

RURAL STINT - Final
Presentation

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Presentation Structure

- **Current condition of rural women**
 - Issues faced

- ***Samooch* - Government supported model of rural self help groups**
 - Current Working
 - Problems in current structure

- **Empowering rural women for a better social life**
 - How can Project Shakti can make a real difference
 - Providing financial avenues ?
 - Building confidence and social status of rural women



Current condition of rural women - Issues

- Lack of Social Status
 - Women confined to combination of farm and house hold work
 - Lack of social acceptance and appreciation
 - No participation in key household decisions
 - Resulting in low Self Confidence



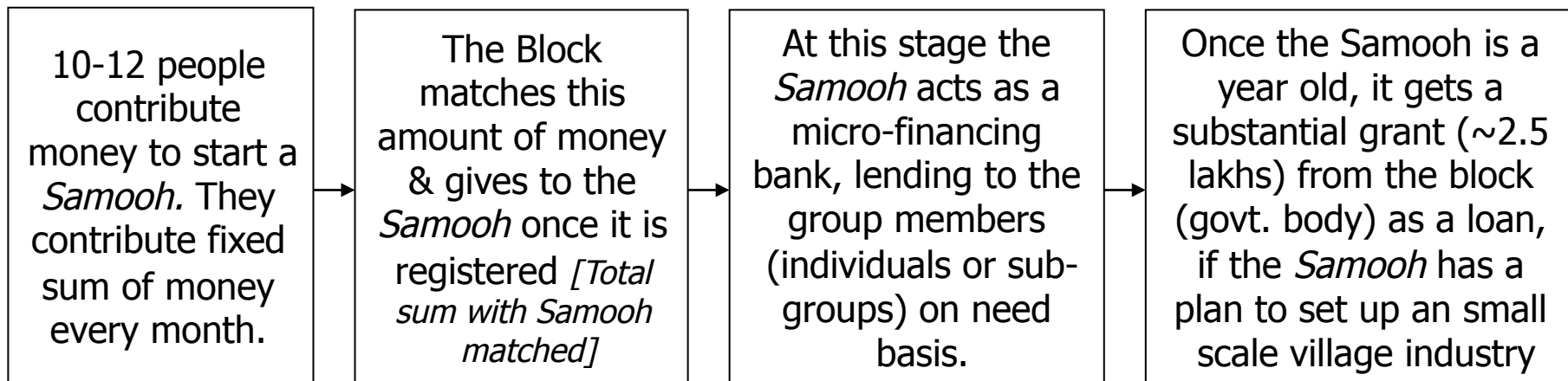
Current condition of rural women - Issues

- Financial issues
 - Low incomes
 - Large families lead to bigger need of finances
- Health - Family Welfare
- Education - Low admittance of girls in schools and lower attendance
- Prevalence of Superstitions and beliefs



Samooch - Government supported model for rural self-help groups

- Current Working



- Various industries exist in the village we visited...



Dairy and Processed foods



Bead Making, Weaving



Handloom Sarees, Lamp Making



Problems Associated with the current working of *Samooch*

- **Concept of ‘Economies of Scale’**
 - The Samooch splits the money to various smaller groups of 3-4 members or individuals, who invest it in making products they are skilled in or for gaining financial stability at HH level for interim periods
 - Villagers operating in small sub-groups produce limited quantities of output - such quantities warrant the need of middlemen who buy such outputs across villages then higher up the value chain (villagers as a result get unfair prices)
- **Concept of ‘Economies of Scope’**
 - Each group sells the product it makes separately to the middlemen / buyers in nearby cities - no synergy with co-villagers
- **Lack of Skilled Women** - few and restricted by social conditions

Result → Large effort with low financial returns



Consumer Speak !?

- “bichaule bahut hain .. Har aadmi kuch na kuch to le hi jata hai.. Kuch nahi kar sakte” - villager involved in bead making
- “20kg nahi bech paayenge.. Haan 100kg hoga to market mein log hum se baat karenge” - social worker
- “ho to kuch aisa ho ki gaon mein zada se zada logon ka fayda ho sake” - NYK leader
- “logon ko chahiye to le jaate hain paisa Samooh ka - 2% interest par lete hain mahine ka” - Samooh leader on micro-financing
- “aurat log ko bahut kaam hote hai.. Ghar ka, kheton ka, khana pakana..aur kuch karne ka time kahan se aayega” - villager



Shakti: empowering rural women to become Self Sufficient

- **Samooths are currently operating as Mini-Banks to individuals or small groups**
 - There is a need to educate villagers to utilize this scheme to set up an industry
- **Shakti to tie up with NGOs to provide Vocational Training to rural women.**
 - Stitching - 36 frocks / 30 women / day
 - Kadai / Bunai - 30 sweaters / 30 women / day
 - Dairy - 32 cows - 250 lts, Processed Foods like Paneer, Cream, Butter.
 - Goatery, Beads, Achaar / Murabba
- **Shakti dealer to coordinate with opinion leaders in the village to ensure each Samooh is working on one product to generate large saleable quantities.**
- **Shakti dealer to lead a marketing group of unemployed men from the village**
 - HLL / NGO to train them on marketing
 - Generate economies of scope by bringing finished goods from various Samooths under one roof.



Social Upliftment - Raising Awareness

- HLL dealer in a village gets respect and trust from the villagers
- She could be used as a medium to conduct awareness programs to:
 - Motivate and be a role model (hence selection of shakti dealer critical)
 - Educate on Family Welfare
 - Equality of Men and Women, no Gender Bias
 - Promotion of Literacy and Education
- **Tele-education on Health, Hygiene and Social issues mentioned above**
 - We played movies for villagers and both men and women were audience without any restrictions
- **Shakti Day performances** (say a talent show) by rural women in which their family members are invited and they witness their talents



Shakti - Perspective

■ Current Working

- Men more active than women
- Tracking RD sales - not a full proof system
- Communication of MOC schemes not timely

■ Opportunities/Threats

- Threat of SD carrying competitor products
- Driving consumption through Shakti (versus adding area)
- 'Big Villages' through traditional way?
- Involving larger number of villagers - social responsibility



Thank You

