



FEMININI-TEA

#forwomenbywomen



CONCEPT:

- Women empowerment initiative in both India and the UK
- Buy tea directly from women farmers in Kerala, India
- Selling the loose leaf tea in a café in the UK
- Specifically employing vulnerable women (refugees, disabled, former sex-workers)etc
- 50% of profits going back to women farmers in Kerala
- Using the café to raise awareness about the situation of gender inequality in India and UK

MISSION STATEMENT:

- To empower local, female employees and invest in their communities
- To always be working towards a positive environmental impact
- Promote entrepreneurship for women
- Creating role models for young girls through empowering women
- **Empower one farmer, empower all the community**

STRATEGY:

- We aim to provide support for employment to women in India and UK
- This will be done by providing a safe working environment
- No middle-man, working directly with women farmers
- Raise awareness through campaigning
- Partnership with NGOs and charities
- Sell the tea in a café run by vulnerable women in the UK and online

PRODUCT/SERVICE:

- Environmentally friendly and sustainable, made from 100% recycled paper that is sourced locally, using **loose leaf** tea rather than tea bags. Tea also served in the café. If bought online, the tea is delivered in biodegradable, re-usable packaging.

SOCIAL IMPACT:

- India has one of the highest rates of unemployment in the world.
- The situation is the worst in the case of Kerala women, who have an unemployment rate of 47.4%, as compared to 9.7% of men.
- Working with local initiatives to create long-lasting employment for women, providing fair wages and working conditions.
- Providing employment for vulnerable women in the UK
- Profits from the tea would be reinvested into the women in local communities, so they can play a valuable role in their communities
- **‘Women Farmer Effect’ –Women lifting themselves out of poverty through social entrepreneurship, creating a lasting effect**

GOALS:

- After one year, implementing the project in other regions
- Start a café chain in other regions
- In the long term, developing an international project worldwide
- Contribute to a direct increase of women employment
- Reducing the inequality gap between men and women