

Framework for Sustainable Livelihood Activity



Solutions for Pooja-Aarti Samagri

Manufactured by SHG & Marketed by CLF

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Product Development Strategy

Basic Idea behind product development is to provide Pooja and Aarti Solution to a Household for one Week.

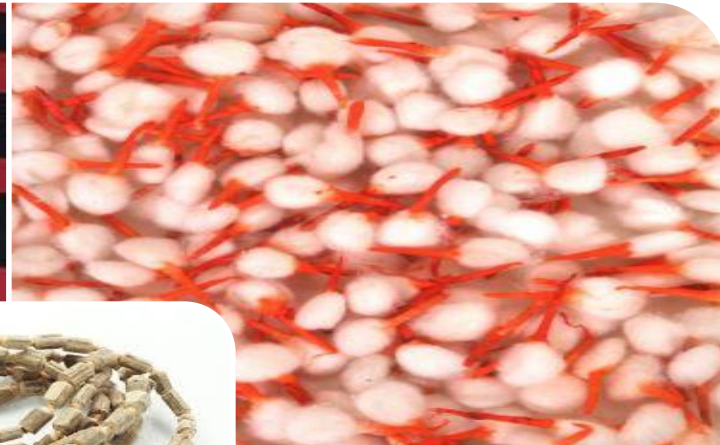
Product will contain 5 items.

These items will be manufactured at SHG Level by SHG members and will be collected at VO level.

Product collected at VOs will be Packed at VOs and will be send to CLF for Marketing to cater the Market Demand.

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Items in the Package Box



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Contents of the Product Package Box

**Designer Mitti Diya – 15
Pcs.**

**Colored Rui Batti – 20
Pcs.**

**Tulsi Mala – 1
Psc.**

**Dhoop with Stand – 14
Pcs.**

**Kapoor (Camphor) – 28
Pcs.**

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Involvement of Community Members

Designer Mitti Diya Making Activity :



SHG

- Around 8-10 SHG will be involved in the production process of Designer Diyas.

SHG

- Family Member of 60 -80 Households will get regular work for their sustainable Livelihood

SHG

- SHG Members involved in Pottery activities will get sustainable Income all over the year.