

# Case Study on Choti Si Asha: An NGO's Impactful Journey on Rural People of India

**AKANKSHA GARG\*<sup>1</sup> AND PRABHDIP BRAR<sup>2</sup>**

<sup>1</sup>SRF and <sup>2</sup>Professor

University Institute of Fashion and Lifestyle Technology, Panjab University, Chandigarh (U.T.) India

\*Corresponding Author

## ABSTRACT

This research paper focuses on the success story and best practices of NGO Choti si Asha in empowering rural women through skill-building and income-generation programs. The study employs multi-stage research methodology to gather qualitative and provide comprehensive insights. The paper documents the positive impact of Choti si Asha on the lives of rural women and assesses the efficacy of the products created by these women within the organization. Additionally, the paper developed the unique products inspired by the techniques employed by Choti si Asha. Through a comprehensive analysis of the organization's initiatives, success stories, and process assessments, this research paper highlights the transformative power of Choti si Asha's interventions in uplifting rural women, fostering economic independence, and promoting sustainable development. The findings of this research contribute to the existing literature on women's empowerment and offer valuable insights for NGOs, policymakers, and stakeholders interested in replicating and scaling successful models of empowerment in rural communities.

**Keywords:** Success Story, NGO, Rural Women, Empowerment, Income-generation Programs, Developing Products

## INTRODUCTION

Choti Si Asha is an Indian NGO working for the growth of rural people in India. NGO is located in Khudda Lahora, Chandigarh. Choti Si Asha is a women-led organization committed to empowering women's by providing them with livelihood opportunities. The name Choti Si Asha indicates a –small hope towards making a positive change in the lives of all those who are part of this initiative and are touched by it. Choti Si Asha focuses on Preserving the native crafts of India like embroideries, Crochet, weaving, and Stitching and creating an income source for underprivileged women.

This NGO has been focused on three Initiatives, a neighboring community member supported NGO to operate these operations are – Stitch-a-living, Badlaav, and Hamara Bank. Stitch-a-living is an initiative to create Products with different native crafts like Bags, Baskets, Toys, weaving, and Knitting. In Badlaav Initiative, aims to make literate to the children of village communities by

focusing on basic Hindi, Mathematical and English and cultivating Logical thinking and Problem-Solving skills. The Last Initiative is Hamara Bank, For Economic empowerment, in which microfinance loan Programmes are managed by the women members of Choti si Asha. This Initiative helps women to start their own businesses.

Choti si Asha helps rural women in other Government initiatives like education, vocational training and Public food distribution system. Even, the focus of the NGO is on the Personal development of the community members through the workshops on meditation, street theatre, hygiene, and cooperative game play.

Despite these Achievements, Choti Si Asha is still facing challenges such as limited resources, finances, difficulty scaling up initiatives to reach more women, and the persistence of cultural norms and gender-based discrimination.

## Literature Review:

(SEWA) Self employed women's association (1972)

**How to cite this Article:** Garg, Akanksha and Brar, Prabhdip (2026). Case Study on Choti Si Asha: An NGO's Impactful Journey on Rural People of India. *Internat. J. Appl. Home Sci.*, 13 (3 & 4) : 151-163.

is a non-governmental organization in Ahmedabad, India, founded by Ela Bhatt. It organizes and supports poor, self-employed women workers in the informal sector. SEWA provides services such as credit, insurance, legal aid, and skills training to its members. It promotes women's entrepreneurship, preserves traditional skills, and advocates for policy changes. Through its four pillars of organizing, capacity building, service provision, and advocacy, SEWA has empowered over 2 million women across 14 states in India. Its impact can be seen in improved livelihoods, access to financial services, and policy advancements for women workers.

Sadhna (1988) is a social enterprise dedicated to empowering women economically and socially. The enterprise focuses on enhancing the self-esteem of artisan members and promoting self-reliance by increasing their access to resources and improving their status within their families and society. The organization's success is built on the patchwork, applique, and Tanka embroidery skills of rural, tribal, and urban women artisans who form a strong collective. Through a partnership with Sewa Mandir, an NGO in Udaipur Sadhna provides a platform for these women to showcase their expertise and earn a livelihood. The enterprise's commitment to sustainability is evident through its zero waste production approach, utilizing the creative talents of women working from their homes. This results in the creation of exquisite, eco-friendly, and socially responsible products.

Gramin Vikas Evam Chetna Sansthan (GVCS) (1998) is a non-profit organization based in Barmer, Rajasthan. With a focus on rural development, GVCS implements initiatives in livelihood, education, health, and infrastructure. The organization empowers women and plays a crucial role in preserving the cultural heritage, arts, and handicrafts of the Thar desert region. By providing relevant livelihood opportunities, GVCS contributes to poverty alleviation and sustainable development in the region. Additionally, GVCS recognizes the need for accessible healthcare services in rural areas and offers doorstep health services to marginalized communities.

Women on Wings (2007) is a non-profit organization in India that empowers rural women by creating sustainable livelihood opportunities. Through partnerships with rural businesses, they provide strategic support, business consultancy, capacity building, and market linkages. Their focus sectors include agriculture, handicrafts, and textiles. Women on Wings has impacted

over 300,000 rural women, partnered with 190 businesses, and created over 300,000 days of work. Their efforts have increased revenues, market share, and the financial independence of rural women, while bridging the rural-urban divide. The organization's focus on building the capacities of rural women entrepreneurs and creating market linkages has helped increase their incomes and has enabled them to become financially independent.

Azad Foundation (2008), based in Delhi, empowers marginalized women through skill development, education, and employment opportunities. They focus on women from socially and economically marginalized backgrounds, including survivors of violence and those forced into prostitution. Their vocational training programs, such as Women on Wheels and Sakha Cabs for Women, train women in non-traditional trades like commercial driving, providing job placements and promoting gender equality. Azad Foundation's efforts have empowered over 2,500 women, improving their self-esteem, financial independence, and social status. Through their various programs, including the Young Women's Leadership Programme and Women's Skill Development Programme, they aim to create a more equitable society and advocate for women's empowerment.

Sewing the Seeds (2011) is an impactful NGO empowering rural and marginalized women in Tamil Nadu by providing sewing machines and training. Through this initiative, the organization creates opportunities for women to start their own businesses, breaking the cycle of poverty. Training in sewing and textiles preserves local craft traditions and equips women with skills for financial independence. Additionally, the NGO offers a safe communal space for women to work, especially those facing gender-based violence and child marriage. The organization focuses on empowering women as positive role models for their children, enabling them to take control of their lives and inspire their children. Their eco-friendly products, including bags, cushion covers, and more, reflect the organization's commitment to sustainability and the environment.

Pratap (2018) presents a case study on craft-based NGOs in India, focusing on their role in promoting sustainability and women's empowerment. The study highlights the impact of NGOs like Abhikara in providing technical and skill-based training to women, particularly in the handloom sector. By empowering women and bridging the gap with financial organizations, these NGOs contribute to the social and economic development of

society. Women-led NGOs ensure both personal and societal growth. Crafting is emphasized as a tool for uplifting women's skills and providing meaning to their lives. The study emphasizes the need for social change facilitated by these NGOs to create a more wholesome society.

Sarvani (2019) is an NGO that has launched the "Women Made Craft" project to empower women artisans in India. The project aims to provide a sustainable platform for women artisans, equipping them with skills, resources, and business opportunities. By promoting their talent and supporting their livelihoods, Sarvani seeks to create a more equitable society where women can contribute to the economy and achieve financial stability. This initiative has the potential to positively impact the lives of numerous women, particularly those in rural areas, by offering them a means of livelihood and financial independence. Such initiatives by NGOs can lead to the growth of the handicraft industry and make it a significant contributor to India's economy.

Kalaghar is a socially responsible enterprise empowering women artisans in Mayurbhanj and Balasore districts of Odisha. They create sustainable and eco-friendly products using natural fibers, providing dignified livelihood opportunities to women while contributing to environmental conservation. Their product range includes handcrafted organizers, table accessories, and wall decor baskets that are both functional and aesthetically pleasing. Kalaghar's commitment to sustainability is reflected in their use of biodegradable materials and continuous innovation in product concepts and designs. By prioritizing sustainability, they not only ensure product durability but also reduce the carbon footprint (Baishali, 2023).

Trishul is a charitable NGO in Maharashtra that empowers economically less privileged women in urban slums and rural villages through skill development, education, and livelihood programs. The organization focuses on reviving traditional art and handicrafts by providing training in tailoring, hand embroidery, and traditional painting methods. They also offer courses on beautician skills, home decor, jewelry-making, and more. By empowering women to become entrepreneurs and preserving traditional art forms, Trishul is unlocking their potential and creating sustainable livelihood opportunities. Their efforts in skill development and cultural preservation contribute to a more equitable society.

In the study titled "Reuse of boutique waste in

making one-piece dresses" by Chawla (2020), the aim was to repurpose waste fabrics from boutiques into stylish apparel and utility items. Through an experimental approach and a questionnaire, the most favoured one-piece dress designs were identified using the textile waste collected from boutiques. The created items were evaluated based on parameters such as utility, functionality, serviceability, trimmings, and overall appearance. The study found that the innovative items made from boutique waste fabrics were highly appreciated by respondents, fulfilling fashion trends and consumer needs. This approach not only contributes to waste reduction but also promotes sustainable development and environmentally conscious practices within the boutique industry.

In a study titled "Fabric waste upcycling: A look at our project" by Goswami (2022). Fabric waste in Leh city is a significant problem caused by tailor shops, households, and businesses. Burning this waste not only wastes valuable materials but also harms the environment. A fabric waste management initiative was launched to collect, segregate, and repurpose fabric scraps. The project aims to create income opportunities, raise awareness, and conserve resources. Challenges include limited access to tailor shops and inadequate resources for training and marketing. The initiative strives to make a positive impact on the environment and the local community.

The article titled "The truth about textile waste in retail: changing consumer behavior" by Wintermeier (2022). The article explores the environmental impact of textile waste, including water usage, greenhouse gas emissions, and pollution. It highlights the importance of considering all aspects of sustainability, beyond just carbon emissions, and the problem of greenwashing. The article also discusses the changing behavior of consumers towards sustainability and the challenges of promoting secondhand shopping. Additionally, it emphasizes the role of retailers in revaluing textile waste by researching and utilizing sustainable alternatives. The examples of brands like Nudie Jeans and Patagonia are provided to showcase transparency and circular economy practices. The article concludes by emphasizing the importance of reframing the narrative and providing sustainable choices to drive positive change in consumer behavior.

This study titled "A study on reducing textile waste & creating awareness among youth regarding up-cycling fashion products" by Simran and Dhillon (2022) focused

on upcycling and reusing textile products and garments to reduce waste. The objectives were to raise awareness among the younger generation, design fashionable garments for college-going girls using textile waste, and lessen the financial burden through garment reuse and recycling. Various materials and methods were employed, including collecting sample garments and fabric, creating awareness through a brochure, designing and constructing the garments. The resulting upcycled garments, including a top, shorts, skirt, T-shirt, and one-piece dress, received positive evaluations. By repurposing textile waste and old garments, the study aimed to create sustainable and affordable fashion options.

The article by McKinsey and Company (2022) titled – “Scaling textile recycling in Europe- turning waste into value” aiming to create a sustainable circular economy. It highlights the challenges hindering its scale, such as collection and sorting limitations, along with the need for significant investments. By addressing these obstacles, fiber-to-fiber recycling could reach 18% to 26% of textile waste by 2030. Scaling textile recycling offers benefits like job creation and reduced emissions, but it necessitates collaboration, innovation, funding, private investments, and public-sector involvement. Prompt and decisive action is crucial for establishing large-scale textile recycling in Europe.

#### **Objectives:**

1. To document the success story and best practices of the NGO in empowering rural women through skill-building and income-generation programs.
2. To document the success stories of the rural women having a positive impact on the lives through NGO: Choti si Asha.
3. To assess the process of the two products made by the rural’s Working in NGO: Choti Si Asha
4. To develop the Products by inspiring from the technique that are using in NGO: Choti Si Asha

#### **Delimitations:**

During the period of research, a variety of products were being explored and evaluated. Among them, two products stood out: laptop bags and basket weaving. These products were chosen for assessment due to their significant presence in the market. Additionally, several other items, such as toys, weaving and knitted products, were being produced concurrently. The decision to assess laptop bags was primarily driven because of the large

order received by Choti si Asha. So, it became essential to thoroughly evaluate it.

Similarly, basket weaving was another indigenous craft that caught our attention. To infuse a modern touch into this ancient technique, we employed the coiling technique. This innovative approach enhanced the aesthetic appeal and functionality of the baskets while preserving the essence of the traditional UP weaving technique. By selecting these specific products and incorporating modern techniques into their production, our aim was to create contemporary items with traditional technique.

#### **Limitation of Study:**

1. The study’s sample size is limited (10 women’s) as it exclusively includes women employed within the NGO, while neglecting those who work from home.
2. The researcher’s examination is confined to just two products: laptop bags and baskets.

## **METHODOLOGY**

The research Methodology involved four stages to collect the qualitative data through Primary and secondary data.

- In stage one: This involved content analysis based on secondary data sources such as Websites, articles, and blogs.
- In stage two related to inductive research approach, where in-depth interviews were conducted from the women’s and the co-founder Liza and Jatinder; open ended questions were asked; sample size kept was 10 respondents; there are only 10 out of more than 100 women’s work in Choti Si Asha; and rest of women’s work from home.
- In stage three, observation was related to qualitative research technique; production methods and materials of ongoing products like Laptop bags, Basket. Laptop bags was observed because of the largest order they have made till now and the inspiration was the coiling technique of Basket to make a new Product development.
- In stage four, New Product development research has been conducted like Handbag, Corset, Hat and choker. The technique applied in these products were coiling technique of UP.

This multi-stage approach aimed to provide comprehensive insights into the NGO's success, impactful journey of rural women's, observation of ongoing Products, and development of new products.

## RESULTS AND DISCUSSION

### Success story of NGO:

Choti Si Asha (CSA) is an inspiring NGO founded by Liza, who left her job in Silicon Valley in 2005 to work at the grassroots level in India. Her journey began with regular sittings with young children in Chandigarh's Rose Garden, who used to beg, polish shoes, and sell merchandise. One evolution moment in CSA's occurred when Liza, armed with a scrap fabrics bought from Delhi, suddenly encountered a lady intrigued by the organization. This woman expressed her desire to contribute, and notice the scrap kept on the floor, asked Liza to give the scrap for a week and she will create a beautiful product out of it by her own skills. Trusting in her potential, Liza handed over the scrap, and the lady ingeniously crafted a stunning basket. This was the transformative approach for CSA, where rural women, possessing innate artistic abilities or skills passed down through generations, were applied to create a diversity of products. They were encouraged to channel their talents into crafting unique products. CSA grew into a community effort, empowering over 100 women today. Around 10 women's come to CSA and work over there; and rest of women's take the material back to home and create a products. By tapping into the inherent craft talents of women from villages, CSA brought traditional crafts into the limelight.

They introduced techniques like Suja and macrame, creating a range of products. Choti Si Asha (CSA) introduced the Suja technique, also known as "kantha," "godhri," or "taka," which involves stitching together patches of fabric to create quilts, bed-covers, and dupattas. It started when a customer provided multi-colored fabric scraps for bags, and a skilled lady transformed them into a beautiful sheet of fabric. Now, around 20 women work on assembling these patches, creating bags, cushion covers, bed covers, and more. CSA also adopted macrame, introduced by Ruby, to craft Diwali lamps and various styles of bags. These techniques have expanded CSA's product range and empowered the women involved.

The women's passion to earn or the financial

constraints, women within the community discovered the NGO from each other. The remarkable about this NGO is the flexibility and empathy embedded in the environment. The women's give a try firstly, by taking the materials at their home and come back with a unique product made by their innate skills. For those women's who lack expertise, there's supportive network in place: embraced a Peer-to-peer teaching model, ensuring that the knowledge of techniques was passed down organically, while co-founders like Liza and Jatinder offer guidance and instructions. The journey of design development, from conceptualization to cutting and stitching, owes much to modern technology, with platforms like Youtube, Instagram serving as a valuable resource.

The organization's product found its way to customers through diverse distribution channels: Local Shops, Exhibitions, online sales via their own website, and orders from various companies.

The organization also runs a Self-help Group, provides tiffin services through "Chotti Si Rasoi," and focuses on holistic development for children from economically weaker backgrounds. CSA's dedicated team and collaborative approach have made a positive difference in the lives of underprivileged communities, empowering women and advocating for gender equality. With initiatives like Stitch-a-Living and Badlaav, they produce hand-stitched products and offer educational support. The success story of Choti Si Asha highlights the power of perseverance, dedication, and community involvement in creating meaningful change.

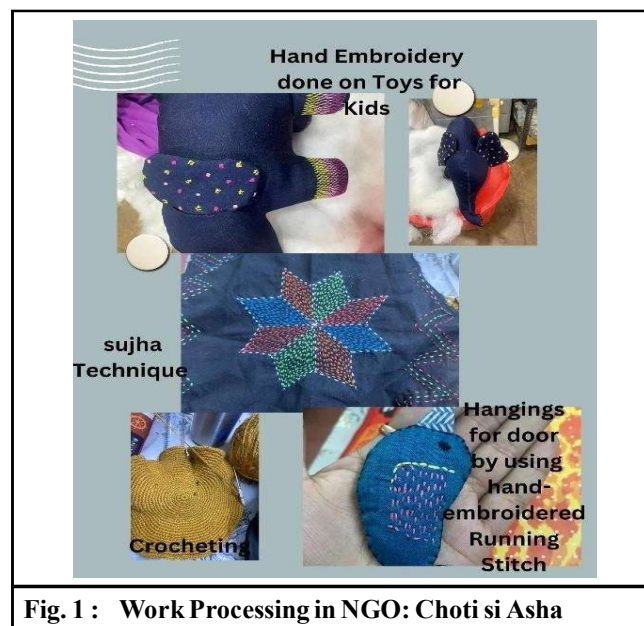


Fig. 1 : Work Processing in NGO: Choti si Asha

### Success stories: Positive impact on lives of rural women's

1. Manju, a remarkable woman age 45, background is from U.P. have no study came to Janta Colony in Chandigarh after marriage, faced resistance from her family for working outside, but persisted in pursuing her passion for stitching. She enrolled in vocational centers, honed her skills, and started working from home, sewing garments. Through Choti si Asha, her earnings grew significantly from Rs. 30 per order. However, with increasing demand for her work, her earnings gradually grew to Rs. 200-400, and she now earns an impressive Rs. 10,000- 15,000. Despite challenges and societal disapproval of working outside home, Manju's dedication and hard work have made her an expert in her craft, showcasing the power of determination and pursuing one's passions.



**Fig. 2 : Success story of rural women-Manju**

2. Seema, age group 45 years old, have studied till 10<sup>th</sup>, a woman from a village near Ambala shifted to Chandigarh near Mullanpur after marriage, showcased incredible resilience and determination. Faced with her daughter's medical needs, Seema utilized her stitching skills to stitch aprons and sell them for a meager amount around 50Rs. She then discovered CSA, an organization that offered small projects. With perseverance, Seema and her team gradually took on larger projects, earning up to Rs. 10,000. Driven by her responsibility towards her child, Seema's inspiring journey highlights the power of hard work and determination in overcoming challenges and achieving success.



**Fig. 3 : Success story of rural women-Seema**

3. Asha, age group of 40, studied till 8<sup>th</sup>. started a remarkable journey from Sultanpur, U.P. to Chandigarh showcases her determination and resilience. Despite facing resistance from her family, she found her passion

in basket weaving and joined Choti si Asha NGO. Overcoming initial skepticism, Asha's skill and dedication impressed her family, and she became the breadwinner, managing household finances. Learned to operate automatic machines, she expanded her expertise and took on orders from Paraxel, significantly increasing her earnings. From a humble start, Asha's perseverance has enabled her to earn up to Rs. 10,000, becoming a symbol of empowerment and inspiration for others.



**Fig. 4 : Success story of rural women-Asha**

4. Seema's, age of 42, studied till 10<sup>th</sup>, started her remarkable journey from Hamirpur, Himachal to Chandigarh after marriage, This is the journey of stitching at home to becoming a skilled artisan is truly inspiring. Initially, Passion of stitching Suits and salwars learnt from home, and continued her passion, joined Choti si Asha NGO and honed her skills in the Suja technique. With the support of CSA, she learned to use automatic machines and expanded her earning potential. Seema's dedication has paid off, earning her between Rs. 4,000-6,000 per month. Her proudest accomplishment was working on Paraxel bags, where she earned a substantial Rs. 40,000. Beyond financial gains, Seema's passion for her craft and sense of responsibility towards her children have been driving forces in her success. Her story is a testament to the power of hard work and determination.



**Fig. 5 : Success story of rural women-Seema**

5. Indira Devi, a dedicated member of Choti Si Asha (CSA), age of 43 studied till 10<sup>th</sup>, migrated from Kangra, Himachal Pradesh to Chandigarh after marriage, found her passion for stitching through the influence of educated and working women around her. With her sister-in-law's guidance, she mastered the art of stitching in her hometown. After moving to Chandigarh, Indira began sewing her own garments and later discovered CSA through the women in her community. Starting with

cutting and pasting jute bags and stitching pouch bags, Indira and her team experienced immense joy when they earned their first 500 Rs. Over time, their focus shifted to bags, and they now earn around 10,000-12,000 Rs. Indira's talent and dedication were further recognized when she earned a significant profit of 40,000 Rs. by stitching Paraxel bags.



**Fig. 6 : Success story of rural women-Indira Devi**

Indira's love for stitching and her responsibility towards her children drive her to excel in her work at Choti si Asha. Her unwavering commitment and skill have not only provided her with a livelihood but have also empowered her to pursue her passion and contribute to her family's income.

6. Swarna, age of 42, studied till 8<sup>th</sup> a skilled woman from Rajpura, Punjab migrated to Chandigarh after marriage, honed her stitching abilities by joining a government stitching center. Curious about productive engagement, she became part of CSA. Starting with jute cutting and bag pasting, Swarna initially earned 500 Rs. As she progressed, her expertise grew, leading to higher earnings of around 4000-5000 Rs. in CSA.



**Fig. 7 : Success story of rural women-Swarna**

Swarna's breakthrough moment came when she received an order for 100 paraxel bags. With her mastery of rainbow and quilting techniques, she crafted exceptional bags, earning an impressive 40,000-50,000 Rs. Swarna's journey stands as a testament to her talent, hard work, and an inspiration for those striving to excel in their chosen fields.

7. Sridevi, age of 40 from Bareilly, U.P., is an inspiring woman driven by her passion for education till 10<sup>th</sup>, but cannot continued for long time. Despite limited opportunities in her village, she found a way to pursue her dreams. Moving to Chandigarh after marriage, she learned stitching, starting with simple tasks and progressing to more complex ones. Through Choti si

Asha, she earned income by cutting jute bags and pasting. Starting with a modest earning of Rs. 500, she now earns Rs. 5000, with her latest achievement being a Paraxel bag order worth Rs. 28000. Sridevi's determination and hard work, alongside her household responsibilities, have made her a successful woman. Her story serves as an inspiration to women pursuing their dreams and passions, regardless of the challenges they face.



**Fig. 8 : Success story of rural women-Sridevi**

8. Poonam, a 41-year-old mother of two who moved to Chandigarh after getting married, was born and raised in Karnal, Haryana. She had a deep love and passion for her work all of her life. Her sister-in-law introduced her to CSA NGO one day, which set off a life-changing journey. Poonam made the decision to explore the possibilities of making goods out of leftover materials, which brought her into the craft of making coasters.



**Fig. 9 : Success story of rural women-Poonam**

Poonam took on her new project at CSA with unshakable determination. She began with the task of cutting pieces, and then progressed to creating dresses for the internet, and then into manufacturing bags. Her initial expectations were low, but she persevered and now earns between 5,000 and 6000 rupees a month. But the order for Paraxel bags turned out to be a game-changer, giving her a significant 30,000 rupees in three months.

Poonam views her salary as a signal of her freedom and self-reliance rather than just her financial stability. She is independent of her spouse and proud of her income, defying him to provide for her. Poonam demonstrated her enterprising spirit by working as a pre-nursery teacher at a private school prior to her marriage. Even though her formal education finishes in the 12<sup>th</sup> grade, she took advantage of every chance to broaden her horizons. During the holidays between the eighth and tenth grades, she learned how to sew and tried making her own salwar

suits at home.

9. After getting married, Jaswinder, a 55-year-old Punjabi native from Patiala, moved to Chandigarh. She was introduced to CSA in 2009 through DIR (Developing Indigenous Resources) Sanstha in Nayagaon, which led her to the organisation. Ever since, Jaswinder has been a committed part of the CSA community, motivated by her natural desire to work outside of her house. Unlike many women facing familial constraints, Jaswinder enjoys the rare freedom to pursue her professional ambitions. However, it's her intrinsic drive and love for her craft that have kept her engaged in external work for the past 15 years. Despite earning a modest income ranging from 5000 to 6000 rupees per month, she finds solace and security in her financial independence. Yet, it was her involvement in crafting Paraxel bags that truly illuminated her path. Within a span of three months, Jaswinder's earnings reached an impressive 40,000 rupees per order. Beyond the financial gains, she finds immense satisfaction in the positive and motivating environment fostered by the NGO. For Jaswinder, creating bags isn't just a job; it's a passion that ignites her spirit and fuels her drive for excellence.

10. After getting married, 42-year-old Bina—originally from Uttarakhand—found herself in Chandigarh. She was first introduced to CSA by her neighbour Jaswinder, and for the next twelve or thirteen years, she has been an essential member of the organisation. When Bina joined CSA, she had never made a bag before, but Jaswinder helped her learn all about the nuances of the trade, which led to a life-changing experience. Despite her limited formal education, having completed only till the 5th grade, Bina's enthusiasm for working outside her home knew no bounds. Encouraged by her family's



**Fig. 10 : Success story of rural women-Jaswinder**

support, she pursued her passion. Over time, her dedication and Jaswinder's tutelage enabled her to master the art of bag-making, empowering her to create bags of various kinds with ease. It was during a Paraxel bags order that Bina truly showcased her creativity and skill. Adding unique touches like rainbows and other embellishments, she significantly boosted her earnings, around 50,000 rupees over three months. Beyond the financial rewards, Bina finds immense fulfillment in her work, knowing that she has overcome challenges and honed her abilities to create something beautiful. Despite her humble beginnings and limited educational background, Bina's journey is a testament to the power of passion, perseverance, and the support of a nurturing community like CSA.

#### **Observe the Process of Products: Choti si Asha:**

In the creative world of Choti Si Asha, a wide array of captivating products was being crafted. One noteworthy example is the production of toys, skillfully fashioned from discarded denim fabric sourced from the bustling markets of salampur in Delhi. These fabrics were meticulously stitched together to form delightful toys, which were then thoughtfully filled with soft cotton for a pleasing texture.

Another remarkable aspect of Choti Si Asha was the utilization of fabric waste to create various artistic pieces. Baskets, carpets, Torans (door hangings), pom poms, laptop bags were all masterfully crafted from these fabric remnants, embodying the spirit of sustainability and resourcefulness. To further enhance the range of products, the in-house artisans skillfully employed the crocheting technique to knit unique and charming bags.

The artisans employed the Suja or Kantha technique, to create cushion covers, toys that involved the intricate stitching of fabric scraps, known as chindi, to create stunning designs. This not only added a touch of elegance to the cushions and toys but also utilized the fabric remnants efficiently.

Taking into consideration their commitment to the environment, Choti Si Asha also sought sustainable packaging solutions. For local markets, the products were lovingly placed in paper bags, ingeniously crafted from recycled newspapers. However, for products destined for markets beyond the local region, polythene bags were used to ensure the safe transportation of the goods. Overall, Choti Si Asha demonstrated a harmonious blend of creativity, sustainability, and traditional craftsmanship,



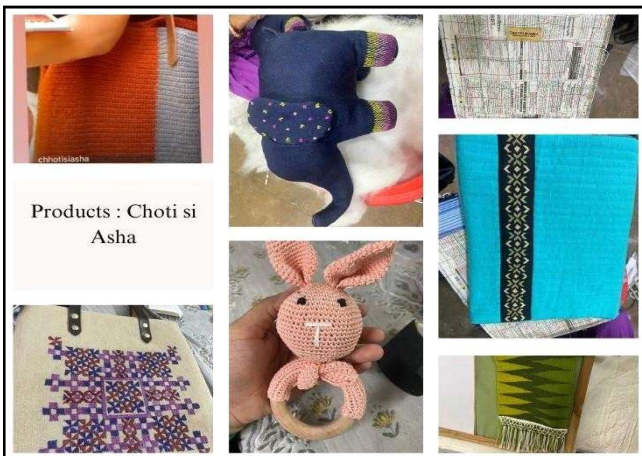
**Fig. 11 : Success story of rural women-Bina**

resulting in a diverse range of captivating products that left a positive impact on both the community and the environment.

From the above products the two of the products were assessed:

**Basket Weaving:**

The Choti si Asha (CSA) NGO in India preserves the age-old craft of basket weaving, specifically the coiling technique. This intricate art form not only provides a livelihood for women but also preserves cultural heritage. Through CSA, the craft continues to thrive, empowering women and showcasing the beauty of this traditional art form.

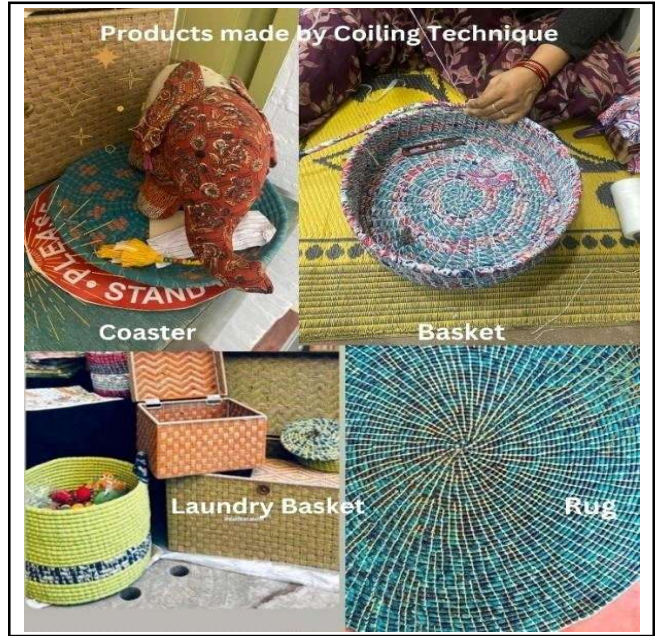


Products : Choti si Asha

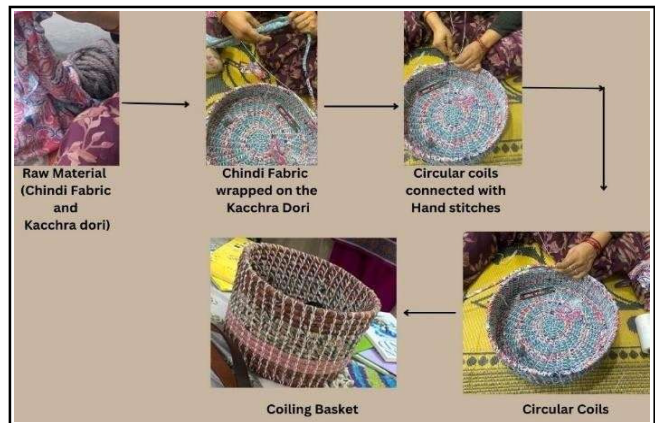
**Fig. 12 : Products in NGO: Choti Si Asha**

CSA women demonstrate resourcefulness by repurposing discarded chindi fabric into functional and aesthetically pleasing objects. Using the coiling technique, they create baskets, coasters, and pen stands with remarkable attention to detail and precision.

The coiling process in basket weaving showcases the skill and patience of CSA women. Using chindi fabric and Kachra Dori, they create circular bases by placing rows of tightly woven stitches. The Circular Piece is placed one row over the other is a testament to the ingenuity of the women. This slow and deliberate technique takes around a week to complete one basket. CSA aims not only to provide livelihoods but also preserve cultural heritage. They are expanding their product line to include jewellery, showcasing innovation. Exhibitions and collaborations with brands like Fab India provide a market for these beautiful creations, offering a sense of pride, purpose, and creativity to the women involved. The profit margin is modest, with 5% and 30% margin kept in



**Fig. 13 : Products made from Basket Weaving technique**



**Fig. 14 : Process of Basket Weaving technique**

any product creation.

**Laptop Bags:**

Choti si Asha NGO's creation of 6000 Laptop Bags for Paraxel Company showcases the remarkable skill and creativity of the women involved. They successfully met the challenge and delivered an outstanding product. The Laptop Bags featured a colorful rainbow stripe pattern and were crafted using high-quality materials sourced from different parts of India, including denim, Latha for Fusing, south cotton, leather, sewing threads, needles, and machines. The Laptop Bag project marked a significant milestone for the organization, offering employment opportunities and empowering women in the

community. The Sakhi Project mentored and trained new women, enabling them to learn stitching and contribute to the creation of the Laptop Bags.

To create the Laptop Bags, the denim fabric was cut into the desired size of 14.5 inches in width and 11.5 inches in length and quilted with Latha for fusing. The rainbow design made from South cotton was incorporated using colorful 2.5 inch strips. The bags were finished with a zipper, Paraxel logo, and leather straps for added elegance and functionality.

The Laptop Bag project by Choti Si Asha NGO was a resounding success, employing 56 women through the Sakhi Project. Earnings ranged from 500-6500 Rs, with one lady earning 36000 Rs. The project generated significant revenue with a 35% markup on selling price. Packaging was done meticulously, including the addition of a bookmark for publicity. The project took around two to three weeks for the design phase and two months to complete. It showcased the skill and creativity of the women involved and highlighted the positive impact of community empowerment.



**Fig. 15 : Process of creating Laptop Bags**

**Product Development: Researcher:**

The coiling technique has revolutionized the world of product development, breathing new life into the creation of hats, bags, chokers, and corsets. This ancient yet innovative method of construction involves wrapping and stitching materials in a spiral pattern, resulting in unique and eye-catching designs. By harnessing the coiling technique, Researcher infused these fashion accessories with a touch of elegance, transforming them into captivating and sought-after items. This introduction will

delve into the fascinating journey of utilizing the coiling technique to craft exquisite hats, bags, chokers, and corsets, highlighting the artistic ingenuity and craftsmanship behind each product.

Design Process to be followed:

- a) Inspiration: The design process started with inspiration from the coiling technique in Uttar Pradesh, that is being done in Choti si Asha, which became the foundation for the product's development.
- b) Mood board:



**Fig. 16 : Moodboard**

- c) Colors: Bright and coordinating colors were chosen to enhance the aesthetic appeal of the product.
- d) Fabric: Chindi fabric were collected from boutique (Khoobsurat in Chandigarh) as leftover or waste fabric, was creatively incorporated into the product, utilizing both long and short pieces.
- e) Client Profile:

**Client Profile**

Name: Tanvi Garg  
 Age: 24yrs  
 Occupation: Doctor  
 Season: Summer wear  
 Category: Beach wear

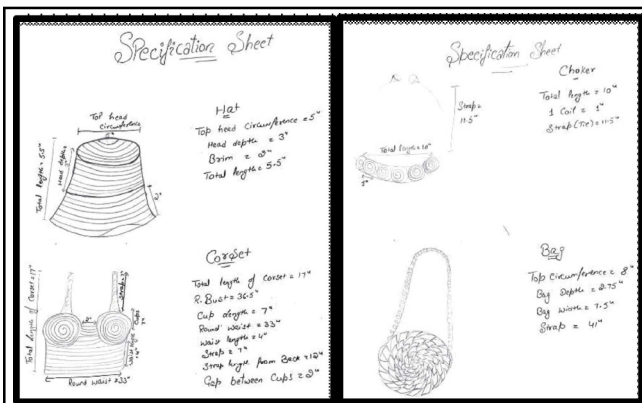
**Fig. 17 : Moodboard**

f) Illustration:



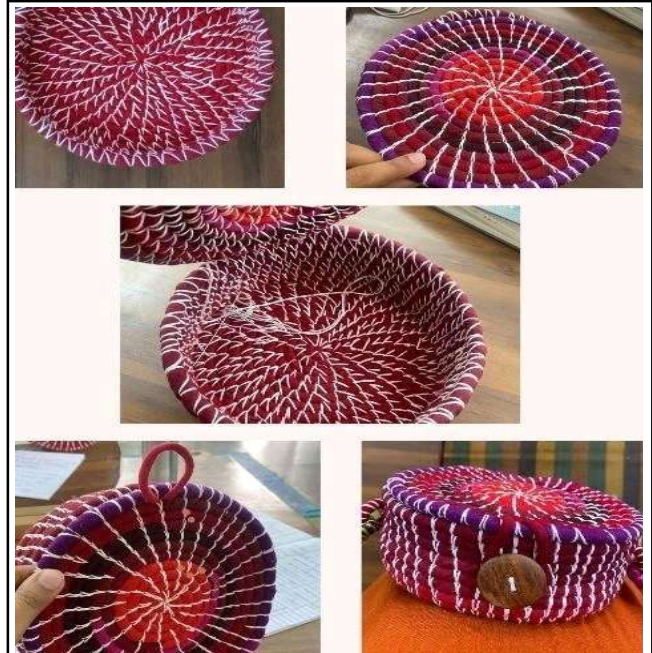
**Fig. 18 : Illustrations of Products- Hat, Choker, Bag, corset**

g) Specification Sheet:



**Fig. 19 : Specification Sheet**

h) Handbag: The handbag was crafted using Kacchra Dori (a thick rope), chindi fabric from Khoobsurat boutique, cotton threads, buttons, and other accessories. The Kacchra Dori added thickness and coiling effect, while the chindi fabric was wrapped around it. The joints were carefully hand-stitched with cotton thread. The handbag was made using the basket coiling technique, with a base and lid joined together to create an opening. Buttons, loops, rings, and shoulder straps were added for the final look. The production involved a team of three ladies, taking around 40 hours to complete. The chindi fabric from Khoobsurat boutique was efficiently utilized in the process. The price of this handbag is 1250/- only.



**Fig. 20 : Handbag created with waste fabric by the researcher**

i) The hat was inspired by the coiling technique, and various shades of blue were chosen for its design. Chindi fabrics and cotton threads were used as materials. Piping was created by binding small fabric pieces together, and then reversed to achieve a seamless appearance. The coiling technique was employed to construct the upper part of the hat in a basket-like structure, which was then shaped into a distinctive hat form. The hat was meticulously crafted with each joint carefully hand-stitched using cotton threads. A team of three ladies collaborated on its production, which took around 63 hours to complete. The fabric utilization was optimized, resulting in a weight of 500gm and minimizing waste and maximised the aesthetic value of final product. The price of the hat is 850/- only.



**Fig. 21 : Hat created with waste fabric by the researcher**

j) The choker, designed as a neckpiece, was made using kacchra dori, chindi fabrics, and cotton thread. Multiple colors were chosen to enhance its appearance. The chindi fabrics were wrapped around the kacchra dori, creating small coils that were joined together with hand stitches using cotton thread. Around nine coils were connected to cover the neck, ensuring a comfortable fit. The choker was finished with a twisted cotton thread for tying around the neck and a solid fabric at the end of the Dori. Its production involved around 10 hours of meticulous work, with each coil crafted and hand-stitched. Approximately 50 grams of fabric were utilized efficiently. The choker beautifully showcased the coiling technique and the charm of chindi fabrics, creating a distinctive and fashionable neckpiece. The price of the choker is 700/- only.



Fig. 22 : Choker created with waste fabric by the researcher

k) The corset, an exquisite garment in the collection, utilized Kachra Dori, chindi fabrics, and cotton threads. Vibrant complementary colors were chosen for visual appeal. The corset was created by wrapping chindi fabrics around the Kachra Dori, providing stability. Invisible hand stitches with cotton thread were carefully applied to secure the fabrics in place. The corset was



Fig. 23 : Front and Back of Corset



Fig. 1 : Flowchart of extract preparation of *Clitoria ternatea* flower

draped on a mannequin, starting from the bust area and coiling layers of fabric until the entire bust was covered. To create a waist bodice, the coils are continued from the side to the back and to the front with different colors. The back was left open, and the coils were neatly cut and bound for stability with a binding. The bustier and waist coils were joined, connected with invisible hand stitches, and embellished with a delicate lace of pearls for added elegance. The corset had a length of 13 inches and a round width of 32 inches, providing a comfortable fit. A twisted solid-colored strap was attached to the bodice. A team of three skilled artisans dedicated approximately 63 hours to its creation. The corset utilized around 250 grams of fabric, demonstrating efficient material usage. The final result was a stunning and unique garment, showcasing the beauty of the coiling technique and vibrant chindi fabrics. The price of the corset is 3700/- only.

### Conclusion:

The case study on NGO Choti si Asha showcases their remarkable achievements in empowering rural women through skill-building and income-generation programs. The organization's dedication has resulted in transformative impacts, enabling women to achieve financial independence and make meaningful contributions to their communities. The case study highlights inspiring success stories of women overcoming challenges and experiencing positive life changes with the support of Choti si Asha.

Choti si Asha's impact goes beyond economic empowerment, as it nurtures self-assurance, self-esteem among rural women. By recognizing their talents and amplifying their voices, the organization instills confidence, enabling them to drive change. The case study highlights how these women become inspirational role models, catalyzing transformative progress in their communities through the NGO's interventions.

The evaluation of products created by rural women in partnership with Choti si Asha confirms the effectiveness of the organization's approach. These products, inspired by the NGO's techniques, showcase the women's exceptional creativity, resourcefulness, and entrepreneurial skills. The process evaluation highlights the significant impact of skill-building programs in

enhancing their abilities, resulting in high-quality, marketable products that generate sustainable income.

In conclusion, the case study on NGO Choti si Asha showcases their empowering initiatives for rural women and serves as an inspiring resource for promoting sustainable development. It offers valuable insights and best practices for empowering women globally, emphasizing the significant impact of Choti si Asha's work and providing a blueprint for transformative change.

### REFERENCES

- Baishali (2023). Kalaghar empowering odisha women, reviving handicraft. *Awaz the voice*.
- Bajaj, H. (2022). NGO Choti si Asha helping underprivileged women as a big way. *Global Fashion street*.
- Bhatt, E. (1972). Self employed women's association. Retrieved from <https://www.sewa.org/>
- Chawla, A.(2020). Reuse of boutiquewaste in making one piece dress. *International Journal of Creative Research Thoughts*, 8(9) : 972-984.
- Goswami, A. (2022). Fabric waste upcycling: A look at our project. Zero waste Ladakh.
- Mckinsey & company. (2022). Scaling textile recycling in europe- turning waste into value.
- Pratap, R.W. (2018). Role of Women in craft based NGOs to strengthen sustainability in India. *International Journals of Multidisciplinary Research*, 6(4) : 262–264.
- Simran and Dhillon,G (2022). A study on recycling textile waste and creating awareness among youth regarding upcycling fashion products. *International Journal of Home Science*, 8(2) : 386-391
- Wintermeier, N. (2022). The truth about textile waste in retail: changing consumer behaviour. Crobox. Retrieved from <https://blog.crobox.com/article/unboxed/textile-waste>

### Web Sources:

- <https://gvcsbarmer.org/>
- <https://sadhna.org/>
- <https://www.womenonwings.com/>
- <http://azadfoundation.com/>
- <https://www.trishulngo.org/>
- <https://sarvani.org/>

\*\*\*\*\*