



PROJECT REPORT- MOJE KASHEER SISTERSHIP PROGRAM

Submitted by : ECOKASH- Sustainable Handicrafts
Founder: Insha Mir

• HOW THE PROGRAM HELPED ME?

The Moje Kashir Fellowship program, if described as one of the transformative journeys in shaping my personal and professional aspirations. The fellowship helped me uncover and strengthen the self belief within, which I believe was important to pursue on my entrepreneurial journey with Ecokash. The program's interactive sessions—especially those in the beginning focused on observing, roleplaying, practical exercises and giving feedback—offered valuable insights into my "Responding vs. Reacting" behaviors, as explained to us by Wakhlu's. This has allowed me to better understand my strengths as an individual and as an entrepreneur as well. Importantly, these learning were more important to learn-unlearn as well drop some elements for self-growth. The theoretical part of it no doubt equipped me with tools; some of them focused on building and leading high performance teams while addressing challenges like wilful blindness effectively, though this concept is my favourite and was very important to learn for my personal relationship building skills.

If I put this programme all together, I think it helped me build "MYSELF" which will ultimately build my focus on "My Business Project".

• THE PURPOSE/PROJECT YOU'VE IDENTIFIED THROUGH THE PROGRAM?

The program was helpful in understanding my inner self, meet my "Shakti" both the feminine and masculine versions; take emotional control; and act willfully. Not only that, but solidified the purpose of fostering sustainable practices through Ecokash. My mission is to create an impact in the sustainability sector by offering eco-friendly solutions and promoting responsible consumption. The sessions, those aligned with my business idea, with the existing entrepreneurs helped get motivated and dig into a firsthand experience of conducting business in a dynamic environment, especially as that of Kashmir. This entrepreneurial journey is about creating value as a whole- not just for my customers but for our artisan community and environment and society at large, aligning my entrepreneurial goals with meaningful change, the programme helped me connect the dots.

CURRENT PROGRESS

• In the **design & developmental phase**, focused on refining its core offerings and operational strategies

• **Partnerships and Collaborations** to amplify the project's reach & impact, some initiated yet new partnerships in search

• **Feedback from mentors and peers** in the fellowship has been incorporated to enhance project viability. MORE HELP NEEDED.

PLAN FOR THE NEXT 6 MONTHS

Finalize and launch a new pilot designs to test the market and gather consumer insights

Strengthen the supply chain to ensure scalability and sustainability of operations - finding new platforms to showcase

Build a core team, including finding new partner, who share the vision & values to take the project forward.

Create a robust marketing & awareness campaigns (social media) to educate about the project's purpose.

Explore funding opportunities and partnerships (Grants, Angel investors) to secure the resources needed for expansion.

We aim to turn Ecokash into a thriving example of sustainable entrepreneurship.

"THROUGH THESE FOCUSED EFFORTS"