1. MARKETING: ASSOCIATION WITH NEW GROUPS

Six new producer groups were added to the Sampark portfolio, on the recommendation of OXFAM. OXFAM conducted an exhibition in Bangalore in May 1992, and requested that some groups leave their goods with Sampark, who would then help to market these products. The groups added were:

Gram Vikas Trust, Bhubaneshwar, Orissa: They brought a range of pottery products, and some bamboo coasters.

Gypsies Beads Centre, Madras: This is an NGO of gypsy women, making beads in stone and glass beads.

Nambikkai foundation: The foundation has a vocational programme for deaf and dumb girls, who make a range of batik wall hangers, and hammocks, and other macrame products. They have sent a consignment of all products for sale in Bangalore to Sampark.

Sri Vasavya Mahila Mandali, Andhra Pradesh: The society has women making a range of batik saris. These were added to the Sampark range.

Sri Vigneshwara Weavers' Coop. Society: The society has women weavers who make woven handloom saris with border. A range of saris were left with Sampark for sale in Bangalore.

Jawaja Weavers Association: Cotton rugs and woollen carpets made by this group of traditional weavers, in Rajasthan, were supplied to Sampark for marketing in Bangalore.

2. MARKETING: EXHIBITIONS

Three exhibitions were held during this financial year. Sampark conducted an exhibition in September 1992 at Ali Askar Road, for 5 days. The sale at this exhibition was nearly Rs. 12,000/-.

Sampark also participated in Consumex, an exhibition organized by the Rotary Club, Bangalore, at St. Joseph’s ground, Bangalore, where Sampark took a stall for ten days, in December 1992. The sale at this exhibition was nearly Rs. 10,000/-.

Sampark participated in another exhibition in January 1993, at Jayanagar, organized by a students association, for ten days. The sale at this exhibition was poor, there was no response from the public, there were few visitors at the exhibition, and Sampark lost money in keeping the stall, and an attendant, and in transport of the material.
TRAINING

Three training programmes were conducted this year. Sampark conducted two one day training programmes, on income generation projects and on gender issues, in Bangalore. The participants were from NGOs, and government.

A training programme on gender issues was conducted for the Directorate of Sericulture, Karnataka. This programme was conducted at Mysore, and was attended by 25 participants from the Directorate.

4. DESIGN

The Tamilnadu Social Welfare Board had assigned a project for design of textiles for six NGOs. This was completed during the year.

The Karnataka State Handicrafts Development Corporation contracted Sampark to do a design project in Bidriware. This project is under implementation.

5. OTHER NETWORKING PROJECTS

A small business unit, making quilts and cushion covers, contacted Sampark and passed on their scrap material to Sampark. This material was utilized to produce a range of patchwork bedcovers and pillow covers, and cushion covers. Some other items like oven gloves, purses, shopping bags, etc. have also been made. Attempts are now being made to see if any NGO would like to take up production of these products.

6. SEMINARS & WORKSHOPS

In May 1993, the Secretary gave a talk at the University of Stirling, Stirling, UK, on the marketing efforts of Sampark, and marketing needs of rural artisans in India.

In August 1993, the Secretary, Sampark presented a paper at the Indian Institute of Management, Ahmedabad, at a workshop on Micro-enterprises for Women. The paper explored issues regarding income generating projects for women, and is to be published in a book being brought out by the IIM, Ahmedabad.

In September 1993, the Coordinator, Ms. Anumita Ghatak, and a designer, Ms. Kiran, participated as resource persons in a panel discussion on Marketing, at a workshop organized by Association of Women Entrepreneurs of Karnataka (AWAKE).

In March 1994, the Secretary, Sampark presented a paper on Challenges of Professionalism for Women, at the Post Graduate Institute of Agriculture, University of Peradeniya, Sri Lanka.
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EXPLANATORY NOTE ON ACCOUNTS AND ADMINISTRATIVE MATTERS

Showroom at Ali Askar Road

In March 1992, the showroom of Sampark products was shifted to Ali Askar Road, in shared premises by Prarambha, an NGO. The premises were shared, locking of Sampark’s products was not possible, and there was open access to the shop, to all the staff and visitors of Prarambha. Sampark did have a salesperson from July 1992 till February 1993, with specific responsibility for the stock. The sales person was also supported by the Accountant of Prarambha, in maintaining stock and partywise accounts. However, during the period from March 1992 to February 1993, there was loss of goods in transportation and from the shop, to the extent of Rs. 33,000/-. The goods were shifted back to Sampark’s office at Koramangala in February 1993, after which there has been strict control on stocks.

Excess of Expenditure over Income

The total excess of expenditure over income during the current year was Rs. 62,000/-. Of this, Rs. 33,000/- is by way of loss of goods from the showroom. The balance can be accounted for largely by salaries, travelling, and printing and stationery. These items were not adequately covered by income during the current year. They had to be incurred, nevertheless, because Sampark is now in a phase where some minimum staff is essential, and some core expenditure has to be incurred. This points clearly to the need for some core funding support for the activities of Sampark.

To this end, a proposal has been submitted to NORAD, and it is expected that they will provide core funding for support for income generating projects of Sampark for two years. Some support is also expected from OXFAM, and The British Council during the financial year 1993 - 94.

Secretary, Sampark.