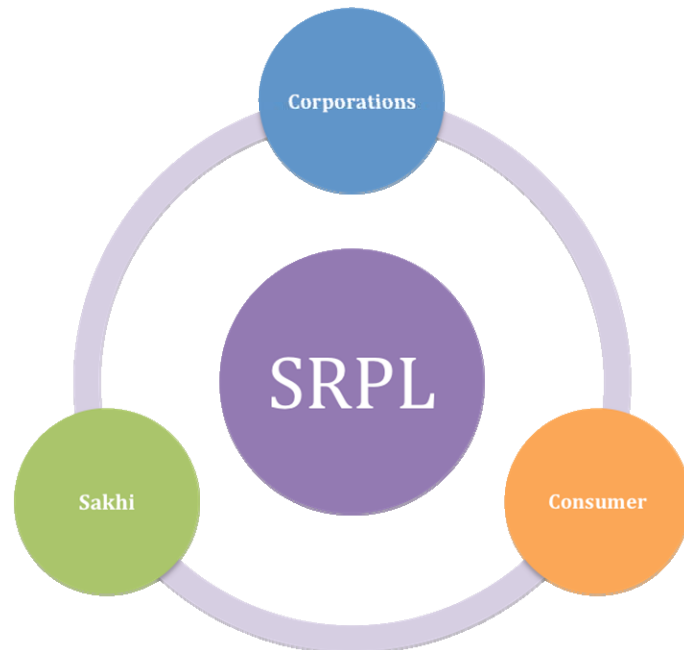


SAKHI RETAIL PRIVATE LIMITED

Sakhi Retail Private Limited (SRPL) is a multiple bottom line social enterprise with a goal to provide livelihoods and improve quality of lives. It is promoted by Swayam Shikshan Prayog (SSP), a learning and development organization. SRPL builds on a network of women village level entrepreneurs (“Sakhis”) to market a line of fairly priced practical, products that enhance the lives of both consumers & entrepreneurs.

Guiding Principles:

1. An effective and robust platform for changing the lives of low-income families.
2. Appropriate strategies turn low-income markets into development opportunities.
3. Sakhis as retailers (instead of traditional sales channels) extend the social benefits of the social enterprise to a community larger than just the consumers.
4. SRPL will build upon the social networks forged in other SSP-led initiatives. See www.sspindia.org for information on its group of social enterprises: microfinance, health insurance, rural business education, community led disaster resilience and water & sanitation.



By building a bridge between large corporations and rural women entrepreneurs (“Sakhis”), SRPL helps all parties involved benefit:

Corporations – Gain a channel of communication into rural markets and insight into the needs of this sector; leads to the development of successful products & marketing strategies

Sakhis – Simultaneously enhance business acumen & incomes while creating social impact

Consumers – Access to innovative and low-cost products (i.e. clean fuel stoves, cooling devices, organic growth promoters, low-cost water filters) from well-known manufacturers that can be sourced from a trusted member of their community

The SRPL concept was conceived in 2005 as a result of joint efforts between BP Energy and SSP to provide rural women with a healthier, eco-friendly alternative to burning wood for fuel. Milestones:



- Co-developed (with BP) the business model for the Oorja stove (see photo, left) and recorded sales of over 58,000 units,
- Currently operate six warehouses and manage a network of 500+ active Sakhis
- Joint efforts with the business development unit of SSP to create Sakhi learning programs
- Potential outreach to 3,00,000 low-income families in rural and peri-urban markets

INTERESTED IN INVESTING, PARTNERING OR WORKING TOGETHER?

Please contact us on sakhiretail@gmail.com