

INTRODUCTION

In the year under report, Sampark has grown and taken shape as a **Resource Centre**. This has been in keeping with the strategy chalked out since 1993. We have consciously chosen to position ourselves in this way, so that there is a multiplier effect of our work the larger client base of partner NGOs (see Annexure 1 for list of active partners for the year).

Sampark's vision and objectives are spelt out in the new brochure we printed this year. We are consolidating our effectiveness through a focus on two key areas:

Gender

Income Generation and micro-enterprise

These are broad areas of our developmental concerns; and the intersection of these -- economic empowerment of women, is becoming the central thrust of our work.

The work in these two areas has also been shaped into an activity portfolio that concentrates on training, marketing and networking.

We have been able to announce and implement a calendar for our training workshops and exhibition sales.

The **training** workshops have been well received and we feel that this is an area where the potential exists for Sampark to deliver distinctly superior performance.

The **marketing** activity has recovered its direct costs this year and crossed a modest threshold of Rs. 1 lakh; however, we need to consult NGOs and make this activity viable. This is a key strategic issue for the coming year and we have announced a workshop in September 1995 for Sampark and its partners to deliberate this issue.

The **networking** activities continue, and have been infused with a special organizing impetus through the launch of two **newsletters** : one on gender and the other on income-generation. (While these have actually been issued in the current year, the germination has taken place in the year under report). We see this again as another key thrust area in Sampark's activity portfolio. We have a growing network of local organisations that are using our training programmes regularly. With consolidation of the active newsletters and marketing activities, we can develop an active platform of NGOs with a concern for economic empowerment of poor people, especially women.

REPORT ON THE YEAR'S ACTIVITIES

A brief report, then, of activities completed:

I. Training programmes:

II. A Training Of Trainers' programme on Gender and Entrepreneurship was conducted in Nov. 94. The British Council supported the presence of two international trainers, Ms. Uschi Harper and Mr. Wijaya Jayatilaka. One major follow up requirement expressed by the trainees was separate programmes on Savings and Credit, Marketing and Gender. A need was also expressed for decentralized workshops at district clusters.

(Two other workshops have since been conducted on savings and credit - May 1995, and empowerment through enterprise - July 1995, in the current year. The marketing workshop has been announced for Sept 1995, and a programme on gender is under consideration for Jan 1996. Negotiations are underway for funding support from the Friends for Women's World Banking (FWWB) for a series of decentralized workshops).

III. A major training assignment that we were commissioned to do was wound up after partial completion. The Central Silk Board, based on an evaluation report submitted by Sampark, asked us to provide training inputs to the women members of silk reeling cooperatives in Tamil Nadu. The training was intended to provide inputs in assertiveness and confidence building, accounting, principles of cooperative management and technical aspects of cocoon selection and rearing (through the CSTRI). We prepared the necessary training modules but were not allowed by the Department of Sericulture, Tamil Nadu, to visit the societies for conducting the training. The Department also refused to send their staff and the society members for a workshop on gender training conducted in Bangalore. A guidebook for training women members of the silk cooperatives was specifically prepared for this project, which can be adapted for use in any field situation in South India, requiring explanation of simple concepts of group organization to low-literacy women's groups.

A. Other training programmes where Sampark resource persons contributed include:

1. Workshop on Vocational guidance and Business for Women: Coordinated by Christina Hartshorn and Smita at the Institute of Management in Government, Trivandrum, March 1995.

2. Workshop on Leadership Development among Women Staff from NGOs: Conducted by the CMD, Smita was a resource person, March 1995.

3. Training of Trainers for Women Agricultural Entrepreneurs : Paper presented by Smita Premchander and Deepthi Bhandara at the Workshop on Training Needs of Women in the Rural Informal Sector conducted by EDII, Ahmedabad.

B. Customized training sessions delivered to clients include:

1. Session with NGO staff from S. Africa, trainees at NIRD, Hyderabad on marketing and Gender (3/2/95)
2. Lecture to group of women entrepreneurs requested by the Karnataka State Women's Development Corporation (KSWDC) on costing at Sampark office (22/2/95).
3. Lecture session at Sumangali Seva Ashram on accounting (25/2/95)
4. Marketing Exposure to Sumangali Seva Ashram trainees (4/3/95)
5. Lecture session at office for Sumangali Seva Ashram on accounting (31/3/95)

C. One-day exposure trips

1. An Entrepreneurial Awareness briefing was provided to 40 trainees sent by the Karnataka State Women's Development Corporation on 10/2/95.
2. An exposure to Sampark's marketing activity was provided to graduates from the Tata Institute of Social Sciences, Bombay, visiting on a study trip, on 19/10/94.
3. An exposure to Sampark's marketing activity was provided to a S. African team under training at the ASCI, Hyderabad on 3/2/95.

D. Study Tour coordination

Sampark coordinated the study tour of Dr. Deepthi Bhandara, of the University of Peradeniya, Sri Lanka, sponsored by the British Council, Colombo. The purpose was to network with organisations in India working in the fields of Gender and Enterprise Development.

IV. Marketing:

A. Exhibition sales: Three exhibition sales were conducted during this period. A retail outlet has been opened at our new office premises. The turnover was Rs. 1.05 lakhs. After deducting expenses allocated directly to marketing, a surplus of Rs. 8, 330 accrues. This does not include salaries of staff and rent of shop premises.

	Date	Venue
1 - 4	September 1994	Mota Arcade, Brigade Road
9 - 11	December 1994	Sampark, Koramangala
5 - 15	January 1995	Consumex, Richmond Circle

B. Retail outlet: Apart from this, a retail outlet has been opened at the new office premises from 9 December 1994, from which sales are conducted during office hours.

C. Market survey: A survey of handicraft emporia for potential market for rush mats was completed for Mitraniketan, Trivandrum.

V. Networking:

A. Referrals for marketing assistance: Three organisations approached us for help in market feasibility and training for IGPs. We have provided assistance to the Sumangali Seva Ashram, an organization working with women in Gangenahalli and Dodabellapur, on the northern outskirts of Bangalore through training programmes (see earlier section). We were approached by Sabala, an organization promoting income-generation for tribal Lambani women in Bijapur, and referred them to Delphi, (a market research and management consultancy), who have assisted them in conducting a market feasibility. We also referred Christian Fund Association to Intervention India for assistance in their greeting card marketing operations.

B. Translation of material: Considerable amount of local language resources have been/ are being created:

1. **An introduction to cooperatives:** A book published by the Intermediate Technology Development Group : translated into Kannada, Tamil translation on.

2. **Organizing Savings and Credit groups for poor women - A field manual :** Friends for Women's World Banking : translated into Kannada, Tamil translation on.

VI. Research:

A. ISST study : The Institute of Social Studies Trust, Delhi, coordinated a multi-centre study on the reproductive health status and choices of poor women. Sampark was commissioned to do a detailed survey of 200 women and 50 men in urban slums in Bangalore. The study covered Laxman Rao Nagar, Koramangala, Rajagopal Gardens, near KR Market, and Okkalipuram. The study was completed in February and data has been sent to ISST. The compiled report is awaited.

B. Nadel project: The Nadel is a University in Zurich, Switzerland that is conducting a two-year research into rural livelihood systems in India and sustainable elements in these local systems. This is a prestigious project for Sampark. The study is being conducted through four research partners in the country. The study aims at building a picture of local approaches through participative and gender sensitive methods, and has a six-month exploratory phase for development of innovative research tools. The project also aims at 1) generating appropriate policy design for development interventions, especially for the Swiss Development Cooperation wing of the Swiss Govt., 2) creating good quality teaching material for use in various teaching institutions, and 3) building inter-institutional collaborative links.

The other partners in this research are : the Institute of Rural Management, Anand; the Institute for Social and Economic Change, Bangalore and the Centre for Management Development, Trivandrum; all large institutions of repute. Sampark is the only NGO, and we have been assigned to monitor and ensure the gender thread in the entire process.

VII. Publications:

A. Food processing Guidebook for Women Entrepreneurs: The Friends for Women's World Banking, India (FWWB), requested Sampark to compile a guidebook with four case studies, for promoting women's entrepreneurship in the food processing sector. The document was completed and despatched in final form to them in October 1994 and the printing is currently underway.

VIII. Institutional strengthening:

Sampark has been assisted considerably in its internal resource building through a grant from the Royal Norwegian Embassy's development assistance wing (NORAD), which is supporting the development of our Income Generation Programme Resource Centre (IGP Resource Centre).

Apart from carrying out the activities in the preceding section, the grant has enabled Sampark to achieve the following:

A. Shift to larger rented premises: We acquired larger premises of about 700 sq.ft. on rent wherein part is used for the office and the rest is converted into a retail shop for the product marketing.

B. Computerization: With the acquisition of a computer, our accounting is being computerized and trials have been successful for eight months now. The marketing activity accounts have also been streamlined to enable ongoing information and feedback to partner NGOs.

C. Organizational systems: Staff have been trained on the use of routine software for word processing, spreadsheet, accounts & mailing list operations.

The staff now have been trained to independently conduct exhibition sales. They have also begun informal market assessment for new/sample products and it is planned that they shall be systematically exposed to all aspects of direct and indirect marketing.

Similarly, the staff are conversant with all aspects of support to conduct training workshops; and the conduct and compilation/reporting of simple field surveys.

For all these activities, internal checklists are generated and strengthened; and the staff are taken through debriefing and discussions to internalize the feedback and experiences at the end of each activity round.

IX. Scholarships for training:

Cranfield School of Management, UK, extended two scholarships for the course Empowering Women Through Enterprise (1994), a four-week course on Gender and Enterprise. Sampark recommended two candidates: Ms. Chitra Suresh from Samuha, Raichur and Ms. Beena Vishwanathan from Mitraniketan, Trivandrum. Both successfully completed the training at Cranfield.

Trainings attended:

a. An orientation course on laws relating to welfare of children at NIPCCID, New Delhi was attended by Chidambaranathan in Feb-Mar 1995.

b. A workshop on Social Marketing at the IIM, Bangalore was attended by Raghav in Nov. '94.

Staff employed during the year:

Fulltime:

Chidambaranathan M.	MSW
Jayaseelan L.	MSW
Jayshree Botny	BSc.
Padmashree	Bsc.
Raghav R.	PGDRM

Trainees:

Akram
Raju M.

Part-time:

Chitra Suresh	MSc.	Documentation
Shangun Das Gupta	MA	Communications
Sulatha Shenoy	PhD.	Research collaboration (Bangalore Univ.)
Usha Raghunath	PhD.	Training and Research

PARTNERS:

MARKETING:

Seva Mandir, Udaipur

Reaching The Unreached, Madurai

Grameen Development Services, Lucknow

Bidriware Artisans Welfare Association, Bidar

FEDINA, Bangalore

REKINS, Bangalore.

Gandhi Rural Rehabilitation Centre, T. Nadu

Jawaja Weavers Association, Beawar, Rajasthan

Gypsies Bead Centre, Madras.

German Leprosy Relief Association Rehabilitation Fund, Madras

Gram Vikas Trust, Orissa

Nambikkai Foundation, Tamil Nadu.

Arhandicraft, Pondicherry.

Ahmedabad Women's Action Group (AWAG), Ahmedabad.

Mitraniketan, Trivandrum.

Urmul Trust, Bikaner.

Samuha, Raichur.

Amarkutir, Sriniketan, West Bengal.

Krishnamurthi Foundation India

Self-employed Women's Association, Indore

Artic, Kotturu, Andhra Pradesh

Vasavya Mahila Mandal, Vijayawada.

Ashoka Agencies, Jodhpur.

TRAINING AND RESOURCE CENTRE SUPPORT:

COPDANET, Madras

Swami Vivekananda Youth Movement, HD Kote

Pinakini Rural Development Society, Kolar

Belgaum Integrated Rural Development Society

SEEDA, Bagalkot

Jyoti Seva Kendra, Chittapur.

Rural Education for Development Society, Tumkur

AFDORP, Trichy

India Development Service, Dharwar.

Ragpickers Education and Development Society, Bangalore.

ASTRA, Bangalore.

Ashirwad, Bangalore.

Gram Swarajya Sangha, Gulbarga.

Anthyodaya Sangh, Trichy

SAKTI, Bangalore

SAKTI, Ramanagaram

PRAJNA, Mangalore

MEADOW, Dharmapuri

Central Silk Board

FUNDING AGENCIES

British Council Division, India
British Council, Colombo
NADEL University, Zurich
Central Silk Board
NORAD
Friends for Women's World Banking
Institute of Social Studies Trust, New Delhi

Documents:

Food processing manual
CSB training material
Gender Resource material set
Nadel base paper
Newsletters '
Gender Training Guide
(ISST report)

Visitors:

Ranjit Gupta :
Reudi Hogger :
Reudi Baumgartner :
Ela Bhatt :
David Wright:
Arne Hollerud :
Revati : Isst:
Uschi :
Wijaya :
Pat Richardson :
Christina:
Usha Kumar & Eric :
Saraswathy Ganapathy :
Madhu Singal:
Sujata :
Vanaja Ramprasad:

Indira - Sunil Bhangar :
Srinivasan GLRA :
Sumangali
Pramada
Mallama Shivanand, SABALA
Rajeev Joshi, GDS:
Fr. George
Rumi Sikdar