

Sashakt



Strengthening CSOs as Catalysts of Livelihood Opportunities and Development



**Funded by
the European Union**



HUMANA
PEOPLE TO PEOPLE INDIA

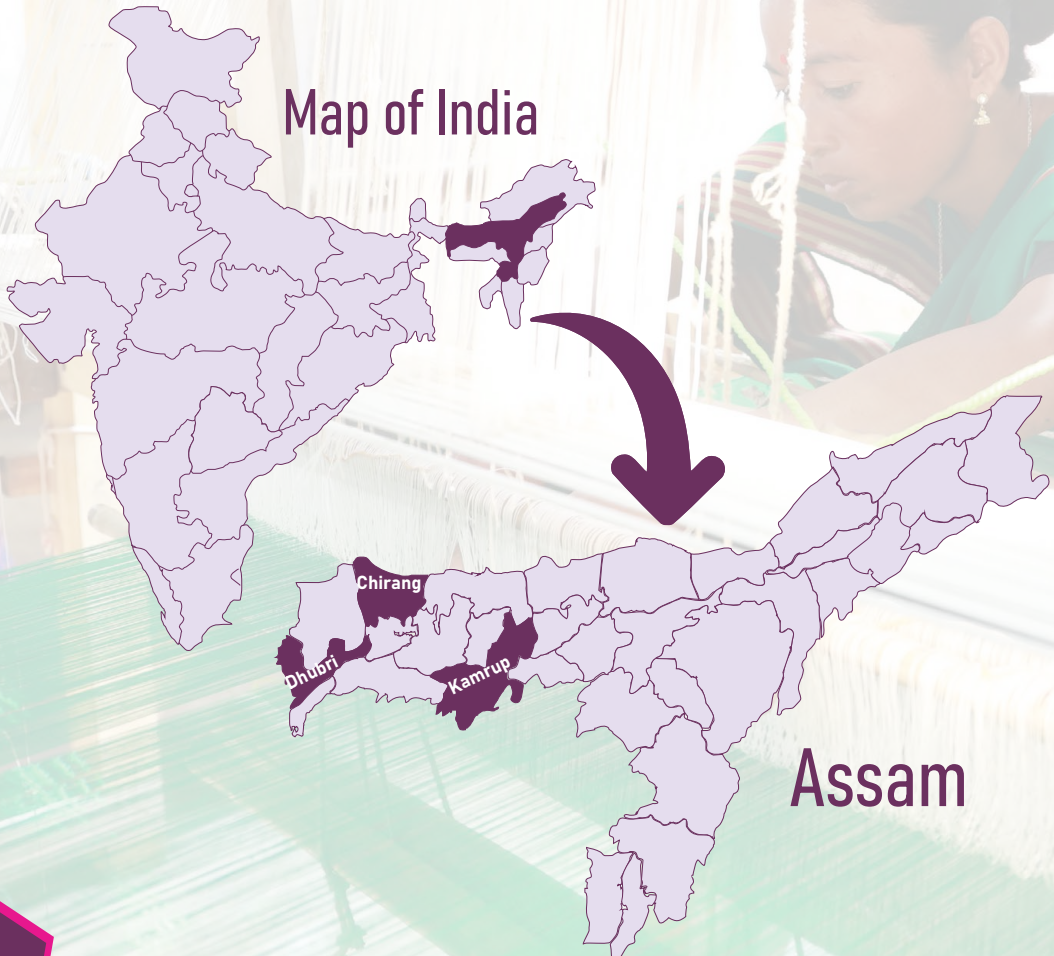
Project Sashakt aims to build the capacity of women handloom cooperatives in Assam and to enable them to act as independent actors in promoting and facilitating economic security for women weavers associated with the cooperatives.

Project Duration: January 2025–January 2028

Operational Area

Three districts of Assam: Chirang, Dhubri and Kamrup

Map of India



Target Group

- 25 handloom cooperative societies
- 2,500 women artisans from low-income households, including indigenous tribes, Affirmative Action groups and minorities
- Banks and financial institutions, local Civil Society Organisations (CSOs), relevant government departments

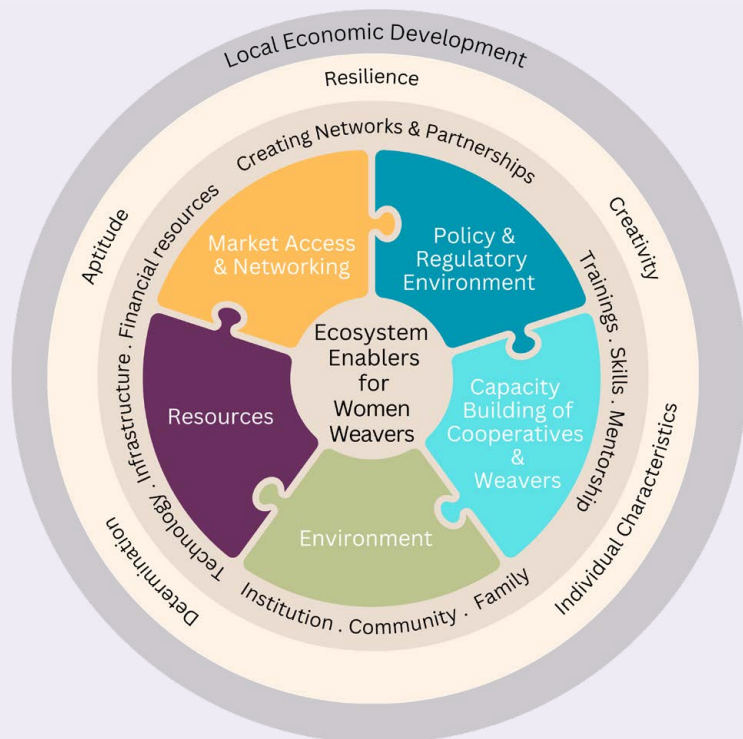
Project Rationale

- Assam's per capita income is estimated to be lowest in the North-East region. It is ranked 24th in terms of human development and gender equality
- Highest proportion of weavers in India can be seen in Assam and around 90% of them are women
- Low support from cooperatives, lack of technical skills for quality production, poor financial management skills, limited access to government schemes and difficulties accessing larger markets are the hurdles faced by the women weavers in the handloom sector



Project Model

Humana People to People India through Project Sashakt strives to create an entrepreneurial ecosystem in the handloom sector in Assam which can be best explained through LEED or Local Entrepreneurship Ecosystem Development approach.



Project Activities

Enhancing Leadership and Operational Skills in Women Cooperatives



Digital Literacy & Integration



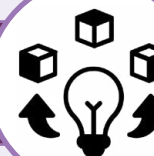
Entrepreneurship Development



Social Security Linkages



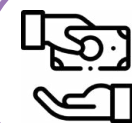
Brand Creation & Market Promotion



Optimisation of Handloom & Craft Sector with Technology



Credit Facilitation



Collaboration & Networking



Value Chain Assessment



Outcomes

- Strengthening 25 women cooperatives to enhance production, branding and market access
- Increasing income opportunities for 2,500 women through new and expanded businesses
- Facilitating collaborations among CSOs, government institutions and market stakeholders



About Us

Humana People to People India is a development organisation registered since 21st May 1998 as a not-for-profit company under Section 25 of the Companies Act, 1956. It is a non-political, non-religious body that works as part of civil society to strengthen the capacities of underprivileged people and groups to create better lives.

Humana People to People India has been working in Assam with 10,000+ women for economic security and entrepreneurship development.

