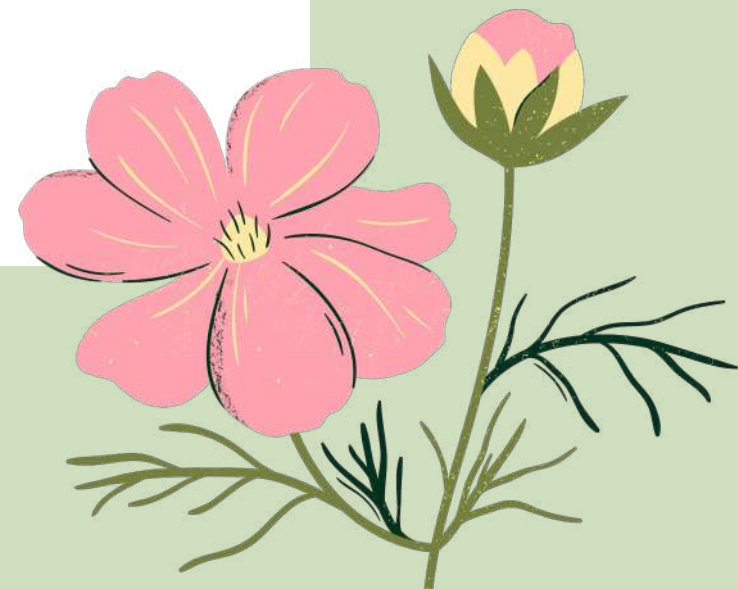




# WOMEN EMPOWERMENT

The Key to Build a Better World





# Aparna

Mother of a teenage daughter with special needs

The lady who faced it, cried about it, accepted , thought through , understood more, collaborated, found the way forward and created a vision

She is sitting at her own cafe, sharing her inspiring stories where her daughter's products are up for sale. People are nibbling on the biscuits that her daughter prepared and listening while their special children are enjoying in the garden

# An empowered woman can.....

- Live a safe, fulfilling & productive life
- Raise happier and healthier children
- Become better decision makers
- Face adversities fearlessly
- Aim to reach full potential
- Contribute her skill to the workforce & in turn to the society
- Ensure holistic development of society
- Help fuel our economy

# An empowered mother will.....

Ensure better life for her children transforming the outlook of the family, becoming an important stakeholder in the ecosystem for the children by taking more responsibility in building better citizens of tomorrow's world

# An Empowered Special Mother.....

- 01 Understands the need to have a futuristic view for the special child
- 02 Builds a vision
- 03 Seeds the healthy future of her special child
- 04 Propels ecosystem into a support network
- 05 Becomes the beginning of a revolution for all special children

# Why are special moms not empowered today?

- Family economic living conditions and home bound special moms being the societal norm
- The need to be the primary care giver of the special child
- The social pressure that isolates them due to their child's special needs
- Non availability of skill, knowledge and information on special needs
- Guilt of focus on self rather than the child
- Not knowing the need and benefits of empowerment
- THEY DON'T BELIEVE THEY BE EMPOWERED

The mother is the starting point of the ecosystem in which the special child needs to thrive.

Change starting from these roots will lead to strong branches

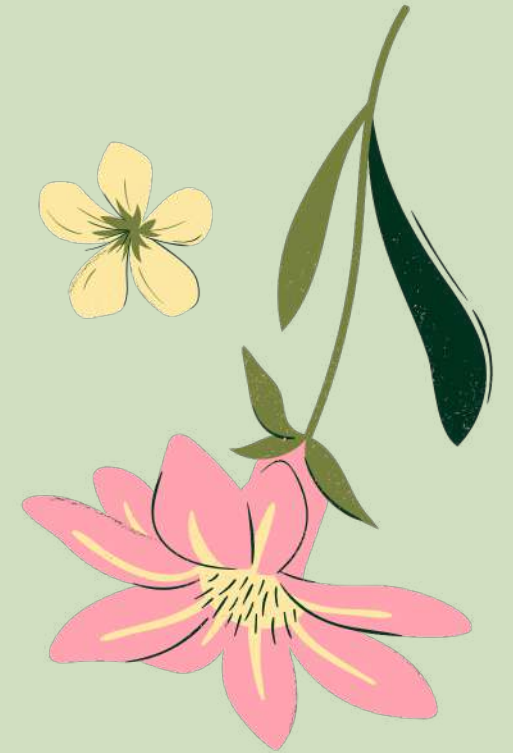
# First step towards a change....

Special moms understand empowerment and its benefits not just for themselves but for their children, the family and the society overall

# SAP Social Sabbatical with Nav Prabhuthi Trust



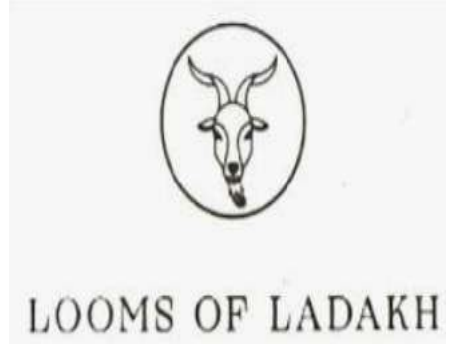
# Scope of the Project



Empower Special Moms to earn 10k per month in Block Printing and Kitchen Support/Catering for an initial span of 1 year and the support needed from NPT for the enablement of the same.



# Research





# Observations at NPT





# Observations at NPT

01 Young adults mostly need handholding

02 Work Hours of individual is limited

03 Trained and Passionate Staff

04 Well set up of Block printing infrastructure

05 Other products: Cards/Bottles/Boxes

06 Basic Customer base established

07 Mothers are devoted and purpose driven

# Outcomes from NGO Interviews



# Outcomes from NGO Interviews

01 Working with natural materials in therapeutic

02 Only quality goods get repeat customers

03 Partner with a lot of organizations

04 Marketing is a drawback, need to focus on it

05 Good Networking is the key to any business



# Outcomes from Special Moms Interview



# Outcomes from Special Moms

01 Mostly interested in Block Printing, Marketing, Tailoring, Computers, Cooking

02 Children are interested in block printing, embroidery, stitching, helping in kitchen

03 Mostly financially instable

04 Highly trust NPT, for their child's growth and safety

05 Enthusiastic to start something with the group

# Interview with Special Moms

06 Trust within the group is high

07 Ready to make time for the Self Help Group

08 Primary focus is the child and then money

09 All the moms unanimously want 100%  
involvement of their child in the business

10 If it runs well, moms are confident of running  
without NPT's support 2 years down the lane



# Outcomes from SHG Interviews

- 01 Min 10 people out of a common goal
- 02 Initially an org/gov body holds them together
- 03 Drop outs in any SHG are common
- 04 Establishing a culture within the group is imp
- 05 Communicates the model of revenue sharing
- 06 Training are provided for upskilling
- 07 Members take up leadership roles on rotational basis

# Outcome of SHG Interviews

08 Looking out for government schemes and funds

09 Regular meetings are conducted/mandatory

10 Some organizations get bonds signed

11 All members are engaged in work and savings

12 Reduction of organization interference

13 Gradually the shoulder org withdraws

14 SHG registers as an independent entity

# Proposal



# Business Roadmap (overview)

Phase 1: Business Incubation (9-15 Months)

Objective:  
**Self Help Group (SHG) becomes Independent**

Key Results:

- 1. Minimum involvement of NPT in business
- 2. Capital Expenditure to set up business infra
- 3. Three months business Operational Expense in saving
- 4. SHG members earn INR 5K/month

Phase 2: Self-Run Business (3-6 Months)

Objective:  
**SHG runs independently for 3 months**

Key Results:

- 1. No involvement of NPT in business
- 2. Business Infrastructure is setup by SHG
- 3. Savings worth 3 months of runway
- 4. SHG members continue to earn 5K/month

Phase 3: Scale Vertically (6-9 Months)

Objective:  
**Scale the current business 2X**

Key Results:

- 1. Increase revenue to 2X
- 2. SHG members earns 2X = 10K/month
- 3. Business Infrastructure upgraded to support 2X scale
- 4. Savings worth 3 months of runway

Phase 4: Grow Horizontally (after 2 years)

Objective:  
**Scale the current business 5X**

Key Results:

- 1. Revenue increase 5X
- 2. SHG members earns 5X
- 3. Business Infrastructure upgraded to support 5X scale
- 4. Venture into multiple business
- 5. Grow the team size of SHG

# Business Roadmap (part-I)

1: Business Incubation (9-15 Months)		
<div>Strategy</div> <div><div><input type="radio"/> Starts with block printing business</div><div><input type="radio"/> Business is incubated under NPT brand</div><div><input type="radio"/> Capital investment from NPT</div><div><input type="radio"/> Infrastructure provided by NPT</div><div><input type="radio"/> Manufacturing and operations by SHG</div></div> <div><div><div></div><div>0 / 4</div></div></div>	<div>Objective</div> <div><div><input type="radio"/> SHG become self-run ready</div><div><input type="radio"/> Minimum involvement of NPT in business</div><div><input type="radio"/> Capital Expenditure to set up business infra</div><div><input type="radio"/> 3 months business Operational Expenditure</div><div><input type="radio"/> SHG members earn INR 5K/month</div></div> <div><div><div></div><div>0 / 4</div></div></div>	<div>Risk</div> <div><div><input type="radio"/> Internal conflicts in SHG</div><div><input type="radio"/> Mitigation: SHG should have a strong vision i</div><div><input type="radio"/> Mitigation: NPT should intervene in conflict r</div></div> <div><div><div></div><div>0 / 2</div></div></div>
<div>Strategy</div> <div><div><input type="radio"/> Product pricing</div><div><input type="radio"/> NPT selling price + SHG Profit margin</div></div> <div><div><div></div><div>0 / 1</div></div></div>	<div>Support Needed</div> <div><div><input type="radio"/> NPT might have high involvement in various business aspects initially but should slowly step back as SHG</div></div>	<div>Risk</div> <div><div><input type="radio"/> SHG members drop-out</div><div><input type="radio"/> Mitigation: Have redundancy in roles</div><div><input type="radio"/> Mitigate: Account for possible dropouts</div></div> <div><div><div></div><div>0 / 2</div></div></div>
<div>Strategy</div> <div><div><input type="radio"/> Profit sharing model</div><div><input type="radio"/> Agreed profit % invested back in business</div><div><input type="radio"/> Agreed profit % shared as salary</div><div><input type="radio"/> Note 1: Equal pay for all the role</div><div><input type="radio"/> Note 2: Salary based on total hours worked</div><div><input type="radio"/> Note 3: SHG member update work log book</div></div> <div><div><div></div><div>0 / 5</div></div></div>	<div>Sales</div> <div><div><input type="radio"/> Cater to orders coming through NPT</div></div>	<div>Risk</div> <div><div><input type="radio"/> Active Order cancellation/ Loss Incurred</div><div><input type="radio"/> Mitigation: Advance payment for high orders</div><div><input type="radio"/> Mitigation: Plan in place to absorb/minimise</div></div> <div><div><div></div><div>0 / 2</div></div></div>
<div>Strategy</div> <div><div><input type="radio"/> Focus on repeat customers/channels</div><div><input type="radio"/> Prioritize repeat customers/channels</div><div><input type="radio"/> Prioritize 3-5 high selling/revenue products</div></div> <div><div><div></div><div>0 / 2</div></div></div>	<div>Sales</div> <div><div><input type="radio"/> Get order through own channels</div><div><input type="radio"/> Partnered retail stores</div><div><input type="radio"/> Direct selling (goods fair, market etc.)</div><div><input type="radio"/> Corporate gifting</div></div> <div><div><div></div><div>0 / 3</div></div></div>	<div>Risk</div> <div><div><input type="radio"/> Too many orders due to active customer sourcing</div><div><input type="radio"/> Impact: Not able to fulfill the order</div><div><input type="radio"/> Impact: Trust is lost</div><div><input type="radio"/> Impact: Quality is compromised</div><div><input type="radio"/> Mitigation: Capacity based sales</div><div><input type="radio"/> Mitigation: Plan B for high demand</div></div> <div><div><div></div><div>0 / 5</div></div></div>
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# Business Roadmap (part-2)

## 2: Self-Run Business (3-6 Months)

### Objective

- ☐ SHG runs independently for 3 months
- ☐ No involvement of NPT in business
- ☐ Business Infrastructure is setup
- ☐ Savings worth 3 months of runway
- ☐ SHG members continue to earn 5K/month

🕒 0 / 4

### Hire

- ☐ Onboard a design intern
- ☐ Recommendation: Source from NID
- ☐ Use intern for brand building project
- ☐ Use intern for product designing project
- ☐ Provide certificates to intern for their work

🕒 0 / 4

### Operations

- ☐ Register as a legal entity
- ☐ Recommendation: Co-operative body

🕒 0 / 1

### Operations

- ☐ Open a bank account

### Strategy

- ☐ Revenue sharing model
- ☐ Agreed profit % invested back in business
- ☐ Agreed profit % shared as salary
- ☐ Equal pay based on work hours

🕒 0 / 3

### Support Needed

- ☐ NPT in the advisory board

## 3: Scale Vertically (6-9 Months)

### Objective

- ☐ Scale the current business 2X
- ☐ Increase revenue to 2X
- ☐ SHG members earns 2X = 10K/month
- ☐ Business Infrastructure upgraded to support
- ☐ Savings worth 3 months of runway

🕒 0 / 4

### Strategy

- ☐ Continue the focus on block printing

### Hire

- ☐ Onboard a interns for key projects

### Hire

- ☐ Employ children of the SHG parents

### Marketing

- ☐ Marketing product/brand
- ☐ Brand/Product marketing
- ☐ Social presence
- ☐ Website
- ☐ Provide certificates to intern for their work
- ☐ Note: Document the above process

🕒 0 / 5

### Support Needed

- ☐ Form an advisory board of 3 members
- ☐ AB Include NPT
- ☐ + 2 other experienced mentors

🕒 0 / 2

## 4: Grow Horizontally (after 2 years)

### Objective

- ☐ Scale the current business 5X
- ☐ Revenue increase 5X
- ☐ SHG members earns 5X
- ☐ Business Infrastructure upgraded to support
- ☐ Venture into multiple business
- ☐ Grow the team size of SHG

🕒 0 / 5

### Strategy

- ☐ Explore business other than block printing

### Strategy

- ☐ Experience Centre where people can come and see block printing in action, buy products enjoy snacks
- ☐ Product display/sale
- ☐ Block printing workshop
- ☐ Cafe

🕒 0 / 3

### Support Needed

- ☐ Continue working with the advisory board
- ☐ Add/Remove members to the AB based on n

🕒 0 / 1

# Self-Help Group Roadmap (high-level)

## 1 - Formation of SHGs (0 - 3 months )

Add task

Tasks

☐

10 special mothers are identified

☐

Interest & Skill analysis done

☐

Roles and responsibility are defined☐

0 / 3

Tasks

☐

Define Vision, culture and rules

☐

Members abide by group decisions and rules☐

0 / 2

Tasks

☐

Profit sharing model to be decided

☐

Equal pay system☐☐

0 / 3

Operations

☐

Weekly in person meetings

☐

Reiterate Vision and culture☐☐

0 / 3

NPT support

☐

NPT play a key role in this phase

## 2- Group Stabilization (4-15 months)

Add task

NPT support

☐

At the end phase NPT refrains from attending all the meetings to give SHG a taste of ownership

Operations

☐

All members are actively engaged in their responsibility at work

NPT support

☐

Understand government institutions and banks which promote and help SHGs and discuss on how their schemes be utilized

NPT support

☐

NPT helps in training and development

☐

Role based training eg: sales☐☐☐

0 / 4

## 3- NPT Withdrawal from SHG (15-18 months)

Add task

Tasks

☐

SHG registers as a regular legal body

☐

Proposal is co-operative society

☐

NPT is not involved in this choice/process

0 / 2

NPT support

☐

NPT becomes advisory board member to advise in business strategy

NPT support

☐

NPT completely withdraws from SHG activities

## 4. Expansion and future

Add task

Tasks

☐

SHG expands in terms number of members.

**Note: A detailed handbook on the self-help group will be provided.**

# Business Roles Recommendation

Procurement Lead	
1.	Indira
2.	Nagarathna
3.	Hema

Production Lead	
1.	Sangeetha
2.	Jyothi
3.	Latha
4.	Lakshmi

Delivery Lead	
1.	Indira
2.	Latha
3.	Sangeetha

Sales and Marketing Lead	
1.	Indira
2.	Sangeetha

Packaging Lead	
1.	Soubhagya
2.	Hema
3.	Sangeetha
4.	Latha
5.	Nagarathna

Accounts Lead	
1.	Shantha
2.	Sangeetha

Operations lead	
1.	Indira
2.	Sangeetha
3.	Soubhagya





# Thank you!



By:

Hemant, Nirmmall, Vidhya

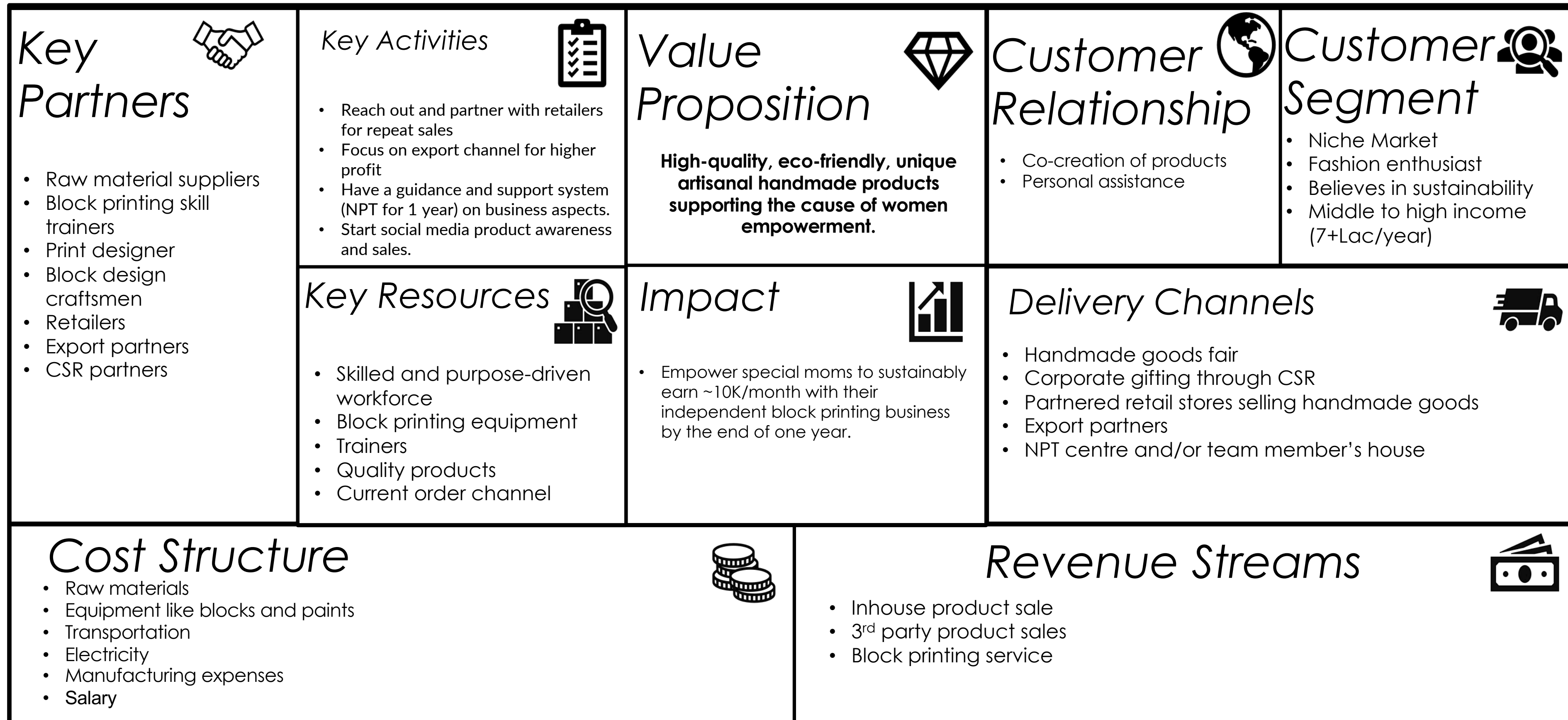
SAP Labs, Bangalore

August 30th, 2023

# Appendix

1. Business Model Canvas
2. Business Roadmap (1 pager)
3. Business Roles and Responsibilities
4. Excel Calculator Overview
5. Marketing Channels
6. Marketing Best Practices
7. Hiring Best Practices

# Business Model Canvas: Block Printing



# Business Roadmap

## 1: Business Incubation (9-15 Months)

### Strategy

- ☐ Starts with block printing business
- ☐ Business is incubated under NPT brand
- ☐ Capital investment from NPT
- ☐ Infrastructure provided by NPT
- ☐ Manufacturing and operations by SHG

👉 0 / 4

### Strategy

- ☐ Product pricing
- ☐ NPT selling price + SHG Profit margin

👉 0 / 1

### Strategy

- ☐ Profit sharing model
- ☐ Agreed profit % invested back in business
- ☐ Agreed profit % shared as salary
- ☐ Note 1: Equal pay for all the role
- ☐ Note 2: Salary based on total hours worked
- ☐ Note 3: SHG member update work log book

👉 0 / 5

### Strategy

- ☐ Focus on repeat customers/channels
- ☐ Prioritize repeat customers/channels
- ☐ Prioritize 3-5 high selling/revenue products

👉 0 / 2

### Strategy

- ☐ Sales target to quickly start with income and get business exposure
- ☐ 0-2 months: sell X off the shelf NPT products
- ☐ 2-4 months: 50% NPT & 50% self-produced
- ☐ 4-6 months: sell 100% self produced product

👉 0 / 3

### Objective

- ☐ SHG become self-run ready
- ☐ Minimum involvement of NPT in business
- ☐ Capital Expenditure to set up business infra
- ☐ 3 months business Operational Expenditure
- ☐ SHG members earn INR 5K/month

👉 0 / 4

### Support Needed

- ☐ NPT might have high involvement in various business aspects initially but should slowly step back as SHG

### Sales

- ☐ Cater to orders coming through NPT

### Sales

- ☐ Get order through own channels
- ☐ Partnered retail stores
- ☐ Direct selling (goods fair, market etc.)
- ☐ Corporate gifting

👉 0 / 3

### Operations

- ☐ Key operational activities
- ☐ Think about a brand name for SHG
- ☐ Record the expenses and income
- ☐ Document the business process based on lea

👉 0 / 3

### Risk

- ☐ Internal conflicts in SHG
- ☐ Mitigation: SHG should have a strong vision i
- ☐ Mitigation: NPT should intervene in conflict r

👉 0 / 2

### Risk

- ☐ SHG members drop-out
- ☐ Mitigation: Have redundancy in roles
- ☐ Mitigate: Account for possible dropouts

👉 0 / 2

### Risk

- ☐ Active Order cancellation/ Loss Incurred
- ☐ Mitigation: Advance payment for high orders
- ☐ Mitigation: Plan in place to absorb/minimise

👉 0 / 2

### Risk

- ☐ Too many orders due to active customer sourcing
- ☐ Impact: Not able to fulfill the order
- ☐ Impact: Trust is lost
- ☐ Impact: Quality is compromised
- ☐ Mitigation: Capacity based sales
- ☐ Mitigation: Plan B for high demand

👉 0 / 5

## 2: Self-Run Business (3-6 Months)

### Objective

- ☐ SHG runs independently for 3 months
- ☐ No involvement of NPT in business
- ☐ Business Infrastructure is setup
- ☐ Savings worth 3 months of runway
- ☐ SHG members continue to earn 5K/month

👉 0 / 4

### Hire

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- ☐ Recommendation: Source from NID
- ☐ Use intern for brand building project
- ☐ Use intern for product designing project
- ☐ Provide certificates to intern for their work

👉 0 / 4

### Operations

- ☐ Register as a legal entity
- ☐ Recommendation: Co-operative body

👉 0 / 1

### Operations

- ☐ Open a bank account

### Strategy

- ☐ Revenue sharing model
- ☐ Agreed profit % invested back in business
- ☐ Agreed profit % shared as salary
- ☐ Equal pay based on work hours

👉 0 / 3

### Support Needed

- ☐ NPT in the advisory board

## 3: Scale Vertically (6-9 Months)

### Objective

- ☐ Scale the current business 2X
- ☐ Increase revenue to 2X
- ☐ SHG members earns 2X = 10K/month
- ☐ Business Infrastructure upgraded to support
- ☐ Savings worth 3 months of runway

👉 0 / 4

### Strategy

- ☐ Continue the focus on block printing

### Hire

- ☐ Onboard a interns for key projects

### Hire

- ☐ Employ children of the SHG parents

### Marketing

- ☐ Marketing product/brand
- ☐ Brand/Product marketing
- ☐ Social presence
- ☐ Website
- ☐ Provide certificates to intern for their work
- ☐ Note: Document the above process

👉 0 / 5

### Support Needed

- ☐ Form an advisory board of 3 members
- ☐ AB Include NPT
- ☐ + 2 other experienced mentors

👉 0 / 2

## 4: Grow Horizontally (after 2 years)

### Objective

- ☐ Scale the current business 5X
- ☐ Revenue increase 5X
- ☐ SHG members earns 5X
- ☐ Business Infrastructure upgraded to support
- ☐ Venture into multiple business
- ☐ Grow the team size of SHG

👉 0 / 5

### Strategy

- ☐ Explore business other than block printing

### Strategy

- ☐ Experience Centre where people can come and see block printing in action, buy products enjoy snacks
- ☐ Product display/sale
- ☐ Block printing workshop
- ☐ Cafe

👉 0 / 3

### Support Needed

- ☐ Continue working with the advisory board
- ☐ Add/Remove members to the AB based on n

👉 0 / 1



# Business Roles & Responsibilities

The business has several roles and responsibilities to be played that need to be distributed and well understood for a person to take it up and play.

Due to the nature of a Self-Help Group, the members are free to switch roles across projects. One person may also play multiple roles.

Each role has a minimum need (but not limited to) the topics below

- **Procurement Lead**
  - Understand the need of purchase for current requirements
  - Calculates the budget needed for the same
  - Evaluates where the raw materials and others should be purchased from
  - Organizes the purchasing activity and ensures the needed material reach the place of product in time and in quality
- **Production Lead**
  - Aligns with the Procurement Lead on needed material
  - Plans the steps and activities in production to ensure the delivery deadline is met
  - Ensures that the right skilled people are available at needed times to complete an order
  - Sees through the entire product activities(printing, drying, ironing, stitching etc.) to ensure the work is done in time and in quality
  - Hands over produced products to packaging
- **Packaging Lead**
  - Aligns with production lead to know the date and time of delivery to packaging
  - Ensures all needed packaging material is available
  - Organizes the packaging activities as needed
  - Ensures in time and in quality delivery
- **Delivery Lead**
  - Arranges for all logistics for delivery
  - Picks the items from packaging and delivers in time
- **Sales and Marketing Lead**
  - Builds network with potential customer base
  - Keeps rapport built with existing customer base
  - Reaches out through various channels to new leads and forms network
  - Understands the trends of market and provides feedback to other areas of the business
  - Does active marketing through the various marketing channels described
  - Brings in orders for the other teams to work on
- **Accounts Lead**
  - Aligns with all other areas to understand expenses
  - Explains to the team on budget availability
  - Ensures recording of every money transaction from and to the business
  - Calculates profit and loss at the end of every month
- **Operations Lead**
  - Checks that profit and loss is balanced and comes up with areas of improvements for more profits
  - Looks for inefficiencies and suggests optimized processes
  - Looks for better vendors
  - Builds networks and connections with a vendor base to reduce procurement costs
  - Looks for best practices in businesses of similar nature and helps in continuous improvement
  - Provides an outlook towards mid-term and long term strategy
  - Ensures communication within and outside the group to stakeholders is done appropriately
  - Plans for KPIs for the team

# Excel Calculator

Operational expenses				Capital expenses				
Product 1: Saree							40500	
Units per batch	10							
Total batch per month	2							
Cost per unit:	₹2,300							
Operations	Cost per batch	Total cost	Note		Infrastructure	Estimated cost per unit	Units	Total cost
Raw material	₹20,000	₹40,000	INR 2K*10 sarees = 20K		Tailoring machine	₹10,000	1	₹10,000
Tools & consumables	₹1,000	₹2,000	blocks & paints		Printing blocks	₹500	20	₹10,000
Tailoring service	₹1,000	₹2,000			iron	₹500	1	₹500
Transportation	₹500	₹1,000			Table	₹20,000	1	₹20,000
Other manufacturing expenses	₹500	₹1,000						
External labor and wages	₹0	₹0						
Rent	₹0	₹0						
Miscellaneous expenses	₹0	₹0						
		₹0						
		₹0						
Total Expense		₹46,000			Total Expense		₹40,500	

**Note: An Excel calculator template will be provided during the handover.**

Usage: Blue fields are editable. Grey fields are auto-calculated.

[illegible]

# Marketing Channels

- **Social media marketing**
  - Optimize google search engines so that NPT SHG shows up on the list
  - Open an Instagram and Facebook account
  - Create LinkedIn and Naukri. Com channels to attract young talent for internships
  - Be consistent with your posts and engage with followers.
  - Post about your progress
  - Take pictures of the products
  - Give your write up to Humans of Bangalore
  - Some media blocks space for sale contents, provide ads to them
- **Content marketing**
  - Create blogs of the process
  - Take end to end videos of the creation of products involving the students
- **Email marketing**
  - Pushing information and updates to already known customer email ids. This could be used to inform customer base about new products, blogs, techniques, services, or other information which they will find useful. (The Mothers who were interested to upskill their computer knowledge can play a big role in online marketing sector)
  - Send out emails with good graphic designs to promote awareness around the SHG.
  - Studies repeatedly prove it works, especially with younger clients. It cuts through digital clutter, isn't intrusive, and carries a high degree of credibility. It can also showcase your capabilities. Wow recipients with personalized messages, great graphics, tactile stock, eye-popping finishing, or any special effect you want to highlight.
- **Face-to-face marketing**
  - Get out there and talk to clients or potential clients. Local events and trade shows are great for strengthening connections or making new ones. Conduct an open house or other learning events in your facilities to attract new clients and strengthen the bond with the older ones.
- **Online marketing platforms**
  - On personal website
  - On platform like Amazon --> <https://sell.amazon.in/beginners-guide>

# Marketing Best Practice

- Special efforts in marketing need to be undertaken. Some best practices are
  - **Know your customers**
    - Discover different customer segments corporates, gifting organization etc
    - Explore various product lines which might be interesting to the customer
  - **Refine your message**
    - Decide what you want to tell your clients
    - Why should clients work with you
    - Tell a Story on why you started and paint your vision
    - Let them know the about the autistic students behind the products
  - **Have an effective website**
    - Develop and maintain an effective website.
    - Create a SHG post on NPT website and all a link which navigates to the new SHG website
    - Advertise about the internship opportunities



# Hiring

## **Hiring of interns for designing, branding etc.**

- Advertise internships which could range from 1 to 3 months on linked in and actively promote it online
- For designer, hire interns from NID. For business hire from any regional MBA college
- Hire interns who are passion and committed to the cause of women empowerment
- Provide certificates to interns at the end of the assignment which can be posted also onto their resumes and LinkedIn profiles