REPORT OF ACTIVITIES: 1993 - 94

Sampark completed the third year of its operation this year. This year has registered considerable progress in the activities and the human and financial resources available for work. The type of work done has also become more diversified.

OPERATIONS

1. DESIGN AND MARKETING

1.1 Exhibitions: Products of NGOs were put up at five exhibitions this year. Three were organized by Sampark, in July, August and October 1993. Products were sold through a women's group at one exhibition, in December 93. In January 1994, we took a stall at the Rotary Exhibition, CONSUMEX, held every year at St. Joseph's College grounds.

1.2 Design Project: Design support was provided to Bidriware artisans during this year. Design work was done through the Bidriware Craft Complex set up by Karnataka Handicrafts Corporation. Sampark supplied a range of designs for production and sale through the Handicrafts Corporation.

1.3 Design and Production with scrap material: A quilt production and export unit, REKINS, came forward to supply left over material to Sampark. This was converted into bedspreads, cushion covers and a range of small products by a designer. An attempt was also made to link production of the items with NGOs who have women trained in tailoring. Several options were tried but none could be regularized. The material was given to an NGO to convert into pillows and cushions for the use of street children. Some material is being converted into products directly for sale by Sampark. Several products were designed, but it was not possible to establish linkage with a steady group of persons, in a local NGO, for regular production.

1.4 Linkage with business units: It was envisaged that Sampark could take up orders from business units for production, which could then be channelled to NGOs. This linkage was tried with some NGOs for leather products. Only one order could be executed. There are issues of coordination, quality control, volumes, and service charges, which need to be sorted out before such linkages can be established. The production groups did not keep to time schedules required by the client, and the industrial unit was not willing to pay higher wage than the market, for the NGO based production, nor were they willing to share the cost of transport to the villages.
**TRAINING/WORKSHOPS**

2.1 **Bidri Workshop, December 1993**: OXFAM (Bridge) support was utilized to conduct a design workshop in Bidar, with Bidriware Artisan Welfare Association, and samples were made for market testing. These samples were provided to OXFAM to explore the possibilities for marketing through their network in England.

2.2 **Women in Panchayati Raj, January 1994**: Sampark organized a one-day workshop on training needs of elected women in Panchayati Raj. The workshop was sponsored by The British Council, Madras.

2.3 **Research on Rural Livelihoods, January 1994**: Sampark participated in an inter-institutional workshop with NADEL, an academic institution based in Zurich, and two other Indian partners - Centre for Management Development, Trivandrum, IRMA, Anand, and ISEC, Bangalore. This was an inception workshop for starting a research project on gender sensitive participative research on Rural Livelihood Systems in Semi-Arid regions of India. The project is being coordinated in India by Swiss Development Corporation.

2.4 **Study tour, March 1994**: Sampark coordinated a study tour for Dr. Wijaya Jayatilaka, faculty at University of Peradeniya, Sri Lanka. His tour of India was to network with resource institutions in the field of gender, career advancement for women, and women’s entrepreneurship. Sampark coordinated at the request of The British Council, Colombo, who supported the study tour.

**RESEARCH/EVALUATIONS**

3.1 **Study of Women’s Cooperatives, October 1993**: A preliminary study of four women’s silk reeling cooperatives was undertaken, through the Central Silk Board, and the Directorate of Sericulture, Tamil Nadu. The study examined factors of viability and sustainability of these cooperative societies for women.

3.2 **Evaluation of NGO, November 1993**: An evaluation of an NGO, Deeds, Tamil Nadu, was taken up at the instance of HIVOS. The activities of the NGO were examined with a view to recommending the utilization of assistance provided for income generating activities, and recommendations for future assistance.
4. DOCUMENTATION

4.1 Food Processing Sector, Guide book: In October 1993, a project for documentation of four case studies for food processing, was started, for the Friends for Women’s World Banking. The documentation taken up would be in the form of a guide book for NGOs and Self Help Groups of women, who intend to take up an income generating project in the food processing sector.

4.2 Development work through Companies: In October 1993, a documentation was done of development work done by SRF, Madras. The company has set up a women’s sangha which has taken up many income generating activities over the last ten years. An analysis was done and suggestions made regarding future direction for the women’s sangha.

5. OTHERS

5.1 April 1993: Training in Income generating activities: The Secretary Sampark was deputed for a six-week course to Cranfield School of Management, UK, by NORAD.

5.2 July 1993: Sampark staff, Anumita Ghatak and Smita Premchander, participated in a workshop on Literacy and Population, organized by the Directorate of Mass Education. Sampark was nominated on the Advisory Committee on Literacy for the year.

6. RESOURCES

HUMAN RESOURCES: This year Sampark had a team of professionals working on a free lance basis, like the previous years. However, as the work grows, there is need for full time staff, who take long term responsibility of certain tasks at Sampark. Thus while some work will have to be done through free lance consultants, there is now a need to employ some core staff on a permanent basis.

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<thead>
<tr>
<th>STAFF AND RESOURCE PERSONS</th>
<th>1993-94</th>
<th>1994-95</th>
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<tbody>
<tr>
<td>Anumita Ghatak</td>
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<td>R. Raghav</td>
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<td>Usha Raghunath</td>
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<td>Usha Rao</td>
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<td>D. S. Raj Kumar</td>
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<td>Jaishree Botni</td>
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<td>Yasmin Dhabar</td>
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<td>Chitra Suresh</td>
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<td>D. S. Raj Kumar</td>
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</tbody>
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Trainees: M. Raju, Akram
FINANCIAL RESOURCES: This year was the first year in which Sampark earned an income over and above its annual expenditure. There would now be financial resources available not only to deliver the commitments on the contracts taken up, but also to implement a long term development project in a few selected villages in Kanakpura region.

ACCOUNTS

The receipt and payments account and the Balance Sheet are appended. This year, the operations of Sampark yielded a net surplus. This surplus was utilized to pay for the marketing losses carried over from last year. Foreign funds were received from OXFAM for conducting a design workshop in Bidar. Accounts for foreign funds were maintained separately in keeping with the regulations.

Application was made to obtain exemption u/s 12A of Income Tax Act, 1961 for Sampark,

AUDITORS

The Auditors for the year were Ravi & Mohan, Chartered Accountants.

CONTACT PERSONS

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ACKNOWLEDGEMENTS

We would like to acknowledge the encouragement and support received from the NGOs, government, funding agencies and other partners with whom we have worked during the year.

Reaching the Unreached, Tamil Nadu.
Seva Mandir, Udaipur.
Grameen Development Services, Lucknow.
Jawaja Weavers Association, Rajasthan.
Jawaja Leather Association, Rajasthan.
Gandhi Rural Rehabilitation Centre, Tamil Nadu.
Fr. Muller’s Hospital, Mangalore.
Gypsies Beads Centre, Tamil Nadu.
Sri Vigneswara Weavers’ Cooperative Society, AP.
Sri Vasavya Mahila Mandali, AP.
Gram Vikas Trust, Orissa.
Child in Need Institute, Calcutta.

Central Silk Board.
Karnataka State Handicraft Development Corporation.
Directorate of Mass Education.
Deputy Commissioner, Bangalore Rural District.
Regional Design and Technical Development Centre, Bangalore.
Directorate of Sericulture, Tamil Nadu.

The British Council, Madras, Bangalore and Colombo.
Royal Norwegian Embassy, NORAD, Delhi.
Swiss Development Cooperation, Bangalore.
NADEL, Switzerland.
OXFAM Bridge, Delhi.
HIVOS, Bangalore.
Enterprise Development Centre, Cranfield School of Management, UK.

Friends of Women’s World Banking, Ahmedabad.
Institute for Social and Economic Change, Bangalore.
Institute of Rural Management, Anand.
Centre for Management Development, Trivandrum.

Madura Coates, Bangalore.
REKINS, Bangalore.
SRF, Madras.
Rotary Club, Bangalore.
Sahayata, Bangalore.