

## Women's enterprise paves the way for rural transformation

When you buy something you love at UPAYa, you are not just supporting a woman artisan, but also becoming part of a much larger women's movement that is creating ripples across rural Rajasthan. Here's how it works.



The Mewar region of Rajasthan has a history of valiant women figures, however, such reverence bears little resemblance to the reality of women living here today. A large majority of the women with whom we work, face complex socio-economic challenges.

**“In the early days, we found that many of these women had never ever stepped out of their homes to work.” say Manjari Foundations’s field staff.**

After a lot of counselling and rapport-building through Sakhi, an initiative of Hindustan Zinc Ltd. and Manjari Foundation, they began to organise themselves into Self Help Groups. Gradually they gained the confidence and motivation to sharpen their skills and find meaningful work.

Over time, Sakhi women formed their own micro-enterprise collectives, working round the clock to produce a range of clothing and lifestyle products for sale. The growing enthusiasm and success of these units gave birth to the need for an entity that could effectively link these women to the market, and hence, the seed of UPAYa was sown.

**“At UPAYa™, we use fashion as an agent of social change, turning challenges into opportunities.” says (name) of Manjari Foundation.**

Guided by a team of experts, and equipped with the best-in-class infrastructure, these women's collectives work hard to create a premium range of clothing and lifestyle products that celebrate Indian tradition and at the same time, appeal to the likes of today's customer.

Support a small business today. Shop for a cause [Click here](#)

## **Social Media Post**

### **IMAGE 1 (Smiling group of women)**

Paving the way for rural transformation through women's enterprise

### **IMAGE 2 (of women in a rural setting in parda)**

Many women from the Mewar region of Rajasthan have never stepped out for work

### **IMAGE 3 (Women sitting together in a group)**

Sakhi, an initiative of Hindustan Zinc Ltd. and Manjari Foundation, began to organise themselves into Self Help Groups.

### **IMAGE 4 (Textile unit photos)**

Over time, Sakhi women formed their own micro-enterprise collectives

### **IMAGE 5 (women sewing or close up of hand and sewing machine)**

They worked round the clock to produce a range of clothing and lifestyle products for sale.

### **IMAGE 6 (Hands to heart template)**

#### **Hands to Heart**

At UPAYa, our women artisans carefully handcraft every product to create a unique and authentic style that will fill your heart with joy.

#### **Join hands with us**

When you buy something you love at UPAYa, you are not just supporting a woman artisan in her journey towards self-reliance, but becoming part of a women's movement that is creating ripples across rural Rajasthan.