



EDI

NEW 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

Mr. Prakash Solanki
Trainer

Mr. Jasbeer Khalsa
Project Associate

Ms. Megha Ganatra
Project Associate

Ms. Lalita Krishnan
Manager-D & R

Ms. Sarita Modi
Manager-Accounts

Mr. Girish A.
Central Secretariat

EDITORIAL TEAM

Mr. Nabarun Sen Gupta
Editor

Mr. Nikhilesh Desai
Managing Editor

Ms. Julie Shah
Associate Editor

Editorial

In India, the artisanal sector is the second largest in terms of employment generation, next only to agriculture. There are twenty three million artisans in India today. Even several agricultural and pastoral communities depend on their traditional craft skills as a secondary source of income in times of drought, lean harvests, floods or famine. Women struggling to enter the economic mainstream often make use of craft related skills to become wage earners. Their inherent skills in embroidery, weaving, basketry etc. are a natural means to social and financial independence.

Gujarat is one such place where various traditional handicraft products are immensely popular. Important among them are Patola of Patan, Gharchola of Cambay, Sujni of Bharuch, Ajarak Print of Kachchh, Metal Craft of Botad, Bandhani of Jamnagar, Block Printing of Kachchh, Gem and Jewellery of Rajkot and Bhavnagar etc. These have provided Gujarat a supreme status. The Patola of Patan and Vegetable Dyes like Ajarak Print work also made a mark in the international market.

However, the entire artisanal sector of Gujarat is in dire straits; it hasn't been able to harness the potential to the hilt. The problems are many and varied. Lack of capital, scarcity of raw material and their availability at reasonable rates; absence of direct marketing outlets; difficulty of access to urban markets; production problems; lack of guidance in product design and development are some of these.

Rural artisans from Gujarat suffer from a very poor accessibility to the markets.. This single factor has compelled many artisans to take support of middlemen or do job work on behalf of the middlemen who, in turn, provide only labour charges for the goods these artisans produce. Most of these artisans are also not organised. For sale of their finished products, they depend on intermediary agents and private traders and, therefore, end up getting much less return as compared to the efforts put in by them. The middlemen provide the necessary raw material, designs and also sometimes seed capital for purchase and upgradation of machinery used in manufacturing of the products. These in most cases come with a tag of interest which these artisans pay over a period of time by getting a certain charge deducted from the already created artifacts.

The strategy adopted by NGOs is to organise craftswomen into self-managing production units at the village level and link them to a cohesive training and production process which would eventually be controlled and managed by the women. The goal is to elevate the status of the craftswomen from wage earners to producers and artisans. Support is also extended for various backward and forward linkages.

NGOs witness marketing as the main bottleneck and as a key support service that need to be provided to artisans. Efforts have been initiated by NGOs almost at all places to bridge this gap of awareness. Direct interaction between the craftspersons and the consumers was seen as a potential strategy to break the dependence on government agencies and the commercial middlemen. The attempt to bring producers face-to-face with the market, to provide first hand experience of the needs, tastes and trends of an urban clientele is being seen as a strategy. The most effective way to achieve this is through a Bazaar or participation in trade fairs. As a first major step in marketing, craft groups are encouraged to have solo exhibitions. Periodic exhibitions are a good platform to display products and artisans get a distinct advantage through such exhibitions.

"You may be disappointed if you fail, but you are doomed if you don't try."

- Beverly Sills

(Continued on Page 3)

Tool Kits and Grants from WLRP to Women trained under PERKS

The EDI-EU PERKS team liaised with the **Women's Livelihood Restoration Project (WLRP)**, of the Department of Women and Child Development, Government of Gujarat to provide funds to women trained under the project to start their enterprises. In all, 483 women were sanctioned grant under the scheme.

DN POLYTECHNIC EDUCATION TRUST, Ahmedabad distributed tool kits to trainees at a function held at Anjar on 17th July 2003. The state Education Minister, Ms. Anandiben Patel was the chief guest. The hon'ble minister in her address motivated women to take up economic activities and also guided them on several schemes of the Department of Women & Child Development thus urging them to avail the benefit of these.

Anmol Rural Development Foundation A function was held at Bhuj. Tool kits were distributed to the EU PERKS women trainees. Mr. Ashok Kalaria, the Director of District Rural Development Agency was the chief guest. In his speech, Mr. Kalaria informed women about various schemes under DRDA and their benefits. He also highlighted the need and the significance of women becoming economically independent. Mr. Dilip Maan, DDM, NABARD and representatives from EDI attended both these programs.



Smt. Anandiben Patel, State Education Minister, addressing the trainees of the REDP held at Anjar



Hon'ble Minister distributing Tool Kits to the trainees

Organic Composting - A Rural Product

- Manoj Mishra

Composting is a simple technique that turns organic material, like farmyard debris into a rich soil conditioner that can be used as fertilisers. This process occurs in nature continually as vegetation falls on the ground and slowly decays. Organic techniques include methods such as composting, mulching, and using liquid and solid waste as fertilizer. It is an alternative to releasing toxic contaminants from herbicides and chemical fertilizers into the soil, surface and ground water. Organic techniques are important in long term use of the land for food production and the sustainability of soil because it recycles energy, nutrients and minerals with minimal damage to the local water supply and wildlife.

Organic compost is produced through a process involving anaerobic and aerobic composting for three months. The principal ingredients of the product are Neem Cake, Tobacco Dust, Castor Cake, and poultry/farmyard waste. High quality raw material can be procured from the local markets. This compost can be packed in gunny bags and marketed in villages. The cost of manufacturing ranges from Rs 90-110 of which around 60% is the cost of the raw materials. The rest is the cost of labour, which a family can put in, and save upon. The selling price of a 50 Kg dried product is in the range of Rs 165-180. The entrepreneur can use his/her backyard and prepare the manure in pits measuring 5.5 feet depth; 10 feet length and 4 feet width. An investment of Rs. 6000 will fetch an entrepreneur around Rs 10000 over a period of three months. The pit will produce around 100-110 bags of organic compost.

Precautions for Composting :

- ◆ Compost pit/heap should be made under tree shade to avoid moisture loss and at a higher level to avoid water accumulation during rainy season.
- ◆ Compost site should be near water source because water is required frequently and in large quantity to prepare compost.
- ◆ Dry and green organic materials should be mixed properly with animal dung/urine to balance the Carbon/Nitrogen (C/N) ratio.
- ◆ All the raw material required for composting should be collected separately and compost tank/pit/heap should be filled and sealed within 48 hours to ensure undisturbed composting.
- ◆ In summer, compost must be preferably prepared in pits to overcome evaporation losses while in rainy season it should be made in tanks or above-ground-heaps to avoid water accumulation.

For details, contact :

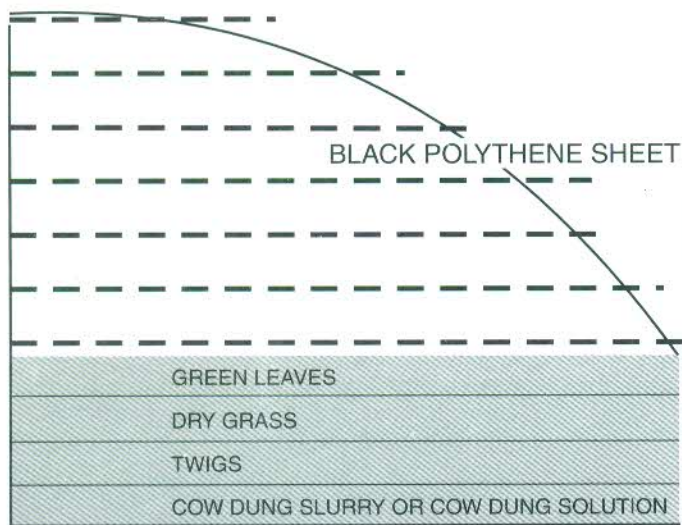
Shri Dinesh Mogharia

Program Specialist Agriculture

Aga Khan Rural Support Program (India)

Sayla- Highway, Surendranagar, Gujarat

**FIGURE
CROSS SECTION OF A COMPOST PIT**



Success Story of an earthquake victim from Anjar

"I CAN STAND ON MY OWN," says the confident Nitaben



Nitaben, aged 39, educated upto the 9th standard, stays along with her husband and three children at Anjar taluka of District Bhuj. Her husband is a driver by profession and she herself worked with a garment factory till the 26th January 2001. On that fateful day there suddenly came a storm in her happy life. Her house and belongings turned

into debris and she herself was trapped in debris. Although rescued, she was seriously wounded and was shifted to a hospital at Mehsana District where finally her legs had to be amputated to save her life. Not only that, her elder son who had gone to take part in his school's republic day rally on the day, perished along with 300 other school children at Anjar. Her younger son who had gone to see the rally however escaped but with serious injuries. Next 5 months were torturous with she herself in an hospital in Mehsana and her children with a relative in Ahmedabad. But worse was yet to come and on their return to Anjar, they discovered that little that they had returned in the hope of had also been stolen and they were forced to take refuge under shades of trees. It was after toiling for two months that they received a tent from one organization. This was a shelter in a makeshift camp.

The family turned attention to earning a living. Her husband got a job in an organisation as Driver but for her it was not possible to work with her previous factory. She had difficulties in working as she had spinal injuries too. She could only involve herself in things, which could be managed from home. However this was a dilemma in itself. What kind of business to start, how to proceed, how

to obtain capital were questions with no readymade solutions.

It was around this time the EDI-EU sponsored EDP was launched at Anjar by DN Polytechnic. Nitaben appeared for the interview and was selected for the 6-week EDP. She learned about viable business opportunities, market survey and techniques, project report preparation and finally selected the business of selling cutlery items. Her choice was based on the fact that while she could manage the business from her home, her husband could sell cutlery items on handcart during daytime. Finally her loan case was presented to the District Industries Centre (DIC) as well as the WLRP project (of GWEDC). Fortunately she was included among the potential candidates eligible for the grant for starting their units. Finally she was granted one handcart and cutlery items worth Rs. 15,000/-. Nitaben now looks after her business from her home and her husband sells during daytime on handcart. In the last one month her business had a turnover of over Rs. 300-400 per day with a profit of around Rs. 100-140.

This has brought back some happiness in her life. She is enthusiastic and is highly charged up. Her future plan involves constructing a 'pucca' house. Lately she also got another loan of Rs. 27000/- sanctioned from the bank. This was the amount she had asked from the DIC. She plans to invest this amount in building her inventory and expanding her business so that her dream of constructing a 'pucca' house can be a reality soon. The couple is toiling hard to bring back all that they had in their lives and perhaps even more.

(Documented by Neeraj Sharma, Field Associate - Bhuj Office)

EDITORIAL

(Continued from Page 1)

NGOs have realised that strategies need to be evolved to help the artisan community come out of all odds. Efforts have also been initiated to help craftspersons display their artifacts in emporia. These initiatives have also attracted support of government agencies. The Department of Handicrafts, Ministry of Textiles, CAPART and many other organizations have time to time supported initiatives of NGOs by way of grants. Added to this process have also been the direct purchase of goods from the artisans through department's own agents in district places.

The work of linking the craftspersons to the market is a difficult one. More organised efforts and support from grant as well as from lending agencies will have to come to make this ultimately happen. The need of the hour is to develop products keeping with the market trends and design, market it innovatively and systematically. It is understood that only well-crafted strategies will ensure long term positive results and help the craftspersons compete on equal terms.

- Nabarun Sen Gupta
Editor

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.

This volume onwards the newsletter will be covering some major incidents on European Union efforts during the month. These efforts will be on EU's response to Humanitarian needs, Enterprise promotion etc.

INDUSTRIAL SAFETY

Improving occupational safety and health in SMEs
Proactive response from European Union

SMEs and micro enterprises contribute to European competitiveness. However these units face difficulties in effective management of safety and health standards. A specialized agency within the European Union was created to carry out several projects to improve occupational safety and health. These included special funding schemes to support measures within SMEs to incorporate good safety and health practice in SMEs. The European Parliament and the European Commission have also shown keen interest and have supported these efforts. A study was initiated which draws in illustration of several examples of successful occupational safety and health assistance services provided to SMEs. Readers can visit the website to learn more. The website is as under: [HTTP://AGENCY.OSHA.EU.INT/PUBLICATIONS/FACTSHEETS/37/EN/INDEX.-TM](http://AGENCY.OSHA.EU.INT/PUBLICATIONS/FACTSHEETS/37/EN/INDEX.-TM)

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

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

D. N. POLYTECHNIC

The organization was established in the year 1979. DN Polytechnic targets youths and potential entrepreneurs particularly those hailing from socially and economically disadvantaged sections of Gujarat to become self employed. The organization has used the strategy of vocational training and has helped over twenty two thousand youths (both men and women) to become gainfully employed.

The polytechnic runs various courses wherein youths are imparted technical training on various self-employment vocations. The youths are awarded with certificates and diplomas once they successfully complete their training. These youths also receive apprenticeship training through placement organized by the polytechnic with various industries in Ahmedabad. The polytechnic also provides instrument kits and linkages with financial institutions. All these efforts have paid dividends as most of the trainees find themselves self employed.

The organization is also involved with activities like organizing awareness programs for women, children and youths on various issues. It is also involved with organizing large number of youth employment guidance camps, blood donation camps, environment consciousness programs etc. The organization has also been involved in managing relief camps after the disturbances in Gujarat. They also got involved with their core competency i.e. training for self-employment. Women from the disturbed area were provided with support and capacity building inputs in order to bring them into the mainstream.

In recognition of its past efforts the organization has been working with various agencies. NORAD, NABARD and EDI have collaborated with the organization in carrying out many training programs.

Contact Person: Dipak N. Chauhan
D.N. Polytechnic
Morlidher Vahero
Near Raipur Darwaja
Ahmedabad: 380001
Phone 079-2149765