



EDI

NEW! EDI-EU PERKS

Co-Financed by
the European
Commission

EDI- EUROPEAN UNION PROJECT FOR ECONOMIC REGENERATION OF KACHCHH & SAURASHTRA

Dr. Dinesh Awasthi
Director, EDI

EDI-EU SPEARHEAD TEAM

Dr. KVSM Krishna
Director-Planning

Mr. Bipin Shah
Director-Implementation

Mr. Kirti Vakil
Project Leader

Mr. Shiv Bhushan Sareen
Project Leader

Mr. Nabarun Sen Gupta
Coordinator-R&M

Mr. Pramod Srivastava
Associate Coordinator

Dr. Ananth Panth
Associate Coordinator

Mr. Neeraj Sharma
Field Associate-Bhuj Office

Mr. Rajesh Panchasara
Field Associate-Rajkot Office

Ms. Rucha Thakkar
Field Associate-WED

Prakash Solanki
Trainer

Jasbeer Khalsa
Project Associate

Megha Ganatra
Project Associate

Ms. Lalita Krishnan
Manager-D & R

Ms. Sarita Modi
Manager-Accounts

Mr. Girish A.
Central Secretariat

EDITORIAL TEAM

Nabarun Sen Gupta
Editor

Nikhilesh Desai
Managing Editor

Julie Shah
Associate Editor

"Women are 50 percent of the equation. Choosing not to work with women is like trying to progress with one hand tied behind your back."

- Ernst & Young, Australia
CEO, Brian Schwartz

Editorial

Development and growth of any society is contingent upon the pace of development of its economy. Evidence and research point out that higher the incidences of entrepreneurship in a society, higher is its level of growth. With the growing awareness of entrepreneurship and its benefits, more and more people are opting for it as a career option. Government, both at the center and state, has introduced entrepreneurship-friendly policies to motivate people to adopt entrepreneurship and become job providers. Efforts at various levels are also being put in to bring women into economic mainstream by guiding and encouraging them to set up their own ventures. Such an inclination on the part of women will trigger the pace of their empowerment and also the overall development of the nation.

Several NGOs and Government Agencies are now involved in promoting the cause of women entrepreneurship. Interestingly, most of them adopt the social welfare approach but do not integrate their efforts with an understanding on entrepreneurship. Researches indicate that women generally engage themselves in 'Survival Enterprises'. These are traditional business activities like handicrafts, food processing, tailoring, vending, etc. In the present context, it is not just important to make women start their enterprises but also engender empowerment through this process of enterprise creation. A paradigm shift thus becomes necessary.

Since EDP is an intensive human resource development activity it must have the gender component in its design. This understanding will not only expand and enhance women's potential to start but also help them run their enterprises and businesses successfully and on their own. EDPs, therefore, must help women develop skills beyond mere identification and selection of business opportunities and the related resources. It should aim at building various business skills, their knowledge, and their attitudes. The end product must be to make women managerially competent. This is likely to develop in them the ability to take independent business decisions.

Encouraging women and developing them into successful entrepreneurs, calls for the adoption of a systemic approach, where on one hand proper training and on the other guidance too is important. The action must often go beyond just giving inputs, and focus on hand holding support subsequent to the training program. Success rests on various follow-up support services like linking women entrepreneurs with credit, marketing and other support services and activities. The job demands trainers and facilitators of women entrepreneurship to play a multi-dimensional role. They are administrator, liaison officer, training manager, trainer, counselor, technical adviser, and also motivator.

In addition to these an entrepreneur trainer-motivator involved in promoting women entrepreneurship must also have an understanding of the gender roles and the gender needs. These are very culture and location specific phenomenon and have a bearing on the trainer's approach and course of action. Entrepreneurship programs must therefore go beyond meeting the practical need (income) of women. It must also focus on meeting their strategic gender needs- visibility, decision making and exposure.

- Nabarun Sen Gupta
Editor

STATE'S RESPONSE AND RECOGNITION OF THE ROLE OF WOMEN

The women of Kachchh and Saurashtra always wielded a perceptible air of confidence and optimism when it came to business using traditional skills and talents. But with the earthquake having disrupted lives of thousands in Gujarat and destroyed trade and business, especially in Kachchh and Saurashtra, the women dominated enterprise revival and development became an urgent need. Against this backdrop, special efforts to restore the economic livelihood of women affected by the earthquake were initiated.

The Women and Child Development Department, Government of Gujarat initiated the 'Women's Livelihood Restoration Project' (WLRP). The Gujarat Government entered into an agreement with the Asian Development Bank for loan under Gujarat Earthquake Emergency Reconstruction and Rehabilitation Project. The livelihood project was a fallout of this effort.

The Project envisages targeting 20,000 women and is being implemented in 15 critically affected talukas from five districts of Gujarat. The Project is geared more towards the most poor and vulnerable women. Widows, disabled and women headed households would constitute 20% of the targeted women.

District	Taluka
Kachchh	i. Bhuj ii. Bhachau iii. Gandhidham iv. Rapar v. Anjar vi. Mundra
Rajkot	i. Morbi ii. Maliya-Miyana iii. Wankaner
Surendranagar	i. Dhangadhra ii. Halvad iii. Patdi
Patan	i. Sami ii. Santalpur
Jamnagar	i. Jodiya

The Project focuses on supporting the initiatives of the voluntary sector particularly with reference to components like;

Capacity Building: This could be skill upgradation training; new skill development for taking up self employment activities. Some of these could also be linked with wage employment.

Common infrastructure required for livelihood: Support to women through marketing of products, raw material supply through establishment of linkages with sources of raw material.

Activity based projects for livelihood: Projects in the field of agriculture, horticulture or dairying, and marketing of their products.

The project emphasizes on the role of Non Government Organizations. NGOs will be involved in capacity building, micro infrastructure provisions and also in various other activities.

Contact address

Smt. Veena Padia, Project Director.

Women's Livelihood Restoration Project, Office of the Commissioner, WOMEN & CHILD DEVELOPMENT Gujarat State, Block No. 1, Polytechnic Campus, Ambawadi Ahmedabad. Tel No.: 6309487, 6300396. Fax : 6305286.

With the support of WLRP, EDI is implementing a project in both Kachchh and Saurashtra. The project is expected to help extend credit facilities to women trained under EDI-EU PERKS.

Making Women realise their Potential

The European Union Project had envisaged that atleast half of the targeted trainees i.e. the potential entrepreneurs should be women. In the Trainers' Training Program, special and focussed efforts were made to help the trainers understand this aspect and need. The trainers' team from EDI constantly followed-up and supported the initiatives of partners at the grassroots. In addition the project team also invested time and resources to rope in support from critical state players so that synergies could be developed. The Women's Livelihood Restoration Project has extended wholehearted support in furthering the cause of women entrepreneurship.

The Rural Entrepreneurship Program as well as the

Table 1
Women-headed enterprises

Program Phase	Total Trainees	Women Trainees	Number of Enterprises initiated	Women-headed Enterprises	Total Investment	Total Investment by Women-headed enterprises
EDP 1	407	100 (25%)	206	36 (17%)	33810910	2499800
EDP 2	362	84 (23%)	91	15 (16%)	10049000	670000
REDP 1	331	219 (66%)	171	93(28%)	7858735	1910449
REDP 2	556	249 (45%)	175	118(67%)	5614100	1838600
Total	1656	652 (39%)	643 (39%)	262(41%)	57332745	6918849 (12)

(Figures in bracket show percentages)

Entrepreneurship Development Program has primarily focussed on including women as trainees. In the first year of the project a total of 1656 trainees attended the program, women constituted 39 % of them. Many of these women have now initiated their own enterprises. However, the investment made by women is only 12 % of the total investment made by all the entrepreneurs. 54% of the women have in most cases mobilised the resources from their own household. Another 29 % were mobilised from their friends and relatives (in most case, parents). The rest have come from agencies like WLRP (6%) and from their own savings and credit groups (11%) . There is a need to push this up with adequate support from the financial agencies. In most cases the investments are small and mainly in promoting enterprises, which are home based. However, it is heartening to learn women are gradually setting up business ventures in the so called male dominated areas.



REDP Trained Woman managing a small business outlet in village Dharampur

A PRODUCT WORTH TRYING : VERMI COMPOSTING

- Manoj Mishra
EDI Faculty

Using living organisms (or life forms) to process materials into value added bio-products have practical utility for us. Vermiculture biotechnology involves the use of earthworms as versatile natural bio-reactors. They can play a critical role in cleaning up the environment; enriching the soil and this could contribute towards development of sustainable agriculture and even converting wastelands for productive purposes.

Vermicomposting can be done by either surface dweller earthworms (those working on surface soil) or through deep burrowers (working in the lower strata of soil). The process of vermi-composting can be used with any type of waste such as agricultural residue, animal waste, dairy and poultry waste, food industry waste, municipal solid waste, bio gas slurry, etc.

Vermi-composting has certain inherent advantages. They are almost nearly zero energy consumption; they do not stink, low investment and low risk, product could be easily marketed and also does not require much labour. It is in the light of these advantages that vermicompost stands a better chance to be accepted as a product for rural enterprise.

Manufacturing Process

One can adopt vermicomposting using any of the two methods, namely-

- The Surface Method
- The Pit Method.

The Surface Method

This is done by defining the area and making layers on the soil surface.

Layer-1: Around 3 inches of sand

Layer-2: Around 3 inches layer of vermicast containing earthworm cocoons (eggs of the earth worm)

Layer-3: 3-4 inch of slowly degrading matter

Layer-4: Approximately 5 kgs. of earthworm biomass for 100 kg of waste

Layer-5: 10-12 inches layer of mixture of cow dung and leaf waste

The layer is covered with moist jute cloth and is watered everyday. This is done to maintain the moisture at around

60% level. The compost becomes ready in around 45 days.

The Pit Method

1. For 100 kg waste, a size of 6x3x2 feet pit is ideal. The depth should not be more than 3 feet. This will restrict air circulation.
2. Starting from the bottom layers can be made in the following manner:
 - a. Small pieces of bricks: 3 inches
 - b. Sand layer: 3 inches
 - c. Layer of vermicast containing earthworm cocoons (eggs of the earth worm): 1 inch
 - d. Slowly degrading matter such as dried leaves or small twigs mixed with around 10 days old cow dung: 3-4 inches
 - e. Approximately 5 kg of earthworm bio-mass for 100 kg of waste
3. Waste is added after seven days.
4. It is to be kept covered with a moist jute cloth.
5. It is to be watered everyday to maintain the moisture at 60% level.

The compost is ready for harvest in 45 days.

Harvesting the Compost

The following steps, if adopted, will give higher yields.

1. Watering should be stopped five days before harvesting.
2. Big lumps from the surface can be taken out. Normally 60% conversion of the waste is achieved.
3. Outlined procedure must then be followed:
 - Worms and converted waste must be kept on a plastic sheet.
 - Cone-shaped piles, containing the worms and vermicompost must be made. This will make the worms go to the bottom of the pile thereby separating the compost from the worms.
 - Remove the vermicompost and pack them in gunny bags.
 - The worms are then transferred to a container for weighing them.
 - Start the process of second round of vermicomposting in new bedding.

Some points for consideration :

- Never make a heap of waste.
- Divide surface area in equal squares.
- Spread the waste in each square according to days.
- Make the unit in a shady place.

(Continued on Page 4)

The European Union (EU)

The European Union, previously known as the 'European Community' is an institutional framework for the construction of a united Europe. It is a unique, treaty-based, institutional framework that defines and manages economic and political cooperation among its fifteen European member countries. The Union is the largest stage in the process of integration begun in the 1950s by six countries-Belgium, France, Germany, Italy, Luxembourg and the Netherlands - whose leaders signed the original treaties establishing various forms of European integration. While common EU policies have evolved in a number of other sectors since then, the fundamental goal of the Union remains the same: to create an ever closer union among the people of Europe. Presently 15 European countries; are the members of European Union.

Gujarat Earthquake & EU

On the day of the Earthquake the Commissioner for External Relations, European Commission (EC), Mr. Christopher F. Pattern was on his visit to India. Knowing about the tragedy, he not only offered his condolences but also showed his solidarity with the ill-fated people of Gujarat which culminated into an assistance of Euro 100 million (Rs. 400 crores) for relief and rehabilitation efforts in the region. EDI is privileged to be a partner of EU in this effort.

The EDI

Entrepreneurship Development Institute of India (EDI), is an autonomous and not-for-profit Institute set up in 1983, by IDBI, IFCI Ltd., ICICI Ltd., SBI and Government of Gujarat. EDI has been spearheading entrepreneurship movement nationally & internationally through education, research and training.

One of the priority areas for EDI is to identify, motivate, train and create micro and rural entrepreneurs through self-employment and small business development programmes. It is being implemented by about 350 Voluntary Organisations throughout the country. The Institute has completed 13 years of fruitful partnership with NGOs in implementing Micro Enterprise Development Programmes (MEDPs) and other related programmes, particularly in rural areas. The Institute has conducted 610 MEDPs during the decade, training 15,243 rural youths, besides a cadre of 586 Rural Entrepreneur Trainer-Motivators.

The Institute has also been working towards capacity building of NGOs and sensitizing environment and support system. In the programmes on micro-credit, about 100 professionals from NGO sector have been developed to manage credit operations. To facilitate smooth flow of credit, EDI has also been sensitizing bankers, through NGO-BANKER Interface programmes.

Our Partner NGO

SARAV GRAM VIKAS SAMITI

Sarav Gram Vikas Samiti was established in 1982 as a Non-Profit Organization at Mehsana in the state of Gujarat to generate awareness and prepare rural men and women to establish as Entrepreneurs. It was created to accelerate the process of rural industrialization and generate the scope of self/wage employment.

Its mission is to assist in the formation and strengthening of people's organization through creation of SHGs by bringing them into mainstream of the economy and thereby participating in the process of nation building.

The major activities of the organization include social upliftment of the poor and women. This they ensure through various programmatic interventions in the area of education, health and social development. They have also undertaken implementation of programmes on drinking water and sanitation. These programmes have benefited over a thousand families in these areas.

The organization is also involved in income generation programmes. Their strategy focuses on building the capacity of promising and committed entrepreneurs through Entrepreneur Development Programmes. They have involved themselves in projects related to income generation in Vijapur, Mehsana, Kadi, Kalol and Gandhinagar. They have carried out Five REDP programmes, wherein around 150 candidates were trained. They also provided various hand-holding support through programmes on mobilizing technical assistance, training support as well as establishing linkages with the banking sector. This support they understand is most critical to success.

As partners of EDI, SARAV has been involved in promoting Entrepreneurship Development Programmes in Kachchh. They have conducted two Rural Entrepreneurship Development Programmes in one of the most difficult area and with the minority groups.

Contact Person : Mr. D.S. Trivedi
Sarav Gram Vikas Samiti (SGVS)
A/6, Rudra Society Opp. Vir Dairy,
Prabhat Chowk, Ghatlodia,
Ahmedabad-61 Phone: (O) (079) 7462373

A Product Worth Trying : Vermi Composting

(Continued from Page 3)

In case of pit method care must be exercised to ensure that it is not in a low-lying area where water accumulates.

Water the system only to keep it moist. Do not soak it with water.

Do not keep digging holes in the waste to see the conversion. This will disturb the process.

When ready, compost will have an earthy smell with brownish-black granular look.

The compost once ready is packed in gunny bags. On an average they fetch Rs 5 per kg in an urban market. Farmers growing vegetables and those involved in horticulture are increasingly using this. The rate of return (ROI) is almost 125%. With a capital investment of Rs 4000 a farmer could start earning Rs 2000 every month plus the amount s/he could earn through the sales of earthworms (The selling price of earthworms range from Rs 400-600 per kg). Vermicomposting is therefore a profitable business venture for the landless as well as for women.

For further details, contact :

BAIF, At Lachhakadi Tal. Vansda, Dist Navsari, Gujarat 396 580

Phone (02630) 244005, 244096

EDI-EU Secretariat

Entrepreneurship Development Institute of India

(Via Ahmedabad Airport & Indira Bridge), P. O. Bhat 382 428 Dist. Gandhinagar, Gujarat, India

Tel : (91)(079) 3969161, 3969162, 3969163 Fax : (91)(079)3969164

E-mail : ediindiaad1@sancharnet.in Website : <http://www.ediindia.org>

Project Offices

EDI-EU Secretariat

Rajkot : No. 8, Saurashtra Kala Kendra Society, 8/9 Corner, Opp. Nirmala School,
Rajkot - 360001 Tel : (0281) 2585037

EDI-EU Secretariat

Bhuj : G.F.4, Orient Colony, Opp. V.D. High School, Bhuj. Tel : (02832) 21266