

Empowerment is Growth



Empowerment is giving power to someone in their process of becoming stronger and confident in dealing with all that happens in one's personal, professional and social life.

India's focus is currently on Women Empowerment since that has been the Achilles heel for India. We are dealing with centuries of neglected growth, insufficient education, disregard for development of physical health and mental health of women.

Some of the companies are inspiring role models. We appreciate their principle based leadership.

RangSutra



RangSutra is a community owned Craft Company of over a thousand artisans from remote regions of India – the deserts of Rajasthan and plains of Eastern U.P and all the way to Manipur in the North East, with annual turnover of Rs. 10 crores. It provides sustainable livelihood and regular employment to people in rural areas and their monthly income has increased 6 times than earlier.



Sumita Ghose around ten years ago started her own company to help rural artisans, who collected the capital Rs. 10 lakh from 1000 artisans investing Rs. 1000 each to become shareholders. The company's business began with three clusters; now has 35 groups of artisans in UP, MP, Rajasthan, West Bengal, and Manipur.

The company builds on traditional craft skills like hand embroidery, tie-dye, handloom weaving, engineered weaving, extra weft weaving, leather craft, furniture, sculptures, food items, silver jewelry and beads.

RangSutra sells a range of handcrafted products to Fab India, and exports with help partner IKEA, a Swedish multi-national group of companies.

RangSutra's philosophy is '**Respect for all—the producer, shareholder and the customer.**' Its behavior is the binding factor for the team work.

Self Employed Women's Association

SEWA is a trade union registered in 1972. It is an organization of poor, self-employed women workers who earn a living through their own labor or small businesses and are the unprotected labor force of our country.



It provides supportive services like savings and credit, health care, child care, insurance, legal aid, which are important for poor women specially if they want to be self reliant and employed. SEWA provides these services in a decentralized and affordable manner, at the doorsteps of workers and inspire them to help others by becoming SEWA sisters. They earn from the services they offer eg. Midwives charge for their services and crèche workers collect fees for taking care of young children.

Shakti Amma



Project Shakti is an initiative to financially empower rural women and create livelihood opportunities for them. HUL has trained thousands of women in villages across India to develop an entrepreneurial mindset and make them financially independent, they are called Shakti Ammas and are trained on basic beliefs of distribution management and made aware of the Company's products by a team of rural sales promoters (RSP's) who coach and help Shakti Ammas in managing

their business and also gain skills of negotiation and communication which enables them to run their business effectively. It provides a regular income stream for the Shakti entrepreneurs and their families.



Shaktimaans sell the HUL products on bicycles in surrounding villages and Shakti Ammas sell by walking around the villages. Project Shakti has over 72,000 micro-entrepreneurs supported by 48,000 Shaktimaans.

Ayzh (pronounced “eyes”)



Founded by Zubaida Bai in 2006, inspired by her own suffering due to infection after delivering her first child which made her unfit to deliver any more children. The idea was to develop affordable, appropriate health technologies produced by women and for women in rural India as millions of mothers die in child birth due to unsanitary conditions. AYZH’s core product JANMA, a Rs 100 clean birth kit (containing simple tools recommended by the WHO) helps prevent infection at the time of birth leading to reduced maternal and infant mortality.

AYZH increases income of women in rural India by enabling them to be the producers and sellers of tools like sterile birth kits, till now a total of 32,000+ kits sold, more than 64,000 mothers and babies worldwide now have access to a clean and safe birth.

Datahalli



Datahalli is an all-woman BPO started by the JSW Foundation in Vijayanagar, Karnataka to create employment opportunities for rural girls, most of whom are only high school pass outs. The project benefited over 500 rural women to gain dignity and respect and some cases become the family’s primary bread earner.



The Datahalli model encourages girls to complete their education right up to the 12th grade and obtain basic computer skills plus trained on data entry and processing jobs. Around 300 young women got employed at the BPO and earn between Rs. 3000 to Rs.5000 per month.

Sakha Consulting Wings



It offers cab services with women drivers; this was launched to provide safe transport solutions for women in Delhi and NCR. Sakha Chauffeur Placement Services provides a full time basis and short duration or daily packages.

Sakha women drivers are handpicked from poor and marginalized sections of society and trained by Azad Foundation. They are expanding their services in many cities.

REVIVAL Style



Harmeet Neetu Sidhu and Allison Q. Taylor started REVIVAL Style as a way to empower women from the rural villages of India. The company designs, produces and sells stylish, ethical apparel for women, created by female artisans which created income opportunities for 180 million rural Indian women living below the universal poverty line. REVIVAL Style acts as the bridge between traditional Indian craft and the needs of a modern-day consumer, helps to preserve Indian traditional crafts.

The Maids' Company (TMC)



Gauri Singh founded TMC in 2007; it aims to revolutionize the domestic housekeeping sector by improving service quality and the rights of domestic workers. TMC's maids become co-owners in the company and own equity. Maids are guaranteed a steady income,

provident fund, medical benefits and access to financial services. All maids are screened as TMC does a police verification, provides a 5 day trial period before hiring a maid and has easy replacement policy.

It starting with 7 women employees and reached over 43,000 women throughout India and has 81 branches.

Some of the companies are considered best for women to work which includes Accenture, Deloitte, EY, IBM, Northern Trust Bank, People Combine, P&G, Schneider Electric India, Shell India Markets P. Ltd., Tata Consultancy Services.

The world is accepting the change and leadership qualities of women, the decision empowering women by appointing at least one independent woman director in the NSE listed companies which are India Inc. Around, 637 or 38% of the 1,670 companies listed on the National Stock Exchange (NSE) fall in this category.

Creating inclusive organizations is what Bushido Leadership talks about. Bushido leadership is inspired by the seven virtues, Justice, Courage of doing what is right, Compassion and Respect for others, Dignity and Worth, Truthfulness and Loyalty.

Every person, skilled, semi skilled, from whichever background, gender, educational qualification requires motivation and empowerment. Empowerment does not mean providing training to enable them to perform the tasks but to make them responsible for tasks and its results. Empowerment is direct growth of people as employees or leaders, organization and economy altogether.

Business Consultants Inc. Japan brings its 50 years of global experience and world class methodologies to help organization create and empowering as well as high performance culture.

Contact: www.bconglobal.com or their India representatives.