

# PRODUCTS AND MARKETPLACE

## Purpose

The purpose of our Products & Marketplace vertical goes far beyond selling items—it is about giving individuals with special needs a voice in a world that often overlooks them. Every product they create is a testament to their ability, patience, and creativity. When people see and use these products, they are not just buying a handmade item—they are witnessing the potential of someone who was once denied opportunity.

This vertical allows our trainees to earn an income, experience dignity, and take pride in their work. It gives them the rare joy of knowing that something crafted by their hands is being used and appreciated by someone in the outside world. For society, it becomes an invitation to rethink assumptions, to recognise that neurodiverse individuals are not limited—they are simply unseen.

Through these products, two worlds meet, when the outer world uses, displays, or gifts these products, it becomes a beautiful merging of two spaces—the everyday world and the inner world of creativity these individuals express. **Every purchase becomes an act of inclusion.**

Every sale becomes a moment of acceptance. Every product becomes a doorway to inclusion. And every customer becomes a part of their journey toward independence and recognition.

## What Our Products Include

All handmade, heart-made items created in our units:

- Digital Art & Graphic Designs
- Wall Paintings
- Home Decorative Items
- Baked Goods
- Handmade Jewellery
- Handsewn Products
- Printed T-shirts
- Printed Mugs
- Natural Spice Blends

Each item is thoughtfully designed and crafted with the support of teachers and trainers.

## Methodology: From Creation to Marketplace

Our product workflow ensures quality, creativity, and a sense of ownership for every trainee:

1. **Production:** Individuals with special needs create products based on monthly goals, guided by our vocational trainers.
2. **Quality Check:** Every item undergoes a thorough review to ensure durability, finish, and usability.
3. **Packaging:** Products are beautifully packaged, labelled, and prepared for sale.

4. **Distribution:** Items are sold through exhibitions, corporate stores, bulk orders, and partner outlets.

*Example: Our trainees regularly prepare festival gift hampers and custom decorative products for corporate events.*

## Outcomes

The impact of this vertical is both emotional and economic:

- Income generation for trainees
- Pride, ownership, and confidence
- Public visibility of their abilities
- Inclusion through everyday goods made by them
- A meaningful source of livelihood

## Infrastructure

Our production units are equipped with everything required to create high-quality handmade goods:

- Spice grinding and packaging machines
- Art and craft tools
- Jewellery-making equipment
- Sewing machines and stitching supplies
- Baking tools (OTG ovens, moulds, trays, utensils)
- Computers and printers for digital design

Each workstation is designed to be safe, inclusive, and supportive.

## Who can collaborate

We invite partners across industries to take part in this inclusion movement:

- Corporates: gifting, festive hampers, event souvenirs
- Retail stores: selling our products
- E-commerce platforms: online listing and sales
- Schools & colleges: hosting stalls and exhibitions
- NGOs & social enterprises: joint product launches
- Hotels & cafés: purchasing baked goods or décor items
- Event organisers: bulk gifting
- Workplaces: in-office pop-up stalls
- CSR programs: funding materials, units, or product lines

## Impact stories

- **Thousands** of items have been crafted and sold
- **30+ exhibitions** across Kolkata and nearby regions
- Products purchased by Renowned houses like:
  - Bengal Chamber of Commerce & Industry
  - Inteuri
  - Barbeque Nation

- UrsDigitally
- **ICMARD** has stocked our items for public sale

Every sale carries a story of talent, acceptance, and hope—proving that creativity is limitless when opportunity is given.