



## Rural Women Rise: Empowering Artisans of Uttar Pradesh

Intech Entertainment Pvt. Ltd. proposes a transformative initiative to empower rural women across Uttar Pradesh through professional training in traditional handicrafts and modern sales techniques. The program aligns with UN Sustainable Development Goals, combining cultural preservation with digital skills and market access to create sustainable livelihoods and reduce rural-to-urban migration.

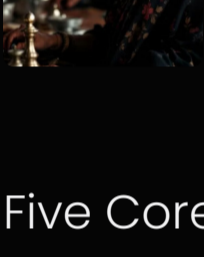


### Digital Panchayat E-Summit & Global Hand Wash Day – Oct 15, 2025

Lucknow, Uttar Pradesh: an event celebrating digital governance and rural health awareness. Our women-empowerment initiative complements the summit's focus on digital transformation and community development, showcasing how training and e-commerce can scale rural impact.



#### SDG Alignment & Geographical Focus



**SDG 5 – Gender Equality**  
Economic independence and targeted skill development opportunity for rural women.



**SDG 8 – Decent Work**  
Sustainable employment through handicrafts, fair work practices, and entrepreneurship.



**Target Regions**  
Varanasi (silk & religious crafts), Mirzapur (carpets & handlooms), Azamgarh (black pottery & embroidery), Lucknow outskirts (market access hub).

#### Five Core Project Objectives

**01 Traditional Handicrafts Training**  
Hands-on courses in handloom weaving, zari, terracotta, woodcraft, embroidery, and Moonge crafts.

**02 Professional Skills Development**  
Product design, quality control, packaging, and digital sales/marketing.

**03 Self-Help Group Formation**  
Creation of SHGs and women-led production units for collective production and bargaining power.

**04 Supply Chain Linkages**  
Domestic and international sales networks, exhibitions, and market partnerships.

**05 Financial Independence**  
Entrepreneurship promotion and sustainable income generation with microfinance support.



#### Program Components



**1 Skill Development**  
Three-month intensive training by experts covering raw materials, traditional techniques, design innovation, and finishing.



**2 Sales & Marketing Enablement**  
Branding, pricing, packaging, digital marketing, and e-commerce onboarding (Amazon Karigar, Etsy).



**3 Infrastructure & Support**  
SHG formation, access to tools/materials, microfinance partnerships, and exhibition participation.

#### Expected Transformational Outcomes

**100K**

Women Trained

Target: 100,000 women trained and self-employed within the first year across rural UP.

**10+**

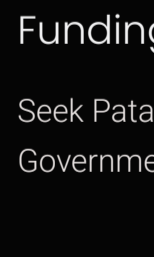
Handicraft Clusters

10+ women-led production clusters established across districts to scale production and market reach.

#### Partnership & Funding Requests



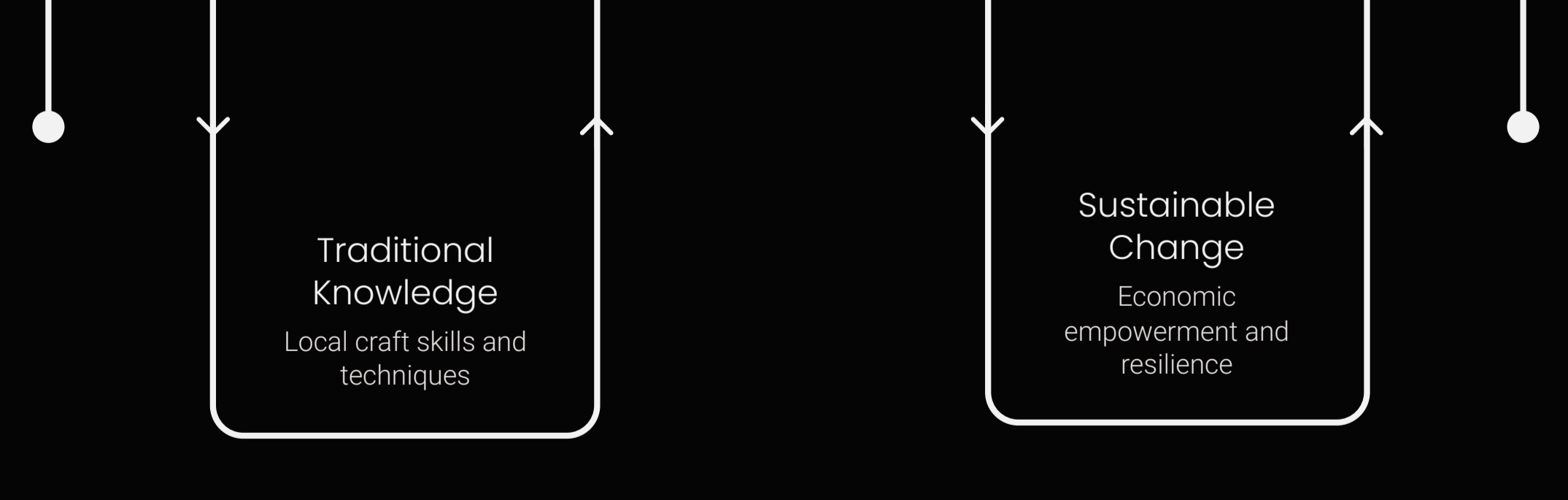
**Product Branding**  
Build powerful, gender-equitable brands through rural development and global positioning.



**Funding & Endorsement**  
Seek Patanjali Ayurved Limited endorsement for credibility and Central Government/partner grants for funding and scale.

#### Organization & Vision

Intech Entertainment Pvt. Ltd., Mumbai – media and production company focused on social impact: rural development, heritage preservation, and women's empowerment. We combine traditional knowledge with modern tools via trainers, artisans, media professionals, and grassroots NGOs to scale a replicable empowerment model.



This three-step model preserves craft heritage, equips artisans with digital marketing and e-commerce tools, and drives sustained economic empowerment and cultural preservation.



We look forward to presenting this proposal in detail and partnering to empower rural women across Uttar Pradesh.

# Letter to the Chief Minister — Mission Proposal

To the Chief Minister: We respectfully present this mission to address persistent challenges in rural India and unlock the full potential of our heritage and people. This program is built to develop villages into economically self-reliant, culturally vibrant centers that contribute to India's vision of a \$5 trillion economy and the goals of Mission Sankalp.

## Core Challenges Identified

### 1 Digitalization of Panchayats

Panchayats, especially in Uttar Pradesh, lack connectivity and access to global market information. We will partner with IT firms to digitize local governance, deliver training, and connect artisans and SHGs to real-time market trends and technologies.

### 2 Training for Artisans & SHGs

Regular, hands-on training is essential. We have partnerships with international trainers to upskill artisans and SHG members so their products become competitive and revenue-generating at scale.

### 3 Access to Banking & Finance

Financial constraints hinder growth. We have tie-ups with cooperative banks and NBFCs and will provide fund-management training to ensure artisans and SHGs obtain and effectively use capital.

### 4 Storage, Retail & Marketing

Proper storage, product handling, and local retail outlets are missing. We propose stores and market hubs at panchayat, block, and district levels with modern handling and guidance to reach broader markets.

## Program Outcomes & Impact

This initiative will bridge the gap between villages and markets, stop under-valuation of rural talent, and empower artisans to generate significant revenue. By strengthening digital access, skills, finance, and market infrastructure, villages will become economic engines supporting national development goals.



### Call to Collaborate

We invite the state government, central agencies, corporates, and NGOs to join this mission as partners for funding, endorsement, and implementation.



### Scalable Model

Designed to be replicable across states: combine traditional craft preservation with modern commerce to create local industries that feed national growth targets.



### Immediate Next Steps

Approve pilot districts, allocate seed funding, endorse digital panchayat rollouts, and convene a multi-stakeholder steering committee to begin rapid implementation.

## Closing Appeal

Let us join hands to make rural India the backbone of a developed nation. With careful implementation and strategic partnerships, this mission will preserve our heritage, empower women, and contribute meaningfully to national economic ambitions. We seek your support to begin this transformative journey immediately.



Respectfully submitted,  
Intech Entertainment Pvt. Ltd.

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