

# Project Proposal Form

## Project Proposal Form

### PROPOSED CSR PROJECT DETAILS

#### 1) Project Details

**1.1) Title of the project :-** Sapna Handicrafts

**1.2) Key objective of the project :-**

Key objectives of this project are

- To empower women and eradicate poverty through enterprise and skills development
- To develop traditional craft popular among the women of the area – ‘Applique Work’ to generate financial resources for creating financial independence;
- To promote concept of saving and thrift to meet their financial needs in long term and create financial security;
- To build the capacity of potential trainees and develop market linkages for the sustainability of community livelihood;
- To prepare trainees and artisans for social change in the community through ‘value based’ education and to develop social values;
- To promote thrift and to empower women by providing them livelihood;
- To enhance women employability (wage/self-employment) and ability to adapt changing;
- To improve productivity and living standards of the women;
- To develop a high-quality skilled workforce/entrepreneur relevant to current and emerging employment market needs;
- To create opportunities for all to acquire skills throughout life, and especially for youth, women and disadvantaged groups;
- To conduct need based training programs in order to ensure and strengthen the condition of poor people;
- To uplift the social and economic status of the deprived community through sustainable development.

**1.3) Brief Overview**

To empower women of Dehra & Chandoli gram panchayats of Alwar District, Rajasthan through livelihood promotion and to promote thrift in them. This project help the development and improvement of local handicraft skill (Applique Work) by forming groups of women of the area with the objective of creating financial security and promoting thrift in them within project period of 24 months with a budget of Rs.28,20,000.

**1.4) Target beneficiary group**

Population category	Gram Panchayat	Age Group
Women & Girls	Dehra	20-50 years

Women & Girls	Chandoli	20-50 years
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**1.5) Corresponding Schedule VII (of Companies Act 2013) Clause :** It will fall under clause

iii) Promoting gender equality & empowering women, and

vii) Employment enhancing vocational skills.

**1.6) Details of the component for which support is being requested :-**

Components for which support is being requested are:

- 1) Meetings organised for spreading awareness in the community;
- 2) Remuneration of One Project Coordinator, Two Master Trainers , One Field Worker, One Social Worker;
- 3) Support for running cost such as initial trainings of women;
- 4) Support for monitoring & evaluation of project.

**1.7) Geographical area of execution of project**

State	District	Block	Gram Panchayat	Villages
Rajasthan	Alwar	Umrain	Dehra	Dehra, Bala Dehra Kaduki, Mangalbas, Nangli Mushi,
Rajasthan	Alwar	Umrain	Chandoli	Chandoli & Roja ka Bas

**Reason for selecting the area**

The area is near Vijay Mandir, Alwar, Rajasthan located in rural area has a large women population, illiterate and semi-literate, dependent upon their families. NGO SAPNA, working in this area for last eleven years, has already carried out a pilot project in this field( Appliqué Work) with encouraging results. The learning from the pilot project needs to be actualized through this “Women led Enterprise” program.

**1.8) Project Rational / Need**

Agriculture is the main source of livelihood in these villages besides other small service activities. Women are very hard working. They manage their homes, work in the fields and engage in small women centric craft. However, traditional feudal mentality towards women and their issues is rife that prevents their proper status in the society.

Through the project “Women led Enterprise”, it is endeavoured to make them financially self-dependent that would be crucial to their empowerment. The programme entails empowering rural women by ensuring sustainable livelihoods through Appliqué Work. **A pilot project earlier under taken in the area, identified ‘Appliqué’ work as quite popular in the area.** Hence, by supporting this endeavour will contribute to the general well-being of the local community and help to create sustainable social - cultural and economic life of these artisans. Resource, quality and marketability, involvement of women through motivation, social acceptability of women’s involvement in the project are the major issues that need to be addressed.

The society in the villages is very tradition bound. Women enjoy much less freedom and are dependent on men. There is overwhelming control of men in their lives. They undertake back breaking work at home in managing the house, taking care of the children, parents and husbands. Joint family norms are idealized and prevalent. Women lose much of their individual identity and freedom. Due to above stated reasons it becomes essential to initiate this project.

### *Pilot Study*

**A pilot project under the banner of “SAPNA Handicrafts” was undertaken in 2014 to ascertain local skills under the Women Empowerment program.**

A local women’s group from village Kaduki was formed at SAPNA Centre in Vijay Mandir, Alwar, Rajasthan and all resources were provided for applique work, a craft very popular amongst women of the area. Traditionally, the women make bedcovers and bags, pillow covers, table covers from old and discarded clothes stitched in patchwork. The craft was an outcome of torn and discarded clothes. They were made usable through applique work of colored pieces of cloth stitched in patch work.

50 bedcovers of applique work were created and marketed in Delhi and Alwar. Each bedcover was tagged at Rs. 800. The response was quite encouraging. **The feedbacks showed that the quality needed further improvements, products needed diversification to suit different market segments, designs too needed improvement to suit customer tastes.**

**In brief, resources, skill up-gradation, market focus, expert guidance, besides strong motivation, social interaction with women groups, creating an enabling environment in the social set up to involve the women were required to take the project further.**



**1.9) Duration of the project (in months):-** 24 Months

**1.10) Project proposal brief :-**

The whole project focuses on providing skill to women and girls of nearby eight villages near Vijay Mandir.

*Skill of applique work*

**Appliqué Work** is a French design that refers to pieces of fabric, often colored, and stitched onto the surface of a larger piece of base fabric to form designs. It is a pattern based on a repetition of certain motif constructed from geometric shape. It is a sort of Patch Work or Quilting made from recycled material. Popular patterns have evocative names like Kachua (Tortoise), Darkhat (Tree) and Hatphool,,etc.

The work in the area has passed on from generations for self-use. Women make Bedcovers/Cushion Covers with old or new clothes stitched in patchwork formation. It is colorful and durable. This product is handmade by the women of the area.

So women & girls from nearby locality will be provided with training of applique work in which they will be making various different products. Training of three months will be given to three batches consisting 20 women in each group.

Team members of the project, will initially bring demand from market that will include networking with local market, other organisation's working for skill development and will sell it to them. Selling amount will be used to pay remuneration to the artisans and buying the raw materials. Products will also be sold in handicraft exhibitions organised in different parts of India. Capacity building trainings will be done from time to time of artisans to improve their skills.

As Sapna is working in many other areas like health, education, violence against women, sanitation etc. the project beneficiaries will be benefitted in many other ways apart from skill development. They will be aware about education of their children, health of themselves as well as their family, aware about their rights and will know how and when to use them. This can also be an inspiration for the community and looking at the improvement of living standard of artisans they will also aspire for this life.

Apart from that, monitoring and evaluation will be done on regular basis to understand the shortcomings of the project.

Initially, we are planning to have three groups of 20 women to work and try to give them employment with Sapna itself. But once the demand for training increases, then networking with other organisations can be done where there is requirement of skilled artisians.

In the end this project not only improve the economic status of women but indirectly it will increase their standard of living with knowledge of their rights, improve status of education and health within their families.

**1.11) Implementation Model :-**

**Awareness meetings:-** A major task would be to create awareness in these villages about the project through Panchayat and village level meetings with prominent persons of the village who act as agents of change and create an enabling environment for the groups to function. Active communication channels and means would have to be developed to address rumors,

miscommunications and misunderstanding through interactions. Social change agents would have to be created who could create the enabling environment.

- **Formation of Groups:-** After having few meetings we get the number of women who will be interested in this training and after that there will be formation of groups according to women's time and what type of work they want to learn, then on the basis of that groups will be formed and training will start.

- An awareness program would be required amongst the women to make them aware of the pros and cons of the project and the benefits it would bring to their lives. A group of early birds of change agents would be required to be created to make the program popular and address the local issues. Active two way communication would be essential to keep the groups motivated and active.

- **Training:** There will be three months training which will be given to women so that they get trained in handicrafts work and also get skilled in this. After training they will make small number of samples which will be go in market.

Batch size - 20, Teacher student ration - 1:10, Program Coordinator -1, No of Master Trainers or Training facilitators – 2, Support staff – 1, Program duration - 12 weeks( Three Weeks) , Total Number of batches in two years- 6, Project Duration- 24 Months

- Inculcating the habit of thrift is one of the important objectives of this program. Women remain vulnerable group because of lack of knowledge and skills about thrift and investment and have to depend upon their men folks for managing their money. It will be an endeavor to inculcate this crucial habit on road to their empowerment.

- **Infrastructure :-** Sapna already has infrastructure( A big Hall measuring 2000 Sq Feet) in Vijay Mandir, Alwar where the program can run easily and there will be no need to search for a place or rent a building and work can start quickly after minor renovations. Vijay Mandir is located in Gram Panchayat Dehra and at the periphery of village Kaduki. Hence , the place of work is conveniently located for women to access.

- **Marketing and Branding:** - After completing a small consignment , the finished product will be marketed under the banner of “Sapna Handicraft” in markets where handicraft materials can be sold. Markets like college annual fest, handicrafts markets, shops where shopkeepers buy things directly from the workers will be sourced.

### 1.12) Overall expected impact of the project- Qualitative

- This project will provide livelihood to women of Dehra and Chandoli Panchayats which will help them to get their independent identities and also get chance to improve their social and economic status.
- If woman start earning from her handicraft skills it will improve her and her family standard of living. As they get associated with NGO Sapna which is already involved in education of the children, health and centre for women who face domestic violence then they will also avail these facilities. They can give education to their children, they will

get to know about health parameters and also they get knowledge about Mahila Suraksha Evam Salah Kendra which works for woman and for their rights.

### **1.13) Overall expected impact of the project - Quantitative**

Expected impact of the project will be around 60 women in 3 batches in the first year and same numbers in the second year. These numbers may increase after one year of the project if profits are generated and women show interest..

### **1.14) Proposed success indicators for the project**

- **Independent:-** First and foremost indicator will be that women feel empowered and independent which will give the power to take their own decisions and they will be no longer independent on their husband's or family income.
- **Skill Development :-** This project will help women to develop handicraft skills which they can use afterwards also for their livelihood. From this project they not only develop handicrafts skill but also get to know about the loan system of the banks and when they go out to sell their products they get to know about the market trend and this will also develop their personality.
- **Employment :-** This project will give employment to women who are capable and interested in handicrafts. They will get employment in different NGOs which work in handicrafts industries and they can also start their own work with the help of Sapna and with the help of banks by taking loans.
- **Health and Education :-** As women get connected with Sapna they will also get health benefits and education for their children and this project will not only empower women but also their families.

### **1.15) Plan for sustainability of the project :-** Long term vision of the project is to give employment to women on a large scale, so that women become empowered and independent .

- In the first year of the project women will learn and start making the finished products which will be sold in markets. The profits generated from the sold products money will be invested for next set of raw materials and salary.
- After two years of the program the clients will pay training charges which will help the training program to become sustainable.
- Sapna will try to find and connect with another donors under Corporate Social Responsibility after the second year to make the program sustainable.
- Sapna runs other projects also which would compliment the handicraft project.

### **1.16) Will your organization self-implement the project or will it be implemented through another agency/contractor :-** Sapna will self-implement the project. No other agency/contractor would be involved but if in future any agency working in a similar field wants to connect and collaborate with us, we will open.

## **2) Employee engagements and co-branding opportunity in the project**

## 2.1) Employee volunteering opportunities

SAPNA always welcome volunteers in their projects. Getting good volunteers is an always a win-win situation for any organization. Sapna will try to get volunteers during the implementation of the project. Any organizations employee who wants to join us as a volunteer is always welcome.

Here we are mentioning some benefits of volunteering services:

- Employees get to experience an enjoyable and rewarding team-building event;
- The company has an opportunity to give back to the community;
- The company's reputation in the local community is enhanced through positive press coverage and other channels, like social media or even word-of-mouth;
- The beneficiary (non-profit or nongovernmental organization) involved receives volunteering support and/or visibility to potential new donors.

## 2.2) Opportunity for co-branding

- **Program Execution:** - Sapna organise various programs on different occasions. In every program there will be banners which will highlight the sponsoring agency.
- **Sapna Website :-** Sapna also has a website which will showcase the handicraft project and will highlight the name of donor .
- **Annual Report :-** The annual report published every year of session will highlight the project and brief information of the donor.
- **Monthly newsletter :-** Sapna publishes a monthly newsletter highlighting the monthly activities which will be mention about the donor.
- **Conference :-** Sapna also attend conferences in different places and with different sets of agencies where banners of the donor will be put up.
- **On products :-** Each and every product will have a tag mentioning the donors name.

## 3) Project Financials

**3.1) Total budget of the project :-** Rs.28,20,000

### 3.2) Proposed Budget

**Project activities, responsibilities, performance indicators, budget/cost**

Tasks	Activities	Responsibility	Budget/ Cost
<b>1 Resource persons and Administration set up</b>	<b>1.1 One Project Coordinator</b>	<b>Project Team</b>	<b>30,000*24= 7,20,000</b>
	<b>1.2 One Master Trainer</b>		<b>25,000*24=6,00,000</b>
			<b>15,000*24=3,60,000</b>

	<p><b>1.3 One Field Worker</b></p> <p><b>1.4 One Social Worker</b></p> <p><b>Identification of office space in Vijay Mandir Sapna Centre complex.</b></p> <p><b>2.3 Procurement of office furniture, computer, photocopier, files and other office equipment</b></p>	<p><b>-Do-</b></p>	<p><b>10,000*24=2,40,000</b></p> <p><b>Office Setup Expenses= 1,00,000</b></p> <p><b>Total Cost= 20,20,000</b></p>
<p><b>2 Operation of training groups</b></p>	<p><b>2.1 Procurement of resource – Sewing machines, interlocking machines, ironing equipment, packaging material, etc</b></p> <p><b>2.2 Raw materials for training, Setting up of production process and schedule, division of labour, setting responsibilities</b></p> <p><b>2.3 Proper book keeping and accounting and stock books</b></p> <p><b>2.4 Establishing marketing links and making arrangements for sale</b></p> <p><b>2.5 Interaction with banks for thrift and investments, opening of bank accounts, FDs, insurance accounts,</b></p> <p><b>2.6 Setting up of self-monitoring and evaluation procedure</b></p> <p><b>2.7 Setting up of quality</b></p>	<p><b>Project team, Project coordinators, and volunteers</b></p>	<p><b>Procurement of Machines- 3,00,000 (One Time Investment)</b></p> <p><b>Raw Materials for Training- (2 Years)- 3,00,000</b></p> <p><b>Other Administration &amp; Misc Cost such as marketing, Branding- 1,00,000</b></p> <p><b>Total Amount- 7,00,000</b></p>

	<p>control system</p> <p>2.8 setting up of marketing and sales system</p> <p>2.9 Setting up of self - training within the groups</p>		
3. Monitoring and evaluation	<p>3.1 Pre-evaluation survey of the project area and target group</p> <p>3.2 Setting up of monitoring and evaluation procedures based on stake holders requirements</p> <p>3.3 Establishing proper record keeping, account maintenance and book keeping procedures,</p> <p>3.4 Establishing auditing and accounting norms</p> <p>3.5 Prescribing reports, returns and statements</p> <p>3.6 Preparation of quarterly performance evaluation reports and sending them to stake holders.</p> <p>3.7 Project Completion report and evaluation</p> <p>3.8 Post project impact study</p>	<p>External Agency</p> <p>Project Team</p> <p>Coordinators</p> <p>Coordinators</p> <p>CSR funding pattern</p> <p>Project Team</p> <p>External Agency</p>	<p>Surveys, auditing, external monitoring and evaluation</p> <p>-estimated cost -1,00,000</p>
1) Resource persons and Administration set up		20,20,000	

<b>2) Operation of training groups</b>		<b>7,00,000</b>
<b>3) Monitoring and evaluation</b>		<b>1,00,000</b>
	<b>Total Budget</b>	<b>28,20,000</b>

### **3.3) Other sources of mobilization**

Once the project get starts, in due course of time Sapna will try to connect with more organization for getting funds under CSR. In case of more fund required after the grant received, SAPNA will use own resources for the project.

### **3.4) Non-financial requirements**

Raw materials, which will be required for our project.

### **4) Project Impact**

#### **4.1) Estimated no.of beneficiaries to be impacted**

For one year it will be 60 women and it will increase in 2nd year of the project.

#### **4.2) Periodicity of the submission of the project progress report and persons responsible for reporting**

Sapna handicrafts will submit progress report for every batches in the end of 3 months.Project coordinator will be responsible for this report.

#### **4.3) Proposed monitoring and evaluation mechanism for the project**

**Monitoring :-** For monitoring for the project we will form a committee which will supervise the progress of project. The committee consists of :-

- Project Coordinator :- Project coordinator will see the overall project. He/she will be the person who will manage and monitor the project.
- Local Community :- The local community will be involved in running and monitoring of the project. The Sarpanch will play an important role.
- Sapna Managing Committee :- This committee will be consist of General Secretary of Sapna, Treasurer and Secretary.

**Evaluation :-** For evaluation there is set of questions which will help our project to evaluate our self.

The main questions to be answered about the evaluation of the project are as follows:

1. Were the capacity-building workshops for marginalized women successful?
2. Did the living conditions of women improve through the income generated by the sale of their products?
3. Did the self-confidence of women improve?
4. Were local policymakers and the community as a whole made more aware of the potential role of crafts in poverty eradication?
5. To what extent can this approach be used as a valid anti-poverty strategy for policymakers?

#### **4.4) Proposed impact assessment methodology for the project**

Impact assessment methodology-

We can categorize the impact assessment policy in three broad categories:

1. Social Impact Assessment
2. Economic Impact Assessment
3. Environmental Impact Assessment

Social Impact Assessment- SIA mainly involves the processes of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions. These assessments can enable the project implementing authorities to not only identify social and environmental impacts, but also to put in place suitable institutional, organizational and project-specific mechanisms to mitigate the adverse effects.

We will assess the following points under the social impact assessment- Lifestyle Impact, Cultural Impact, Health Impact, quality of life impact.

#### **4.5) Mechanism to gather feedback from important stakeholders**

Our feedback will be done by going door to door with our forms for the same and asking our stakeholders about the project and this all would be done by an independent agency in order to maintain the much needed transparency. Stakeholders will be divided into Primary and Secondary. Primary stakeholders will be those who get benefits directly from the project and that will include :

1. Women who are getting skills and employment from this project.
2. Families of the women
3. Villages

Secondary stakeholders will be those who get indirect benefits from the project and that will include :

1. Other NGOs who are involved in handicrafts projects.
2. Local Vendors
3. Staff of Sapna handicraft

**Other similar projects executed in the past: (\*Attach details)**

S. No.	Name of Project	Year of Execution	No. of Beneficiaries	Budget
NA	NA	NA	NA	

(\*Refer to the annexure for past project detail format)

**Attachments:**

- Please provide a case study/success story of your past program (corporate/government partnership ideally)
- Provide detailed split-up of budget of the project#
- Attach base line survey or needs assessment report, if any
- Attach project progress reporting formats#
- Provide a link (if any)/attach pen drive/CD for any videos/pictures relevant to your program(s)

#Mandatory

I certify that the above information is accurate to the best of my knowledge.

Date: 15.06.2018

Place: Alwar, Rajasthan

Signature: 

Name: Sudhir Pratap Singh

Designation: General Secretary, SAPNA

**ANNEXURE**

**Name of Project :-** Computer Literacy Center (CLC)

**Objectives :** The overall goal of the project is to provide computer literacy training to the rural youth and prepare rural graduates to be “industry ready” in IT skills and hence enhance employment opportunities.

**Geographical Location :-** Dist. Alwar, State- Rajasthan

**Brief Overview :-** It is accepted that education, learning and skill development are critical for the progress and growth of the country. With exposure to the media, the rural youth today aspire to have the same opportunities for growth as their urban counterparts. For this they need not only good education and knowledge but also skills which make them employable. IT skills are essential for anyone wanting to take up employment. The IT training centers are located in Alwar, which limits the access of students from the villages. Girls from rural areas feel even more constrained to access Alwar town.

It is in this background, that one of the early initiatives of NGO SAPNA in Alwar was to set up a Computer Literacy Centre (CLC) in 2007 at Vijay Mandir. Today a numbers of youngsters have benefitted by the IT program offered at the Centre and have been able to get employment. The Computer Literacy Centre gave the impetus to develop another pioneering programme - Rural

BPO. The idea was to provide employment to youngsters who have IT skills but are hesitant and unwilling to leave their villages due to family circumstances and background.

**Implementation Model :** A major activity is the RS-CIT (Rajasthan State Certificate Course in Information Technology) Course which is offered at a minimal and affordable cost. The certificate has the approval of the Department of Communication and Information Technology, Government of Rajasthan. A coordinator along with 2 teachers looks after the all program. One batch consists of 20 students. Daily one hour theory and practical classes is given to the students. Three batches runs in a day.

**No. of Beneficiaries impacted:** - Till date more than 800 rural youth got enrolled in the program.

**Overall impact :-** Sapna is running this project since 2010. Now the youths of the area can understand the importance of IT Skills. They come himself for getting enrolls under the program. We have also provided employment to many of them through our Rural BPO project.

**Project Budget :-** 7 Lakh per FY

**Project start and End date :-** Commence in 2010 & ongoing project.

**Details of donors/funding agencies :-** Self-Sustainable Program

I certify that the above information is accurate to the best of my knowledge.

Date: 15.06.2018

Place: Alwar, Rajasthan

Name: Sudhir Pratap Singh

Signature:



Designation: General Secretary