

SKILLS AND LIVELIHOOD

EMPOWERING COMMUNITIES





Focus on sustainable opportunities

We are committed to empowering communities by providing the skills and training needed to pursue sustainable livelihoods. With a strong emphasis on women's empowerment, our initiatives aim to create pathways to financial independence and social equity. By building knowledge and expertise, we equip individuals, particularly women, with the tools and support necessary to take control of their progress.

This approach ensures lasting change, not just within families but across communities, creating a ripple effect of resilience and dignity. Through collective action and practical knowledge, we celebrate the transformation that comes when individuals are empowered to drive their own futures and contribute meaningfully to their communities.



Project Sakhi: Turning waste into wealth

In partnership with EcoKaari, Project Sakhi empowers marginalised women by providing sustainable livelihoods through the upcycling of single-use plastic waste. The initiative tackles the growing issue of plastic pollution by transforming items like plastic bags, multilayered packaging and old cassette tapes into beautiful, handcrafted fabrics using traditional charkha and handloom techniques.

By ethically sourcing waste plastic from organisations working with waste pickers, we create livelihood opportunities for individuals from vulnerable backgrounds. Additionally, we aim to bring about positive change by teaching new skills to people outside the traditional weaving community, leading to both environmental and social impact.

JSW Vaani: Empowering rural women entrepreneurs

JSW Foundation believes that rural women-led enterprises are key to unlocking economic growth for individuals, communities and the nation. Through JSW Vaani, we aim to empower two million rural women entrepreneurs across India. This initiative uses a digital platform, powered by AI and micro-services, to enhance income generation. It is supported by a network of trusted advisors and local organisations that provide tailored guidance to women throughout their business journeys.

By connecting grassroots entrepreneurs with technology and essential resources, JSW Vaani enables women to thrive in the digital economy, promising lasting change and inclusive growth.

Bunkai Handloom School: Keeping traditional crafts alive

Bunkai Handloom School was founded with the goal of empowering women while preserving the art of traditional handloom weaving. Our focus is to train first-generation women weavers, enabling them to earn a stable income and achieve financial independence. Through hands-on training in handloom operation, weaving fine cotton fabric, hand spinning, and crochet work, we are nurturing skills that sustain both craftsmanship and livelihoods.

58 Women supported
62 Artisans provided livelihood opportunities

4,000+ kg Multilayer plastic upcycled





Legacy of Deft Hands Collection: Empowering artisans, celebrating craft

In collaboration with renowned fashion label JADE by Monica and Karishma, the JSW Foundation worked to empower local artisans and promote the use of indigenous fabrics. The Legacy of Deft Hands collection, showcased in Mumbai, paid tribute to India's rich cultural heritage while offering women from remote areas a platform to display their creativity and craftsmanship. This initiative honored the skills of local artisans and provided them with an opportunity to reach a wider audience, strengthening their livelihoods and preserving traditional art forms.

Encouraging the traditional art of applique work

In Barmer, Rajasthan, JSW Foundation has successfully upskilled around 500 women in the traditional art of applique work. By building a producer company and a brand, we have supported them with design interventions and digital sales platforms. Many artisans associated with the project are now recognised as 'category A' artisans while many have formed enterprise with women artisans, with continued support from JSW Foundation.

500
Women upskilled

Generating employment through garment manufacturing

A garment manufacturing unit has been set up at Ballari, Karnataka, to provide livelihood opportunities to over 2,000 women. It also acts as a training centre and supplies uniforms to around 20,000 employees annually.

Empowering youth with maritime skills

In collaboration with Tech Mahindra Foundation, we have developed an extensive three-month residential programme at Paradip, Odisha, for empowering youth with maritime skills. It focuses on equipping participants with essential skills for cargo handling and port operations. The programme also offers placement assistance and has enabled candidates to secure positions in port operations and logistics, in different companies.

Change leaders for a brighter tomorrow

We have adopted a unique approach for encouraging the development of women-led microenterprises. In Paradip, we have helped to establish Micro Enterprise for Sanitation and Health (MESH), a women-led enterprise consisting of 10 members. It integrates sanitation with livelihoods by setting up food kiosks and sanitation facilities.

Skill Impact Bond: Empowering India's youth for a brighter future

The Skill Impact Bond is India's first development impact bond, bringing together multiple stakeholders with the shared vision of creating an 'employment-ready' young India. The programme aims to benefit 50,000 young people, with 70% of them being women, over a four-year period.

It focuses on providing training, certification and job placement, with an emphasis on ensuring long-term employment retention for India's youth. Through this collaboration, we aim to strengthen India's technical and vocational education ecosystem by promoting knowledge exchange, generating data and mainstreaming best practices.

KEY ACHIEVEMENTS

72%
Women trainees

For every 100 women trained

88 **66**
Certified Found jobs

56
Remained employed three months after joining

Collaborators



"Project Charkha gave me the confidence, dignity and the courage to dream of a better future. Now, I want to uplift other women in the same way."

Asha Kumari,
Beneficiary of Project Charkha



Project Charkha: Weaving empowerment and change

At JSW Foundation, we believe that empowered women are the driving force behind community transformation. Through Project Charkha, we are providing vocational training in traditional Kinnauri weaving to over 400 women in Himachal Pradesh. These women now create exquisite handloom products such as shawls and stoles, showcasing their fine weaving skills.

This initiative while preserving a valuable craft also equips women with the skills needed to achieve financial independence, uplift their families and build a sustainable future. By empowering these women, Project Charkha is initiating change and creating long-lasting impact within their communities.

Weaving a better future

Asha Kumari, a resident of Sholtu, Himachal Pradesh is a mother of three children. Despite knowing tailoring, she was unable to increase her income and earned around ₹10,000 per month. With three school going children and two earning members, their annual family income was somewhere around ₹3,60,000.

But she experienced a phenomenal change when she became a part of Project Charkha, a dedicated CSR initiative of JSW Foundation. As she received training in traditional Kinnauri weaving techniques, she found a means to enhance her income and improve her family's standard of living.

Gradually, her hard work paid off and she started earning somewhere between ₹25,000 and ₹30,000 per month. This marked the beginning of a new chapter of her life, providing her with the means to pursue her dreams. Asha Kumari now wants to start her own business and take the art of handloom weaving far and wide. She is also hopeful about employing other women and encouraging them to earn their financial independence.

