

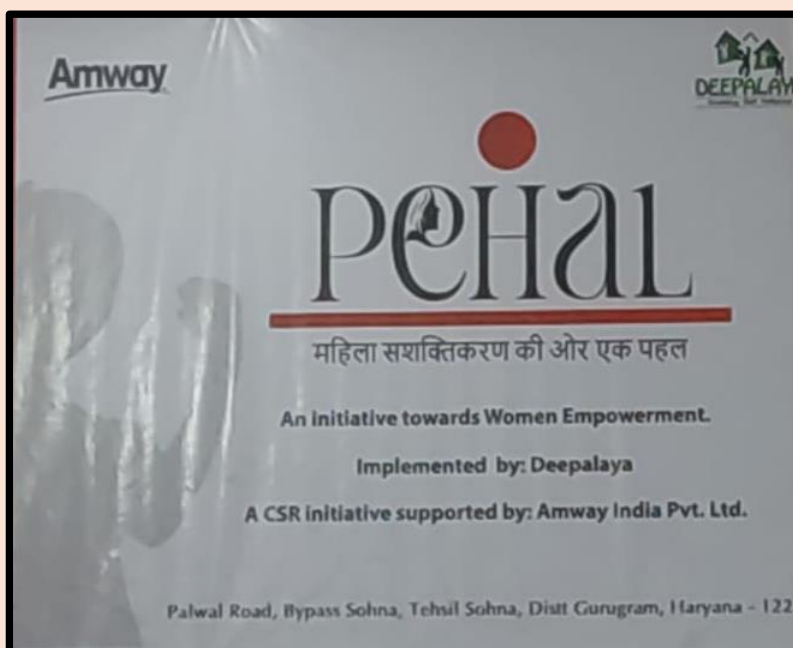
## PEHAL: DEEPALAYA ORGANISATION

### *Empowering Women Through Entrepreneurship: Stalls Set Up Deepalaya Organisation*

PEHAL is an initiative towards women's empowerment implemented by Deepalaya. It is a CSR initiative supported by Amway.



**JKPS in collaboration with Deepalaya created a remarkable display of resilience and entrepreneurship as women from Pehal set up stalls showcasing their diverse talents and products.** These stalls not only exhibited a wide array of handmade crafts but also represented the strength and determination of women striving for economic independence. The women set up stalls in which they sold greeting cards, rubber bands, handmade chocolates etc.



JKPS is delighted to become a part of this initiative as it supports women from rural areas who want to sustain themselves. **These women got a platform to showcase their skills.** The stall became a testament to the creativity and entrepreneurial spirit of these women.

Visitors were treated to an enriching experience as they explored the stall, engaging with the women entrepreneurs and learning about the stories behind their creations. This initiative not only empowered these women economically but also fostered a sense of community and support.



The success of these stalls goes beyond the sale of products; it symbolises the triumph of women over challenges and the potential for positive change when communities come together. **This collaboration between PEHAL and JKPS exemplifies the transformative impact of**

**empowerment through skill-building and economic opportunities.**



As we reflect on the event, let us celebrate the resilience of these women and the collaborative efforts that made the stall a vibrant representation of empowerment and entrepreneurship.