



annual report

2017 - 2018



## EXECUTIVE DIRECTOR'S MESSAGE

## Projects at a Glance



## Project Pragati

Supported By: Interglobe Foundation

Pragati is a livelihood generation program for women, through arecanut leaf plate manufacturing in Kamrup district in Assam. It is an attempt at creating a local resource based micro-enterprise that generates employment, especially in women. The Arecanut Palm is a natural resource across the North-East. By tapping into a locally available resource the objective is to use leaves to create bio-degradable dinnerware. Arecanut sheaths have a better dimensional stability, and are hygienic and microwave safe. The product therefore created gives a more environmental-friendly alternative to the existing options of styrofoam available in the markets in India and abroad. Pragati is a program that focuses on economics as much as it is social & ecological and on creating a complete ecosystem for women arecanut leaf plate entrepreneurs. Pragati is aimed at addressing the problems faced by women in rural Assam with regards to finding

sustainable livelihood opportunities and also finding social business opportunities, which will help them to raise their standard of living, and generating viable source of income.



### **Highlights:**

1. After a thorough base-line evaluation the project was rolled out by creating awareness camps. The women would be further interviewed and selected for training.
2. Tamul Plates Marketing Pvt Ltd (TPMPL) provided the technical support to the first cohort of women entrepreneurs. The women would be enrolled for a 1-month training in technical and soft skills.
3. Hydraulic leaf plate making machine worth 2 Lakhs would be provided to each woman on completing the training. The women built basic infrastructure in their homes, allocating a room for the machine and providing electricity.



## Project Sal & Siali

Project Sal is a micro-entrepreneurship based sustainability of Sal & Siali leaf plate clusters in Keonjhar and Rourkela districts of Odisha. The project is co-created and implemented in partnership with Odisha Forestry Sector Development Society. The project was piloted in May 2017.

Sal leaf is a major source of income for forest dwellers in Orissa. The project involves women groups who are primary forest dwellers in collecting, stitching and moulding sal plate bowls and plates. Women are involved in various aspects of the project from leaf collection, to stitching and processing of the finished plate making.

**Supported By:** Odisha Forestry Sector Development Society (OFSDS)

### Highlights:

1. The first cluster development project taken up at Sanjiuli Tarini Women's Farmers Service Provider Co Ltd in Keonjhar.

2. With an objective of creating a model of operation and ensure optimum use of resources Dhriiti procured moulding machines from the State government, set up a generator set to ensure production.
3. Awareness spread with orientation camps and outreach conducted to revitalise and welcome women to join the enterprise. A total of 298 women were reached.
4. In the month of April 2018 The Dhriiti Procured the Moulding Machines, Packaging Machine and Compressor Machines etc.
5. The Sanajiulu Leaf plate making unit was inaugurated on 2<sup>nd</sup> May 2018 on after that we are producing the finished leaf plates and trained 9 women through our resources person Arurp Pathak, TPMPL, Assam.





## Project BEAUTYPRENEUR

The Beautypreneur Project, co-created by Dhriiti and Godrej Consumer Products Ltd. (GCPL) through Godrej Good & Green (CSR Initiative) - is an innovative model for skill development in the beauty and wellness sector to create an enabling ecosystem of empowered women. The vision of the project is to create **Beautypreneurs** – women who have developed expertise in the beauty and wellness sector and who run beauty-related businesses in their immediate communities – who will facilitate the progress of the women in their communities and promote consciousness-raising groups for women.

**Supported By:** Godrej Consumer Products Ltd

**Highlights:**

1. 2 Designed by Godrej Consumer Products Ltd & National Skill Development Corporation the program is designed to help salon owners build on their business by bringing in best practices.
2. Project begins with on-ground mobilisation of reaching out to beauty salon owners & signing MOUs
3. 31 Beautypreneurs inducted in the first cohort of the program in Delhi. The Beautypreneurs are invited for an orientation, followed by a 5-day program.
4. 20 Beautypreneurs inducted in the first cohort of the program in Jhansi. The Beautypreneurs are invited for an orientation, followed by a 5-day program.
5. Regular field visits and cluster mobilisation to enable Beautypreneurs to function with a sense of purpose and commitment.
6. Beautypreneurs were enabled to impart beauty trainings to more women in their vicinity. Training programs lasted for 3 months where the trainees were given certificates.



