

## ENTERPRISE DEVELOPMENT

*As part of its commitment to enterprise development, Sampark has organized several programmes for senior level staff of different voluntary organizations (VOs) as well as skill training for individuals. The effects are twofold: the gaps existing in their approach to enterprise development have been bridged and linkages with other organizations established. Also, trainers in the voluntary sector who attended the programmes have improved their expertise on the current status of various programmes conducted by Sampark during the year.*

### ACTIVITIES

PROGRAMMES	PERIOD	PARTICIPANTS	PARTICULARS
Networking & Awareness programme on SIDBI's Micro Credit Scheme	November 1997	40 participants from 32 VO's	<ul style="list-style-type: none"> <li>* SIDBI's Micro Credit Scheme.</li> <li>* Other Schemes of SIDBI.</li> <li>* Establishment of Linkages.</li> <li>* Services available at Sampark.</li> </ul>
Workshop on Environment and Enterprise	August 1997	20 Participants from 9 VO's	<ul style="list-style-type: none"> <li>* Current status of natural resources</li> <li>* Update on environment friendly technologies.</li> <li>* Credit support and linkages for environment friendly enterprises</li> </ul>
Papier Mache	April 1997 May 1998	19 participants	<ul style="list-style-type: none"> <li>* Skill training of converting paper- waste to commercially saleable products.</li> </ul>
Block Printing	June 1997	16 participants	<ul style="list-style-type: none"> <li>Skill training, as a possible income generation programme for women</li> </ul>

## MARKETING

*Sampark has affirmed its intention to create marketing facilities for VOs and rural producers by setting up a Market Resource Centre. Exhibitions of craft items made by rural artisans have been arranged year-round and marketing-related workshops organized. Sampark has also participated in exhibitions organized by other bodies. Keeping in view the dependence that the rural poor have on non-farm, income generating activities, Sampark keeps constantly upgrading its skills and strategies to sell rural products in urban markets. A workshop on the marketing of rural products, focusing on aspects of marketing concepts, product costing and pricing, export potential for rural products and design and product development was an additional and important marketing event for the year. A Marketing Committee Meeting was held in July 1997 to discuss and decide the marketing strategies for Sampark.*

## ACTIVITIES

S.No	EXHIBITIONS- ORGANIZERS :	PERIOD	VENUE
1.	Sampark	19-22, June 97	Safina Plaza
2.	Sampark	6-9 Nov 97	Safina Plaza
3.	NABARD	4-8, Dec 97	KASSIA Hall
4.	Valley School	20, Dec 97	Valley School
5.	Sampark	1-4 Jan 98	Safina Plaza
6.	KSWDC	17-20 Jan 98	Safina Plaza
7.	Sampark	7-17, Feb 98	Safina Plaza
8.	KVIC	2-3, Mar 98	Vinayaka Hall
9.	Sampark	5-8, Mar 98	Safina Plaza
10.	KSWDC	9-10 Mar 98	Safina Plaza
11.	Sampark	19-22, Mar 98	Safina Plaza
12.	CICOPA	23-25, Mar 98	Co-op Comm Centre
13.	Sampark-Marketing Workshop	2-3, Mar 98	Indian Social Institute

**ENTERPRISE COUNSELLING**

*Sampark's portfolio of activities now has an additional leaf: its Enterprise Counselling Cell. Experts have counselled 430 women so far on all aspects of business. Information on Government Schemes for entrepreneurs, financial support from banks and financial institutions are provided through the facilities set up at the cell. There is an on-going programme to upgrade the counsellor's skill, knowledge and develop new strategies to guide women in setting up businesses and commercial ventures. These informal and independent ventures are expected to make a mark in creating business awareness.*

*Activities of the counselling cell have been extended through holding workshops at the district levels. Four districts have been covered during the year. A one day follow-up workshop was organized at Bangalore to identify problems faced by women in setting up businesses. The session paved the way for identifying the gaps in counselling.*



**ACTIVITIES**

**ENTERPRISE  
COUNSELLING  
WORKSHOPS**

PLACE	PERIOD	PARTICIPANT'S
Bijapur	16-19, Feb 97	35
Bellary	20-21, Feb 97	42
Bangalore	6-7, July 97	20
Mysore	29-31, July 97	75 (172)

**OTHER WORKSHOPS IN BANGALORE**

PROGRAMME PARTICULARS	PERIOD	PARTICIPANTS
Enterprise Counselling-Follow up Workshop	27th Nov 1997	45
Entrepreneuership Awareness & Motivation Programme	7-9 Aug 1997	30

**FIELD PROJECT SAMPURNA AT KOPPAL**

*Sampark's mission statement is that it will expand the capacity of vulnerable and poor people, especially women, to improve their income earning ability. It has set up a project named SAMPURNA, in the backward villages of Koppal in order to put into practice the tools it has developed through training and also develop new tools in the process. Formation of Self Help Groups and starting of Savings and Credit programmes have been used as strategies for entry into the villages.*

*Ultimately, the aim is to focus on starting various income generating programmes for poverty alleviation in the project area. Sampark has so far organized twelve groups involving 200 women.*

RESEARCH AND EVALUATION

Research

*Research on " Gender and Rural livelihood Systems" was carried out by Sampark in collaboration with NADEL, University in Zurich. During the First Phase, gender aspects related to sustainable use of natural resources was explored. This year's work was on the gender based analysis of leadership and decision making with respect to sustainable natural resource management*



*Sampark has completed a participatory review of the 13 year old integrated rural development project at Madakasira, a project initiated by MYRADA. The participatory evaluation methods analysed the outcome of the project programmes under the dimensions of productivity, equity and sustainability.*

Evaluation

STUDENT PROJECTS

Sampark is always open to the idea of supporting students in their aim to conduct projects as part of their course work. In the last year, three such students, from Kamraj University, Madurai and XIME, Bangalore, were affiliated with the organisation. Their assignments were focussed on studying Marketing and Finance in the voluntary sector and Government Assistance for Women.

## DOCUMENTATION AND PUBLICATIONS

- \* Two directories of VOs located in Karnataka and in other parts of the country, containing upto 2800 addressees has been compiled. Now it is available for NGOs, government departments, funding agencies and individuals.
- ☐ A quarterly journal "KARMANI" published in Kannada and English has been produced in conjunction with the Karnataka State Women's Development Corporation. It provides information on Women's Enterprise Development.
- ☐ "VIEWS" is Sampark's newsletter on Gender and Enterprise Development. Two theme papers have been published under its head: Micro Enterprise Development, and Business Counselling for Women.
- ☐ A kit of 200 business ideas has been developed and translated into Kannada for the benefit of business women.
- ☐ A comprehensive list of governmental schemes to be availed of by women intending to start business enterprises was collated by Sampark's counselling cell.
- ☐ A paper on Gender Related Perceptions in the Management of Natural Resources was prepared, based on the work done by Sampark in the field of women and environment.
- ☐ "Gender Based Analysis of Leadership and Decision making with respect to Sustainable Resource Management" was another project executed and documented by Sampark's research staff.

## FIELD VISITS

*In order to strengthen the linkages with VOs and rural producers groups, Sampark's team has made several field trips covering Dharward, Mysore and Bijapur districts. Such specific visits have yielded valuable information on the products, their design and manufacturing aspects.*

*A visit to CAPART, Delhi helped in studying the strengths of organizations conducting CAPART Mela during the last 3 years.*

## NETWORKING

1. a. Sampark and the Valley School, Bangalore, have collaborated to sustain an Art Village on the school campus. While the women artisans gain some understanding of urban markets, the children are exposed to traditional craft making.  
Two women crafts persons from the Vasavya Mahila Mandali, Vijayawada, lived at the Art Village for 2 months teaching children the art of textile printing and making crochet lace. The products were sold at an exhibition organized by the School.  
b. Three women from the Ranibennur Taluk of Dharwad district taught lambani embroidery to the school children for a period of one and half months.
2. .a. A donation of Rs. 20,000/- was routed through Sampark to Vasavya Mahila Mandali as a gesture of appreciation .  
b. Mrs. Shalini Gupta donated Rs, 10,000/- to be used as a revolving fund for physically handicapped women to start Micro Enterprises.
3. Mrs. Smita Premchander was appointed Member, National Standing Committee for Marketing and Media, CAPART, New Delhi.
4. The Secretary, Sampark presented a paper on Gender and Natural Resource Management at the University of Berne during July 1997.
5. The Secretary, Sampark visited England to teach at Durham University Business School, Durham U.K as well as to contribute to the preparation of a resource book intended to support senior staff of Government and VOs to plan and implement Micro- credit programmes.
6. The staff of Sampark attended a NORAD supported VOs meet held during September 1997.
7. Gayathri Samaksheme Vedike sought Sampark's guidance in raising funds to assist Self-Help Groups in their income generations programmes.
8. Counselling cell staff attended a workshop on Micro Credit for women organized by the National Alliance of Women. They were able to share their counselling experiences with representatives from Madhya Pradesh, Andhra Pradesh and Karnataka.

## WORKSHOPS AND PROGRAMMES ATTENDED

*Sampark is concerned with enlarging the experience, skill and knowledge of its staff. With this in mind, the staff are deputed to attend workshops and programmes which add to their resources. The details of some of these are tabled below :*

Serial No.	Name of the staff	Period	Particulars
1.	Ms. V.M Sherly	August 1997	Entrepreneurship Development and Management Training. (Indian Module)
2.	Mrs. Smita Premchander	April 1997 November 1997	Programme on Energy Environment and Resource sustainability conducted by Tata Energy Resource Institute.
3.	Ms. Suguna Madappa Ms. Purnima	June 1997	Photography for Development conducted by Voices
4.	Mr. M. Chidambaranathan	August 1997	Communication skills and Public speaking conducted by VOICES.
5.	Ms. Vasantha		Meeting with National Institute of Design organized by NABARD.
6.	Ms. Prameela	December 1997	Entrepreneurship Awareness Programme Organized by Canara Bank Women Entrepreneurship Development cell.



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Serial No.	Name of the staff	Period	Particulars
7.	Mrs. Vasantha		Talked on composite loan scheme of KSFC and KSWDC; organized by Abhaya Ashrama & DEEDS.
8.	Mr. K.S. Ravi Ms. Prameela	January 1998	Discussion on issues relating to state resources centre with M. D KSWDC and other officials
9.	Ms. Rosa		Export of Rural Handicrafts organized by Export Promotion Bangalore
10.	Mrs. Mary		NGOs partners meet organized by FEVORD-K
11.	Ms. Sherly	Feb 1997 to April 1997	2 months training programme on Entrepreneurship Development and Management Training at Durham University Small Business Centre, U.K
12.	Mr. K.S Ravi	Dec 1997	Workshop on International workshop on small Enterprise Development at Cochin. Presented a paper on experiences of Sampark on Enterprise Counselling.
13.	Mr. K.S. Ravi	Dec 1997	Presented a paper on women and business as a workshop organized by NABARD at Bangalore.
14.	Mr. K.S Ravi	June 1997	Workshop on SHG organized by PRADAAN at Madurai.

## VISITORS TO SAMPARK

1. Ms. Jayashree Vyas, Managing Director Sewa Bank spent a week at Sampark during May 1997 for preparing a publication in the field of Micro- Credit.
2. Mr. Purshotham Raj of Indian Business Community Partnership Trust, Delhi visited Sampark during August 1997 to discuss networking possibilities for linkage of VOs with the corporate sector.
3. Members and coordinators of the Southern Regional Committee of CAPART visited Sampark with the intention of seeing its activities in the field of marketing and enterprise support. They were accompanied by Mr. Vishwanathan, Director Mitraniketan of Trivandrum.
4. Two officers from the South India Producers' Association visited Sampark to familiarise themselves with Sampark's Marketing activities and took advice on project preparation and design support for VOs.
5. Mr. Jayesh Shah, Publisher of Humanscape magazine, spoke on the Humanistic movement and its work at Sampark, Bangalore, in June 1997.
6. Ms. Sita Angol, Project Director of the World Bank Rural Women's Empowerment and Development visited Sampark.