

SAMPARK

ANNUAL REPORT 1995 - 1996

I. TRAINING PROGRAMMES AND WORKSHOPS

A. Entrepreneur Awareness Programmes: Four EAPs were conducted in three slums of Koramangala in May and September 1995. Through this programme Sampark has identified women self help groups and few interest entrepreneurs. Six NGOs have shown interest in collaborating for improvement of the slum, and participating in projects so that each NGO can provide specific inputs. Further work in the slums is to be discussed in collaboration with these NGOs. Women's Development Corporation provided part of the financial support for these programmes, they have indicated an interest part funding of further programmes in the slum.

B. Empowerment Through Enterprise: A training of trainers' programme entitled Empowering through Enterprise was successfully conducted in July 1994. The total number of participants was 28. The fact that 55 NGO staff had responded, indicated that training programmes being offered by Sampark were gaining recognition, particularly in the southern region.

C. TOT on Savings and Credit: A training of trainers programme on Savings & Credit groups, specially for women, was conducted in May 1995. The programme was organized jointly with Friends for Women's World Banking (FWWB), Ahmedabad, an agency which provides funding to NGOs for women's credit groups. The programme was very well received, and has resulted in a request from FWWB to organize more such joint programmes, one each for Karnataka and Tamil Nadu. There is a possibility of raising funds for the remaining two programmes from other funding organizations. Proposals were submitted for these, and if granted, it would be a major indicator of success of Sampark's efforts to make its Resource Centre sustainable.

D. Marketing workshop: A Training of Trainers programme on Marketing of NGO products, was conducted as planned in September 1995. The follow up requirements expressed by trainees cover support for market research for specific products, technical training of trainers for making particular products, marketing support including training on conducting market research and Sampark's direct involvement in selling their products, marketing strategy development etc., as well as linkages through Sampark to institutions/agencies offering vocational/skill training.

The programme parallelly ran an exhibition-cum-sale of NGO products, in which all the participants were involved, since it was meant to serve as a real life laboratory for marketing feedback.

The coverage through training programmes in 1995 - 96 was 58 NGOs and over 100 slum women.

II. FIELD SUPPORT

A. Work in the Koramangala slum : Several informal visits were made to assess needs of the slum women. in Koramangala slum. This resulted in conducting three Entrepreneur Awareness Programmes (EAP) for women, which are reported in Section II. A collaboration was started with the Department of Psychology, Bangalore University, to explore joint work to provide vocational guidance for women. Dr. Sulatha Shenoy of the Department was deputed to work with Sampark for a month on the project, and to provide support for work in the Koramangala slum. Considerable work in this area is needed, but requires detailed data collection, strategic planning and long term support for a series of programmes.

In addition to the EAPs, the Sampark team has gone on regular follow-up visits. Now we have identified two Self-Help Groups (SHG) in the slum. Sampark has provided training inputs to the groups whenever necessary; two women are participating in our Savings and Credit programme.

A case study was prepared of a woman entrepreneur in the slum, which has appeared in AGENDAS. Also three Entrepreneurship Development Programmes (EDP) have been planned for June 1996.

B. Field visits for IGP support and Network: The first was a visit to the NGO - Rag-Pickers Education and Development Scheme (REDS), which is working with street children in Koramangala slum. Sampark staff has interacted with REDS frequently, worked closely with them and provided inputs for children's education and skill training. Also their staff members have participated in Gender and Saving & Credit Training programmes conducted by us. Collaboration by way of assisting them for training and placement of street children is likely to continue.

The second one was a trip to The Valley School, Bangalore which is run by the Krishnamurthy Foundation of India. The main aim of this visit was to get involved in the development of an Art village, through the collaboration of the rural artisans and the institute. The basic idea is to revitalize the traditional occupations and art forms of rural artisans, by providing them some facilities, such as space. This would also create the opportunity for the children to learn some of their skills.

Sampark staff visited Reaching the Unreached (RTU), Madurai. The main purpose of the visit to RTU was for settling accounts and selection of some of their products for sale in Bangalore, and also to understand the current problems being faced by their IGP units and marketing strategy adopted by them.

On request by a field project for pottery training and production, a visit was made to Fedina pottery unit, Sarjapura. A meeting was organized at Sampark, to provide exposure to the producer group, and to link them to a designer from Women's Development Corporation, Government of Karnataka, Bangalore. The group was given inputs on product design and was able establish marketing linkage for their products.

A field trip was undertaken by Chidambaranathan, to Mangala Jyothi Integrated School, Mangalore, which is working with disabled children. This trip was done mainly to assess the skill training needs of the children working in their stationery-making, carpentry and tailoring units. It was observed that there was a need to upgrade the skills of those involved in stationery-making. On the basis of discussions, it was suggested that the organization should try to identify a trainer locally, as it would be both convenient and cost effective.

A trip was made by a group from Sampark, including Ms. Sandhya, a resource person, and two guests from The Krishnamurti Foundation of India (KFI), to Vivekananda Girijana Kalyana Kendra (VGKK), B.R.Hills in Mysore District.

The purpose of this visit was to obtain first-hand impressions of their projects, and to share our activities. Basically VGKK focusses on the education of tribal children, health, providing vocational training to tribal women and men to increase their economic status through tailoring, pickle making, honey making, handlooms, bamboo products, candle making, etc.

This visit helped us to understand the problems they have encountered in the marketing of their bamboo products, textile and jute products, and to discuss aspects of support required. In the course of discussions, we offered some clarifications, ideas and guidelines for making better quality products and marketing possibilities. VGKK has requested Sampark to conduct market research on honey, bamboo items, and turmeric powder for them.

Through this visit we established contact with the KFI to motivate their school children to learn some of the craft skills, and also helped to identify artisans' groups to come and stay at Art and Craft Village being set up by the KFI. Two members of the KFI came along with us and shared their ideas and their vision.

We continue to provide training and support in the areas of enterprise, marketing, savings and credit and gender to NGOs and women's groups. Further, on specific request, we give inputs for strategic action plans, capacity building and allied support through our Resource Centre, for Income Generation programmes of some NGOs and their producer groups.

III. NEEDS ANALYSIS:

Sampark conducted a detailed analysis of the needs of NGOs and women entrepreneurs, in the micro enterprise and small enterprise sector. The analysis was taken up by Sampark, with the objective of outlining areas where NGOs and women entrepreneurs need external support to plan and expand their businesses. The report contains an analysis of four needs analysis exercises, as follows:

1. Thirty participants at a training programme on entrepreneurship development among NGOs were asked to fill in a questionnaire to indicate their needs in the field of GED.
2. Twenty three respondents from NGOs and women entrepreneurs, who participated in an exhibition organized by Karnataka State Social Welfare Advisory Board (KSSWAB), in March 1996.
3. Sixty eight respondents from NGOs and women entrepreneurs, who participated in an exhibition organized by Karnataka State Women's Development Corporation, in March 1996.
4. A one day consultation meet was organized by Sampark with NORAD partners and other NGOs in Karnataka. There were 11 participants. The main aim of the meet was needs identification of NGOs groups for field support and getting feedback on activity plans of Sampark for next two years.

The information and feedback obtained from over 130 NGOs in this way, was the basis of planning for Sampark as a Resource Centre.

IV. MARKETING SUPPORT

A. Sales Promotion (Exhibition): Sampark has organized Three exhibition-cum-sales in Bangalore. A five day exhibition was held from Sep 16th to 20th in Safina Plaza. Then the second was held from 18th to 28th January '96 and another between 8th and 12th of March '96. In the exhibitions we have displayed and sold products from ten NGOs. Sampark has also responded regularly to marketing correspondence from NGOs, including sharing of information on marketing issues and answering their quires.

B. Market Research for Product Marketing Problems of NGOs: The Sampark team has very recently carried out two market surveys in Bangalore. These were done in March 1996, when Exhibition-cum-Sales were organized by Karnataka State Social Welfare Advisory Board and Karnataka State Women Development Corporation, in Seshadripuram and National College Ground, Basavangudi. Participation in both exhibitions was predominantly from NGOs and women entrepreneur groups. Sampark basically focussed on a needs assessment study in marketing of handicrafts, processed foods, small domestic gadgets etc. with respect to quality, demand, space, finance, publicity etc.

V. RESEARCH & PUBLICATION

A. Research on Gender and Rural Sustainable Livelihood System : 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.

B. Impact Study on Milk Co-operatives in Mysore Milk Union : Sampark has successfully completed a research on Impact Study on Milk Co-operatives in Mysore Milk Union. This project was given by National Dairy Development Board, Bangalore. Sampark collected the information through Individual Interview, Group discussion, PRA Exercise and Secondary information from Co-operative Society and Milk union. The study covered 15 villages in Mysore District.

C. Publication on Gender and Enterprise Development :

1. Gender Resource Material.

2. Gender and Rural Sustainable Livelihood System, Field Results
Gujarat & Andhra Pradesh

3. Tools and Issues in Gender Research

4. Towards Gender Sensitivity Participatory Research: An Approach Paper

5. Income Generation and Women (Guide booklet)

6. Case Study on Women Enterprise in the Food Processing Sector
(Work & guide book)

7. AGENDAS - Newsletter on Income Generation : AGENDAS was released formally on August 7th, 1995 at the NORAD, workshop to all the NORAD partners and mailed to other NGOs in Karnataka. The second issue was published in January 1996. This time in addition to NORAD partners in Karnataka, AGENDAS was mailed to 250 NGOs all over India. The next issue is scheduled for the second quarter of 1996.

VIEWS - Newsletter on Gender Issues: The first issue of the quarterly VIEWS - Voicing Issues for Empowering Women - has been released and mailed to all NGOs on our mailing list. The second issue which was brought out in January 1996, was mailed to all NORAD partners in Karnataka, and NGOs all over the country. The next issue is scheduled for the second quarter of 1996.

D. Translation/ reproduction of publications :

1. An introduction to cooperatives : ITDG manual, translated into Kannada.
2. Organizing Savings and Credit groups for poor women A field manual, FWWB, translated into Kannada, Tamil translation on.
3. Gender Resource Material, has been translated into Kannada
4. Workbook for women's groups, completed in Tamil and English

VI. NETWORKING AND TRAINING

Development of mailing list : Mailing list of NGOs and Donor Agencies was compiled and updated at regular intervals during this period. With respect to NGOs, Sampark now has one of the most updated mailing lists.

Training support : Several lecture sessions were conducted on specific requests from NGOs. These include:

1. Marketing session with Nepal group: A half-day session was organized in Sampark for a group of 15 NGO and government representatives from Nepal on 8th December, 1995. The time was spent sharing with the visitors the marketing experiences of Sampark.
2. Lecture to group of women entrepreneurs requested by the KSWDC on marketing at Shambavi Mahila Samaj, Basaveshwaranagar (8/4/95)
3. Lecture session about IGP, was undertaken by Mrs. Smita Premchander, at EDII Training at Bangalore on 10. march 1996.
4. Lecture session about Empowerment through Enterprise at Institute for Youth & Development, was undertaken by Mrs.Usha Raganath, on Aug.1995.
5. Secretary, Sampark, conducted training sessions on promotional strategies for micro-enterprises for women, at Cranfield School of Management Cranfield, UK.
6. Secretary, Sampark, was sponsored by The British Council, Madras to undertake a networking visit to UK and establish links with Universities of Stirling and Sussex and donor organization in the UK.

VII. REFERENCE CENTRE:

The organization and development of the Gender and Enterprise Resource Unit has got under-way. At present the collection includes books, documents and training material on IGPs and enterprise, savings & credit, gender, development and management. Sampark offers to its clients the use of the resource unit for reading and reference, and extends photocopying service.

* Good information flow about other NGOs

* Equipped with a variety of material on

- Income-Generation & Enterprise
- Gender & Women's studies
- Savings and Credit
- Sustainable Development
- Sustainable Agriculture
- Environment & Agricultural Science
- Marketing
- Development & NGOs publications
- Directories of Local and Foreign Agencies

* About 500 books, journals and newsletters are available on above topics.

* Training & reference material on IGP, Gender, Savings and Credit and Marketing.

VIII. ADMINISTRATIVE TASKS COMPLETED

1. Staff team was extended, 4 more staff appointed in this year.

2. All the hired furniture replaced and new furniture purchased for Sampark.

3. Staff have started to design the Newsletters and reports etc. All internal and external work of sampark is computerized well.

4. A staff seminar was conducted by Ms. Sandhya Das in December 1996. This was mainly for staff development, sharing the work experience, problems, needs etc.

5. Two internal staff seminars were conducted by Mr. R.Suresh. The topic discussed included, work content of staff, how they work on specific projects, with whom, what are the problems, methods of solving etc. Then activity plan and systems for this year were also shared.

6. Organizational systems was developed within Sampark staff, like work report, work plans, regular staff meeting, flexible time work responsibilities etc.

PROGRAMMES ATTENDED

1. A Marketing workshop organized by SIPA, Madras was attended by Jayaseelan in August 1995 .

2. On August 7th and 8th Smita and Chidambaranathan attended NORAD workshop organized by Samaj Vikas Trust.

3. Workshop on Social Marketing at the IIM, Bangalore was attended by Raghav.

4. A Credit and Finance for Micro and Small Enterprise organized by ICECD, Ahmedabad was attended by Jayaseelan in Dec 1996.

5. Two days meet with village people in kollar and Tumkur district organized by Hunger project was attended by Jayashree and Chidambaranathan on 28th & 29th of November.

6. A programme for Networking with NGOs organized by British Council Library, Bangalore, was attended by Jayashree.

Sampark,
June 1996.