

## Case study business partner



### Name of the organization

Tamul Plates Marketing Pvt. Ltd., Barpeta, Assam

### Association

Since May 2015

### About the organization

Tamul Plates is an institution created under Arecanut Leaf Plate Initiative of Dhriiti to manage the whole operations in a commercially sustainable manner. It is an institution promoted by the people of North East. TPMC was established by the rural producers of Arecanut Leaf plates in this region and the employees of Dhriiti to collectively market the high quality, eco friendly, disposable, plates and bowls manufactured in rural North East India at a national and international level. Today apart from marketing support, TPMC provides many more services to the rural producers and entrepreneurs. It is the focal point through which the rural entrepreneurs interact with the world. It is the mechanism through which the rural poor are promoting good economics, ecology and peace simultaneously.

### Quote about the impact from the partner

*“There is a market for our plates but we lack production capacities to meet the demand of the plates. The Women on Wings team supported us identifying the areas that needed to be prioritized and jointly we came up with new possibilities of who and how to sell our machines to increase production capacity. I’m very happy with the conclusions which give clear direction to move ahead.”* Arindam Dasgupta, founder of Tamul Plates.

<b>Situation</b> <b>Challenges business partner</b>	<b>Solution</b> <b>Advice Women on Wings</b>	<b>Result</b> <b>Impact created</b>
<ul style="list-style-type: none"> <li>• Sales of production equipment (machines) to rural entrepreneurs</li> <li>• Marketing and branding strategy for plates</li> <li>• Setting up a sufficient finance and account system</li> <li>• Organizational development</li> </ul>	<ul style="list-style-type: none"> <li>• A clearly defined sales and marketing strategy has been delivered for the sales of production equipment (manual and hydraulic)</li> </ul>	<ul style="list-style-type: none"> <li>• Not yet measured</li> <li>• Expected growth in jobs in next 5 years: 11,000</li> </ul>

### Next steps

- Branding and marketing strategy for plates
- Finance and account workshop
- MIS strategy and implementation