

**DESIS  
NETWORK**  
Design for  
Social Innovation  
and Sustainability

# **ANCHAL PROJECT**

## **Handmade Textiles**



universidade  
de aveiro



ID+ RESEARCH  
INSTITUTE FOR  
DESIGN, MEDIA  
AND CULTURE  
PORTUGAL

**University of Aveiro**  
**ID+ Desis Lab**  
**Portugal**  
Eva Oliveira

## **Promoter(s).**

**Vatsalya**

ANCHAL [on-chal]

## **Funders.**

**Colleen and Maggie  
Clines**

## **Aknowledgements.**

**Ashleigh Bakken; Elizabeth Dumesnil; Shefali Modi; Brent Drew-Wolak**

## **Context.**

**Over 10 million women in India work in the commercial sex trade and for many of these women, they have no alternative way to survive due to lack of education, poverty and gender inequality. Women and girls remain trapped in a vicious cycle of prostitution and poverty with no way to escape or provide for their family.**





## **The project.**

**Rooted in collaboration and innovative design solutions, Anchal is a non-profit that operates like a business. By driving impact through product sales versus donations alone, they are confident in the long-term sustainability of the initiatives, while offering alternatives to dangerous and exploitative work to women who rediscover their themselves.**

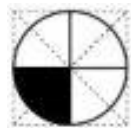




## The design process.

Anchal uses design thinking in every aspect of the company:

**Define**  
**Listen**  
**Collaborate**  
**Ideate**  
**Implement**  
**Evaluate.**



DESIGN  
TRAINING

+



SKILLS  
TRAINING

+



SUSTAINABLE  
JOBS

+



EDUCATION  
WORKSHOPS

+



HEALTH  
BENEFITS

+



FELLOW  
COMMUNITY

+



ACCESS TO  
MARKET

=



A NEW  
BEGINNING



# Governance and Policy Making



**Sustainability**

**Women's Support**

Colleen Cline leads the overall strategic and operational planning for Anchal's programs, partnerships, expansion and execution of its mission; alongside her sister and a team of commerce and design coordinators.



# Activism and Civic Participation



**End Women's Exploitation**

85% of their artisans joined the commercial sex trade due to a lack of alternative options in the past. Economically empowering women can transform the trajectory of entire families and lead to widespread economic growth.



# Social Interactions and Relations



**Community**

**Mutual Understanding**

Communal workshop spaces are a critical benefit for the artisans to come together and work, share stories and realize their power as a collective. They serve as an active community of guidance and support for one another. Many artisans choose to work from home if they have young children, are not allowed to leave the house, or have an expensive, timely, or dangerous commute.



# City and Environmental Planning



**Health Services**

**Safe environment**

Anchal has trained and employed over 150 women and is changing these women and their children's lives forever by providing skills and design training, full-time sustainable employment, educational workshops, health services, market access and a safe community to learn and work.



# Production, Distribution and Consumption



**Self-Sufficiency**

**Eco-friendly Textiles**

Structured as a non-profit social enterprise, Anchal carefully sources the recycled material, organic fibers, and natural dyes used to handcraft their products. Each of our one-of-a-kind quilts is made using up-cycled saris.



# Skill Training and Design Education



**Empowerment**

**Design Principles**

To promote healing and knowledge, Anchal offers educational workshops in leadership, financial planning, entrepreneurship, women's health, self-defense and emotional management. Design training introduces basic design principles through exercises in color theory, composition and pattern. In addition, artisans are taught to translate local imagery into hand-stitched fabric compositions that express the regional cultures and surroundings.

# Job Creation



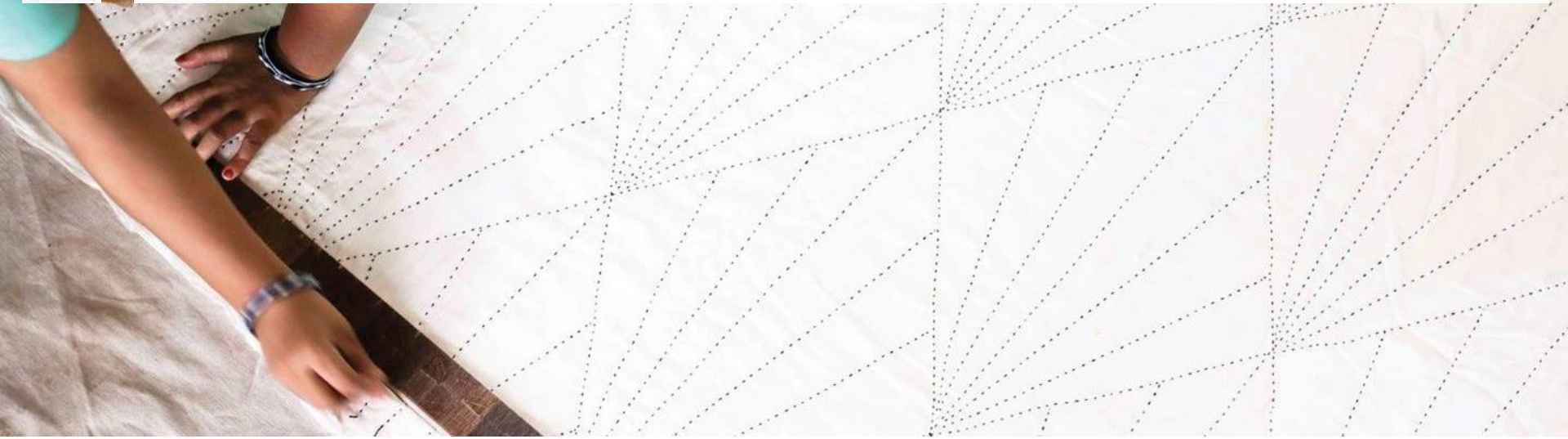
**Access to Markets**

**Sustainable Employment**

Artisans are paid fair, living wages. Anchal artisans make 30%-50% more than previous jobs. More importantly, they are provided with access to a large, international marketplace.



# Storytelling and Visualisation



Rather than focusing on the dark past of their artisans, Anchal shows the present, and the future. Bright and bold colours paired with smiling faces of strong women and innovative designs is the way they tell their story.

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