

**DRAFT:**  
**ANNUAL REPORT 1998 - 99**

**CONTENTS**

<b>I. TRAINING PROGRAMMES</b> .....	<b>2</b>
A. TRAINING OF TRAINERS PROGRAMME.....	2
1. <i>Workshop on Business Idea Generation</i> .....	2
B. ENTERPRISE COUNSELLING WORKSHOPS.....	3
C. TRAINING PROGRAMMES AT KOPPAL.....	3
1. <i>Training programmes on Motivation &amp; Awareness</i> .....	4
2. <i>Skill training programmes</i> .....	5
<b>II. ENTERPRISE COUNSELLING</b> .....	<b>5</b>
A. LINKAGES WITH FINANCIAL INSTITUTIONS AND GOVT. DEPARTMENTS.....	5
B. RESEARCH ON BARRIERS OF WOMEN TO START/EXPAND THEIR BUSINESS.....	6
<b>III. SAMPURNA FIELD PROJECT, KOPPAL</b> .....	<b>7</b>
<b>IV. MARKETING SUPPORT</b> .....	<b>8</b>
A. SALES PROMOTION THROUGH EXHIBITIONS.....	8
B. RESEARCH ON MARKET ASSESSMENT OF THE RURAL HANDICRAFTS IN KARNATAKA.....	8
<b>V. RESEARCH &amp; EVALUATION</b> .....	<b>9</b>
A. RESEARCH ON GENDER AND RURAL LIVELIHOOD SYSTEMS.....	9
B. AN ASSESSMENT OF DAIRY COOPERATIVE LEADERSHIP PROGRAMME.....	10
C. AN EVALUATION OF AN NGO (PARIVARTHANA) IMPLEMENTING PROJECT IN HUNSUR.....	11
<b>VI. DOCUMENTATION &amp; PUBLICATION</b> .....	<b>11</b>
A. VIEWS.....	11
B. KARMANI.....	11
C. RURAL LIVELIHOOD SYSTEM ANALYSIS.....	11
D. COMMON CHARTING AGENDAS:.....	11
<b>VII. FIELD VISITS</b> .....	<b>12</b>
A. FIELD VISITS FOR MARKETING SUPPORT:.....	12
B. FIELD VISITS TO CONDUCT TRAINING PROGRAMMES.....	12
<b>VIII. NETWORKING</b> .....	<b>12</b>
<b>IX. STUDENT PROJECT</b> .....	<b>14</b>
<b>X. INTERNATIONAL LINKAGES</b> .....	<b>14</b>
<b>XI. VISITORS TO SAMPARK</b> .....	<b>15</b>
<b>XII. STAFF GROWTH</b> .....	<b>16</b>
A. WORKSHOPS AND PROGRAMMES ATTENDED BY SAMPARK'S STAFF.....	16
B. CORE TRAINERS.....	17
C. CORE COMMITTEE AND INTERNAL MEETINGS.....	17
D. IMPROVEMENT IN STAFF SKILLS:.....	17
E. STAFF STRENGTH.....	17

## I. TRAINING PROGRAMMES

### A. Training of Trainers Programme

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 two-fold; 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 this year.

#### 1. Workshop on Business Idea Generation

Sampark conducted GED programme on " Business Idea Generation from 14<sup>th</sup> to 17<sup>th</sup> December 1998 at Indian Social Institute (ISI), Bangalore. Nineteen participants representing seven Voluntary Organisations attended the workshop.

The main objectives of the workshop were

- To review experience of trainers in the field of enterprise counselling
- To review issues for idea generation in the context of project selection
- To augment skills of trainers to support business idea generation

Resource person from Narsee Monji Institute of Management Studies (NMIMS) Bombay and experts from enterprise development organisations were involved for the programme.

Most of the people expressed that the programme was very useful and the idea generation techniques helped them to learn innovative methods for generating business ideas. They also said that they learnt to implement the skills at the grassroot level through their planning session. Some of the people stated that the material supplied was very useful for recapturing the learning experience provided during the workshop.

Mr. Raghupathi, a senior officer from NABARD, Bangalore, distributed the certificates to the participants.

## B. Enterprise Counselling Workshops

Sampark is extending the Enterprise Counselling services to the potential women entrepreneurs since October 1996. This Cell is being supported by the Karnataka State Women's Development Corporation. The main objective of the Cell is to provide the professional guidance to individual women, NGOs and Mahila Mandals in the field of income generation, programme planning and marketing.

Activities of the Enterprise Counselling have been extended by conducting Enterprise Counselling Workshops at the district levels. Four of such workshops were conducted during this year covering Bidar, Raichur, Tumkur and Hassan districts of Karnataka.

The main objective of these workshops were

- To motivate the women to start and promote micro enterprise.
- To provide information on potential business ideas, Business plan, Marketing, Financial management, Legal aspects related to business and Preparation of project reports.
- To enable women to analyse their strengths and weaknesses and build self-confidence to start an enterprise.
- To discuss the status of women in the Indian context
- To provide information on the facilities offered by different Government Departments, Institutions and Local NGOs for women.

### Particulars of Enterprise Counselling Workshops

Sl.No.	Name of the District	Date	No. of women attended
1.	Bidar	2 <sup>nd</sup> to 4 <sup>th</sup> April 98	65
2.	Raichur	15 <sup>th</sup> to 18 <sup>th</sup> April 98	33
3.	Tumkur	26 <sup>th</sup> to 28 <sup>th</sup> May 98	75
4.	Hassan	5 <sup>th</sup> to 7 <sup>th</sup> May 98	65
<b>Total</b>	<b>4</b>		<b>238</b>

Totally 238 women entrepreneurs were benefited from these four workshops.

## C. Training Programmes at Koppal

Training programs have proven to be effective motivators. The programmes not only provide a venue for disseminating information but also a chance for women to see that they are not alone, but part of a larger effort. When the women come together and share personal experiences they motivate each other.

## 1. Training programmes on Motivation & Awareness

A variety of programs have been organized for the benefit of SHG members. The details of the programmes are tabled below.

### List of Training Programmes on Motivation & Awareness

Training program	Date	Speakers present	Issues/activities
Motivation Training	26 June 1998	Sampark staff	<ul style="list-style-type: none"> <li>Meeting Procedures</li> <li>Mapping</li> </ul>
Awareness on Banking Procedures	July 1998	Manager Tungabhadra Grammeena Bank	<ul style="list-style-type: none"> <li>How to open an account</li> <li>Documents required to open an account</li> <li>Rate of interest</li> <li>Benefits resulting from depositing savings</li> <li>Loans available to rural people</li> </ul>
Entrepreneurship Development Program	31 Aug. 1998	<ul style="list-style-type: none"> <li>DIC, Koppal</li> <li>Ceedok-motivation specialist</li> <li>Manager, Tungabhadra Grammeena Bank</li> </ul>	<ul style="list-style-type: none"> <li>Available government training programmes</li> <li>Advantages of having a savings account</li> </ul>
Cluster meeting	22 Aug. 1998	<ul style="list-style-type: none"> <li>Manager, State Bank of Hyderabad</li> </ul>	<ul style="list-style-type: none"> <li>Banking procedures</li> </ul>
Cluster meeting	2 Nov. 1998	<ul style="list-style-type: none"> <li>Manager State Bank of Hyderabad</li> </ul>	<ul style="list-style-type: none"> <li>Banking procedures</li> </ul>
Enterprise Awareness Programme	28-30 November 1998	<ul style="list-style-type: none"> <li>District Commissioner</li> <li>Manager, Tungabhadra Grammeena Bank</li> <li>Lead District Manager, State Bank of Hyderabad</li> <li>Rep. From a SHG in Chinyard</li> <li>Representative from Samuha</li> <li>Directorate of Industries and Commerce</li> <li>District Development Officer</li> <li>District Health Officer</li> </ul>	<ul style="list-style-type: none"> <li>Bank procedures</li> <li>Health facilities and programmes</li> <li>Experiences shared by other SHGs</li> <li>Loans available for rural people</li> <li>Enterprise related issues</li> </ul>
Enterprise Awareness Programme	9 – 11 January 99	<ul style="list-style-type: none"> <li>Mrs. Prameela, Sampark</li> <li>Mrs. Vasantha, Sampark</li> </ul>	<ul style="list-style-type: none"> <li>Business concepts</li> <li>Business idea generation</li> <li>Business plan</li> </ul>
Exposure Visit to Chinyard, Hubli	15 – 18 January 99	<ul style="list-style-type: none"> <li>Chinyard Staff</li> </ul>	<ul style="list-style-type: none"> <li>Provide more on SHG</li> <li>Building linkages with different SHGs</li> <li>Awareness about IGPs</li> </ul>

Assesment of SHG by group members	17 <sup>th</sup> Feb 99	<ul style="list-style-type: none"> <li>• Sampark Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Concept of SHG</li> <li>• Criteria for good group</li> </ul>
Motivation Training	20 <sup>th</sup> May 99	<ul style="list-style-type: none"> <li>• Manager, Thungabadra Bank</li> <li>• Samuha Representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness about the procedures &amp; documents required for opening an account in Bank.</li> <li>• Details about interest rates</li> <li>• Importance of saving</li> </ul>
Motivation Training	22 – 24 Match 99	<ul style="list-style-type: none"> <li>• C.D.P.O, Koppal</li> <li>• District Health Officer</li> <li>• Sampark Staff</li> <li>• Samuha Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness on health facilities available from Govt Schemes</li> <li>• SHG Concept</li> <li>• Meeting Procedures</li> </ul>

## 2. Skill training programmes

A skill training programme on Tailoring & Embroidery was conducted for SHG members during March 1999. This marked the beginning of efforts towards enterprise development and off-farm activities for the members.

## II. ENTERPRISE COUNSELLING

Sampark is extending the Enterprise counselling services to the potential women entrepreneurs since October 1996. The counselling services will be available for five days a week i.e. from Monday to Friday from 9.30. to 5.30. p.m. Two counsellors will be available in the cell to provide required guidance to the women entrepreneurs. Experts have counselled 688 women so far, on all aspects of business. Guidance will be given on business idea development, conducting feasibility study for their selected businesses, preparation of project report etc.

Information on government schemes, financial institutions and various skill training programmes are provided through the counselling cell. There is an on-going programme to upgrade the counsellor's skill, knowledge and to develop new strategies to guide women in setting up businesses and commercial ventures. These independent ventures are expected to make a mark in creating business awareness.

### A. Linkages with financial institutions and Govt. Departments

One hundred and ten applications were submitted to Karnataka State Women's Development Corporation under Composite loan where entrepreneurs can avail a maximum of Rs. 50,000/- to start or expand any manufacturing or service oriented businesses.

Around five entrepreneurs were linked to KSFC where entrepreneurs can avail of financial support from one lakh to 5 lakhs, with required collateral security.

Few entrepreneurs were linked to Banks in order to get financial support for their businesses.

The services of the counselling cell were extended to district by conducting district level workshops. As at the end of August 1998, eight workshops were conducted in different districts of Karnataka.

By the end of the March 1999 Enterprise Counselling Cell has supported **1111** individual women (688 through counselling and 423 through district level workshops) by providing professional guidance on the following aspects.

- ✿ Awareness of business concepts
- ✿ Development of business idea
- ✿ Feasibility studies
- ✿ Project preparation
- ✿ Information on Govt. Schemes
- ✿ Information on skill training programmes

Counselling team has identified a few cases where women were able to generate feasible ideas to start their ventures.

Sl.No.	Name of Entrepreneur	Name of Business	Amount invested & source of finance
1.	Indira Menon	Canteen in School	Rs. 30,000/Friends
2.	Parimala	Computer Service	Rs.2,35,000/KSFC
3.	Lincy Pramod	Computer Service	Rs. 50,000/Own
4.	Videhi Prasad	Gym Centre	Rs.1,50,000/ Friend
5.	Nagarathna	Agarbathi trading	Rs.40,000/W&CD
6.	Ashmitha	Trading of Saree	Rs. 50,000/W&CD
7.	Yashodamma	Canteen	Rs. 20,000/Chit fund
8.	Divya	Boutique	Rs.40,000/Bank (PMRY)
9.	Sarala	Component of Mask	Rs.25,000/Sale of jewelry

## B. Research on Barriers of women to start/expand their business

Sampark's Enterprise Counselling team and Ms. Elizabeth, a volunteer from USA conducted research study with the women who approached the ECC with the following objectives:

- To identify the barriers faced by women in starting small businesses.
- To know the factors that motivate women to start a business.
- To get feedback on the adequacy of services available at ECC.

The results of the study showed that few women have started their businesses without any credit facilities from financial institutions. These women mobilised their finance either by selling their jewelry, or by raising loans from their friends and relatives.

### **III. SAMPURNA FIELD PROJECT, KOPPAL**

Sampark's mission statement is to expand the capacity of vulnerable and poor people, especially women, to improve their income earning ability. It has set up a project named SAMPURNA under savings and credit programme, 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.

The first step towards identifying suitable communities were taken in January and February 1998. Till date fourteen villages have been identified in Koppal district. All such villages are located in the semi arid zone, beyond the command of Thungabadra irrigation project.

In general these villages are among the poorest in the district. The livelihood scenario is entirely dependent on dryland cultivation and earning through labour jobs from construction projects. The villages covered so far under this programme include:

1. Bahadur Bandi
2. Hoovinalla
3. B. Hosahalli
4. Hyati
5. Mallikeri
6. Mainalli
7. Gunalli
8. Horthatnala
9. Bikanalli
10. Chukanakal
11. Dadegal
12. Haligundebala
13. Hosagundebala
14. Muddabali

Thirty-nine women SHG groups were formed in the above mentioned villages covering about 800 women who have collected Rs. 70,000/- as their savings. All the groups are involved in rotating their savings as loans. In the beginning most of the groups have taken loan to meet their basic needs, then they have started using their borrowings for income generating activities.

The aim of this endeavor is to focus on starting various income generating activities for poverty alleviation in the project area. Different types of training programmes were conducted in order to provide necessary inputs in strengthening the groups and selecting and starting IGPs.

#### **IV.MARKETING SUPPORT**

Sampark has affirmed its intention to create marketing facilities for VOs and rural producers by setting up a Market Resource Centre. Keeping in view of the dependence that the rural poor have on non-farm, income generating activities, exhibitions of craft items made by rural artisans have been organised year-round. Marketing-related workshops were organised to NGOs working with producer groups. Sampark has also participated in exhibitions organised by other bodies.

##### **A. Sales Promotion through exhibitions**

The particulars of the number of exhibitions organised and those participated during this year are given below

##### **Details about Exhibitions Conducted & Participated by Sampark**

<b>SL. NO.</b>	<b>NAME OF THE ORGANISORS</b>	<b>THE PERIOD</b>	<b>VENUE</b>
1.	Sampark	4 – 10 May 98	Malleswaram
2.	Sampark	9 –12 July 98	Safina Plaza,
3.	CICOPA & CAN	31 July – 3 Aug 98	Canara Bank Auditorium,
4.	CICOPA	21 –23 Nov 98	Padmanabanagar,
5.	Sampark	19 Dec 98	Valley School,
6.	CICOPA	24 –26 Dec	Pai hall, Jayanagar,

##### **B. Research on market assessment of the Rural Handicrafts in Karnataka**

Sampark's marketing team along with Ms. Asha D. Gunavardena, a student of Department of Agricultural Economics, University Peradeniya, Sri Lanka, conducted a research on market assessment of the Rural Handicrafts. The main objective of this study was to find out the problems faced by rural handicraft producers in Karnataka.

As a part this study, the team selected ten Sampark supported NGOs located in six districts of Karnataka i.e. Mangalore, Bijapur, Hospet and Dharwad Bangalore. Team also made visits to few handicraft outlets located in Bangalore.

The methodology included mailing questionnaires and in depth interviews through personal visits.



The most common problems faced by rural NGOs in handicraft production and marketing were as follows:

1. **Inability to sell their products:** Most NGOs would start the income generating activities in order to provide employment opportunities to skilled, unskilled, disabled and socially marginalised people. Also, with the object of preserving traditional skills of rural producers. As their aim is towards community development they often overlook the requirements business attitudes in promoting the products.
2. **Information gap: Lack of contacts and access to commercial markets** has the effect of creating a gap with respect to market information. Also, they find it difficult to have right persons to manage the system.
3. **Poor management capabilities:** Findings revealed that NGOs lack not only understanding of the customer needs, but also the managerial skills (of varying degrees) in producing, advertising and delivering of the products and services.

Overall findings of the study reveal that the system as a whole (i.e. producers as well as various other supportive organisations) lacks market orientation. It should be noted that it is of crucial importance for each and every NGO and supportive organisation to identify the needs of their customers or clients for delivering their products or services.

Findings also indicate that there is a potential for these NGOs to work together in the areas of sharing information, technology, and materials and for opportunities in export market.

## **V. RESEARCH & EVALUATION**

### **A. Research on Gender and Rural livelihood Systems**

Sampark is engaged in gender sensitive research on Sustainable Rural Livelihood Systems and Natural Resource Management in semi-arid regions in India

#### ***Phase 1: (1993-95)***

#### ***Gender inputs to the Project***

In phase 1 of the research, Sampark has looked at the gender aspects related to sustainable use of natural resources and it has:

- Trained field research partners in gender sensitive research methods.
- Developed an approach paper on gender sensitive participatory research methodology.
- Formulated Tools and Issues in Gender Research
- Studied Gender and Sustainable Rural Livelihood Systems;

- Generated a paper on policy implications for planning of development projects on the basis of a gender perspective
- Contributed to teaching material development for pre-and post graduates in India and Switzerland

**Phase 2: (1996-99)**

***Gender and Leadership Analysis***

Those who are intimately associated with natural resources in rural livelihood systems, it is assumed, need to be responsible for their management. During the second phase, Sampark continues its research on the issues of gender and natural resource management.

Participatory research, involving innovative methods, explored whether women as leaders take different decisions from men. When women and men are both part of a committee responsible for the management of natural resources, the kind of issues discussed, the perspectives brought out at these people's forums, the decision making processes, and finally the decisions taken vis-a-vis natural resources management were studied and documented.

In the past four years, the gender sensitive research undertaken by Sampark, along with other institutions, has helped to work on, and develop techniques for, livelihood research. Sampark has developed a participatory research tool, which has the potential to explore leadership issues with women. This tool will be further refined, adapted and used in different contexts.

**Video Documentation on Gender and Leadership:** Currently, Sampark is involved in making a film on leadership imaging. This may then be developed as a tool for teaching participatory research and helping women to participate better in influencing natural resource management in their local environment.

**Publications:** The highlights of the gender based leadership analysis were published as theme papers under VIEWS (Conflicts arising from Perception and Gender based analysis of leadership).

As an outcome of the research project, a chapter is going to be included in a larger publication, which will be in the form of a book and will also find a place on the internet.

## **B. An Assessment of Dairy Cooperative Leadership Programme**

Sampark has completed an assessment of Dairy Cooperative Leadership Programme (WDCLP) in Malabar and Valsad Milk Unions. The participatory evaluation methods analysed degree of awareness, perception and attitudes/opinions towards the objectives of the pilot project. The National Dairy Development, Anand had sought for Sampark's services in evaluating the Dairy Cooperatives.

## C. An Evaluation of an NGO (Parivarthana) implementing project in Hunsur

Sampark has also completed an evaluation of NGO named Parivarthana on request from Christian Aid who is funding Parivarthana to implement the project on Environment Education and Action, and Women's Development in Hunsur Taluk. The participatory evaluation methods were able to identify the extent to which the original objectives have been achieved and measures to sustain the impact of intervention. The staff of Parivarthana have benefited in getting a feedback in order to implement the project more effectively.

## VI. DOCUMENTATION & PUBLICATION

### A. VIEWS

Voicing Issues for Empowering Women Sustainability (VIEWS) is Sampark's newsletter on Gender and Enterprise Development. Four theme papers have been published under this

1. Micro Enterprise Development
2. Business Counselling for Women
3. Conflicts arising from perception regarding women's work
4. Reality & Reflections on Gender & leaderships on natural resource management.

### B. KARMANI

It is a quarterly journal published in Kannada and English, which focus on experiences of women's enterprises. Five volumes of same have been published so far. First three volumes relate to women's enterprises and schemes and support available to them through Karnataka State Women's Development Corporation.

The other two Volumes of KARMANI provide information on financial assistance from different Departments to women entrepreneurs, gender-related articles and case studies of entrepreneurs.

### C. Rural livelihood system analysis

Rural livelihood system analysis was conducted in the villages of Koppal and the same was documented.

### D. Common Charting Agendas:

Field experiences were documented as **Common Charting Agendas**

## VII. FIELD VISITS

Regular field visits were undertaken by Sampark.

### A. Field visits for Marketing support:

Ms. Meenakshi of Sampark and Ms. Asha Gunawardane of Srilanka visited

- ✿ Sabala, Bijapur
- ✿ Sandur, Bellary
- ✿ Asha nicketan, Bangalore
- ✿ Sumangali Sevasharam, Bangalore
- ✿ Reaching the Unreached, Madurai
- ✿ Father Muller Rehabilitation Unit
- ✿ Mangalore, Chinyard, Dharwad

to identify marketing channels and the problems faced by them in marketing their rural handicrafts in urban markets.

### B. Field visits to conduct training programmes

Sampark's counselling team visited four districts of Karnataka (Raichur, Tumkur, Hassan and Bidar) to conduct workshop on Enterprise Development to individual women entrepreneurs, Mahila Mandals and VOs which are involved in carrying on IGPs for their beneficiaries.

## VIII. NETWORKING

Along with its other objectives Sampark has developed good relationship with other VOs, Government Departments, Financial Institutions, etc. This has helped Sampark in developing a vast network in carrying out its objectives. Apart from providing suggestions to such networking organisation based on experience, Sampark has also been learning through its interactions and dialogues with them.

1. Sampark has started the concept of Art village in association with Valley school, Bangalore with the object of providing an exposure trip to rural artisans. The objectives of the art village are as follows

- ✿ To provide opportunity to the artisans to gain exposure to the urban market
- ✿ To provide design inputs to the artisans and help them identify marketing linkages at Bangalore.

- ✿ To identify the skills of artisans and motivate them to teach the school children.
- ✿ To provide knowledge on costing and pricing of their products.

This year, two groups (i.e. five artisans) have stayed at the art village for one and half months. One group was from IDPMS, Mysore teaching the skills of making several items with sisal fibre, the other group was from IDS, Haveri showing the children the art of making woolen blankets.

2. As per the request from Branch Manager of Family planning Association of India, Ms. Prameela provided inputs on "Business Opportunities for women" to the trainees of Corporation Tailoring Centre, Bangalore.

3. Sakti, a Development organisation working for women's development based at Bangalore approached Sampark for conducting a three day workshop on Income generation programme as a part of their Training of Trainers programme for Community Development workers. As per their request Sampark's team fulfilled their need by conducting the above-mentioned programme.

4. Secretary of Sampark visited CASP, a Voluntary Organisation in Bombay to see their slum work and share lessons of Enterprise Counselling.

5. Mrs. Vasantha attended weekly meeting of Dr. Ambedkar Prachara Samiti in order to provide inputs on Enterprise Development and also to disseminate information about the availability of the services of Enterprise Counselling Cell.

6. The team of Enterprise Counselling Cell visited Rural Development and Self Employment Training Institute (RUDSETI), Bangalore in order to identify the ways of working together under Enterprise Counselling and also to get information on the skill training programmes offered by them.

7. The Secretary, Sampark was invited by United Nations Development Fund for Women (UNIFEM), Thailand to document Women's Venture Capital Programme. This documentation will be published by UNIFEM in 1999.

8. Sampark continued to distribute its publications (VIEWS & KARMANI) to all VOs of Karnataka.

9. Secretary of Sampark visited BASIX, a micro credit organisation in Hyderabad to explore linkages for Savings and Credit programmes in Koppal.

10. Secretary of Sampark visited CRS a relief organisation in Bombay to share Sampark's experiences with enterprise support in urban and rural areas.

11. A meeting was attended by Sampark's Secretary with Mr. Purushotham Raj of Indian Business and Community Partnership Trust, Delhi, to discuss networking possibilities for linking voluntary organisations with corporate sector for development projects.

## IX. STUDENT PROJECT

Sampark provides support to students who are interested in projects as a part of their course work. Details of which are stated below

- ✿ Mr. Nixon Abraham and Mr. Joshy M. Augustine students of XIME undergoing PGDBA course at the Institute were with Sampark during month of November and December 1998. They have supported Sampark's Marketing Resource Centre by doing market testing for some of the rural handicraft products.
- ✿ Four students of IIMB also visited Sampark to identify the possibilities of projects that they could take up as a part of their course.

## X. INTERNATIONAL LINKAGES

Sampark provides an opportunity for international exchange programmes. In this endeavour, below mentioned persons worked with Sampark towards achieving Sampark's objectives.

1. Ms. Diana was with Sampark for a period of six months through Sustainable Development Research Institute of the University of British Columbia, Vancouver, Canada. She has completed a comprehensive analysis on livelihood systems of Koppal SHG's and report was submitted to Sampark. In addition she has played an active role in identifying potential income generating activities and also facilitating skill training programmes to the SHG's at Koppal. Sampark's field staff provided her support in collecting the data from families.
2. Ms. Asha, Peradeniya University, Sri Lanka worked with Sampark and conducted research on marketing of rural handicraft products. She has stayed three and half months at Sampark and has visited a few of Sampark's marketing partners and local marketing outlets in Bangalore. She has collected information on different channels of marketing their goods and the problems faced by the rural artisans in selling their products in urban markets and analysis and report of the same was submitted to Sampark. Sampark's staff accompanied her throughout her research work in order to help her on the language and designing the study and report writing. She has submitted a report to Sampark at the end of her study.
3. Ms. Elizabeth Hochberg, a volunteer from USA had conducted a study on barriers faced by the women entrepreneurs who approached the Enterprise Counselling Cell in starting and expanding their businesses. The report of the same is available at Sampark.
4. Mr. Mike Schloff, from USA helped Sampark's staff in designing data base structure for entering the profiles of women entrepreneurs approaching Counselling Cell for support.

## **XI. VISITORS TO SAMPARK**

- ❖ Dr. Malcom Harper, formerly from Cranefield Institute of Management and now consultant to the Ford Foundation visited the field project, Koppal. He followed it up by attending an internal workshop of Sampark's staff and provided inputs for gender and enterprise development for the field activity.
- ❖ Dr. Elizabeth Liz Mann, a senior consultant in micro enterprise development was deputed by Department of International Fund for Development (DFID). She attended one-day review workshop on the Savings and Credit Project at Koppal.
- ❖ Mr. Suresh, member of Sampark has visited the Savings and Credit Project at Koppal several times for supporting staff in planning their work.
- ❖ Ms. Tara appachu Sharma, an Advisor, NORAD visited Sampark to review the project on Gender and Enterprise Resource Centre.
- ❖ NORAD evaluation team visited Sampark to evaluate the project on Gender and Enterprise Resource Centre. They also made personal visits to few women entrepreneurs.
- ❖ Proff. Ranjit Gupta, President of Sampark visited Sampark and discussed about the Sampark's progress in carrying out its activities.
- ❖ Dr. Ruedi B. and Dr. Ruedi Hugger, NADEL, ETHZ visited Sampark to discuss about the progress of NADEL project.
- ❖ Dr. Thomas Palakudiyil, South Asia Team, Christian Aid, London U.K. visited Sampark and discussed about the evaluation of Parivarthana an NGO which is implementing project in Hunsur Taluk.
- ❖ Mrs. Vasanthi, Project Director of the World Bank Rural Women's Empowerment and Development visited Sampark with intention of knowing the activities of Sampark particularly in the field of training.
- ❖ Mrs. Sunanda Easwaran from Narsee Monji Institue of Management Studies (NMIMS) Bombay visited Sampark as a resource person for conducting workshop on Business Idea Generation.
- ❖ Mr. Panali, General Manager, Karnataka State Women's Development Corporation visited Enterprise Counselling Cell at Sampark to explore the possibilities of improving the Cell activities.
- ❖ Mr. Veeranna Director, Sandur Kushala Kala Kendra made a visit to Sampark to discuss about marketing facilities for the rural handicrafts.

- ❖ Ms. Helen from SDC visited to know the activities of Sampark.
- ❖ Dr. Sarath, University of Peradeniya visited Sampark to form a linkage for research on rural enterprise and marketing issues. A research project was developed as a result of his visit.

## XII. STAFF GROWTH

### A. workshops and programmes attended by sampark's staff

With the intention of enlarging the experience, skill and knowledge of the staff, Sampark has deputed the staff to attend the workshops and programmes, which were conducted in different places. The details of some of these are tabled below:

Sl. No.	Name of the staff	Period	Particulars of the Programme/Workshop
1.	Ms. Rosa, Ms. Yoshodha & Ms. Prameela	Dec 1998	Workshop on Business Idea Generation at ISI, Bangalore.
2.	Ms. Prameela	Dec 1998	Workshop on Empowerment of Women in Karnataka at ISEC, Bangalore.
3.	Ms. Meenakshi	Jan 1999	Legal Awareness Programme for women at Canara Bank's women Cell, Bangalore.
3.	Ms. Prameela	Jan 1999	Workshop on Women Issues at IYD, Bangalore.
4.	Ms. Shameem Banu & Ms. Prameela	Feb 1999	Workshop on Export Production Villages, organised by Visvesvaraya Industrial Trade Centre, Bangalore
5.	Ms. Smita & Ms. Prameela	March 1999	A meeting on Women legal issues organised by National Commission of women at Basavabavan, Bangalore.
6.	Ms. Smita, Mr. Ravi & Mr. Chidam	March	Workshop on sharing the gender based results of NADEL project.
7.	Mrs. Banu	March 1999	Meeting of the forum for village organised by FEVORD – K, Bangalore.
9.	Mr. Ravi	March 1999	Khadi and Village Industry Corporation meeting at NABARD for setting up of cluster development approach for village artisans.



## B. Core Trainers

training group has been evolved within Sampark, which conducts training programme in Enterprise development. This in-house development is gradually working towards development of training material for the above programme.

## C. Core Committee and Internal Meetings

Internal meetings are being conducted once a month to decide on important matters of Sampark. This apart there are regular staff meetings to sort out issues that arise in their day to day working.

## D. Improvement in staff skills:

Field staff has equipped themselves in conducting training programme for Self Help Groups. A good reporting systems has been established to indicate the progress in the field. Sampark has been able to establish itself as a resource agency in Koppal.

All staff members have now developed the skill of generating reports directly from the computer.

## E. Staff strength

Last year staff strength was 13 (10 at Bangalore and 3 at Koppal). As the activities were increased at the field office the total staff strength increased from 3 to 9. At present total staff strength is 17. Three volunteers have contributed their time towards implementation of the activities of Sampark.