market demand, laying a strong foundation for sustained revenue generation and enterprise growth.

Cluster	Profit (INR)
Samruddhi CMRC	83,650
Utkarsh CMRC	26450
Krantijyoti Loksanchalit Sadhan Kendra (Ganeshpuri)	43700
Anokha Dhaaga Bhivpuri	81000
Anokha Dhaaga Wadeshwar	28000
Mulshi Anokha Dhaga	86250
Mulshi Anokha Dhaga	48000

2.4. Onboarding Summary:

Before digital onboarding, women artisans’ market access was largely restricted to local sales channels such as nearby markets, exhibitions, and occasional bulk orders. While these channels provided some income opportunities, they were irregular, geographically limited, and highly dependent on footfall, seasonality, and intermediaries. Without access to digital platforms, women were unable to reach customers beyond their immediate locations, resulting in limited visibility, inconsistent demand, and constrained income potential. The absence of digital presence also meant that women had little control over pricing, customer interaction, and order flow, further restricting their ability to grow their enterprises.

Recognizing this limitation, and based on the findings of the market assessment, a structured onboarding and enablement process was undertaken to expand women artisans’ market reach and revenue opportunities. As part of this process, digital platform access was created for the women, enabling them to independently manage their product listings, pricing, and basic operational

activities across selected platforms. In addition, access was provided to manage inventory details, helping artisans understand stock availability, order flow, and fulfillment requirements in a more systematic and transparent manner.

To facilitate smooth onboarding across different platforms, necessary product-level compliances were addressed. This included the creation and mapping of appropriate HSN codes for the products developed under the project. Approximately **20 products from each cluster** were identified, standardized, and prepared for onboarding, ensuring alignment with platform requirements and market readiness.

Onboarding onto established digital and e-commerce platforms such as **Flipkart**, along with other relevant platforms, significantly expanded market access for women artisans. These platforms enabled women to showcase their products to a much wider and more diverse customer base across regions, reducing dependence on local markets alone. Digital platforms also introduced women to structured order systems, transparent pricing mechanisms, and data-driven sales processes, which supported better revenue planning and growth.

This structured linkage between market assessment and digital onboarding not only enabled women's participation in online markets but also strengthened their ownership over their enterprises. Women reported increased confidence in managing products, inventory, and sales independently, and greater motivation to explore new market opportunities. Overall, digital onboarding has emerged as a critical enabler in improving market access, enhancing income potential, and supporting the long-term sustainability of women-led enterprises.

As part of the planned digital market enablement strategy, women artisans were onboarded onto selected digital and e-commerce platforms based on product suitability and market readiness. The platforms identified for onboarding included Tisser Shop, Flipkart, ONDC, and Indymandi. These platforms were chosen to provide women artisans with access to diverse customer segments, including direct consumers, institutional buyers, and digital marketplaces beyond local geographies.

Onboarding onto these platforms enabled women to list their products, manage pricing and inventory, and participate in structured online selling processes. By engaging with multiple platforms, artisans reduced their dependence on limited local markets and intermediaries, while gaining exposure to wider demand, transparent pricing mechanisms, and scalable revenue opportunities. This multi-platform onboarding approach strengthened digital inclusion, improved market access, and enhanced the potential for sustained income generation for women-led enterprises.

3. Post-Training Feedback & Impact Assessment

A structured **Post-Training Feedback Form** was designed, administered, and filled by participating women to assess learning outcomes and overall impact.

3.1. Key Feedback Highlights

Skills & Knowledge Gained:

Post-training feedback collected from the women participants indicates a strong and positive learning impact across all training components. An overwhelming **97% of the women reported significant skill enhancement** as a result of the training. Participants noted marked improvement in their understanding of advanced production techniques, including better control over processes, improved finishing, and enhanced consistency in product quality. Women expressed greater clarity on design development, quality standards, and the ability to create products aligned with current market expectations rather than relying only on traditional or familiar patterns.

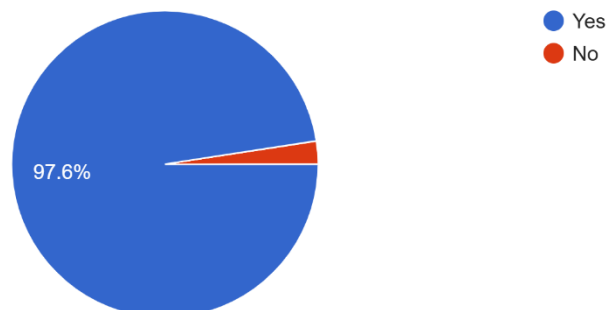
The feedback also highlighted a substantial improvement in business and financial understanding. Women demonstrated increased confidence in pricing their products accurately by considering raw material costs, labor inputs, and profit margins. Many participants shared that they now clearly understand the difference between revenue and profit and feel better equipped to make informed pricing and production decisions. Increased awareness of packaging, branding, and customer preferences further strengthened their ability to present products professionally and respond effectively to market demand.

Exposure to digital tools and online selling platforms emerged as a key area of learning and confidence-building. Participants expressed high satisfaction in learning how to use smartphones for business purposes, manage product listings, and understand digital sales processes. Overall, the feedback reflects very high levels of satisfaction with the training, with women expressing happiness and confidence in gaining improved market access through the skills acquired. The participants strongly felt that these newly gained skills have empowered them to engage more effectively with markets, increase their income potential, and move towards sustainable and resilient livelihood opportunities.

Question Meaning - "Did you understand the new skills taught in this training?"

5. तुम्हाला या प्रशिक्षणात शिकवलेली नवीन कौशल्ये समजली का?

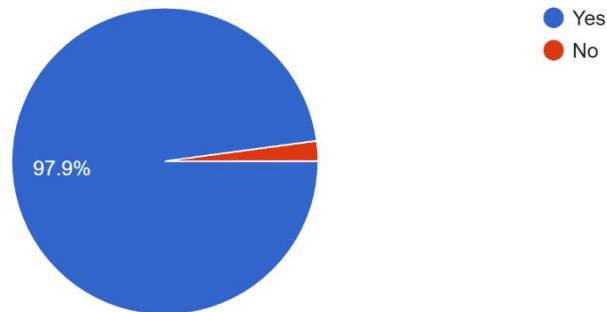
329 responses



Question Meaning - "Did you like this training?"

8. तुम्हाला हे प्रशिक्षण आवडले का?

329 responses



Confidence & Mindset Change:

Post-training feedback revealed a significant increase in confidence among women participants, particularly in showcasing and selling their products independently. The production and product development training enabled women to clearly explain product features, craftsmanship, and pricing to customers, which strengthened their self-assurance during exhibitions and market interactions. Many participants reported feeling more comfortable engaging with buyers, negotiating prices, and managing sales transactions without external support.

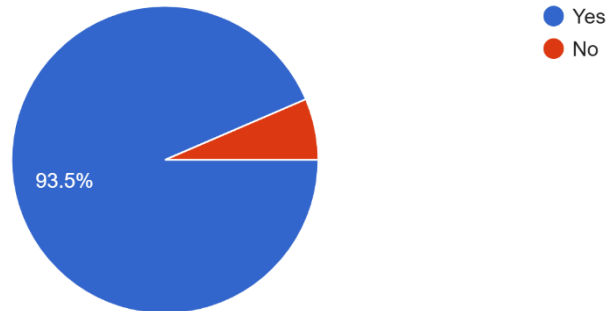
A notable shift was observed in how women perceived their craft activities. Participants shared that they no longer view their skills as a hobby or supplementary household activity, but as a viable and respectable source of income. The exposure to structured production methods, quality standards, and market feedback reinforced their belief in the economic value of their work. This mindset change encouraged greater willingness to participate in markets, exhibitions, and bulk order opportunities, including festive sales.

The training also positively impacted communication and collaboration within clusters. Women demonstrated improved teamwork during production, packaging, and stall management activities, supporting each other in decision-making and problem-solving. Overall, the production training played a critical role in building confidence, fostering entrepreneurial intent, and strengthening collective action, thereby enhancing women's readiness to engage in sustained livelihood and market activities.

Question Meaning - "Do you feel confident that you can apply the skills you have learned?"

9. तुम्ही शिकलेल्या कौशल्यांचा वापर करू शकाल असा आत्मविश्वास वाटतो का?

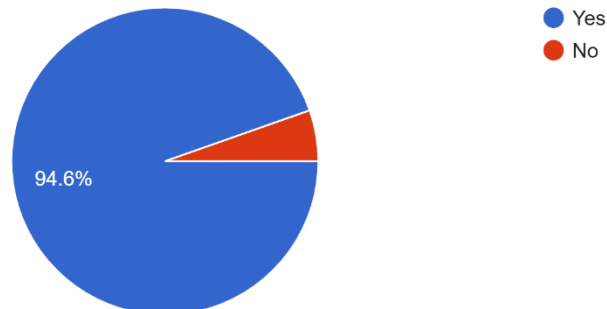
186 responses



Question Meaning - "Would you like to learn more advanced skills in the future?"

10. तुम्हाला भविष्यात अधिक प्रगत (advanced) कौशल्ये शिकायला आवडतील का?

186 responses



3.2. Impact on Livelihood & Economic Empowerment:

The training interventions under the project have had a meaningful and positive impact on the livelihood and economic empowerment of women participants. Post-training feedback and observed outcomes indicate that women have developed improved earning potential as a direct result of enhanced production skills, better pricing knowledge, and increased access to markets. With a clearer understanding of costing, profit margins, and market demand, participants are now better positioned to generate consistent income from their products.

Women reported a greater ability to contribute to household income, which has enhanced their role in family-level financial decision-making. Several participants shared that the income earned through product sales—particularly during exhibitions, festive bulk orders, and digital platforms—has reduced their reliance on irregular wage labor or seasonal work. This shift has provided greater income stability and predictability, allowing women to plan expenses and savings more effectively.

The training has also contributed to a strengthened sense of financial independence and self-worth among participants. By managing production, pricing, sales, and customer interactions independently, women have gained confidence in their economic capabilities. This empowerment has translated into increased motivation to expand their enterprises, explore new market opportunities, and reinvest in their businesses. Overall, the project has enabled women to move from informal, uncertain income activities toward more structured and sustainable livelihood pathways, reinforcing long-term economic empowerment.

3.3. Social & Community Impact:

The training interventions under the project have generated significant positive social and community-level impacts among the participating women and within their clusters. One of the most visible outcomes has been improved collaboration and peer learning within clusters. Through group-based training, production activities, and market participation, women developed stronger bonds of trust and mutual support. Knowledge sharing became more common, with participants actively helping each other improve techniques, manage production timelines, and resolve challenges collectively.



Krantijyoti Cluster

The project also contributed to strengthening women’s participation in decision-making at both family and community levels. As women began contributing more consistently to household income, their voices gained greater recognition in family financial decisions related to spending, savings, and education. At the community level, increased confidence and exposure encouraged women to participate more actively in group discussions, cluster meetings, and collective planning for production and sales activities.

Additionally, the training fostered increased motivation among women to continue skill development and enterprise activities beyond the project period. Exposure to market opportunities, customer appreciation, and peer success stories inspired participants to explore new designs, diversify products, and seek additional learning opportunities. This shift in attitude has helped create a culture of aspiration, self-belief, and collective growth within clusters, strengthening community resilience and laying the foundation for long-term social empowerment.

Overall, the post-training feedback indicates that the intervention has had a transformational impact on the skills, confidence, and livelihood orientation of women participants. The combination of technical training, business and financial literacy, branding and digital exposure, and real-market engagement enabled women to move beyond informal and unstructured economic activities toward more organized and market-ready enterprises.

Participants demonstrated improved technical competence, clearer understanding of quality and pricing standards, and increased ability to align products with market demand. Beyond skill enhancement, the training significantly strengthened women’s confidence and entrepreneurial mindset. Women reported greater self-belief in showcasing their products, engaging with customers, and managing sales independently. This shift was reflected in their willingness to participate in exhibitions, accept bulk orders, and explore digital platforms. The training also contributed to improved collaboration within clusters and increased participation in decision-making at family and community levels.

Collectively, these outcomes indicate a clear transition in livelihood orientation—from viewing craft as a supplementary activity to recognizing it as a viable and sustainable source of income. The holistic design of the training and market linkage interventions has not only improved immediate income opportunities but also laid a strong foundation for long-term economic empowerment, social inclusion, and continued enterprise growth among women participants.

4. Snapshot of Products Developed (Documentation): -

The project maintained extensive visual documentation of products developed during training sessions.

4.1. Product Categories Developed:

As a direct outcome of the comprehensive training and capacity-building sessions conducted under the project, women artisans successfully developed a diverse range of market-ready products across multiple categories. The product categories reflect the skills gained during production, design, branding, and market-alignment trainings and demonstrate the participants’ ability to translate

learning into tangible outputs.

The jewellery training sessions resulted in the creation of a wide variety of jewellery items, including necklaces, earrings, and accessories. These products incorporated new and contemporary designs, improved finishing, and better-quality consistency, making them suitable for exhibitions, corporate gifting, festive sales, and digital platforms. Participants demonstrated increased confidence in developing design variations and maintaining uniformity across product sets.

After Jewellery production training Session at Kranthijyothi Cluster-



The Women are giving at most interest for the new designs -



Utkarsh Cluster Jewellery Making



Kranti Jyoti Cluster Fabric Jewellery

Block printing and handloom training led to the development of textile products that combined traditional techniques with modern design sensibilities. Women produced block printed and handloom-based items with improved pattern alignment, color coordination, and fabric selection. The products developed under this category were aligned with market preferences and suitable for both retail and bulk orders.

The Products after Tie and Dye Production at Bhira Cluster-

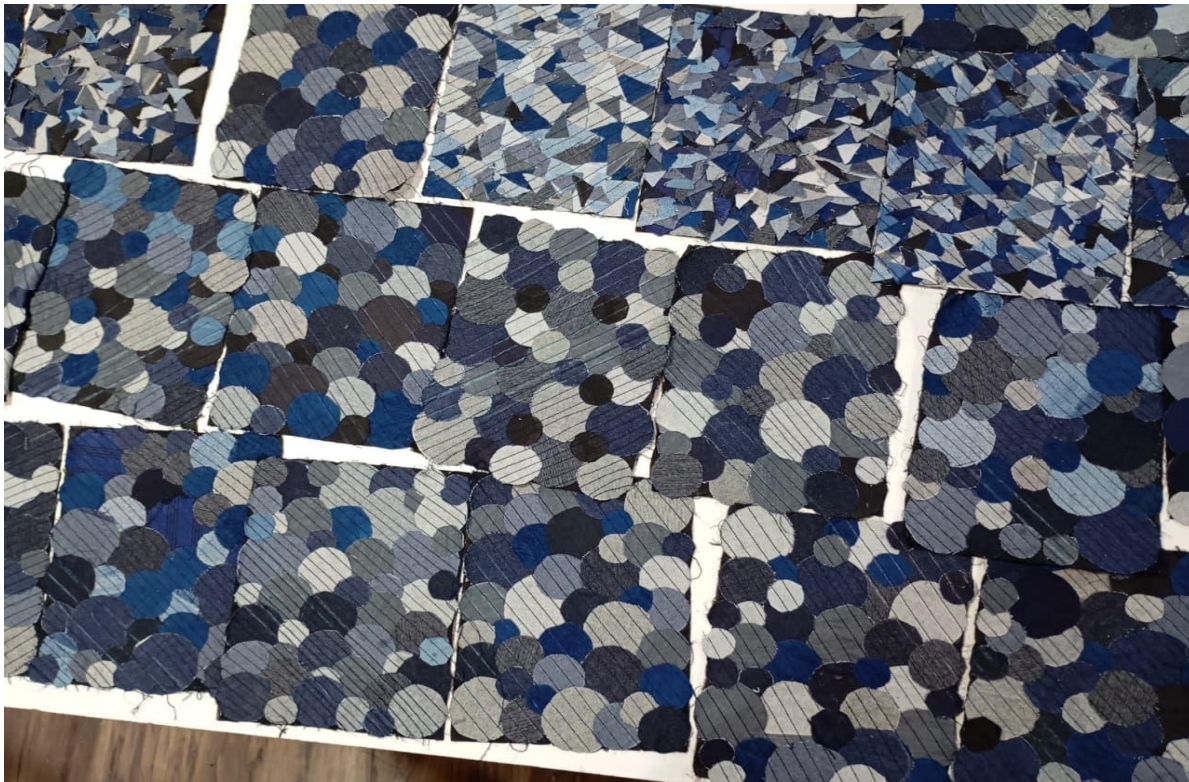


Anokha dhaga Bhira Cluster Tie and Diy Training



Tie and dye and denim patchwork training sessions resulted in functional and decorative products such as cushion covers, table runners, and utility items. These products reflected enhanced craftsmanship, creativity, and attention to finishing. The diversification into utility-based products enabled women to access wider customer segments and respond to varying market demands.

The products of the Denim Laptop Bags after New Production Development Training at Bhivpuri Cluster -



Overall, the range of product categories developed under the project demonstrates the effectiveness of the training interventions in enhancing technical skills, fostering innovation, and enabling women artisans to produce high-quality, market-aligned products that support sustainable livelihood opportunities.

4.2. Key Improvements Observed

Significant improvements were observed in the quality, consistency, and market readiness of products developed by women artisans as a result of the training interventions. One of the most notable changes was the enhancement in finishing and uniformity across product categories. Women demonstrated greater attention to detail in stitching, polishing, dyeing, and assembly processes, resulting in products with improved consistency in size, shape, and overall appearance. This uniformity is critical for exhibitions, bulk orders, and digital platforms, where quality consistency directly influences customer trust and repeat purchases.

The training also led to marked improvements in design aesthetics and colour coordination. Participants developed a stronger understanding of contemporary design trends, balanced colour palettes, and pattern alignment.

By applying these learnings, women were able to create visually appealing products that resonated better with customer preferences while still retaining elements of traditional craftsmanship. This enhancement significantly increased the perceived value of the products.

Additionally, better market suitability and durability were observed across the products developed. Women gained clarity on selecting appropriate materials and applying techniques that improve product strength and usability. The focus on durability ensured that products could withstand regular use, making them suitable for retail, corporate gifting, and online sales. Collectively, these improvements indicate a strong alignment between skill development and market expectations, reinforcing the effectiveness of the training program in producing sale-ready, high-quality products.

(Photographs attached separately as annexures / shared via drive link.)

5. Project Conclusion and Overall Summary: -

The successful implementation of this project marks a significant milestone in advancing women's economic empowerment through sustainable livelihood development. By reaching **300 women across multiple clusters**, the project has effectively strengthened technical capabilities, enhanced product quality, and built essential competencies in business management, financial literacy, branding, and digital engagement. The structured and phased approach ensured that women were supported at every stage of their entrepreneurial journey—from skill enhancement to market participation.

The project's integrated design, which combined product development and production training with business education, market exposure, and digital onboarding, enabled women to transition from informal, home-based craft activities to more structured and market-oriented enterprises. Participation in exhibitions, corporate engagements, festive bulk orders, and digital platforms resulted in early-stage revenue generation and provided women with real-world market experience. Positive feedback from participants further validates the relevance and effectiveness of the training interventions.

Beyond economic outcomes, the project has delivered meaningful social and community-level impact. Women demonstrated increased confidence in decision-making, improved communication skills, and stronger collaboration within clusters. The collective learning environment fostered peer support, mutual encouragement, and a sense of shared purpose, contributing to greater social empowerment and community cohesion. As women began contributing more consistently to household income, their role and voice within families and communities were further strengthened.

Importantly, the systems, processes, and learning frameworks developed during this phase—including market assessment, digital onboarding, inventory management, product standardization, and revenue tracking—provide a strong foundation for future scale-up and deeper market integration. These structures enable continuity beyond the project period and position women artisans for sustained income generation and enterprise growth.

The project handover concludes with all planned activities successfully completed, documentation and reporting mechanisms firmly in place, and beneficiaries equipped with the skills, confidence, and market access required to continue their livelihood journey independently. Overall, the project stands as a replicable and impactful model for women-led entrepreneurship and economic empowerment.

6. Case Studies and Video Link:

<https://drive.google.com/drive/folders/1eneQ-YphztveVH7sVO2fBsNrp727OovB>