



An Initiative of

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# Final Report – CSR Grant

*Skill & Livelihood Enhancement Project*

Supported by



SAFMA

## PROJECT DETAILS

### Background

Vast majority of the rural poor are dependent upon low skill jobs in agriculture for their livelihood and family sustenance. In addition the rural poor have a limited skill base that restricts their occupational mobility resulting in stagnation of livelihood opportunities for this segment of the community further intensifying their worsening economic situation. This in turn has a spiraling effect on the health and nutrition of the family.

Focusing on skill development for building alternative and sustainable livelihoods is the key to address this issue which would enable enhancing the well-being, livelihood and welfare of the marginalized communities. This also goes a long way in empowering women as well as bridging the economic divide.

SAFMA's expertise lies in combining socio-economic strategies with human rights based approach. While the focus is on building skills and capacity of women in income-generating activities and small enterprise development through their own self-reliant group action, this is supplemented by simultaneous efforts on raising women's knowledge base and awareness levels of their rights and entitlements as well as gender sensitization of the community at large to break socially oppressive traditional practices. The emergence of greater awareness, self-confidence helps women become the transmitters of change initiatives and leads to improved governance through greater representation before the local governments and Authorities.

Messe Frankfurt Trade Fairs India Private Limited deeply committed to the cause of skill development, social entrepreneurship and women empowerment has partnered with SAFMA for the '***Skill and Livelihood Enhancement Project***' in Jaunti Village as part of its Corporate Social Responsibility ('CSR') initiative.

## PROJECT DETAILS

<b>Project Name</b>	Skill & Livelihood Enhancement Project
<b>Grant Amount</b>	INR 703,300
<b>Target Village</b>	Jaunti Village, located in North West Delhi. Majority of the people in the village are engaged in primary activity
<b>Target Audience/Direct Beneficiaries</b>	82 women belonging to marginalized communities , mainly scheduled caste
<b>Project Duration</b>	1 May to 30 June 2015
<b>Activities/Intervention Undertaken</b>	<p>A 60 days intensive hands-on training was provided to identified women in the craft of embroidery, cutting and tailoring of home décor products with the objective of not only providing them with an alternative/sustainable livelihood option but also for empowering the women and the communities at large.</p> <p>This was supported with other segments such as imparting instructions on basic English speaking skills required for selling the products, excursion and exposure to the local markets to get a feel of the latest trends and fashion. Keeping in line with SAFMA's socio-economic strategy the women were also educated on their legal rights and entitlements, importance of safety and protection of children while women are at work, importance of health and nutrition for sustainable working</p>

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### SAFMA's approach to the Planned Intervention

<p>Integrated Approach for maximum Impact at National and Local Level</p>	<p>For successful implementation of the program SAFMA believes the same should be seamlessly integrated both at the national and local/grass root level. Accordingly, to ensure integration at the National Level with Government policy the target village was selected from that falling under the Sansad Adarsh Gram Yojna.</p> <p>At the local level, SAFMA coordinated with the RWA (Resident Welfare Association) to ensure the initiative is locally driven by leveraging their partnership to optimize available resources like use of community hall, effective word of mouth communication of the program to ensure greater participation</p>
<p>Culture, Gender and Age of Target Group considered</p>	<p>Due care was taken while selecting the identified beneficiaries taking into account their material realities, risk factors specific needs and capacities</p>
<p>Identifying Barriers to Participation</p>	<p>Ensuring inclusion of girls and women from the poorest of the poor, out-of-school and unemployed youth and other socially and economically excluded groups and being sensitive to their needs to help them overcome hindrances to their participation in the program</p>

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Communicating and Reinforcing positive values of the Program	These values included respect for women, team-work, cooperation, inclusion and quality work
Empowering Participants	Ensuring participants have a direct voice in decisions concerning the program's design and operation to ensure effective implementation and success of the program eg: segment on English speaking skills were added on the recommendation and request of the participants
Building Local Capacity	Ensuring participation of local skilled persons – tailors, community workers and volunteers
Raising Awareness	On the need for social and economic change and advocating the right of all women to enjoy access to equal opportunity
Sustainability	Ensuring sustainability eg: teaching skills on how to be healthy so that they are able to sustain working

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## Outcome

Group of 20 women entrepreneurs formed from among the 82 women who successfully completed the skill training. The Group is empowered to independently create and market their own home décor handicrafts, thereby enhancing their incomes.

For achieving long term growth opportunity and income enhancement, the women in the group are collectively creating and marketing their own home décor products, by networking and building upon the linkages identified by SAFMA. On being exposed to the local markets they are now abreast with latest trends, colours and fashion, also by surfing the internet (through medium of young girls) they are now generating their own colour combinations and designs for the products, including cost effective pricing of products. Their social skills and confidence have escalated tremendously

The area where the women still need to be supported is in high quality marketing to make this initiative sustainable. SAFMA intends to continue supporting the Group even after the conclusion of the program and would be look forward to a continued support of MF as well.

## Impact

The young girls have become agents of change and are encouraging other women to become economically independent by learning a skill



# Program Activity Photographs









FEW FINAL PRODUCTS



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