

From: Cate Powell  
Sent: Monday, January 28, 2008 4:41 AM  
To: Chip Ossman  
Subject: Cate Powell's Service Project

Good (Morning) (Afternoon) and (Evening),

Have you recovered from the Holidays? I am doing splendidly, as usual. I have written a small story about my service project which will hopefully warm your heart in that cold? Los Angeles winter time. Please give all of my regards to your Rotary club and let them know that our districts' fame is spreading all over India.

The perfect service project grew and blossomed like a flower in the past few months. Henry Martyn Institute is academic and praxis based. It runs three community development centers in poor, conflict prone neighborhoods where Hindus and Muslims live together with some division. These centers are to create something that could be called 'practical peace-building.' Through teaching each other, learning skills, and working on projects Hindus and Muslims have a safe space to come together and build relationships. A group of women recently began an income-generation handi-craft business. I began working with them in September to help with their first exhibition which was not monetarily successful, but successful in lessons.

I have had a personal jewelry business in the United States for the past three years. I created the business myself, taught myself everything and have been quite successful. There has been so much that I am happy to teach these women, such as; advertising, marketing, how to be a good saleswoman, and accounting. Their business is in its beginning phase and there is so much growth that is happening. It gives me great joy to build relationships with these women and share knowledge. It is truly satisfying service. I am learning that peace-building can be an academic study of conflict and conflict resolution, but it has many levels. A holistic approach to peace-building involves individual empowerment in my own jewelry business and shared empowerment through teaching other female entrepreneurs. This empowerment is met with the success of fair trade and income generation.

I decided to invest my own money in Hyderabad 's famous pearls and we all learned together how to make unique pearl jewelry sets. We are now selling the jewelry in India and I am working on selling the jewelry also in America through my study institution. We are researching international trade, and fair trade. Before we began the pearl project, the women were not making any profit in their business. The supplies were cheap and the labor time was long. The women are learning new skills and communing with each other. They are getting paid fairly and earning some profit to re-invest in their business. I feel so proud and excited when I see the confidence in their attitudes and their excitement. One woman told me that for the first time she was able to take her friends out for a treat (for 40rs which is around \$1). I told them to create a name for their business and in their broken English they came up with "Women's Lucky Products" ....hmmm, maybe not? We re-thought the name and the business is now called "Women's Lucky Jewelry." It is an international symbol of empowerment and entrepreneurship that is a 'lucky' opportunity for them and for me.

All the best,

Cate