

1) Women Entrepreneurship (A Success)

Details of success stories:

1. Background

Mrs. Sobha Padmakumar, Sreekarthika, Rajakumary panchayat in Idukki district is an example how women can effectively utilize their talents and leisure time for income generation. She is an ambitious housewife from a rural village and has attended 6 months vocational training on Zardoshi work, Fabric painting, Fabric printing, Emboss work and Glass painting under Rural crafts discipline. Motivated from the training, she started a unit with two like – minded women. She learned to make fabric items & interior decoration articles to meet the present trend of marketing. Her enterprise has grown to such a dimension as to take bulk orders from textiles and local markets. She purchased the required raw materials in bulk and has employed two women to work along with her. Now they earn an average income of Rs.20000 / month.



2. Intervention process

- 6 months vocational training.
- Motivation to start an enterprise.
- Follow up.
- Details about availability of raw materials given.
- Technical backup in running the unit as and when required.

3. Timeline showing the details

- Training attended in October 2007 to March 2008.
- Unit started on experimental basis - April 2008.
- Unit established on commercial basis on 23rd May 2008.
- Present status – Running successfully.

Conclusion

Motivated from the above mentioned Mrs. Sobha Padmakumar's successful designing unit around 17 rural women are going to start fabric designing on a commercial basis. Each member of this fabric designing unit earns on an average of Rs.2500-3000/month. In addition to fabric designing, they are planning to start a small textile shop with loan availing from nearby co-operative bank for self-sufficiency and self-employment. Also they generate employment opportunities for others.

2) Women Entrepreneurship (A Success)

Details of success stories:

1. Background

Mrs. Lovely Babu, Kollarackal, Rajakumary panchayat in Idukki district. She was raised in a below middle class family. She always dreamt of reaching the sky, but all her talents and dreams were buried due to the responsibilities of her family since she was the elder child. She always had the desire to make varieties of flowers and handicrafts. In her childhood days she used to collect dry leaves and flowers from the forest nearby and used to make different varieties of bouquet arrangements but no one realized her talents and abilities. Even after her marriage, she had been struggling for twenty years to bring up her children and to look after her in laws. But all these problems were silly as compared to her great dream. She always kept in touch with her interest and dreams. Six months ago unfortunately, she got a chance to attend the vocational training conducted under KVK Rural craft discipline. She was inspired by the motivations she received from Mrs. Rachel Skaria, Programme Assistant (Rural Craft), KVK. Her promotion and support brought great changes in Mrs. Lovely's hidden talents. Both of them combined their ideas and brought a change in their creations and marketing trends. They visited various forests, hills, valleys and farms in the neighboring states of Kerala like Tamil Nadu and Karnataka to collect raw materials like varieties of dried grasses, areca nut sheets, palm leaves, corn husk and different types of cereals etc. They met the owners of farms and seek their permission to pick up their agricultural waste, they visited bread factories to collect rotten bread to make a different varieties of flowers. Now Mrs. Lovely is an example how woman can effectively utilize their talents and leisure time for income generation. She has taken bulk orders from fancy stores, local markets and she has participated in flower shows and exhibitions, now she started online marketing. She has employed two ladies to work along with her. The main finishing touches is done by her and the rest of the work is done by the women working with her. She purchases the raw materials in bulk at a cheaper rate and the work place is her-own house. Therefore, the profit she gains is comparatively higher.

2. Intervention process

- 6 months vocational training.
- Motivation to start an enterprise.
- Technical guidance for starting the unit.
- Details about availability of raw materials given.
- Advisory services.
- Follow- up visits.
- Technical back up in running the unit as when required.

3. Intervention Technology

- To provide skill development vocational training to make her self- sufficient and self-reliant.

4. Impact Horizontal Spread

- This enterprise will provide skill development for the women dwellers in identified area, families will be benefited directly and creating a ray of hope for better source of livelihood, and live a sustainable life with self – sufficiency and self –reliance.

5. Impact Economic Gains

- She earns an average profit of Rs.25,000/- per month

6. Impact on Employment Generation

Motivated from the above mentioned Mrs. Lovely's successful enterprise, 12 rural women formed a self-help group named Arts Vigyan SHG under KVK Rural Craft discipline, they started designing, jewellery making and production of home care products on a commercial basis. In addition to this unit, they are planning to start a small fancy store with loan availing from nearby Co-operative bank for self-sufficiency and self-employment. Also they generate employment opportunities for others.

