



# MATR BOOMIE

wholesale with a purpose

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# MATR BOOMIE

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MATR BOOMIE is a handmade fair trade collection that blends the traditional art forms of India with timeless and modern design aesthetic, bringing people and cultures closer together.

OUR VISION is to create a world that is more playful, compassionate, kind and connected.



## namaste,

In 2006, we embarked on a journey to create opportunities for marginalized artisans in India to realize their creative, economic, and leadership potential. Through grassroots efforts with our team in India, we found master artisans and created workshops to transform unskilled men and women into skilled artisans. We gathered a team in Austin, Texas to create modern product designs inspired from traditional Indian art forms. Today, the little company launched in our Austin apartment is a leading wholesale and retail company in the ethical, sustainable, fair trade market.

Our work continues with you, and we are excited you are joining the Matr Boomie family! We look forward to the inspired efforts we'll create together and the positive impact we'll be able to make for our partner artisans, their families, and communities.

Welcome,  
**Ruchi & Manish**  
Co-Founders



# our team



**matr boomie**

AUSTIN, TEXAS

**setu**

JAIPUR, RAJASTHAN



## mission

MATR BOOMIE is a Fair Trade collection from India that marries modern design sensibility with inspiring traditional art forms, bringing people and cultures closer together.

## mission

SETU empowers social and economic standing of underprivileged and marginalized artisans by providing them sustainable growth opportunities through Fair Trade practices.



### product design

Matr Boomie provides product designs to guide artisans to make marketable products.



### distribution network

Matr Boomie partners with 1000+ retailers in the US and distributors in Europe and Australia.



### community support

Matr Boomie reinvests 15% of annual profits in artisan communities through development projects.



### product development

SETU works with artisan groups around the country and develops marketable products made using their traditional art forms.



### production management

SETU coordinates production processes among 900 artisans, managing logistics and subjecting products to rigorous quality control.



### community support

SETU manages and coordinates over 10 different social development programs across India including health and education programs.

## our impact



## social groups we prefer to work with



### ▶ WOMEN

#### REASON

Most women in India are at a disadvantage. In this male-dominated society, women earn 56% of what their male colleagues earn for performing the same work.

#### OUR IMPACT

**55%** of our artisan partners are women. We focus on creating financial independence for these women, giving them a voice.



### ▶ MINORITIES

#### REASON

Discrimination against people of low caste and minority groups is a social issue in India. In many communities, low-caste people are still considered "untouchables" and lack social and financial opportunities.

#### OUR IMPACT

We provide marginalized groups with skills training and opportunities to participate in trade.



### ▶ RURAL

#### REASON

Artisans in rural India lack resources and direct access to market.

#### OUR IMPACT

**45%** of our artisan partners are from rural areas. We help by offering design support and giving them access to market.

Financial independence gives people a voice in their communities.

# MAKING AN IMPACT



natr boomie partners with 1,000+  
artisans across india.



over 50% of our artisan partners  
are women & minorities



artisan partners get paid 25% over  
market wages.



products are handmade using  
sustainable materials.

