



**UPBRINGING**  
**UNDERPRIVILEGED WOMEN,**  
**ENSURING EDUCATION**  
**& LIVELIHOOD.**





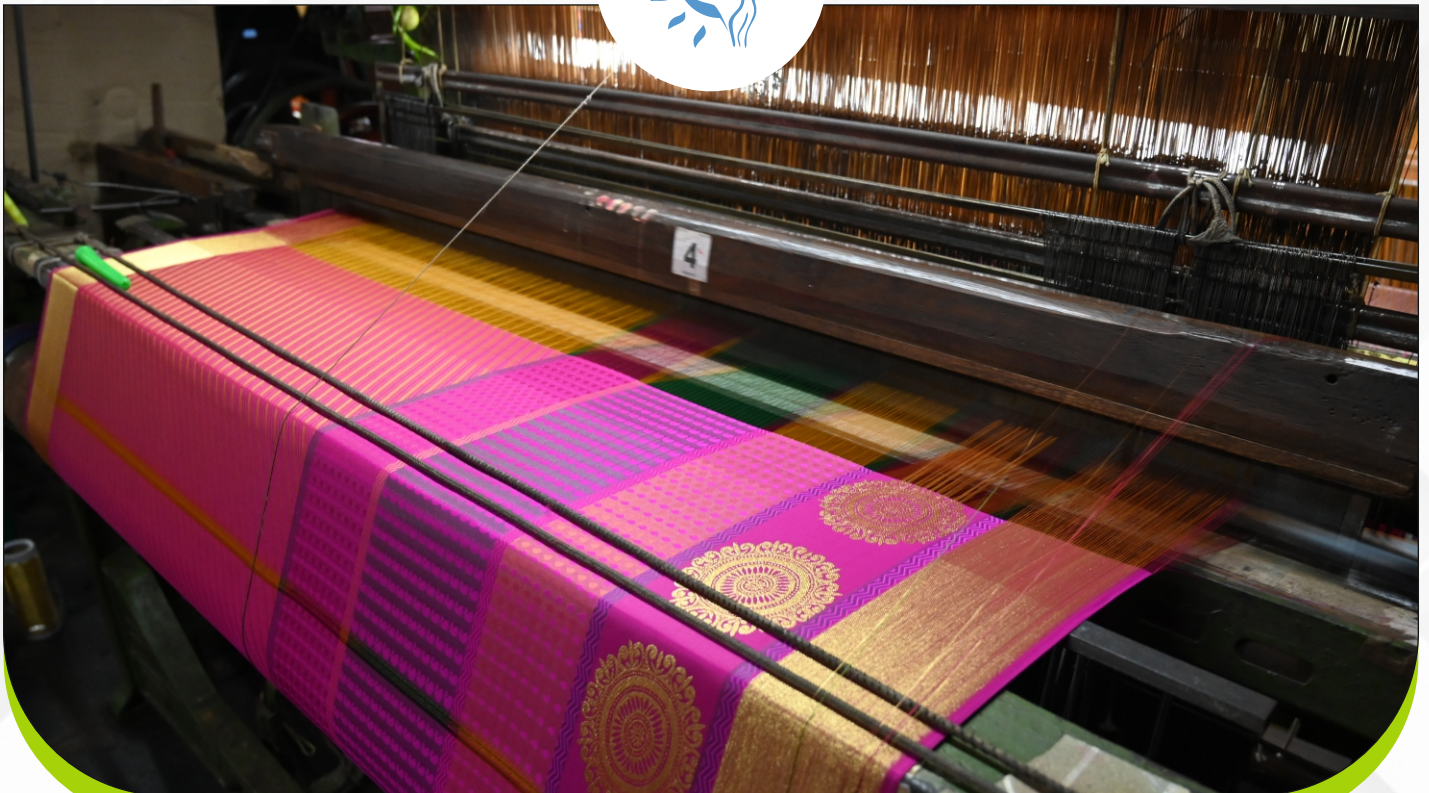
Women perform a multifaceted role in society. In spite of the fact that the women's contribution to the country's development, still they experience a number of limitations that restrain them from comprehending their potential for expansion.

GrameenKart started with a motive to support rural underprivileged women. To provide aid and promote their skills and culture that practices in rural India. We dream of an equitable world for women from rural and marginalized communities. GrameenKart intends to provide an online platform for the products manufactured by these women and create a livelihood. Benefit the rural manufacturers and support them as well as the needy children of society through this social initiative.



## Our Mission:

GrameenKart promotes, aids, guides, organizes, plans, and develops the products manufactured by underprivileged women and empowers them to earn their livelihood and become self-sustain.



## Challenges:

“Problems come in bunch not in single”, this saying is very true to the rural women entrepreneurs as they face innumerable problems such as lack of education, male dominated society, the problem of financial assistance, tough competitions, social obstructions, lack of entrepreneurial skill, limited mobility and many more. Even if they have these necessary resources, then they don't get a platform to showcase their skills and earn livelihood.



## Solutions

GrameenKart identifies underprivileged women and provides necessary training. Once they are trained, they manufacture bags and prepare pots. GrameenKart also supports needy weavers who are struggling to sell their products in this tough time of COVID-19. We provide an online platform to these weavers and help them sell their sarees.



## Impact:

GrameenKart impacts the lives of underprivileged women and their families who are struggling to earn their livelihood. GrameenKart supports women to reach global audiences with their products by utilizing the digital and innovative way of marketing. It is an initiative to uphold local products and manufacturers. GrameenKart supports HIV-infected orphan children in providing them the basic facilities and empowers them to lead a self-sustained life in the future.



## Impact:

Every child has the right to get a quality education. Quality education helps the children to learn many skills along with a bunch of knowledge To ensure skill based education to the underprivileged children Mahesh Foundation organizes several classes like art and craft, drama, computer and many more. These colourful pots are sold at affordable prices to help these women to uplift their family economic condition as well as the education of the underprivileged children.



## Impact:

The art & craft gallery includes varieties of colourful pots made by children and underprivileged women. This is one of the interesting activities the children can enjoy.

Also, this is a platform for underprivileged women to showcase their talent in the form of beautiful paintings. And it will be beneficial for both the underprivileged women and children.





The main purpose of the

is to strengthen the underprivileged women  
by providing them the necessary  
training and livelihood opportunities.  
We aim to reach more needy women  
with your support and our efforts.

Supported by

