

SAMPARK

ANNUAL REPORT 1996 - 1997

I. NETWORKING PROGRAMMES

A. NORAD Partners' Meet

A two-day networking meet was organized for all NORAD supported NGOs in Karnataka. Twenty NGOs (with twenty three participants) participated in the programme. The objectives were to:

- * To strengthen the Networking among NORAD supported NGOs in Karnataka.
- * To share the ideas and activities of different NGOs, especially in the field of income generation for women and watershed development.

The discussion involved developing ideas and making plans for:

- * Building a Network of NORAD supported NGOs.
- * Discussing sustainability of NGO projects.
- * Giving feedback to NORAD about impact of their funding pattern.
- * Identifying capacity building programmes for NGOs.
- * Starting need based activities for NGOs in Karnataka. There were detailed discussions on Income generating programmes and Watershed programmes.

B. ETC Meet (Net working)

Sampark organised a one day meeting on 26th of October, 1996, with ETC India, a supporting agency on urban slum based programmes for environmental protection. ETC India has an ENVIRONMENTAL FUND for projects of NGOs in URBAN, INDUSTRIAL AND MINING AREAS scheme. This has been established under the Netherlands Development Cooperation Programme. Sampark invited all NORAD supported NGOs and other NGOs in Karnataka. ETC interacted with about thirteen representatives from NGOs in Karnataka.

C. Business Idea Generation by Dr.Pat Richardson

Sampark conducted a one day workshop on Business Idea Generation for women entrepreneurs. Dr. Pat Richardson was the chief resource person for the workshop. There were fifteen women participants in the workshop. Out of them five were Bangalore based NGOs representatives others were mostly individual women entrepreneurs

II. FIELD SUPPORT

A. Work in the Koramangala slum

Five students of the Indian Institute of Management, Bangalore conducted a study for Sampark to discover and understand the lifestyles of the people living in the slums of Koramangala, the facilities available to them, and prioritized their needs and tried to identify the various employment opportunities that could be made available to them. The study was conducted in May, 1996.

Sampark could not start off the Self Help Group work because it was difficult to get women together for group formation. One of Sampark's new staff members, Ms.Mary Benny Saldanha will coordinate the SHG activity from this financial year onwards.

B. Field visits for IGP support, business counselling and Networking

Primary visit to 4 NGOs in Karnataka: Mr. Jeyaseelan from Sampark visited four NGOs in different districts of Karnataka from 15th to 21st of January 1997, i.e India development Service, Dharwad; Rural Development Service, Belguam; SABALA, Bijapur; and, Family Planning Association of India, Bellary. The main objective of the visit to these NGOs was to identify the need in Enterprise Development and Documentation development. Out of the four NGOs, three, except FPAI, Bellary asked Sampark to conduct a local level IGP training programme and prepare a case study on their organisation.

Also, Mr.Jeyaseelan attended Dharwad NGOs federation meet on 19th of January, 1997. Twelve NGO representatives participated in the meet. Mr. Jeyaseelan explained Sampark's work-concept to the federation of NGOs. NGOs at Dharwad and other districts requested Sampark to conduct a local level enterprise support training programme at Dharwad. Accordingly, Sampark planned to conduct this activity on the 6th, 7th and 8th of every month.

III. BIJAPUR AND BELLARY ENTERPRISE COUNSELLING WORKSHOP

Sampark conducted a three day Enterprise Counselling Workshop from 16th to 19th, Feb, 1997 at Bijapur and a two day workshop on 20th and 21st in Bellary. This was conducted

mainly for women entrepreneurs to facilitate those interested in setting up businesses. In both the workshops fifty women participated, along with a few representatives from NGOs and women's group.

A. IGP Training For Dharwad NGOs Federatiopn

According to the commitment made in the Dharwad NGOs federation meeting, Sampark conducted a three day residential workshop on Enterprise Development support Programme. The training programme was organised by the members of the federation in Bharathiya Grameena Seva Sangh, Hubli. Eighteen staff members representing seven NGOs in Dharwad, took part in the training. Sampark held a session on the concept of enterprise, start-up, project planing, Marketing and Financial Management.

IV. MARKETING SUPPORT

A. Sales Promotion (Exhibition):

Sampark participated and organized three exhibitions during the months of Dec., Jan. and March, 1997 in Bangalore. A three day exhibition was held in the Mysore Dasara Exhibition. The second was held for ten days from 9th to 19th January, 1997. The third exhibition was organised for three days between 7th and 10th of March, 1997. In all these exhibitions products by eight NGOs were displayed and sold. Sampark is happy to state that two new NGOs from Karnataka participated in these exhibitions. These were Indo-Dutch Project Management Society of Bangalore and Sandur Kusala Kala Kendra of Sandur. Sampark has also responded regularly to marketing correspondence from NGOs, including sharing of information on marketing issues and answering their queries.

B. External Review of the Marketing Programme of Sampark

NORAD commissioned Intervention India Ltd. to review the marketing programme of Sampark. Intervention reviewed the programme and has suggested that Sampark follow a business approach to marketing, and design a strategy whereby the marketing operation can become a self sustaining activity, instead of drawing on resources from other activities of Sampark. A marketing plan based on viability as the main criteria, has now to be made.

V. ART VILLAGE

The Art village was started by Sampark in association with Valley school, being run under the Krishnamurthy Foundation of India, the main aim being, to expose the rural artisans to the urban market. From Sampark, two artisan groups were identified for participation. From each group, two persons stayed for two months in the art village and produced goods. Sampark organised their participation in the exhibition and their visits to market places in Bangalore.

VI. RESEARCH & PUBLICATION

A. Research on Gender and Rural Sustainable Livelihood System

NADEL is a University in Zurich, Switzerland that is conducting a two-year research in rural livelihood and sustainable elements in these local systems, in India. This is a prestigious project for Sampark.

Sampark is now into phase 2 of this project. Phase 1 involved looking into gender aspects related to sustainable use of natural resources. Phase 2 holistically studies one hypothetical topic with particular emphasis on gender and on creative participatory learning with villagers. Sampark's hypothesis aims at indepth research into exploring the potential of "livelihoods systems" as a dynamic concept. The method used covered gender sensitive and Action Research. After a series of project-related consultations, Sampark selected a village for the study, prepared a work-plan for the year 1997 and in its methodology emphasising on creative expression. A 16-point question framework was developed in relation to the research. Resource persons on a consultation basis with reference to different stages of the study were identified and a research team was formed for the study.

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. The project's second phase is in collaboration with Watersheds Implementation Committee, initiated by the voluntary organization, SAMUHA.

B. Impact Study on Milk Co-operatives in Mysore Milk Union

Sampark successfully conducted an Impact Study for World Bank covering field assessment of impact of milk cooperatives in 9 villages of Mysore district in collaboration with Mysore Milk Union Ltd.. The major aspects covered were :

- # class-wise production and marketing of milk in DCS villages
- # preferences of non-pouring members
- # non-flood and never-flood villages
- # case studies that exemplify non-flood and never-flood village concept.

Results:

- * a significant difference between the number of people who are members of a DCS and the number of pourers; a
- * preference for pouring to DCS than private vendors
- * creation of a market for milk in DCS villages due to the existence of dairy cooperatives
- * creation of considerable assets by consolidation of DCS profits

- * systematic management of dairies at district level
- * people's perception of the benefits of DCS: as an economic activity; is on par with agricultural earnings; and, helps to develop saving habit due to regular cashflow.

Sampark suggested ideas for further study/research in this sector.

C. Publications on Gender and Enterprise Development

1. Paper on Street children for Prerana, Raichur

Prerana conducts a project in Raichur through which it contacts about 300 street children every year. Of these, 160 are sent back every year to their families. The project is managed by a group of six staff members, who contact the children at railway platforms and trains, bring them to shelters of the project, and counsel and work with them with the final aim of uniting them with their families. Sampark's interaction with this project up several issues of management of street children's problems. A paper was prepared on the project.

2. Case studies of credit

3 case studies were prepared for :

- (i) MYRADA Housing Loan, Burgur, Tamil Nadu.
- (ii) Prerana, Raichur and
- (iii) SHARE, Guntur district, Andhra Pradesh.

3. A note on the concept of Business explaining

A note was prepared to explain to rural women the concept of business and how to make calculations for capital, income and cashflows.

4. Translation/ Reproduction of publications

1. Translation of the Note on Concept of Business in Kannada.
2. Translation of Malcolm Harper's book titled "Their Own Ideas" into Kannada will be done once it is field tested and will then be published.

VII. REFERENCE CENTRE

D. Enterprise Counselling Cell

The cell has updated reference material and training manuals from twenty organisations, related to women enterprise development and help in setting up small and micro enterprises. These include :

1. KSFC sponsored Mahila Udhya Nidhi Scheme information.
2. Karnataka State Government publications for Enterprise Development under :
 - Karnataka State Women Development Corporation
 - Department of Women and Child Development
 - Technical Consultancy Services of Karnataka
 - Vishwa
 - Department of Rural Development and Panchayati Raj
 - Karnataka State Social Welfare Advisory Board, etc.
3. Small Industries Development Bank of India.
4. Industrial Development Bank of India.
5. National Bank for Agriculture and Rural Development.
6. Canada-India Institutional collaboration, Continuing Education Cell, Women's Polytechnic run training programmes.

E. Gender and Enterprise Resource 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.

VII. NETWORKING AND TRAINING

A. Development of mailing list

Sampark is in the process of updating its network. In this connection, contacts in person and by mail have been made to resourceful institutions like CAPART, Craft Council of India, Art and Craft Council, KSWDC, SIDBI, KSFC, etc..

B. Training Inputs

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

1. Mrs. Jayashree from Sampark gave three days accounts training for field workers of Sumangali Seva Ashram, Bangalore.
2. Mr. Jeyaseelan and Mrs. Jayashree took sessions on 'Marketing of NGO products' for Women's group and NGOs in marketing Workshop conducted by Karnataka Women's Development Corporation.
3. Mr. Chidambaranathan and Mrs. Smita conducted a training session on 'Computer Accounting' to the SEWA Bank team.
4. Ms. Smita Premchander coordinated a workshop of Strategy Development for the Training Department of Sewa Bank, Ahmedabad in May, 1996.
5. Business Idea Generation by Dr. Pat Richardson of Durham University Business School : Attended by five women representing Bangalore-based NGOs and ten independent women entrepreneurs.
6. During the Dharwad NGOs federation meet on 19th of January, 1997, Mr. Jeyasheelan was requested to conduct a local level Enterprise Support Training programme in Dharwad and NGOs of other districts. Accordingly, Sampark has planned to conduct this activity on 6th, 7th and 8th of every month.
7. A three-day Enterprise Counselling Workshop from 16th to 19th of Feb., 1997 in Bijapur and a two-day workshop on the 20th and 21st in Bellary was conducted mainly to facilitate women interested in setting up businesses. The workshop recorded a participation of fifty women apart from a few representatives from NGOs and women's groups.
8. As per the IGP training commitment made at the Dharwad NGOs federation meet, a three-day residential workshop on Enterprise Development Support Programme was conducted. It was attended by eighteen staff members representing

seven NGOs in Dharwad. The workshop covered Enterprise Concept, start-up, project planning, marketing and financial management.

9. Sampark along with the British Council organised a guest lecture by Dr. Pat Richardson of Durham University Business School on 'Gender Issues in Supporting Enterprise Development in Women'. The lecture received good response with an attendance of nearly a hundred participants.

10. A Training for Trainers (TOT) Workshop on Savings and Credit was conducted for HIVOS, Bangalore. The objectives of the workshop were:

- * to help participants understand the special needs of women who wish to set up savings and credit self help groups.
- * to help participants understand finance needs of women
- * to develop the capacity to manage micro-level savings and credit activities and
- * to enable them to gain first hand experience from similar activities.

Two such workshops were conducted. The first was at the Centre for Entrepreneur Development, CED-SIPPO Campus at Madurai and the second at Indian Institute for Youth and Development at Bangalore.

Guest lecturers were invited including representatives from NABARD, KVIC, CED, PRADAN, MYRADA, etc..

11. Ms. Smita Premchander participated and trained at a training programme for savings and credit programme for women organised by NABARD, Bangalore in August and October, 1996.

12. Ms. Smita Premchander coordinated and led a training programme for senior staff of NGOs for management of savings and credit groups for women in July, 1996.

VIII. ADMINISTRATIVE TASKS COMPLETED

1. Staff team was extended
2. A one-day staff seminar was conducted by Dr. Pat Richardson on Business Idea Generation for Women Entrepreneurs which helped plan counselling strategy for Sampark's counselling team.
3. There is two days workshop on Communication conducted for Sampark team by Priya Anilkumar.
4. Organizational systems was developed within Sampark staff, like work report, work plans, regular staff meeting, flexible time work responsibilities etc.

IX. PROGRAMMES ATTENDED

1. Ms. Sherly was sent for a two-month training programme on marketing at Durham University, U.K, by Sampark.
2. Ms. Smita Premchander will be attending a three-phased Programme on Energy, Environment and Resource Sustainability (PEERS) conducted by the Tata Energy Research Institute (TERI) in April, 1997. TERI has been involved in environmental issues related to the corporate world, management, and policy making. TERI selects 17 participants for PEERS, one of which is open to NGO application. It is very prestigious for Sampark to be selected for the year 1997. The programme would concentrate on local and global training on sustainable development in allusion to IGP's.
3. Mr. Jeyaseelan attended the NORAD partner Networking meet at Ahmedabad, conducted by ICECD in the month of May, 96.

X. AWARDS AND RECOGNITION

Ms. Smita Premchander was awarded the Best Author on Management Training needs of Women's Cooperatives in the field of Women in Sericulture by the Central Silk Board this year.

Sampark has been nominated member of the National Standing Committee on Media and Marketing set up by Council for People's Advancement and Rural Technology (CAPART), Ministry of Rural Development, New Delhi.

Sampark has been put on the Governing Council at State Level for Rural Women's Empowerment & Development Programme being funded by the World Bank for credit to women's groups in Karnataka.

Sampark,
April, 1997