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INTRODUCTION

The Indian Academy for Self Employed Women (IASEW), previously known as SEWA Academy, has completed 25 years of its journey in the field of empowerment and capacity building for poor women informal workers. Since its inception, IASEW has worked with the objective of taking the SEWA (Self-Employed Women's Association) movement forward by preparing a cadre of leaders through an integrated approach. It does so through training sessions and workshops, literacy classes, research projects, and communications and media outreach.

IASEW has played a vital role in bringing about change by strengthening women's capacities to achieve self-reliance and full employment.

—the two main goals of SEWA.

The future plans of IASEW are to:

- ✓ Continue women's education and capacity-building efforts;
- ✓ Equip target groups with the education and skills needed to contribute to their growth and development to build resilience against future changes (changes in work, technology, economics, policies etc.)
- ✓ Develop a cadre of women leaders at local and national levels through capacity-building to empower them with the knowledge and strategies these women need to navigate political/government systems as workers in the informal sector;
- ✓ Build perspective and promote new skills by addressing the livelihood needs of the younger generation;
- ✓ Create and use diverse communication tools, connecting to a larger audience, techniques and space for generating information and building women's awareness of the informal sector;
- ✓ Create a learning platform and resources by analyzing and distilling IASEW's experience in running the women's labour movement;
- ✓ Document and archive the efforts, learnings, experiences and contributions of women in the informal sector through membership-based organizations;
- ✓ Address the educational training needs of the project partners;
- ✓ Continue to follow the values and principles of the SEWA organization (Gandhian philosophy) and support "Swadeshi".

VISION AND MISSION OF IASEW

Mission: Develop a cadre of women leaders on the local and national levels through education and capacity-building, action-oriented research and through communication tools.

Vision: Sustainability and empowerment of women through the contribution of women's knowledge and wisdom to the outer world and by transmitting the same from outer world to them.



TRAINING

SEWA, after many years of existence, has a large membership. In order to take the SEWA movement forward, one of the major activities — namely trainings — is being implemented by IASEW. It is necessary for IASEW to build the capacity and skills of SEWA members and leaders from time-to-time to ensure their individual ability of survival and to strengthen the organization as a whole.

Objective: The main objective of training is to develop personality, increase self-confidence, and build the capacity of informal sector women workers through education.

Target group: Self employed women, girls, leaders, Spearhead teams, organizers and international groups/organizations.

The training wing of IASEW has conducted the following various trainings for the different target groups in 2016.

A. Trainings for Self-employed Women and Leaders:

<i>Sr.No.</i>	<i>Name of Training</i>	<i>No. of trainings</i>	<i>Trainees</i>
1	Member Education	12	300
2	SEWA Movement	3	56
3	Organizing	10	242
4	Decent Work	6	153
5	Gender	3	73
6	Social Issues	1	29
7	TOT	1	16
8	Agriculture Training	20	501
9	Health	2	37
10	SEWA Orientation	1	10
11	Life Skills Training	6	111
12	EDP	1	00
13	Senimatographic Training	1	16
	Total	67	1544



TOT on Solar Energy

B. Trainings for other Organizations at the National and International Levels

<i>Sr. No.</i>	<i>Name of Training/Workshop</i>	<i>Group/Area</i>	<i>No. of Training</i>	<i>Participants</i>
1	SEWA Orientation	SGR Staff	3	47
2	SEWA Orientation	Full Bright Students	1	18
3	TOT(Life Skills Education)	Patna Vaishali-SEWA Bihar	2	49
4	UN Workshop	UN India and Advisory committee	1	35
5	Exposure Visit	Tanzaniya/Mozambic	1	18
	<i>Total</i>		8	167

C. Trainings for Adolescent Girls

<i>Sr. No.</i>	<i>Name of Training</i>	<i>No. of Batches</i>	<i>Trainees</i>
	Life Skills Training	7	111
1	MS office	6	104
2	Tally	1	7
	Total	14	222

Adolescent girls are the future of the community and the country. They have a background in the informal sector but are unlikely to continue with the traditional work of their parents/family. With the changing times and market demands, they require new skills. IASEW conducts a Life Skills Training programme, created specifically for these girls, which includes a three month course on computer skills and English language training. The girls have daily four-hour lessons, including two hours of LST and two hours of computer and English language training. The Life Skills Training programme of IASEW provides not only basic and advanced computer training, but also prepares participants to deal with the challenges of life through 16 different types of Life Skills trainings. These include SEWA orientation, gender, social issues, leadership, organizing, political awareness, personality development, self defence, health, general knowledge, Citizenship and Governance, decent work, research, writing, financial planning, micro-enterprises, fabric painting, OPAC software, and technical.

As the girls of this course are from working-class family backgrounds, they don't have opportunities to visit the renowned places of Ahmedabad city. To give them exposure, IASEW organized visits for them to Science City, Gandhi Ahram, Traffic Children Park, and a flower show in 2016.

D. Staff Trainings:

<i>Sr. No.</i>	<i>Name of Training</i>	<i>Trainer/Resource Person</i>	<i>Place of Training</i>	<i>No. of Participants</i>
1	Child Abusement	Shaishav	Gujarat Vidhyapith	3
2	Telecalling Skills	Relience Company	Shanay-II	1

E. Other Programmes

I. Handholding Cell

In November 2015, for the economic sustainability of students from the life skills and computer education courses, IASEW began a Handholding Cell based on the demand of the adolescent girls (second generation SEWA members from the informal sector). One of the major activities of this cell is networking with companies and organizations for student work placements. IASEW understands the socio-economic issues of girls well, and they can match girls' criteria and skills to the mainstream job openings for the girls. The girls can also be placed with the sister organization's — SEWA — offices. As these girls have been trained in IASEW, they understand the values of SEWA so they can perform promising jobs and are in high demand there.

The Handholding Cell works as a bridge between these girls and mainstream opportunities. It helps girls to get employment and solve their social and family issues. In 2016, under the Handholding Cell, 281 girls undertook training in various disciplines, such as awareness creation, follow-up workshops, digital and e-commerce training, driving skills, and telecalling training. Curriculum vitae were prepared and 84 girls had job interviews.

II. Digital India

Coordination for organizing and implementing training of Digital India. Fifty-five girls participated in the training and exam. Provided required documents like Aadhar card and photos for the training.

III. Reliance Telecalling

Under this initiative, IASEW collaborated with Reliance Communications, a telecalling company, to provide employment to girls in telecalling industries. Between May and September 2016, 73 girls were appointed to Reliance under the Handholding Cell. They earned a total of Rs. 218,931 during this period. The team also received capacity-building trainings during this working period.

IV. Exposure/ Visits to IASEW:

- Under integrated SEWA programmes, organize exposure of six women from Vyara and give overview of IASEW.
- Organize exposure programme for Full Bright group of 18 people.
- Organize exposure visit for WIEGO and facilitate the same.
- Meeting with personnel from Germany for organizing EDP on textile industries (Clean Cloth Campaign) and organize/facilitate their visit to Vadhvan, Gandhiashram, and Manipur.

V. Overview

- Overview of IASEW for two students of Bhavnagar.
- Overview of IASEW for 22 women from Uttarakhand, Bhagalpur, Kerala, and Rudra Prayag.
- Provided information on training activity of IASEW for 23 women from SEWA BHARAT.
- Provided detailed overview of SEWA to 10 participants of Kaivalya Foundation.

RESEARCH

The following research programmes were conducted by IASEW's research wing during 2016.

Sr. No.	Name of Reserach	Tasks conducted	Partner/Client
1	Technology and the Future of the work	Research undertaken in the following 4 sectors to learn the use of tools and technology in work: <ul style="list-style-type: none"> • Garment Workers • Waste Pickers • Incense stick rollers • Construction Workers Through Photodocumentation, FGDs, and Key informal interviews	Undertaken by Practical Action and WIEGO with support from the Rockefeller Foundation
2	Urja Survey	Data collection/Survey	British Council
3	In-depth case studies for SEWA Bank loan	Collecting case studies and documenting the same	SEWA Bank
4	Needs assessment study — Brach wise	Conducted research study with report writing	SEWA Bank
5	Study on food, agriculture, and nutritious food	Survey and Data entry work	OKAPI Organization
6	Evaluation of digital	Evaluation and participant exams	Tata Consultancy

	literacy classes		Services(TCS)
7	Social Security — UNDP project trainings	Analysis of training data	Integrated SEWA
8	Analysis of beneficiary of 2013-2014-2015 activities of IASEW	Data cleaning and analysis	Internal
9	Data collection on Care Economy	FGDs and documentation	Integrated SEWA
10	Monitoring and Evaluation of IASEW activities	FGDs, case studies, interviews, reports, and LOPs	Internal



Research study data collection methods



DOCUMENTATION

- ✓ IASEW has been working in the world of informal women workers for 25 years.
- ✓ IASEW has established links between the needs of the community and information from officials regarding Government Schemes.

TRAININGS CONDUCTED

- ✓ Research: 7 trainings, 93 trainees
- ✓ Profile: 6 trainings, 44 trainees
- ✓ Coding and analysis: 1 training, 35 trainees

Total **14** research related
trainings conducted with **172**

INTERNSHIP PROGRAMME

IASEW welcomes students, PhD candidates, as well as volunteers and those interested in internships with the organization, whether they be local, national, or international candidates. It has run its internship programme for the last 13 years, organizing internships to give exposure of its activities and to women in the informal sector and sensitize interns for humanity. The interns also contribute their expertise/skills to the organization for the betterment of educational work for women's empowerment. At the end of the internship, IASEW also provides interns with a certificate.

In the year 2016, 13 different interns visited IASEW and contributed their skills while receiving valuable experience. They came from different reputed organizations, such as Institute of Rural Management Anand(IRMA), University of Massachusetts, Nutan Gram Vidhyapith, Christ University, Dr. Babasaheb Ambedkar Open University, P.D.P.U College, and etc.

Communication

IASEW continues to work towards women's empowerment through three different communication mediums. These mediums are used to facilitate awareness-raising in communities and visibility in mainstream media. They are as follows:

- Ansooya — Print media
- Radio
- Video
- Akashganga Newsletter

- I. **Ansooya:** Since 1982, SEWA's Ansooya magazine has been published fortnightly to give voice to the issues of informal women workers and to raise the visibility of their work to mainstream media. The magazine contains information about

Ansooya Membership

Life-time members: 1,524

Annual members: 348

Complementary: 271

Total members: 2,143

informal workers' work, employment, struggles, development, policy changes, etc. Ansooya has been in existence for 34 years and is published on the 6th and 22nd of every month. In 2016, a total of 24 editions of Ansooya were published.

- II. **Rudi No Radio:** On 26 November 2009, IASEW received a community radio station licence and proceeded to develop eight-hours-worth of programmes on a daily basis. They are broadcasted on 90.4 FM in this CRS, reaching 40 villages around Sanand and Kalol Taluka. Rudi No Radio is broadcasted every Saturday between 8 a.m. to 8:15 p.m. at the All India Radio (Government owned radio station) since 16 April 2005. The objective of this radio is to create awareness in the rural areas where, generally, the workers in the informal sector are not exposed to knowledge and education.



Media representation of Rudi No Radio

Outreach of Rudi No Radio-2016

- ❖ Number of listeners: Over 1 lakh
- ❖ Total program production: 1933
- ❖ Narrowcasting in villages of Sanand: 25
- ❖ Program on Panchayatiraj: 15
- ❖ Program on voters' awareness: 26
- ❖ Radio reply through mobile van: 14
- ❖ Letters from Listeners: 150
- ❖ Phone calls received: 200

Achievements of Rudi No Radio in 2016:

- Rudi No Radio received a national award and certificate for NIC Rudi No Radio programming in 2016.
- Rudi No Radio folk stars met MTV Rock stars



“Angels of Rock” is a new TV show running on the music channel MTV. This show features women’s empowerment through the adventures of four rising singers riding across the nation to get inspiration from women’s strength and actions. These Angels spent two days with the Rudi No Radio team to understand their work. They were inspired to see how these women handle the tough job of radio production. The radio team is not professional by their degree, but the women are smart and produce programming that is competitive in mainstream channels. The Angels also visited

villages in the vicinity of the radio station and met radio listeners. They were surprised to see the fan following of the radio team.

The Angels presented a song dedicated to the women of the radio team and their hard work. The show depicted the power of women by featuring Rudi No Radio's story.

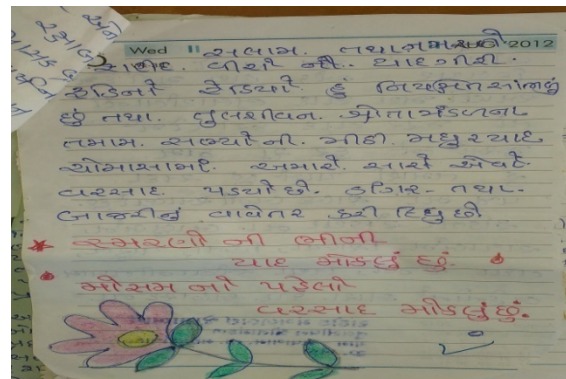
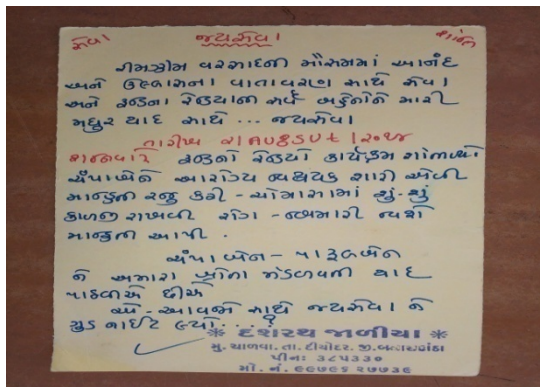
Feedback of Listeners':

There is major difference in earlier days and current era. In early days people used to drink buttermilk and eat pulses, millet, fenugreek — but now, new generation has more fast food. They don't like homemade Ghee, buttermilk and milk. How would they get nutrition? It is necessary to let them understand the importance of nutritious food through medium like radio.

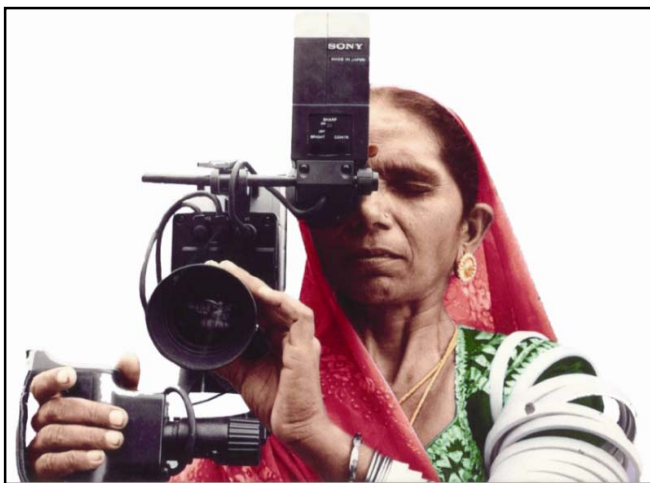
*-Babiben Solanki,
Listener*

In the era of technology and ideas, we don't feel requirement of radio set, as my husband record and send me radio program through his phone to me. He lives in Nanodara village while I live in Bavla.

-Arunaben Sadhu, Listener



III. Gujarat Mahila Video SEWA Information Communication Cooperative Ltd.(Video SEWA Cooperative):



- ❖ *Video Replays: 79 with 1,848 Viewers*
- ❖ *Photography training: 3 with 77 participants*
- ❖ *Duplication: 34*
- ❖ *Logging: 50*
- ❖ *Shootin: 62*
- ❖ *Edits and re-edits: 36*
- ❖ *Archiving: 1*

Objectives of Video SEWA Cooperative:

- To use video as a tool for training and teaching new skills and producing new ideas, designs, and methods for doing things.
- To raise awareness among members about social or economic issues in regards to poor and working women.
- To reach decision makers/policymakers by raising the visibility of informal sector work and worker's issues.

Achievements:

- Two members from the Video SEWA team participated in the Ankur Film Festival in Nasik. Two Video SEWA productions were screened there, namely "Childmarriage" and "Water is Incredible". Video SEWA team members were honoured to receive certificates and mementos for their work.

Feedback from Participants:

1) Programme: KshyNathi Bhay(TB is not aThreat)

- **Varshaben:** "Get information about TB's treatment in this programme."

- **Ranjanben:** "I thought the medicine of TB is only available at government hospitals, but after watching this programme, I get to know that it available in all hospitals at free of cost."
- **Manuben:** "The video was very good, I learnt that TB is infectious disease and so you have to keep vessels, clothes, etc. separated from others."

2) Programme: Akash mare Ambvu Che

- **Jyotiben(Village Pipan):** "Today is era of computer and technology. We should educate our girls."
- **Varshaben(Village Pipan):** "Watch and understand difference about village and city girls. We should educate our girls."

3) Programme: Education Campaign

- **Somiben:** "In the film I saw adult women learning in literacy, I also wish to learn..."
- **Saviben:** "Earlier we have mentality that we cannot study at this age but after watching film I understood that there is no age bar in learning process."
- **Damyantiben:** "Today our children take schoolbag but that day is not far when they will study in laptop and internet. So to know what they are studying, we have to study little."

Literacy

SEWA is a unique and strong organization of self-employed women from the informal sector who live and work in both urban and rural settings. The women members work in many different occupations of the informal economy. SEWA Academy, now known as IASEW, is working to build the capacity of women members as many are illiterate or only semi-literate and coming from urban and rural areas. As the women came to the trainings, their desire to become literate increased. Due to this increased demand, IASEW began to run literacy classes for women in the slum area in 1992. The objective of the literacy classes is to provide education which will make their life easy. The classes run for two hours daily at a convenient time for the women. The age group ranges from 8 to 50 years old. In 2016, teachers received training for a new literacy initiative: digital literacy classes where students receive training through computers.

2016 data.....

Literacy classes in urban area: 27 with 581 women

Literacy classes in rural area: 23 with 496 women

Reach: 1077 beneficiaries through 50 classes

Hardware training of computer: 152 participants

Evaluation and gradation: 1,077 women from the literacy class



Transformation
from traditional
to digital
literacy teaching

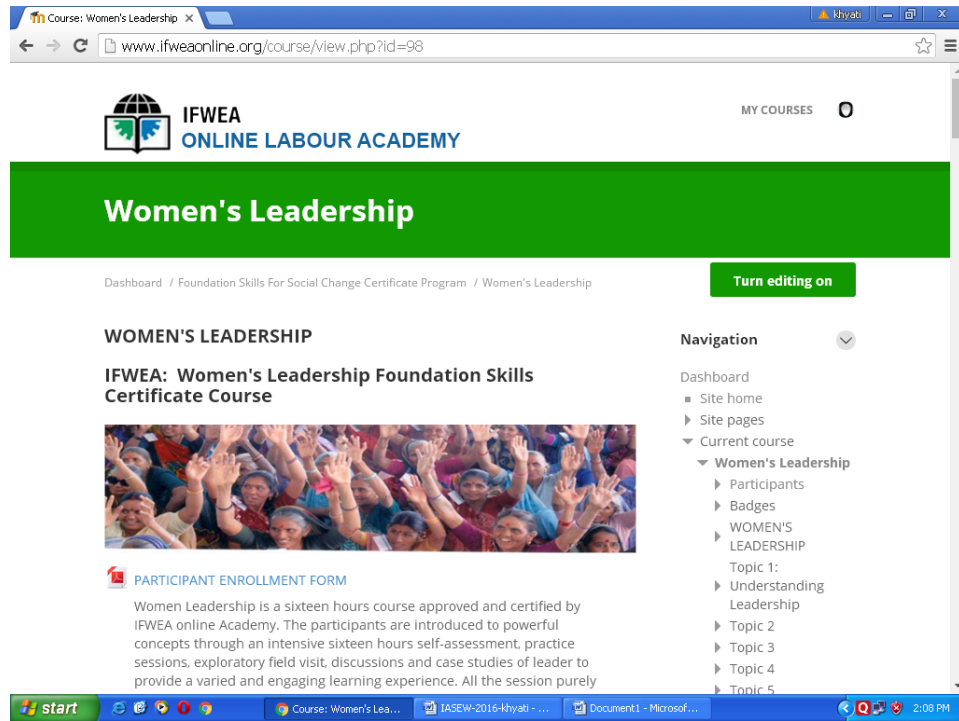
Vocational Training

IASEW conducts vocational training courses in the urban and rural areas of Ahmedabad. In 2016, meetings for a needs assessment were conducted in 11 areas/villages with 315 participants. As per the needs voiced at the meetings, a total of 14 vocational trainings were conducted with 280 participants. This year, the trainings included sessions on cutting and tailoring and beautician and hand-made embroidery.



Manishaben Kalubhai Makwana(Sarkhej): When I failed in 10th class, my mother sent me in tailoring classes of SEWA. I learnt stitching skills and now stitch clothes for family members. Also, earn Rs. 1,000 monthly by taking work orders. I bought secondhand stitching machine for work and preparing for 10th exam too.

New Initiatives And Collaboration



In 2016, IASEW signed a MOU with IFWEA under its collaboration for Online Labour Academy (OLA) to develop and run a course on women's leadership. In the initial stages, a Skype meeting was held with IFWEA to formulate a better understanding of the course and decide what kinds of topics should be included. As the course was supposed to target online users, broader discussion was held about the content. An internal team was formed to work on the course and all topics were divided into a total of seven sessions, excluding enrollment and feedback forms.

The course introduces participants to the powerful concept of women's leadership through an intensive sixteen-hour self-assessment course, practice sessions, exploratory field visits, discussions, and case studies of leaders to provide a varied and engaging learning experience.

All the sessions are based purely on SEWA's theoretical and practical learnings. Theories are created and experimented with the organization at a grassroots level. The SEWA leadership has worked hard to improve labour capacity and build and lead women-friendly and informal economy-friendly workers' organizations. All of the leadership's experiences of what worked or what didn't work during this long journey

have been converted into theories and activities. The course was developed and presented by Namrata Bali to the IFWEA to get approval and suggestions from other partner countries.

Events/Workshops

- ❖ UN consultation Workshop
- ❖ International Women's day
- ❖ Roja Iftari
- ❖ Rakshabandhan
- ❖ Navratri
- ❖ Snehmilan(Diwali Wishes)
- ❖ World Literacy Day
- ❖ Participation in Recipe Fair with Srishti Organisation
- ❖ Workshops on agriculture, government schemes, and health
- ❖ Workshop on the care of land/soil
- ❖ Workshop on organic farming
- ❖ Workshop on Vanishing Recipes
- ❖ Impact of demonitisation on farmers
- ❖ Akshganga Workshop



Adiministration and Account Teams

Photocopied 18,518 copies
of documents and
reference materials.

Local Phone: 23089

STD Phone: 495

ISD Phone: 9

Emails:15340

Courier: 35

Speedpost: 8

The Account team facilitated necessary financial submissions for projects, produced timely audited accounts, ensured payments and disbursement of food and travel expenses for training programs, workshops, and other event participants.

Documentation Center(Library)

Library users: 235

Publication sold: 154

Amount of sold publication: 15,731

Total Books: 10,043 in
Gujarati, Hindi,&
English

Total Magazines: 44

Training of OPAC software,
library and dictionary to 64
girls.

Library team contributed to posting of Akashganga from January to march of 2016. The team cut and archived by subject newspaper articles, prepared a kit for the LST, other trainings, and for workshops conducted during the year. They provided stationary to the staff and took stock of the same. They provided materials for the vocational trainings in 2016 and took stock of SEWA publications. They managed a stall displaying these publications during the UN Women's visit to SEWA.

Thank
You