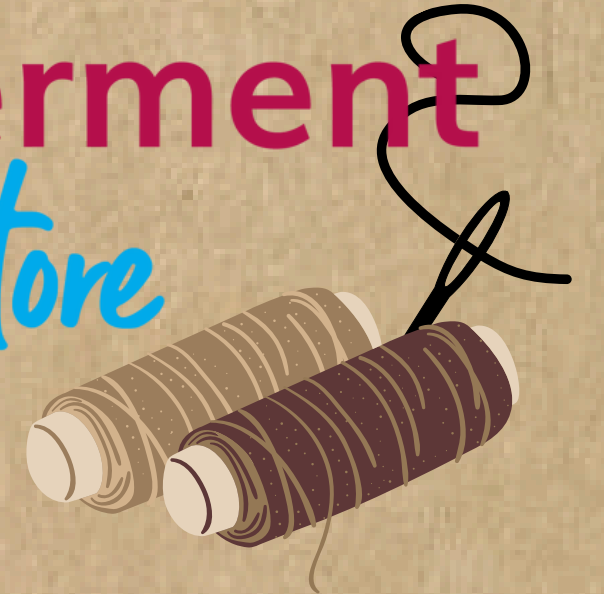




# Women's Empowerment Project Store

weprojectstore.com



These beautiful products are handmade with love by women artisans trained through our vocational and life skills programs. Amma's globe humanitarian initiatives have empowered thousands of women to become self-reliant.

**19**

YEARS EMPOWERING WOMEN

**64**

VILLAGE PARTNERSHIPS

**212,516**

WOMEN TRAINED



Sri Mata Amritanandamayi Devi



Ritu and Poonam are students from Amrita's skill training initiatives that imparts livelihood skills to women from rural India. Every product in the catalog is handmade by women and transgender artisans from across India. Enabling them to live a life of economic dignity and improve the health and lives of their family and community.

# ORGANISING A CONFERENCE ? WE'VE GOT YOU COVERED!

**Prices subject to market fluctuations.**



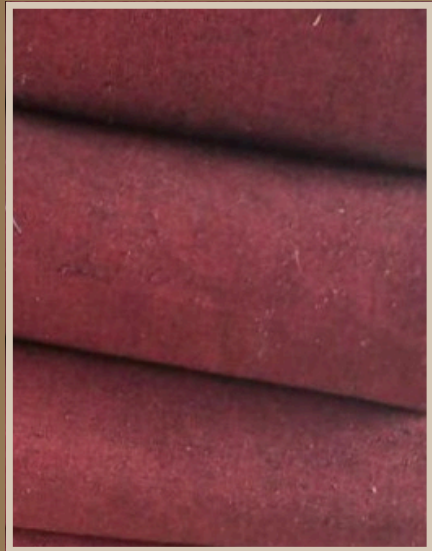
**Classic Tote 1**

**12"W x 15"H inches**

**Qty 100**

**INR 150-350**

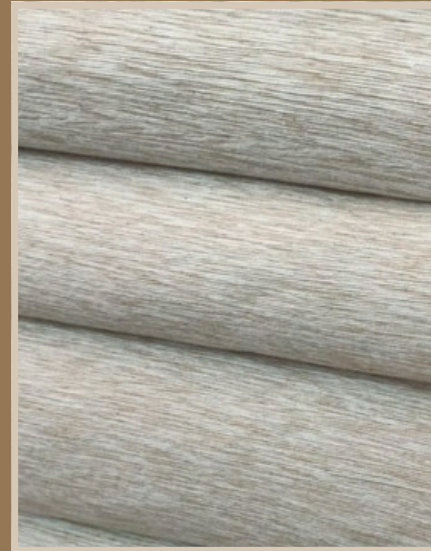
# OTHER COLOURS



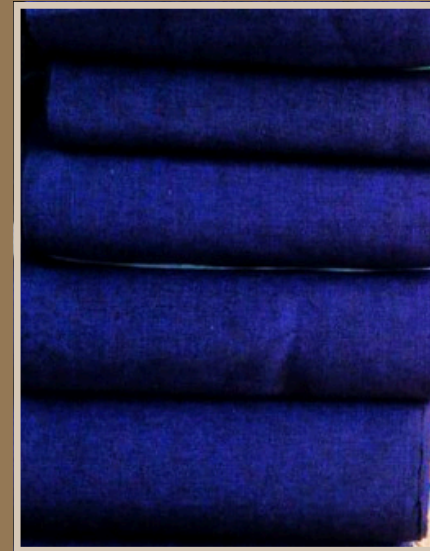
MAROON SUNSET  
RED



FOREST GREEN



BEIGE GRAY



DARK BLUE



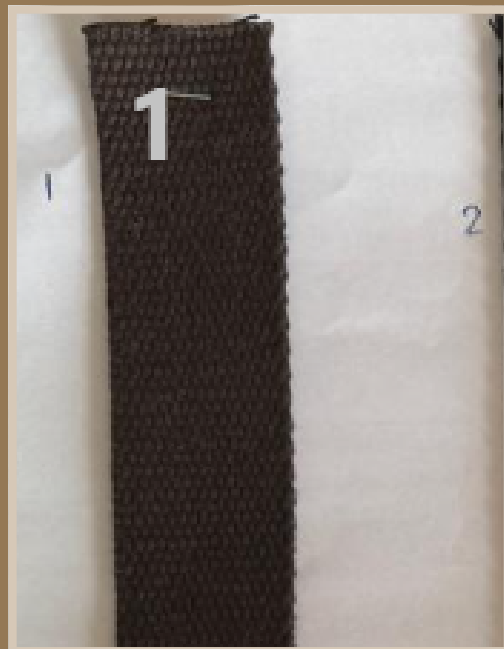
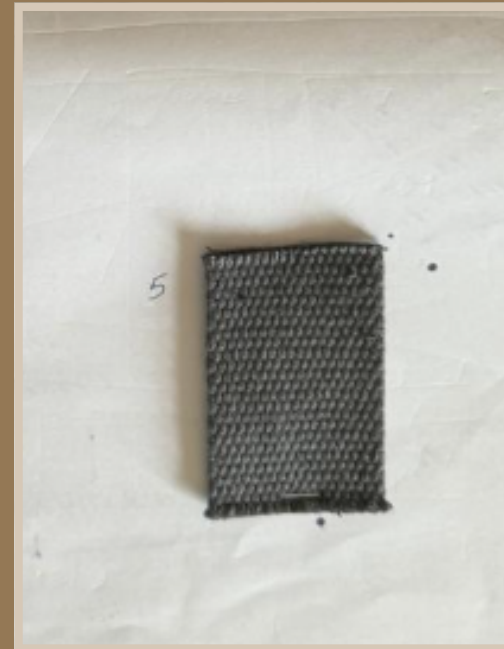
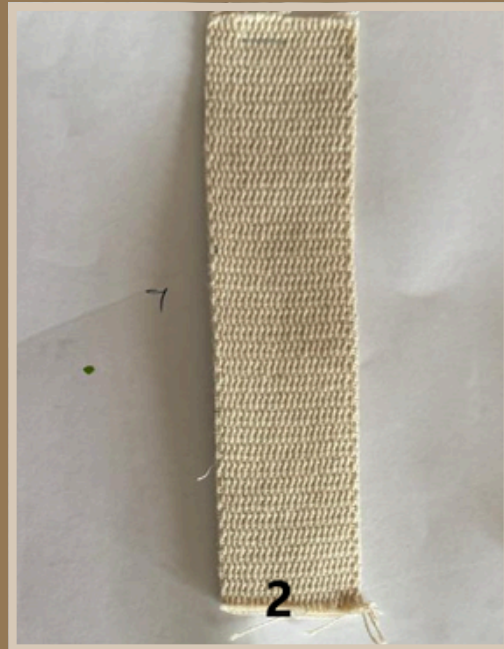
LIGHT BLUE



CANVASSY GREY

\*Colours subject to local market availability

# CLOTH COTTON WEBBING HANDLES





**Messenger Bag with Long Handles**

**14"W x 12"H**

**Qty 100**

**INR 120-190**

ammachi labs

Amrita Multi Modal Applications &  
Computer Human Interaction





## TESTIMONIALS

*“I love my bag, It has become my carry all for books, camera and shopping. It is durable, sturdy, and well designed. Not only is this a quality product, and fairly priced, it supports the women that are a part of the Women's Empowerment Project. I have been recommending this bag to family and friends. I am so happy with my purchase.”*

*Sharon Danjuma  
University of Arizona*



**The Jute Canvas Boat Tote**

**16"W x 14"H**

**Qty 100**

**INR 250-300**



**Full Natural Jute**

**Qty 100**

**12\*14 inches INR 125-150**

**14"16 inches INR 155-180**



**Natural Jute Fiber + Canvas**

**Qty 100**

**Price INR 155-180**





**The Hi Jute Canvas Bag**

**Qty 100**

**Price INR 250-270**



**The Simple Canvas Tote**

**Qty 100**

**Price INR 120-150**

# TIER CONFERENCE BAGS

**The EcoStride Bag.**

**Qty 100**

**INR 400-700**



# CONFERENCE BAGS

## The Trendy Exec

Qty 100

INR 340-390

Best seller for several national and International  
Conferences

ASGGOK- GI Oncology Conference, Amrita Institute  
of Medical Sciences 2024

Indo-Swiss Conference on PHARMACOGENOMICS  
(ISSCP) 2024

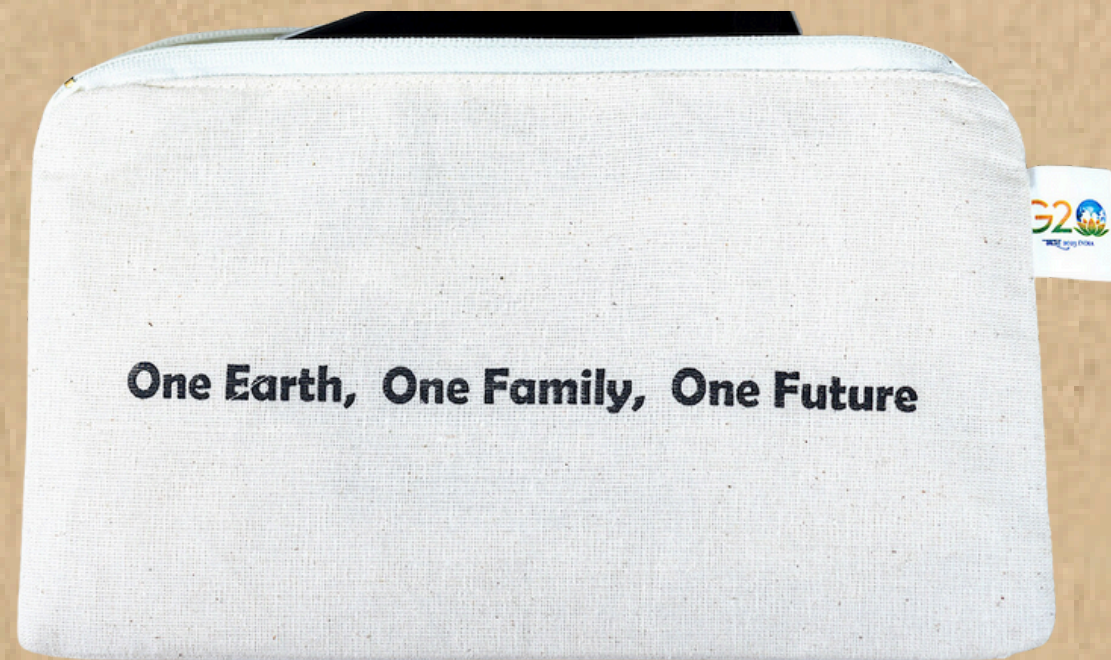


# FROM THE VILLAGE TO THE PODIUM

**Hemlata ji**  
**AMRIT SHG**  
**Haryana**



## TIER 2 CONFERENCE POUCHES



Canvas Pouches with lining

Qty 100

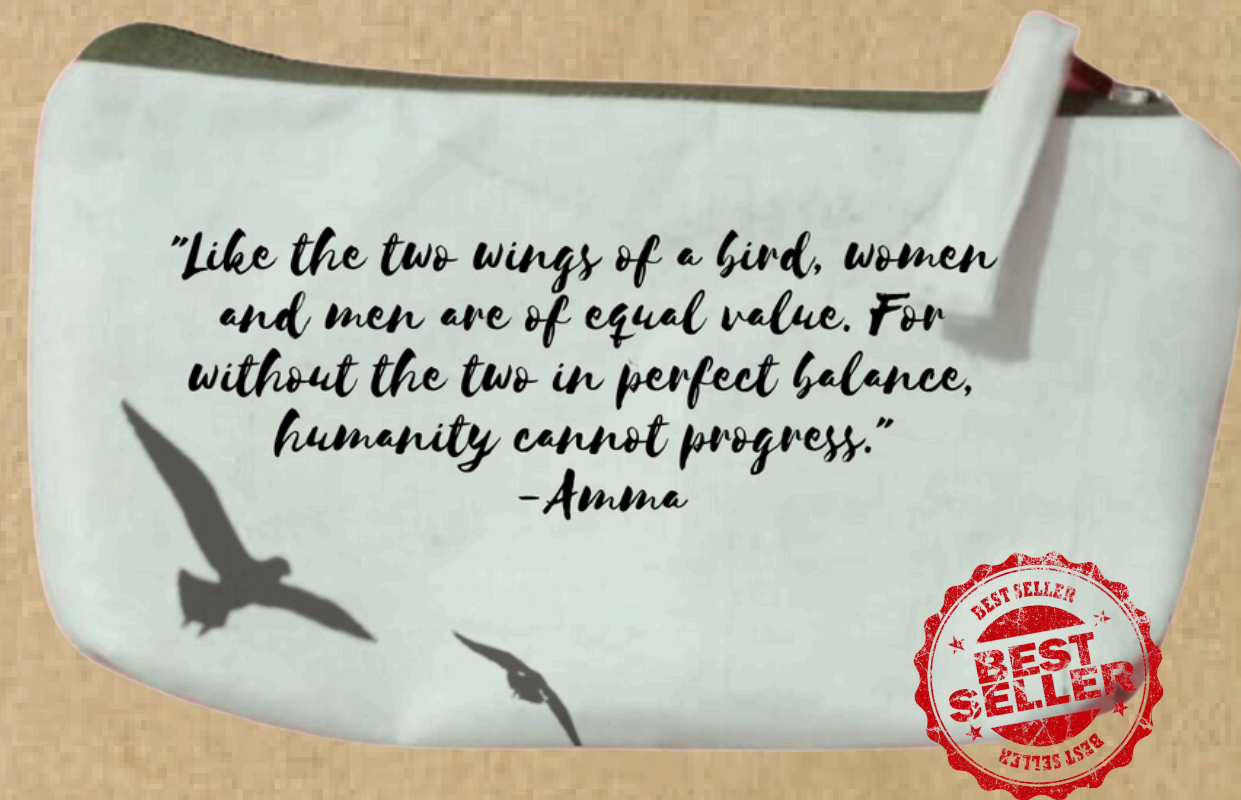
Price INR 80-100



Jute Pouches

Qty 100

Price INR 60-70



Amma Quote pouch

Qty 100

INR 100-130



## TIER 2 CONFERENCE POUCHES



**Canvas Pouches with lining**

**Qty 100**

**Price INR 80-100**



Canvas Pouches with lining

Qty 100

Price INR 80-140



**SEA WEED Workshop**

**workshop entitled “Empowering Women for Blue Growth: Implementing Sustainable Seaweed and Seagrass Cultivation for Climate Action”,**



# EXCLUSIVE SEAWEED SOAP

Price INR 200-300

From our seaweed farms in Tamil Nadu try out the exclusive hand made seaweed soaps.

*“My skin usually feels dry with most of the commercial soaps. But the lather of this soap was very mild and kept my skin moisturized after the bath “*

*Mrs. Archana Venkatesh  
Sr. Dietician Amrita Ayurveda Hospital*



# TIER CONFERENCE BAGS

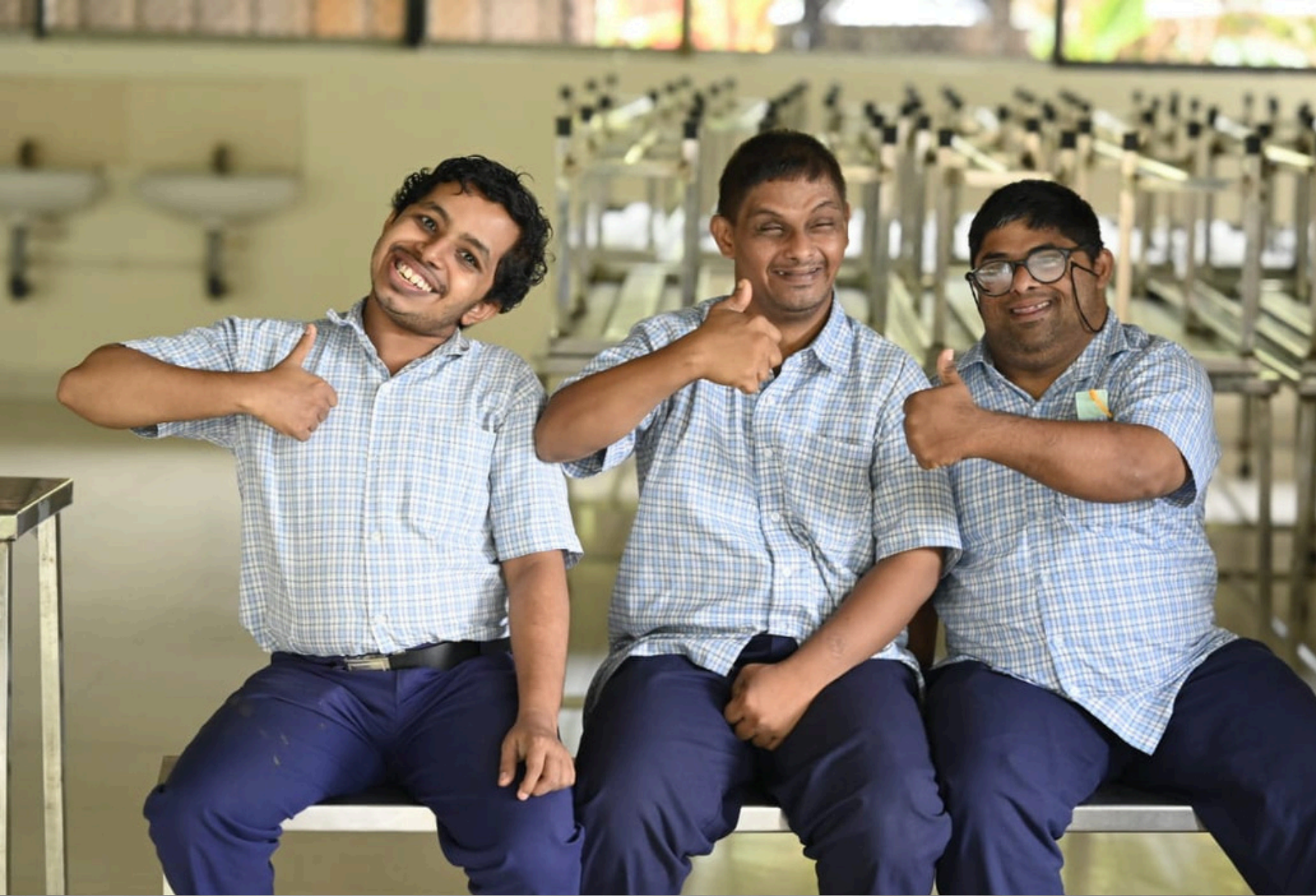


**The Trendy Exec**

**Qty 100**

**INR 600-700**





**Eco-Pens**  
made by children from the  
**Amrita School of the Differently Abled**  
INR 10



# GIFTING OPTIONS FOR VIP GUESTS

---



The vibrant, hand-painted tote bag, a true work of art by skilled artisans.

Embrace the joy of owning a one-of-a-kind creation that blends fashion, culture, and craftsmanship in perfect harmony

Fully customisable

---

# GIFTING OPTIONS FOR VIP GUESTS

---



Kerala mural art is a traditional form of wall painting found in the temples, palaces, of Kerala. The art form combines spiritual symbolism with artistic precision, making it a revered part of Kerala's cultural heritage.

---



# GIFTING OPTIONS FOR VIP GUESTS

---



Kerala mural art is a traditional form of wall painting found in the temples, palaces, of Kerala. The art form combines spiritual symbolism with artistic precision, making it a revered part of Kerala's cultural heritage.

---

# GIFTING OPTIONS FOR VIP GUESTS

## CONTEMPORARY GOND ART - PEACOCKS



Peacocks hold significance in Gond culture, symbolizing prosperity, fertility, protection and harmony with nature. Gond art, a folk tradition, features dots, lines, dashes, geometric shapes, and unique motifs.

---

# GIFTING OPTIONS FOR VIP GUESTS

---



Kolam art, a traditional floor design, symbolizes prosperity and welcomes guests. Research highlights its mathematical intricacy and symmetry, which promote mindfulness and relaxation. Viewing symmetry activates brain reward centers, inducing calm and satisfaction.

---

# GIFTING OPTIONS FOR VIP GUESTS

---



Peacocks hold significance in Gond culture, symbolizing prosperity, fertility, protection and harmony with nature. Gond art, a folk tradition, features dots, lines, dashes, geometric shapes, and unique motifs.

---



# GIFTING OPTIONS FOR VIP GUESTS

---

Customised Hand Painted Scrolls

---



# TRADITIONAL KERALA MURAL ARTIST



Sharmila received training in tailoring and Mural art almost a decade ago

Her SHG successfully launched the Kickstarter project- SECRET PILLOW

This group has supplied art and conference bags for several National and International conferences.

*“Through this small business, my dreams and ambitions are coming true one by one. The skill training has created new opportunities and successes that have helped boost my confidence and interest to expand our business and engage other women. I am grateful to the Women Empowerment programs of AMMACHI Labs that has opened new doors for me and my colleagues.”*

**Sharmila S. Founder, Amritashree SHG  
Mural Artist, Seamstress  
Calicut, Kerala**

# GIFTING OPTIONS FOR VIP GUESTS



---

We accept customisation requests

A2 | 16.54 inches x 23.39 inches

A3 | 11.7 inches x 16.5 inches

A4 | 8.3 inches by 11.7 inches

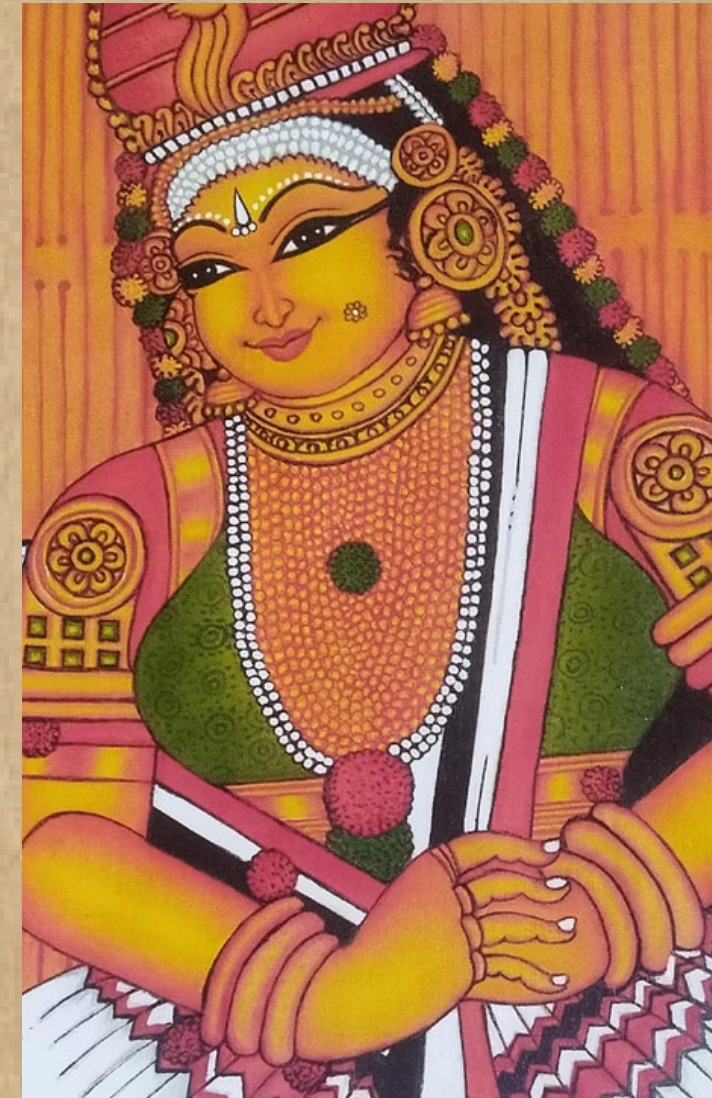
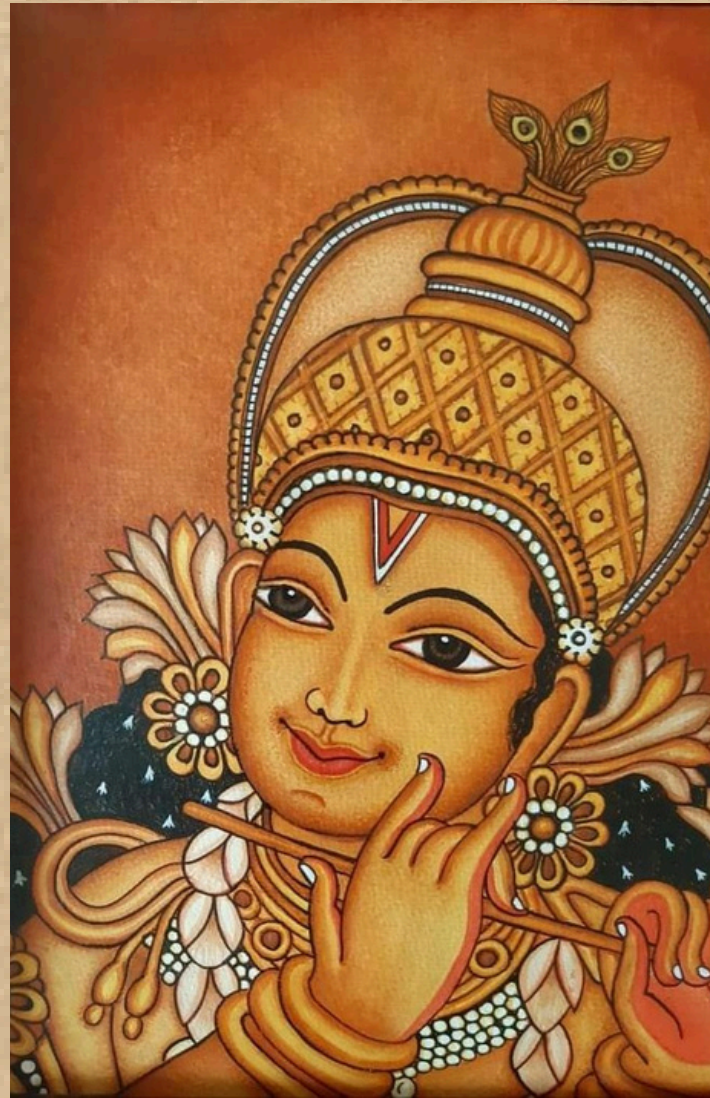
A5 | 5.8 inches by 8.3 inches

INR 1500- 7500

---

**INTERNATIONAL BESTSELLER!**

# GIFTING OPTIONS FOR VIP GUESTS





# SWATCHES

\*Colours subject to local  
market availability

 **weprojectstore.com**



Scan here to see our Online Platform for Women+ Artisans & more stories.

You may contact us directly at-

***weprojectstore@gmail.com***

***radhika.shetty@ammachilabs.org***



Headed by **Dr. Bhavani R Rao** the **Center for Women's Empowerment and Gender Equality** along with its twin research center **AMMACHI Labs** has been offering skill training programs to women across the globe. The two centers are thematic research centers at **Amrita Vishwa Vidyapeetham (University)** in Kerala, India.



thank you