

## MISSION POSSIBLE: INDIA

Project Profiles 2017-18

### THE SACHEL PROJECT - VIDYASHILP ACADEMY



This team worked towards creating a sustainable model of income generation for Asha Foundation, a center for autistic children. Research has found that repetitive work like block printing is therapeutic for people with autism so they used this knowledge and partnered with experts to monetize this skill for the benefit of these children. The team then worked with 20 young teens at the center to produce block-printed themed tote bags and conducted sales at different locations.

#### Project Objectives:

- Create a sustainable model of income generation for Asha Foundation
- Improve the infrastructure at the center with the funds raised
- Provide a platform for autistic teens to showcase their talent



#### Activities:

- Raised funds of INR 20,000 through a bake sale for initial procurement of material and production
- Partnered with a professional designer from the Shrishti School of Art and Design to get help with designs and styles
- Worked with manufacturers to procure tote bags and carvers to get the blocks designed
- Designed logo and tagline for their brand- (The Satchel Project- *Equality by Design*)
- Worked on different themed tote bags for holidays like Christmas, Halloween and Diwali
- Created a social media campaign to increase visibility of their project
- Trained students and the teaching staff in the center to block-print so that they can continue teaching this skill to the new children

#### Results:

- Produced and sold more than 200 tote bags in the first phase
- Used the funds raised to improve infrastructure at the center (provided new teaching aides, replaced old television, repainted walls and flooring)



#### Next Steps:

To make this project sustainable, this group has connected the foundation to external sources as assured retailers to sell the bags. They are also connecting them to e-commerce sites to help sell the bags online

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