

### Weaving – Training for Self-Employment

Particulars	Details
<b>Project Title</b>	Weaving – Training for Self-Employment
<b>Implementing Agency</b>	<p>Mulberry Address: H.N. 21, Senduri Ali, Nabin Nagar, RGB Road, Guwahati – 781024, Assam</p> <p>The Board members of the organisation are renowned experts from the design and marketing field viz.:</p> <ul style="list-style-type: none"> <li>✓ Laila Tyabji, Chairman of Dastkar</li> <li>✓ Anuradha Kumrau, Fab India</li> <li>✓ Rita Bonomally, UN</li> </ul>
<b>Client / Authority</b>	Assam Skill Development Mission (Earlier known as Employment Generation Mission)
<b>Period</b>	18 <sup>th</sup> April 2016 - 31 <sup>st</sup> December 2018
<b>Location</b>	<p>Rural areas of Morigaon, Goalpara, Kamrup and Nagaon districts of Assam. Villages where interventions were done:</p> <ul style="list-style-type: none"> <li>- Village Telahi: 300 Households   Agriculture is the primary occupation   women had no income and were weaving in the Adi System before taking training from Mulberry</li> <li>- Village Barghat: 150 Households   youth usually migrate for work   women were mostly daily wage earners</li> <li>- Village Barama: Muslim village   residents are mostly daily wage earners or do small businesses   Women did not know how to weave</li> <li>- Village Sonaipar: 100 Households   Tribal village   Drinking was an issue amongst villagers   very few women knew weaving and did it for household use</li> </ul>
<b>Project Description</b>	Self-employment linked Training Program leading to enhancement of employability of women residing in the rural areas of Assam.
<b>Rationale</b>	<ul style="list-style-type: none"> <li>✓ Rural women lacked exposure and it was important to make them realise that weaving could lead to sustainable source of income.</li> <li>✓ Lack of Trainings near home for women therefore, the training program was to be imparted in rural areas so that women did not had to travel far from home to get skilled</li> <li>✓ Trainings were designed based on understanding of the condition of villages, the trainees' profiles covering how much time a female can give towards training, how many children, how much farming time, and other key aspects. Accordingly, the production cycles were planned with the respective buyers who come forward to support the weavers.</li> </ul>
<b>Objectives</b>	The objective of the assignment was training and placement (in self-employment) of 350 nos. of unemployed youth (women) of Assam. The implementing agency for the project was Mulberry. The Authority for the project was Employment Generation Mission (which got subsumed under the Assam Skill Development Mission). Under the project, Mulberry was responsible for imparting training and subsequently providing self-

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	employment opportunities to the unemployed youth at the end of the training period.
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>✓ Candidates trained in skills like design, weaving, marketing, entrepreneurship, and management – <b>350 nos.</b></li> <li>✓ Candidates linked to Self-employment – <b>247 nos.</b> directly engaged with Mulberry and are getting work orders from various buyers from outside the State of Assam. They do 3-4 cycles of weaving in a year (remaining time is given to farming)</li> </ul>
<b>Performance Evaluation of the Project</b>	<ul style="list-style-type: none"> <li>✓ <u>Productivity enhancement leading to higher income:</u> It was assessed and found that Trainees had learnt the technique of using <i>Nangal</i> system and now can weave motifs much faster leading to higher income levels.</li> <li>✓ <u>Quality products leading to repeat orders:</u> Weavers have been linked to buyers / market and are getting continuous orders as quality has improved.</li> <li>✓ <u>Handholding Support:</u> Mulberry continued to supply the weavers with free yarn, design support and marketing the products to buyers using their own NGO funds / resources. Mulberry was found to be providing handholding support even post the training &amp; project period.</li> <li>✓ <u>Market linkages to renowned brands:</u> Regular orders are being received from Fab India, Trifed and Smaller retail outlets.</li> <li>✓ <u>Credit Linkages support:</u> Mulberry also engaged in forming Joint Liability Weaver Groups which made it easier to get credit</li> <li>✓ The women eagerly undertook training and continue weaving with Mulberry even post the intervention period</li> <li>✓ In one village, non-weavers became weavers after learning the Nangal system</li> </ul>
<b>Success Stories</b>	<p><b>Konmai Medhi:</b> Resident of Telahi village. Prior to getting trained she was weaving using the Adi system. Post intervention, today she is earning INR 4000 per cycle of weaving.</p> <p><b>Mina Devi:</b> Resident of Alikuchi village. Did not knew weaving. Post intervention, today she is earning INR 4000 per cycle of weaving.</p> <p><b>Karuna Devi:</b> Resident of Barghat village. Worked as Agriculture labourer. Post intervention, today she is earning INR 4500 per cycle of weaving. She puts in 4 hours of weaving time every day.</p>

*Snapshots of intervention*

















Class Room





