

Presented at



Auroville Green Practices

Seminar and Site Visits
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Women's Empowerment by Local Livelihood



Danny Merguei

WELL

A Model for Social Enterprise Development

- Management Tools
- Team Quality
- Product Quality
- Quality Education Process
- Collaboration and Co-creation
- Revenue share system

A Model for Sustainable Products

- Supply chain
- Quality
- Innovation
- Durability
- Practicality
- Usability
- Aesthetics

History

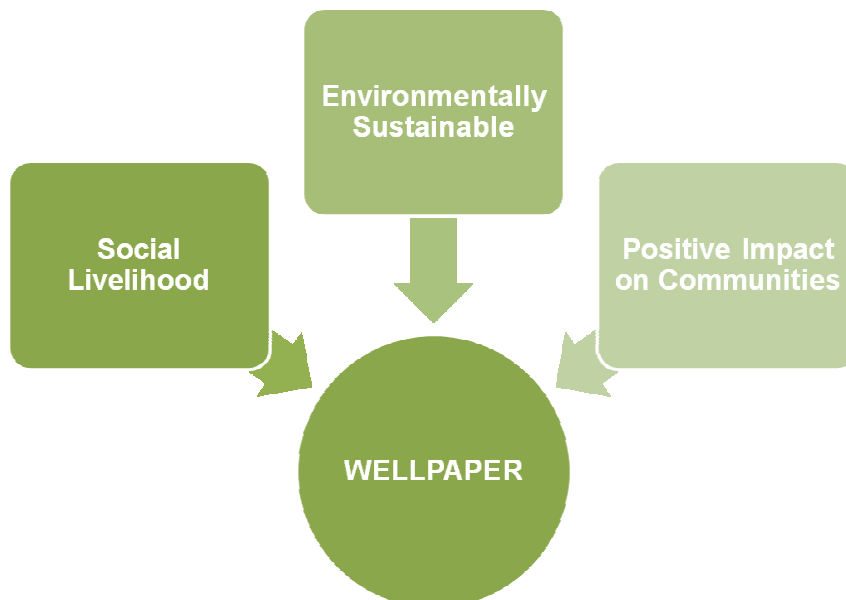
- 2004 - Indian Ocean tsunami created a dearth of ...
- 2005 – Creation of the **W**omen’s **E**mpowerment through **L**ocal **L**ivelihood (WELL)

Vision and Mission

“Empowerment and awareness” within communities by creating a sustainable and environment friendly model for Social Enterprise development.

Creation of Wellpaper Products

Wellpaper products are an embodiment of the WELL vision and mission.



Social Livelihood

Local Capacity Building through: Education and Training Workshops



Health and Hygiene Seminars





Team Building Activities

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Environmentally Sustainable

Increased hygienic and 'green' practices within communities

Health and hygiene training

Recycling waste



Sharing and saving resources

Products with green messages

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Environmentally Sustainable



Waste materials
recycled as
product input









Environmentally Sustainable

Low energy input – use of basic materials and tools in production.







Positive Effects on Communities

- Expanding Markets – local and global demand for products have substantially increased profits entering communities.
- Cleaner communities as a result of ‘green practices’ and use of waste materials in production.
- Higher standard of living as a result of healthier living practices and cleaner environment.

Future?

“Made in China”



“Handmade with Love”

Well Paper
வெல் பேப்பர்



Future...



- Targeting mainstream markets.
- Interior accessories (lamps, baskets, walls etc.)

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