

# **WOMEN ENTREPRENEUR DEVELOPMENT PROJECT ON JUTE AND FANCY BAGS PRODUCTION**

## **Vision:**

Empowerment of Women through eradication of poverty.

## **Mission :**

By providing right opportunities to learn and earn to have a sustainable livelihood.

## **Introduction :**

Kodaikanal Rural Development Association has given Entrepreneur training to 33 women under MEDP on Jute and allied fancy Bags Production and Marketing. Out of these 33 women who have completed training the government departments are also interested to support these women, but the financial institutions are in hesitation to provide financial assistance to these entrepreneurs. So, we request NABARD to support and provide financial assistance to start their own enterprises.

## **Methodology:**

All the trainees are to be arranged, united to start their own enterprises. One mother unit will be created to provide quality, quantity, and marketing facilities. This mother unit will be maintained by the women leaders of the entrepreneur group and support all individual women entrepreneur to produce various model bags and fancy items and market it collectively. The mother unit will charge certain percentage for maintenance and the remaining profit will go to the individual.

## **Monitoring:**

The NGO and the Mother unit will monitor the progress and it takes responsibility for quality, quantity, marketing, repayment of loan etc.

## **Impact:**

All the women entrepreneur will be developed and their income sources is raised, In the meantime the mother unit also encourages interested women, destitutes and widows to take training and start enterprises , new investments won't be needed to develop further . The area will be developed and the local financial Institutions will come forward to encourage the Entrepreneurs.

# ACTIVITY REPORT WITH PHOTOS

**Mr.SANKARA NARAYANAN**  
Rtd.Deputy director KVIC  
**EXPLAINS THE MARKETING TECHNIQUES**



**Mr. AYYANAN** DISTRICT INDUSTRIAL CENTRE  
**THE INSPECTOR MOTIVATES THE TRAINEES**



**ONE OF THE TRAINER,**  
**GUIDING OUR TRAINEES**



**TRAINEES IN THE STICHING SESSION**

**TRAINEES IN THE CLASS ROOM**



**TRAINEES IN THE EMBROIDING**  
**SESSION**





**TRAINEES LEARNING MACHINE**

**EMBROIDING**



**TRAINEES IDENTIFYING MARKET RESOURCE**



**CHAIRMAN OF NOA TRUST  
IN THE VALIDICTORY FUNCTION**



**ONE OF OUR TRAINEES DELIVERS  
FEED BACK REPORT  
ABOUT THE TRAINING**



**THE DDM ISSUES CERTIFICATE THE TRAINEES**



**THE INSPECTOR ISSUES A CERTIFICATE TO A TRAINEE**



NOW.....

## WOMEN EMPOWERMENT

Now they are earning...and living happily... (KRDA) we are lighting the lamp of future in their life....

