



*from village to the world*  
The Economic Empowerment Wing of Pardada Pardadi

**BRAND**

**COLLABORATION**



presentation for **STARBUCKS**

A **TATA** Alliance



# ***GREEN HERITAGE COLLECTION***

A Purposeful COLLABORATION for Starbucks & IVillage

***A shared vision. A handcrafted future.***

IVILLAGE proposes an exclusive co-branded collection to STARBUCKS that celebrates shared values of empowerment, sustainability, and conscious retail.

This isn't just merchandise—it's a movement.

Handcrafted by women, backed by purpose.

IVillage, a women-led social enterprise from rural India, brings its strength in ethically crafted merchandise to complement Starbucks' ongoing mission of responsible sourcing and sustainable retail.

This is not just a bag. It's a statement of shared values — made with dignity, designed for purpose, and built for impact.





# ***ABOUT – IVILLAGE A FAMILY***

From Village Skills to Global Shelves



IVillage is a rural women-led enterprise blending traditional skill with contemporary demand. Our mission is to build sustainable livelihoods through quality craftsmanship, social inclusion, and environmentally conscious production.

We don't just employ—**we empower.**







IVillage A Family : Empowering Villages to Shine with Sustainable Solutions #IVillageafa...



Share



Watch on  YouTube







# ***STARBUCKS + IVILLAGE ALIGNMENT:***

## A Natural Collaboration Built on Shared Values

Starbucks has long led sustainability in retail. IVillage complements this vision by turning each product into a story of ethical sourcing, community upliftment, and measurable environmental good.

Together, we create more than products—**we create purpose.**

This partnership is a natural extension of Starbucks' merchandise ethos — one that champions:

- Responsible sourcing
- Ethical craftsmanship
- Empowerment through employment
- Meaningful, sustainable storytelling

**Together, we can turn everyday merchandise into everyday impact.**





# ***OUR BRAND COLLABORATIONS***





# SALAAM BAALAK TRUST



A Delhi-based NGO working for street and vulnerable children. Salaam Baalak Trust partnered with IVillage to create customized canvas bags. The bags featured photographs taken by Sania Munjal & Navin Munjal (Hero Group Director), both avid photographers.

1,000

Tote Bags

Industry- NGO



# PUNJAB KINGS - IPL



For the IPL season, IVillage partnered with Punjab Kings to produce large-scale fan merchandise.

75,000

Flags

5,000

Tote Bags

Industry- Sports &  
Entertainment



# BLACKBERRY- DAIRIES

Blackberrys collaborates with IVillage to turn its leftover fabrics into cloth-bound diaries for employees and partners. This annual initiative promotes sustainability by upcycling industry surplus into premium, handcrafted products—blending the brand's refined style with eco-conscious values.

2,000

Dairies

Industry- Clothing  
& Apparel







Village manufactures 10,000 to 40,000 suit covers monthly for Blackberrys. These high-quality covers align with the brand's premium image and are used across retail and distribution. The ongoing partnership for 9 yrs reflects Blackberrys' trust in our consistent quality and scale.

20,000 every month

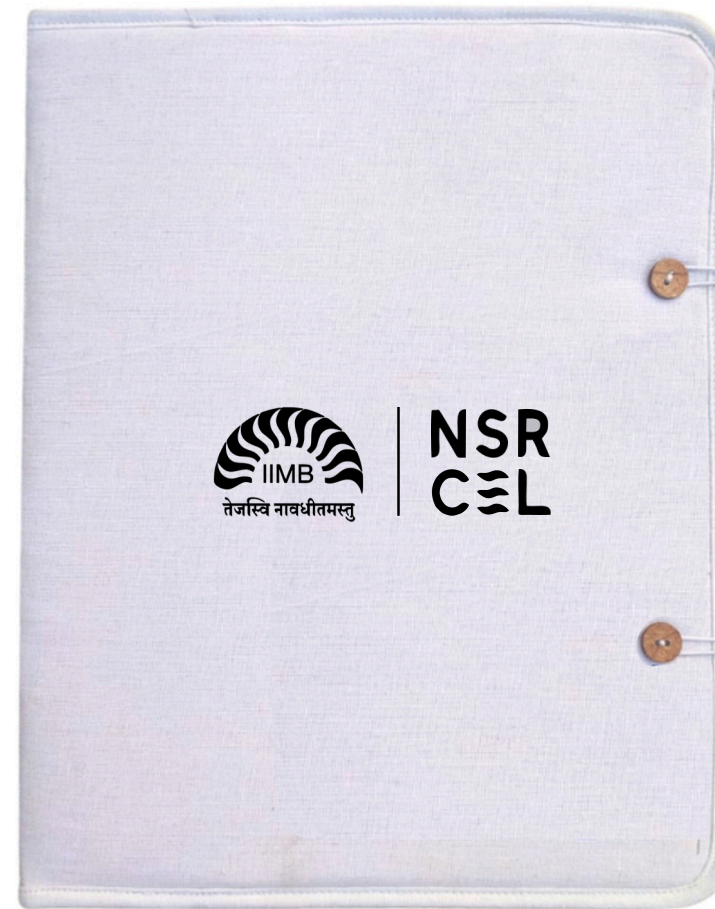
Suitcovers

Industry- Clothing  
& Apparel

# ***BLACKBERRY - SUITCOVERS***

04





Indian Institute of Management, Bangalore collaborates with IVillage for sustainable gifting solutions. We produce tote bags and file folders for various campus events and joining kits, aligning with IIM-B's focus on sustainability, quality and innovation



1000

File Folders

1000

Tote Bags

Industry- Educational  
Institution

**IIM - B**

05



# AMBERSAR



A thriving **cloud kitchen** brand, Ambersar places recurring orders of jute bags with IVillage. These custom bags reflect the brand's earthy, premium appeal and are used for packaging and delivery.

20,000

Jute Bags

Industry- Cloud  
Kitchen



# SOULTREE- LOTUS HERBALS



Soultree, a well-known Indian wellness and skincare brand, partners with IVillage to produce tote bags and fabric pouches for their product packaging. These sustainable bags are regularly ordered and used to deliver their products in eco-friendly style.



5,000

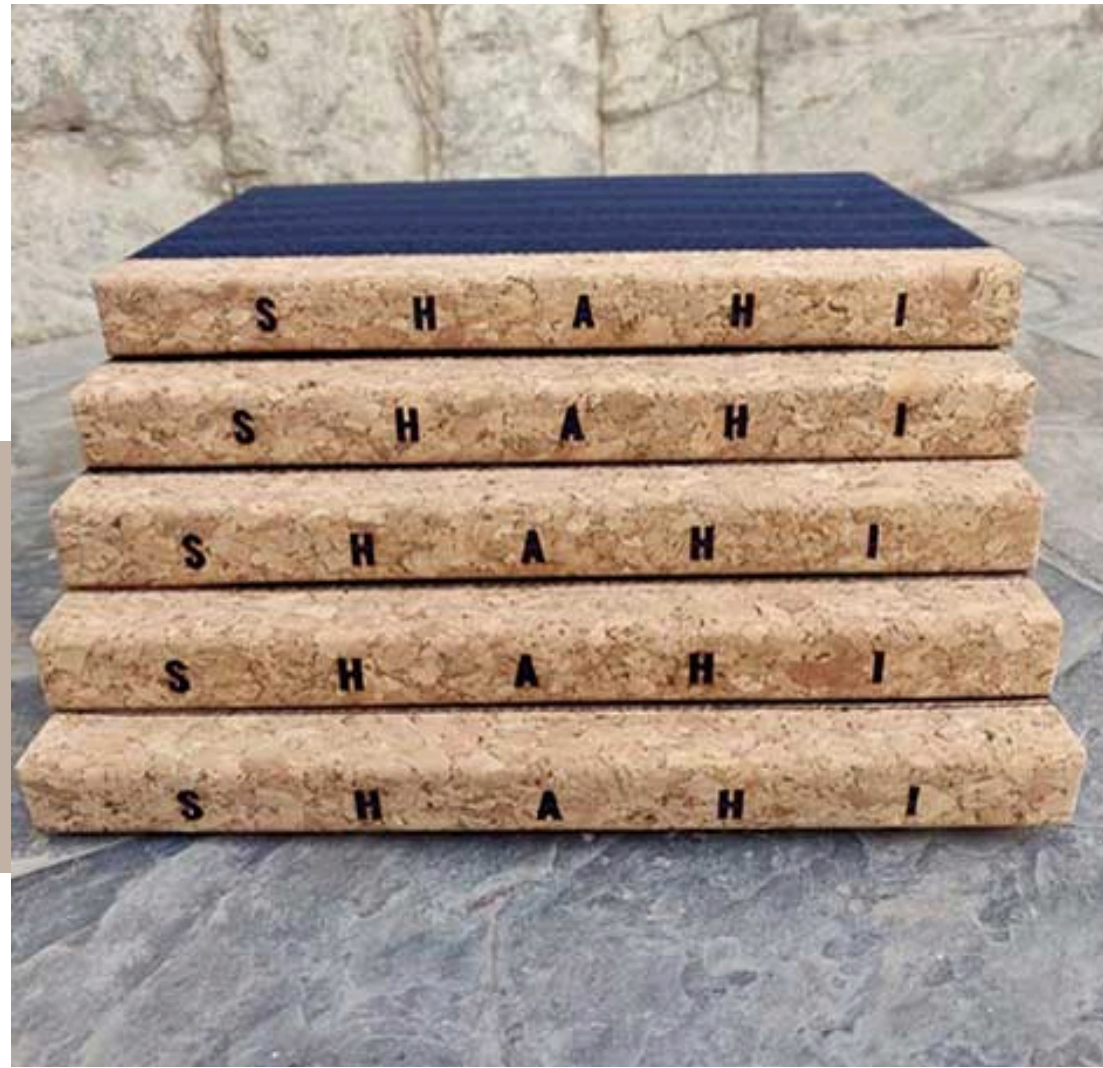
Tote Bags

10,000

Pouch

Industry- Skincare





India's largest apparel exporter, Shahi works with IVillage to recycle their industrial fabric waste into cloth-covered diaries. These were distributed as employee diaries, combining sustainability with corporate gifting.



10,000

Dairies

Industry- Clothing &  
Apparel

# SHAHI EXPORTS





During the peak of the COVID-19 pandemic, Uber placed an urgent and large-scale order for 5 lakh face masks. IVillage was chosen for its reliable quality and compliance with global safety standards, showcasing our capability in handling critical, high-volume projects.

09

500,000

Face Mask

Industry- Transport &  
Logistics

**UBER**



# ***OUR EXPORT STORY***





# DUMYÉ DOLLS

An international collaboration with Dumyé, a UAE-based ethical toy brand. IVillage produces handmade organic dolls and jute bags using GOTS-certified fabric. Each doll is crafted with care and purpose, reflecting Dumyé's social mission and IVillage's artisan strength.

10,000

Dolls

1,000

Bags

Industry-  
Handicrafts & Toy





# ***DALTON MOOR FARM – UK***

11



An organic farmer from the international market, Jenny Connor ordered 1,000 Bag in a Pouch from IVillage to offer her clients a sustainable gifting experience. Each product reflected her ethos of eco-conscious living and local support.

1000

**Bag in a Pouch**

**Industry-  
Organic Farming**



# NESAVAALI

Nesavaali is a UK-based fashion brand that celebrates Indian heritage through its vibrant clothing and accessories. Known for its bold, culture-infused designs, Nesavaali partners with IVillage to create handcrafted bags and accessories that complement their collections.



5,000

Bags

3,000

Acessories

Industry-Handicrafts &  
Toy







Village fulfilled an export order for the prestigious India Conference at Harvard University, USA, by crafting customized bags used for gifting at the event. These bags showcased sustainable craftsmanship on a global stage and were part of the official conference merchandise.



1200

Bags

Industry- Educational  
Institution

# HARVARD BUSINESS SCHOOL



# WHY



&





# ***WHY PARTNER WITH IVILLAGE FOR SPECIAL COLLECTIONS?***

This collaboration creates limited edition, story-led merchandise designed to reflect Starbucks' brand values—crafted ethically by rural women, using sustainable materials.

**The result:** impact your customers can see, feel, and carry.

This partnership directly supports **Starbucks' ESG** vision by:

- **Reducing plastic through eco-merchandise**
- **Creating employment in underserved communities**
- **Showcasing ethical sourcing in action**

Together, we can transform merchandise into a powerful symbol of progress one that your customers will proudly carry.





# ***CURATED MERCHANDISE***

## Crafted for Meaning, Designed for Impact

We propose a curated range of premium, sustainable merchandise under the Starbucks Green Heritage Collection, designed to complement your retail presence and ethical values.

- **Eco-Friendly Tote Bags**

Stylish & functional, perfect for seasonal launches, gifting, and in-store merchandise.

- **Limited Edition Collectibles**

Festival or campaign-based collectibles celebrating cultural and social stories.

- **Premium Sustainable Gift Sets**

Sustainable combos tailored for high-value gifting and internal branding.



Festival edition collectives





# ***QUANTIFIABLE IMPACT & BENEFITS***

## Impact at a Glance – Measured & Meaningful

Partnering with IVillage doesn't just elevate your merchandise — it delivers measurable social and environmental returns, perfectly aligned with Starbucks' ESG objectives.

### **Key Benefits:**

- Enhanced brand perception as a socially responsible and ethical brand
- Deeper customer loyalty through authentic, impact-driven merchandise
- Quantifiable ESG outcomes for internal and external reporting
- Positive PR & stakeholder engagement through women empowerment and sustainability storytelling





# QUANTIFIABLE MATRIX

Impact Matrix (per 5,000 units) for Green Heritage Project

Metric	Impact
Plastic Avoided	100,000+ bags
CO <sub>2</sub> Emissions Saved	5+ tons
Water Saved	350,000+ liters
Employment Generated	50+ workdays
Women Empowered	25+ rural women
Craftsmanship Hours Logged	500+ hours of work





# ***COMPREHENSIVE ESG REPORTING***

## Co-Branded Impact Reports Starbucks Can Use

As part of the collaboration, IVillage will provide Starbucks with comprehensive ESG and social impact documentation — **ensuring your sustainability goals are measurable, auditable, and story-worthy.**

### What Starbucks Will Receive:

- **Social Impact Report-** Detailed documentation of employment generated for rural women artisans — including workdays, income upliftment, and empowerment outcomes.
- **Environmental Impact Summary-** Metrics on plastic avoided, water saved, CO<sub>2</sub> emissions reduced, and fabric repurposed — calculated per unit and collection.
- **Sustainability & ESG Certificate-** Branded, audit-friendly certification that Starbucks can use in annual ESG disclosures, CSR communication, and internal sustainability dashboards.
- **Storytelling Assets-** Real-life artisan stories, behind-the-scenes production images, and impact visuals — ready to be woven into your retail and digital narratives.





# ESG & IMPACT REPORTING



Certificate of Gratitude



Sustainability Impact Certificate





# TRUSTED BY LEADING BRANDS

Corporates	Educational Institutions	Beauty & Lifestyle	Travel & Hospitality
			
	Banking Sector		
			

... and many more



# RECOGNITIONS

## Merit-based appreciation towards entrepreneurship



### Rural Entrepreneur Incubation - IIM Bangalore

Sept 2023



### UN Women Industry Disruptor graduate

2022 Cohort 1 & 2



### Goldman Sachs Global Growth Fellow

May 2022



### GS 10,000 Women Graduate

Mar 2021



### Two times winner of WEP Awards by UN

2022 & 2024



Participated in Amazon Sambhav, work appreciated by Jeff Bezos



### TEDx Speaker

June 2025





# LET'S CREATE IMPACT TOGETHER



## Reach out to Us

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Appointments  
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