

amoli handicrafts

restoring dignity, shaping dreams

Amoli Handicrafts produces quality fashion garments, corporate gifts, niche bags & accessories including ethnic jewelry.

Our customers include individuals, corporations and other brands.

We work with purely organic materials like cotton, linen, jute, canvas, etc





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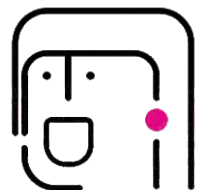
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Why Amoli?

Most women become victims of human trafficking when they are coerced into slavery or slavery-like conditions through the deceptive practices of friends, family members, spouses and businesses and/or their recruitment agents. They prey on individuals who are socially or economically marginalized and systemically oppressed.

If a victim's socioeconomic vulnerabilities are not addressed, a survivor may easily find themselves in the same precarious financial situation they experienced prior to exploitation.

Now, with the added challenges of complex trauma, the bias of a criminal justice system that too often fails to protect survivors, and other systemic barriers to recovery it becomes easier to fall back.

The psychological and physical impacts of having survived human trafficking affect a person's entire life. Inclusive workplaces can help survivors of any traumatic experience assert their autonomy and empower themselves.

Businesses can support in the empowerment of survivors through partnerships with organizations that support survivors, and by offering safe and long-term employment.

Businesses that seek to advance a strategy to support survivors are encouraged to partner with as well as financially support organizations that provide vital services to survivors across a range of needs.



What is Amoli?

Amoli Handicrafts (www.amoli.store) is a Social Enterprise employing survivors of human trafficking.

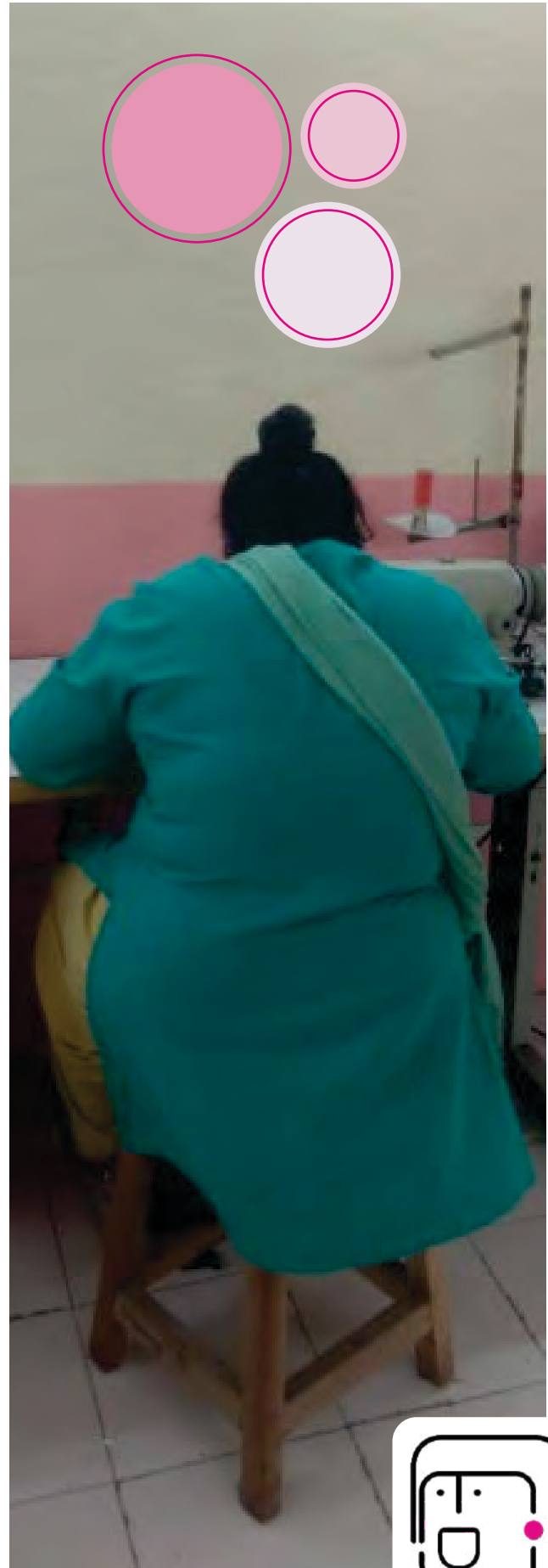
We support survivors to achieve economic security and autonomy, thus reducing the risk that they or their dependents will be re-exploited in the future.

Our partner NGO, Purnata (meaning “wholeness” or “completion”) has a unique Rehabilitation and Reintegration program that helps begin a journey of healing and hope.

On completion of the program, we provide them jobs that help them live lives of dignity.

At **Amoli**, the women find motivation, challenge and freedom, helping them become independent women with a career.

Purnata has trained over 15 women in the last few years of which 4 are employed by **Amoli**.



Our Story



PUARNATA'S VISION : Empowered individuals and communities, aware of all forms of human trafficking, access to opportunities and become contributing members of society.

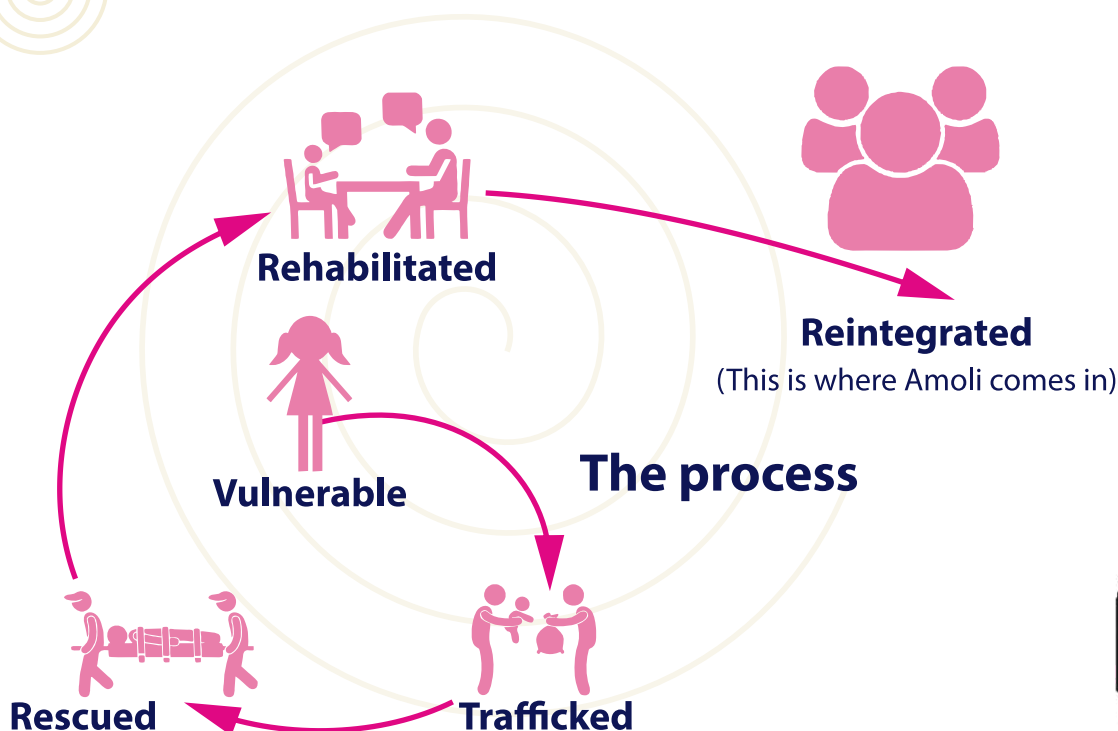
In Line with Purnata's vision, we began exploring options for viable Jobs for survivors combining Professionalism needed to run a business initiative & empathy to facilitate their continued healing while ensuring they are productive & can earn a livelihood.

Mr. Aaboo Varghese, the Founder of Purnata, realised the need for gainful employment for survivors of Human Trafficking and decided to start **Amoli** Handicraft along with a colleague, Mr. Earnest Dcosta.

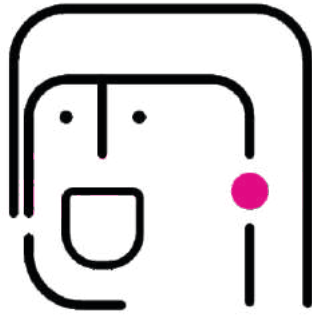
“Amoli” means “Priceless”. We believe that each artisan who works with us is priceless, no matter what their past has been.

Amoli seeks to empower the women who have been trafficked in red light areas. We intend to provide a holistic environment where they can strive for excellence and live with dignity.

We believe by giving dignified employment to survivors of human trafficking, we are helping put an end to human trafficking.



Our Logo



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THE LOGO

The word **"Amoli"** is inscribed into the face of the woman representing **Amoli** Handicrafts.

If you notice, her mouth is open. It symbolises the fact that once she was voiceless but now through a life of dignity and empowerment, she has a voice. She can speak up for herself and be an agent of change.

The pink/magenta dot on the ear represents a full stop. The colour is feminine symbolising the majority, if not all, of our artisans are women survivors of human trafficking or vulnerable to it.

The logo is a symbolic outline of a strong woman who is willing to speak up to transform her life and gain success.



Our Vision

Amoli Handicrafts Vision

A successful social enterprise with a social conscience, particularly towards survivors of human trafficking, in sustainable jobs resulting in dignity and healing by having satisfied customers provided with dynamic, timely and professional deliverables.

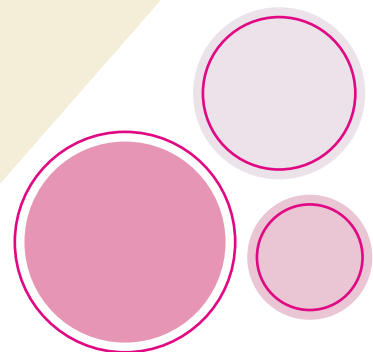
Amoli Handicrafts Mission

Amoli Handicrafts will be a vibrant & fairtrade business initiative providing a safe working environment, driven by Survivors of Human Trafficking with an aim to excel in a professional set up, to be self-sustaining by producing and delivering the best service to match every customer's expectation.

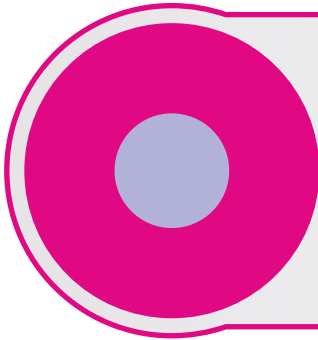


AMOLI HANDICRAFTS OBJECTIVES

- 1 Provide sustainable livelihood to as many survivors of human trafficking as possible.
- 2 Run a fairtrade business known for world class clothing, garments & accessories.
- 3 Be the first-choice social initiative business partnership for customers.

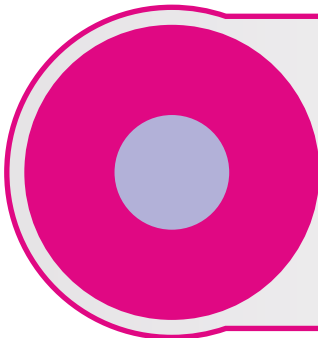
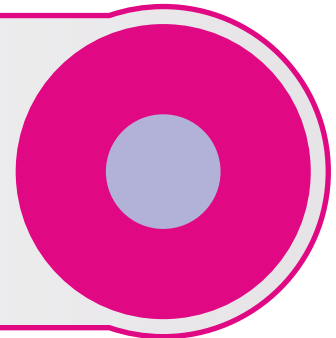


What's unique about us?



Women trained by Purnata go through a formal interview process & offered fair employment. While we aim to employ the best, a provision is also made for some slow learners.

Amoli Handicrafts aims to provide dynamic, timely and professional deliverables to customers while at the same time aim to provide a sustainable livelihood to survivors of Human Trafficking as part of their healing process.



Amoli Handicrafts though being a social initiative strives to adhere to professional and corporate governance practices in all its endeavors. Amoli Handicrafts is driven by a collective desire to excel by Survivors of HT who have a strong & burning desire to be self-sustainable and live a life of dignity.

What have we done so far?

We have catered to several clients who have been appreciated the world over, like Coco Bombay, Masala Threads & Luna Wild Collection

Where are we headed?

Amoli Handicrafts strives to follow best practices that are recognized the world over, especially aligning itself to standards set by WFTO. (<https://wfto.com/>)



Our Core Assets

Our Core Assets

Often the women we employ have a challenge of staying in jobs and being consistent.

- They easily give up, often are impulsive and struggle with keeping their jobs or relationships.
- This is due to the severe trauma they have received over the years and it may often take more time than we expect to heal.
- However, counselling is provided as and when needed to mitigate this risk.
- While we insist on professionalism we also balance that with the pace of the struggles the women go through.



Our Products

Amoli Handicrafts produces quality fashion garments, corporate gifts, niche bags & accessories including ethnic jewellery.

Our customers include individuals, corporations and other brands.

We make unique products under the Amoli Brand. We focus on five niche products:

- 1 Women's western casual & formal wear (kimonos, dresses, pants, palazos, tops, kurtis, ethnic fusion, etc)
- 2 T-shirts (custom designed with a message, patch tribal fabric)
- 3 Home Decor (Table runners, rugs, cushion covers, wall hangings, woolen wall hangings and baskets/bowls, etc)
- 4 Bags (clutches, totes, waist pouches, canvas sling bags, woolen clutches, etc)
- 5 Accessories (jewellery like earrings, chains, pendants, kadas, neck pieces and such, woolen keychains, etc) and Handicraft items (hand made everyday products)

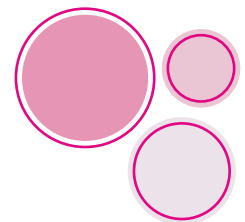
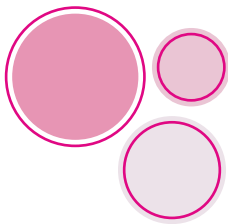
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Women's western casual & formal wear



Custom made T-shirts with a Message



Sustainable Home Decor & Furnishings



Handcrafted Bags, Totes, Clutches & more



Handmade Accessories with Love



How you can help us support survivors of Human Trafficking?

- ◆ Log on to our website or Amazon page and buy products.
- ◆ Gift products to your loved ones by ordering from us.
- ◆ If you're a business, outsource some of your work to us.
- ◆ Invest in Amoli and help many more survivors settle down into new lives of independence and dignity.
- ◆ Support the work of Purnata so more survivors are helped get back on their feet (www.purnata.org)



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