

Report On “Entrepreneurship Development Program “At South Gujarat In Tapi District Gujarat”

Supported By
The Executive Director

ONGC, Hazira

SURAT-Gujarat

Submitted By:-

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EXECUTIVE SUMMARY

The Project “Entrepreneurship Development Program” is basically about Sustainable Livelihood creation especially for those women who are compelled to live below poverty line due to tough circumstances in life. This project is designed to assist them to raise their status economically and socially through enterprise development. The project covers Gamit and Vasava tribes of Dolara, Bedi, Agasthwan, Mandvi and Raikas Halmudi Gram Panchayats.

Four Activities were undertaken in the following areas

- Tailoring Unit-Dolara
- Masala and Papad unit- Bedi
- Sanitary Napkins-Bedi ,Agasthwan and Mandvi
- Bamboo-Raikas Halmudi

The activities were planned for Sustainable Livelihood Creation through Mobilization and Management, Enterprise Development –wealth creation, orientation, exposure, training and continuous support and Marketing.

Low –income women rely heavily on small –scale farming and home-based microenterprises for their family livelihood. In an effort to increase outreach, sustainability, cost-effectiveness and impact an attempt to stabilize providing them with access to a range of critical services from training to technology, market access, better inputs, product development and infrastructure.

The overall goals and objectives:-

- To empower the community by providing them with necessary skills and knowledge to enable them to become self-reliant.
- To sensitize, mobilize and unite the community and help them to face challenges positively.
- To enable the beneficiaries to appreciate the role of vocational training in the community.
- To assist the beneficiaries/trainees to become job creators rather than job seekers.
- To provide employment.
- To enable in bridging to continued vocational training.

The Challenge is applying market development principles to women focused programs.

- Many women prefer enterprise stabilization and income security to high risk growth opportunities.
- Many consider tailored services to be those oriented towards production enterprises. However women are concentrates primarily in trade and services and need basic business skills before being able to take advantage of highly specialised services designed to grow businesses.
- Women are often in the lowest –value sectors with low profit margins that do not leave a lot of room for adding value through services.
- Sustainability –target women to work primarily in the sector as providers.
- Low-income women operate in the least viable businesses and least viable markets, so stimulating a business service market with this weak market base is challenging.

BACKGROUND/PROJECT INITIATIVE& IMPLEMENTATION:-

The ground work to the initiate the project “**Entrepreneurship Development Program**” in South Gujarat Tapi District began in July 2008. The first meeting was held in village Patharda with the Deputy Sarpanch Mr Shankarbhai Gamit and Bamboo craftsman belonging to ‘Kotiwala Community’. This village is about 28kms from Vyara. They are mainly dependent on middlemen of Ukai town to sell their products which is 4kms away. This community is poor and do have the resources to travel afar.

A visit to another village Chichbardi belonging to ‘Kotiwala Community’ was made. A meeting with village leaders Mr Kalidas, Mr Bipin, Mr Dilip, Mr Chagan , Mrs Lakshmi and Self Help Groups was organised and issues regarding the program was discussed in detail and in-depth. The response was overwhelming and was very enthusiastic to be a part of the program.

Next day a meeting was organised in the village the Deputy Sarpanch Mr Mukeshbhai Gamit was invited to chair the meeting. He spoke at length about the “Entrepreneurship Development Program” Mahesh Vasava made a presentation of the project later a group discussion was held dividing the villagers into groups to put forth their views their apprehensions were explained and cleared so to have clarity about the project before implementation.

There was a whole hearted co-operation from the Deputy Sarpanch and the Villagers. The women outnumbered the men and were more enthusiastic. On the way back Dolara village was visited. Had a brief discussion on the project with Sarpanch Arvind Gamit. He showed interest and asked to discuss it at length the next day. A village level meeting was held the Self Help group leaders were invited milk co-operative members were invited and other leaders of the village were also asked to join the discussion and put forth their view.

The meeting was a success Gopibehan a women group leader came forward to take the responsibility of convincing the members of the Self Help Groups who would be the direct beneficiaries and also others who were not a part of SHGs could also take part. Hence with collective help and initiative of the village leaders the project took off successfully in the Dolara Village. The Tailoring unit is running successfully to this date providing regular income to the beneficiaries.

Similarly meetings were held in Bedi Village, Agasthwan, Mandvi, Raikas Halmudi and Vagai to initiate the activities of Papad and Masala unit, Sanitary Napkins and Bamboo units respectively. All units are running successfully where all beneficiaries are earning a regular income.

The Units were filmed as a documentary by OIL AND NATURAL GAS COMMISSION(ONGC).

From the Beneficiaries:-

LATA GAMIT:-(Tailoring Unit)

- My name is Lata. I come from Jhankari.
- I am the tailoring teacher.
- Along with Gopi Behan and sarpanch we had a discussion about the project.
- We discussed about the machines other accessories to be bought.
- We then finally decided to run the classes.
- Machines were bought and trainees started attending classes regularly from different self help groups.
- Slowly the work progressed.
- We take bulk orders, undertake job work and also stitch for ourselves.
- We have got school uniform order from ONGC Hazira Surat.
- Environics Trust and ONGC are helping us on regular basis.
- We are grateful to them.
- We hope and look forward for sustainability and support.

NUTAN: - (Tailoring Unit)

- My name is Nutan. I come from Dolara.
- We are involved in doing tailoring work.
- We come here to learn tailoring work.
- We enjoy our work.
- We have a good teacher.
- We also do good work.
- By learning and working in the tailoring unit we have become self reliant and do not depend on our parents for petty things.

JANGUS :- (Papad & Masala Unit)

- We all come to a common place and make Papad.
- Working together makes us feel happy and contented.
- As the work progresses it gives us lot of encouragement.
- You keep giving us work we will keep on doing.

DYNA GAMIT :- (Papad & Masala Unit)

- My name is Dyna Nilesh Gamit. I come from Magarkui village.
- Environics Trust started this Gruh Udyog in Bedi Village.
- Under this unit we make variety of Papad and Masala.
- In different we sell our Papad and Masala.
- The organization helps us to do this work and enjoy working with the organization.
- Environics Trust and ONGC visit us and encourage us to move ahead.
- They encourage women so that are able to do good work and progress.
- We want to replicate the process in other villages also.

Rationale:-

This project 'Entrepreneurship Development Program' is supported and funded by ONGC Hazira as a part of Corporate Social Responsibility flagship project UNNATI.

Goal And Purpose:-

- To Promote Entrepreneurship as a vital Rural Economic Activity.
- To establish a sustainable society where women and men take initiative to learn new skills to become self-employed entrepreneurs.

AIMS & OBJECTIVES:-

- It aims at rural livelihood by establishing decentralized participatory approach.
- It will enhance the various skills to self-Help Groups through training and make skilled.
- It will build capacities of women and men in the community to be self-employed.
- Create awareness of Accounting Systems.
- Expansion of successful participatory models across other units of Self Help Groups.
- Mainstreaming livelihood concerns by improving skills capacity and learning.
- Improved understanding and knowledge by strengthening monitoring support systems.

PROJECT AREA AND PROFILE (Insert Map)

VYARA BLOCK-TAPI DISTRICT SOUTH GUJARAT:-

TAPI DEMOGRAPHY

Geographical Location	73.5°to 74.23° East (Longitude) 21.0° to 21.23° North(Latitude)
Temperature	45° centigrade(Maximum) 10° centigrade(Minimum)
Average Rainfall	1926mm
Rivers	Tapi, Midoda,Purna and Ambika.
Area	3434.64 Square Kms.
District Headquarter	Vyara
Talukas(Block)	5
Population (as per 2001 census)	7,19,634
Population Density	210 persons per square km
Sex Ratio	996 females per 1000 males
Literacy Rate	57.05%
Languages	Gujarati& Hindi
Seismic Zone	Zone -III (Moderate damage risk zone)
Source:- Socio-Economic Review, Gujarat.2009-2010	

ECONOMY:-

Agriculture:-

- The economy of the district is predominately dependent on agriculture.
- The production value and the area under cultivation for various food and non-food crops in Tapi district during the year 2008-2009:-

Crop	Area(in ha)	Production(in MT)
Cereals	57,300	88,300
Pulses	21,700	13,600
Oilseed	9,000	18,000
Cotton(Lint)	5,000	10,700

Source: Department of Agriculture , Government of Gujarat

- The production value and area under cultivation for various horticulture crops in Tapi for year 2009-10:-

Crop	Area(in ha)	Production(in MT)
Fruit	5,704	1,20,733
Vegetable	10,720	1,49,130
Spices	2,390	20,120
Flower	345	2,883

Source:- Department of Agriculture, Government of Gujarat

MINERALS:-

- Major minerals are not present in significant quantity in the district.
- Tapi however is a major source of minor minerals like black trap and sand.
- Mineral based industries in Tapi is mainly stone crushing units.

MICRO SMALL AND MEDIUM ENTERPRISES (MSMEs)

There are about 27 MSMEs functioning in Tapi district of them 8 are textile based, 11 are sugar based, 6 are mineral based and 2 units are other industries.

Taluks	No of MSMEs
Vyara	11
Valod	3
Uchchal	1
Songadh	8
Nizar	4
Total	27

Source:- Industries Commissionerate , Government of Gujarat 2010

ACTIVITIES:-

Four Activities have been undertaken in the following Areas

- Tailoring Unit-Dolara-10kms
- Masala and Papad unit- Bedi-9kms
- Sanitary Napkins- Bedi, Agasthwan-9kms and 10kms.
- Bamboo-Raikas (Halmudi) -30kms

The project areas are within 30kms of Vyara Block.

Methodology & Strategy:-

- Socio economic survey was conducted.
- Potential skills were identified with help of Self Help Groups were selected and trained accordingly.
- The activities to be undertaken were discussed in detail with SHGs.
- The place of work was identified with the help of Panchayat and local people.
- As part of encouragement token stipend to be paid to respective SHGs.
- Locally functioning units were visited for technical know how.
- Raw materials for the activities are available locally.
- Details have been worked out for production process, break even, marketing and financials for each unit.

Progress of Ongoing Activities

Units Established

1. Tailoring unit

- Under the ONGC supported CSR flagship programme UNNATI one of the activity is Tailoring. With increasing demand and evergreen textile industry such units have a huge potential.
- Women have been selected from seven Self Help Groups totally comprising of 23 in number.
- The women were selected on the basis of their interest, enthusiasm and skill.
- A well ventilated place with sufficient capacity to fit the machines and trainees to work freely is provided by the Panchayat. Five Tailoring Machines and other tools required have been purchased.
- Master was Appointed.
- Raw Materials is sourced from wholesale market Surat.

1.2 Skill Development Programme:-

- Training Programme was prepared by the Master Tailor which included from basics of theory to practical classes.
- Training Programme has been designed for the period of Three Months. The classes to hold from 10.00 a.m to 2.00 p.m.

- The classes are conducted systematically firstly theory class is held, the item to be made is firstly cut on paper then on cloth.
- Variety of stitches, embroidery and other skills are also imparted.
- Items made so far:-
Hand embroidered pillow covers. Hanky, Cushion Covers, Table cloth. Petticoat, blouses. salwar kameez, children dresses and school uniforms.

Overview of establishment of Tailoring unit:-

Course Content For Tailoring and Garments Cutting

No	Topic	Content
1	Orientation and introduction of common tools and workshop rules	<ul style="list-style-type: none"> - Development of an idea of tailoring - Types of tools - Care of tools/stores - Types of sewing machines and its operations - Parts of a machine and their functions - Types and size of needles, threads and buttons - Commercial entrepreneurship
2	Introduction to hand sewing	<ul style="list-style-type: none"> - Types of threads their size and application - Types of stitches - Materials used - Hand tools
3	Introduction to sewing or peddling	<ul style="list-style-type: none"> - Introduction to elementary sewing machine and its use - Types of stitches according to materials - The sewing machine - Working and adjustment belt tension, repair and lubrication - Peddling
4	<ul style="list-style-type: none"> - Button holding - Terms used in tailoring - Measurements, cutting out, making up and fitting body 	<ul style="list-style-type: none"> Types of buttons - Stitches used - Tailoring - Tailor - Tailored - Tailor – made - Tailor – piece - How to read and use tape measure - Where to begin measurements according to the required garments

	rise and width	- Stock, color and neck band sizes
5	Measurements, cutting out, trimming, marking up and fitting	- Collar styles - Stock chest - Waist size
6	Garments making and materials	- Girls/Boys uniform -Pillow covers -Cushion Covers - Dress - Skirts - Blouse -Petticot - Baby dress - Adult/men's trouser all types - Women's overall and apron all types - Fashion and types - Commercial entrepreneurship

PHOTOS

2. Papad & Masala Unit

Traditionally papad and masala making was Confined to activity under household level. Masala is mainly used for culinary –preparations. Increase in demand gave birth to cottage and small scale sector.

- This activity is undertaken in village Bedi 9kms from Vyara town.
- 20 Women were selected from three SHGs. Among them many have knowledge on papad and masala making.
- The village has provided space in the community centre to run the unit and training.
- Raw materials are available locally in the Village.
- In order to ensure uniformity and hygiene of the products machineries multi purpose pulverizer, kneading machine, knives, disposable hand gloves etc have been brought.
- Training has been imparted by Krishi Vigyan Kendra Department of Gruh Udyog (Vyara) for one week. To have a better understanding of proportion of ingredients being used.
- Brand has to be created for Masala and Papad.
- The seasonal Fluctuations are not very high generally demand goes up by 10% to 15% during the winter sesaon .Gujarat has huge potential for spices and papad .Hence hygiencially prepared products can easily sell.
- Initially the produce can be sold locally, neighbouring villages, local shops and retailers.
- Future marketing can be through super markets, retail chains etc.

Papads are an important part of Indian cuisine and its spicy taste makes any meal more delicious and enjoyable. Since our inception, we have been making array of Indian papads, such as Masala Papads, Plain Papads, Flavoured Papads, Sago Papads, Mirchi Papads and Garlic Papad and Ragi Papad.

Our Product Profile

For the products, we use only the best quality ingredients, which are bought from the authenticated vendors. Our range encompass the following:

- Indian Papad
- Plain Papad
- Black Pepper Papad
- Flavoured Papad
- Moong Papad
- Crispy Papad
- Cumin Papad
- Sago Papad
- Ragi Papad
- Masala Powder

The products are free from additives hence are:-

- Pure & unadulterated ingredients
- Use of harmless preservatives
- Hygienically processed
- Tempting taste
- Peculiar aroma
- High nutrient content
- Safe to consume

Black Pepper Papad	Flavored Papads	Moong Papads
Crispy Papads	Ragi Papads	Plain Papads
Garlic Papads	Masala Powders	Cumin Papads

Infrastructure

The streamlined infrastructure forms the base of our organization, with the support of which, we have been capable of manufacturing our range with utmost hygiene, safety and at fast speed. Our infrastructure is installed with various latest machines, which assist us to accelerate and smoothen our production process.

- Pulverizer
- Grinders
- Mixers
- Sieves
- De-stoners

- SealingMachines

Uncompromising quality and safe packaging play a pivotal role in our organization. Our papads, and masala powder are hygienically preserved and safely packed to maintain their unique aroma and flavor

Further, our team of dexterous workers and spice experts possess in-depth knowledge about the different ways of producing better quality spices and they utilize it to come up with new compositions to offer appetizing spices in various delectable flavors and aromas.

Bamboo Craft And Training:-

- Bamboo craft is another activity .
- The main objective is to enable craftsman to produce, products as they have high potential to earn.
- The primitive landless tribal community 'Kotiwala' in southern part of Gujarat are mainly bamboo craftsman and depend on for their livelihood.
- There are 5226 Kotiwala families residing in 19 taulkas six districts of Gujarat. Out of them 3930 families (75%) are involved in bamboo crafts. Majority of them belong to Vyara Block.
- Village Raikas (Halmudi) about 30kms from Vyara has been selected as centre for Bamboo craft unit as it is closer to availability of raw materials.

Low Cost Disposable Sanitary Pads

A study says only 34% of the Indian women use disposable napkins and others resort to clothes that not considered to be healthy practice.

It is 100% hand made, eco-friendly and hypo allergenic sanitary napkin with SAP Gel. As the main objective is to provide the rural and low income group women with cost effective personal hygiene and care during the menstrual period.

Aims and Objectives:-

- This activity has been designed developed and worked out in such a way that with very low investment, without big machineries and very little training production can be started within a fortnight.
- Moreover the aim is to target the lower middle and lower economic group to make them practice this healthy way of maintaining personal hygiene.
- This activity can employ girls and women. A group of 10 can be trained to run the unit.
- The trainees were being selected from Self Help Groups of Bedi, Agasthwan and Mandvi.

LOW COST DISPOSABLE SANITARY PADS

Aim or Objectives of the Activity:-

This activity has been designed, developed and worked out in such a way that with very low investment, without big machineries and training, production could be started within ten days or fortnight. Moreover the aim of this project is **NOT** to commercially compete with the branded slim or ultra-slim napkins with Gel, but to target the lower -middle and lower economic group to make them practice this healthy way of maintaining personal hygiene. This project employ rural women and self help groups.

INTRODUCTION: -

Sanitary Napkins or pads are used by nearly 1/4th of the women population in the world, and certainly a matter close to their hearts. Menstruation is an inconvenience or blessing in disguise that has plagued women since the existence of reproductive systems, but the intervention of disposal sanitary pad came about only recently.

A study says only 34% of the Indian women use disposable napkins and others resort to clothes that are not considered to be healthy practice compared to disposable napkins.

TECHNICAL KNOW HOW OF SANITARY NAPKIN: -

It is 100% hand made, Eco-friendly and hypo allergenic Sanitary Napkins with imported SAP Gel from Japan. As the main objective is to provide the rural and low income group women with a cost effective personal hygiene and care during the menstrual period.

TECHNOLOGY: -

- **Basic Pad: -**
The basic construction of a pad consists of a top sheet an absorbent core and a back sheet.
- **Top sheet: -**
The top sheet is non-woven fabric.
Absorbed fluid contains high proportion of non-soluble particles (e.g. coagulated blood) and Superabsorbent Polymers (SAP) Gel, have properties to transport aqueous liquids.
- **Absorbent Core: -**

The composition of absorbent core makes the fundamental difference. In this pad the SAP Gel can absorb 200 times the volume of fluid.

- **Superabsorbent Polymers: -**

Superabsorbent Polymers (SAP) belongs to group polymers known as water-absorbent polymers which are a type of plastic that possesses unique water absorbing qualities.

It is known as SAP are hydrocolloid materials that convert into gel particles swollen with fluid upon addition of liquid. The hydrated gel particles have unique ability to hold absorbed water even against pressure and this Gel used Pad has the capacity to absorb 200times their own weight in liquid and swell to an average particle size of 1mm to 2mm.

- **Backsheet: -**

The back sheet is basically a backing material on an absorbent product and though the material normally and commonly used is polyethylene. Other components that provide attachment to the entire product is release paper that pasted with gum.

TECHNICAL ADVANTAGES: -

- Regular napkins have only waste cotton where as these napkins contain high quality Surgical cotton.
- The edges of the napkins are sealed instead of pasting them using synthetic chemical Glue in regular napkins. This gives freedom from chemical induced skin allergy to the user.
- The centrally placed layer of SAP Gel, absorbs and retains the fluid, especially the highly viscous fluid therefore makes the product leak proof and also makes it fit for longer duration.
- As the SAP Gel can absorb 200 times it's volume of fluid the overall thickness is much lesser than the regular napkins.

FUNCTIONAL ADVANTAGES OF SANITARY NAPKINS: -

The functional advantages of Sanitary Napkins are superb.

- As regular napkins have only waste cotton, which hold the fluid evenly throughout, the surface of the napkin is wet. Whereas this Sanitary Napkin contains high quality surgical cotton and the SAP Gel, which absorbs and retains the fluid especially the high viscous fluid, therefore makes the product leak proof and also makes it fit for longer duration of usage and keeps the surface dry.

RAW MATERIALS USED FOR SANITARY NAPKINS: -

- Surgical Absorbent Cotton.
- SAP Gel
- Non-Woven Fabric
- Protection Sheet.
- Release Paper
- Gumming Material
- Tailoring Machine
- Hand Gloves, Face Masks, Apron, Head Cap.
- Packing Materials
- UV Light
- Scissors, clamps, Rulers, Measuring scale etc.

INFERENCES

- There is a diversity of existing and potential livelihood opportunities in the region.
- Lot of interface is required to ensure that they make use of their skills.
- Women need focused attention as in a patriarchal society they tend to be neglected.
- Training and hand holding is required in all aspects if they have to fully benefit.