

GoodWeave India Trust Ready to Promote the Products and Good Essence of Impact-oriented Companies

Greetings from GoodWeave India Trust!

We are celebrating the 10th year of our work and contribution to supply chain sustainability with the launch of the **Tri-Impact Initiative** to achieve sustainable business growth, social and environmental impact on a larger scale.

Tri-Impact Initiative focuses on connecting with businesses and buyers to promote business growth by showcasing, presenting, and promoting the products and the contribution made by the companies for workers' wellbeing and environmental protection.



The team of GoodWeave India Trust, under its Tri-Impact initiative visited 52nd IHGF Delhi Fair and met exporters and buyers focused on the contribution and positive impact made by the businesses for workers' wellbeing and environmental development.

We believe that focusing on the positive side will further enhance the impact created by the companies and improve business growth. The five components of the **Tri-Impact Initiative** are given below:

1. Documenting and promoting the businesses' strengths, including the product profile, initiatives, commitment to ethical business practices, environment, workers' wellbeing & ensuring their children's education, in the handmade, recycling, and agriculture sectors.
2. Connecting with impact-oriented buyers, sourcing networks, sustainability platforms,

innovators, and ethical business promoters worldwide.

3. Providing sourcing and associated business services to the buyer companies and trade facilitators such as market research, due diligence, product development, supplier development, and product quality assurance.

4. Offering support to the associated supplier businesses in adapting new environment-friendly technologies and innovations, improving social compliance, responsible hiring, and outsourcing.

5. Measuring impact and encouraging higher commitments and innovations.

Recently GoodWeave India Trust partnered with the [International Organization for Migration](#) and together launched the WorkersJoint program, that has been developed by the Trust, in Jaipur on 28th September 2021. WorkersJoint Program is a digital platform where migrant workers can connect with the businesses. It is developed for giving job security to the workers who otherwise are dependent on the middle men for getting a decent job. Middle men bring in possibilities of exploitation. This [WorkersJoint Program](#) was inaugurated by Rajasthan Labour Minister Shri Tikaram Jolly. The program was highly appreciated by government officials as well as businesses present at the event. The event was widely covered in the media as well.



The **Tri-Impact Initiative** is in conversation with the carpet, home goods, fashion jewellery, handicrafts, and organic food manufacturer companies to document the quality and specialty of their products and the positive impact created by their business activities such as:

1. Creating employment for local and migrant workers

2. Outsourcing work to rural communities and home-based workers to generate employment for women and marginal farmers
3. Training and employing women workers
4. Ensuring all children of workers go to school
5. Recycling of waste, using environmentally friendly raw materials and processes
6. Saving water and soil
7. Providing support in health and education
8. Educating girls
9. Innovation in designs
10. Preserving and promoting traditional designs and arts



These success stories are being developed in association with businesses and will be communicated to buyers worldwide following agreed privacy guidelines. We would like to know your thoughts, views and interest. We welcome you to contact us by email (communications@goodweaveindia.net) to share your suggestions.

To get more updates on GoodWeave India Trust, kindly visit our website, www.goodweaveindia.net and visit our YouTube channel, www.youtube.com/goodweaveindia

With Best Regards,
GoodWeave India Communications Team