

Proposal Template

I. Please fill the proposal template with the proposed project details

1.	Organisation	
1.1	Name	SAPNA
1.2	Year of registration	2004
1.3	Headquarters (District, State)	New Delhi, Delhi
1.4	Field Offices (District, State)	1.New Delhi, Delhi. 2.Noida, Uttar Pradesh. 3.Alwar, Rajasthan
1.5	Core competency	Social Welfare, Education, Health, Women Empowerment, Environment, Livelihood
1.6	Status of empanelment with TISS as of March 2019	Expired (It was valid till 01/11/2018, We are applying for renewal)
2.	Project	
2.1	Project Title	Sapna Handicraft Initiative
2.2	Thematic Area	Skilling

<p>2.3</p>	<p>Specific area of intervention within the larger thematic area</p>	<p>Home Décor- A pilot project earlier under taken in the area, identified ‘Appliqué’ work as quite popular in the area. 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 patch work formation. It is colorful and durable. This product is handmade by the women of the area.</p>
<p>2.4</p>	<p>Problem Statement or Rationale behind undertaking the project</p>	<p>SAPNA is proposing a handicrafts initiative to address the issue of gender equality within the Dehra and Chandoli gram panchayats, Alwar District, Rajasthan, India. SAPNA believes that this can be a powerful tool to address the issue of gender inequality in India, particularly the lack of financial literacy and independence. The communities surrounding Alwar are heavily bound by culture and a traditional division of household duties that cause financial dependence. Women manage the house and care for their children, parents and husbands. The ‘SAPNA Handicrafts’ initiative is designed to engage women who typically spend a large amount of time on domestic, non-income generating activities.</p> <p>It is intended that initially, direct consultation with the women is required to test whether the business model is appropriate for the local community. The process would ensure that the Handicrafts initiative is a cooperative venture that focuses on developing partnerships with the local community, aiming to generate a sustainable business, rather than imposing an external model. This approach will allow the business to align with the intention of each woman.</p> <p>Listed below is the initiative, explaining its essential components as a core overview of the project. It is designed as a high-level framework to guide the development of the initiative. Recommendations are also provided in regard to expansion and scalability of ‘SAPNA Handicrafts’, including an Experience Package targeting domestic and international Tourists.</p> <p>This report has been based upon social business frameworks, such as the Theory of Change and the Social Business Model Canvas.</p> <p>Problem Identification:</p>

		<p>SAPNA proposes a 'SAPNA Handicrafts' division to their social offering to address the 'wicked issue' of gender inequality in India. In particular, the lack of financial literacy and independence of women from the villages surrounding Alwar, Rajasthan (Dehra and Chandoli) is a problem that this initiative will address. The urgency of this issue is accepted internationally, evidenced by its inclusion under the Sustainable Development Goals (SDGs) in 2016.</p> <p>Root and Underlying Causes</p> <p>The communities surrounding Alwar are heavily bound by culture and a traditional division of household duties which cause financial dependence upon men by women. Women manage the house and care for their children, parents and husbands (duties which do not directly generate income). The familial responsibilities which are particularly prevalent in joint family contexts, hinder the women from wholly engaging in educational and business activity which exacerbates gender inequalities.</p> <p>This issue is also interrelated with other issues faced by women, including:</p> <ul style="list-style-type: none"> • Lack of employment • Lack of opportunity • Intergenerational poverty • Discrimination • Domestic violence
2.5	Objectives	<p>Key objectives of this project are</p> <ul style="list-style-type: none"> • 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;

		<ul style="list-style-type: none"> • 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.
2.6	Location of the project	District Alwar, Rajasthan
2.7	Beneficiary group	<p>For the initial phase -The target beneficiaries are women of two Gram Panchayats Dehra & Chandoli consisting of 5 & 2 villages each respectively.</p> <p>Gram Panchayat – Dehra, Villages Name- Kaduki, Nangli Munshi, Kasba Dehra, Thearpur, Todiya, Rundh Manch, Mangal Bas)</p> <p>Gram Panchayat –Chandoli, Villages- Chandoli, Roja Ka Bas)</p> <p>The area is in the vicinity of Vijay Mandir, Alwar, Rajasthan located in rural area that has large women population, illiterate or semi-literate, dependent upon their families. NGO SAPNA which has been working in this area for last nine years has already carried out a pilot project in this field with encouraging results. The learning from the pilot project needs to be actualized through this “Women Led Enterprise” program.</p>
2.8	Intervention/ Details of activities	<ol style="list-style-type: none"> 1. Awareness 2. Training 3. Production 4. Distribution 5. Service Activities 6. Marketing and Branding <p>1. Program Awareness-</p> <p><i>Short Term</i></p> <p>Initially, to implement the handicrafts initiative, awareness of the program needs to be achieved. To do so, local meetings should be conducted, partnerships with local community members should be established, and low-cost advertising options (such as social media, posters) should be considered.</p>

	<p>Once the information has reached the communities, it is recommended that groups of interested women are formed based on the specific village, as well as the women’s interests and availability.</p> <p>From these groups, it is recommended that SAPNA works with the local community to determine their desired medium and objectives surrounding the program and what they hope to gain. This will inform how the handicrafts are produced- either each artisan produces their own from start to finish, or they each take a part of the production process and specialise. This would be determined by how much time the women want to be a part of the program and whether they want to work casually or on a full-time basis. These groups also serve as another method of disseminating awareness about the program in the communities and are a support network for the local, female artisans working with SAPNA.</p> <p><i>Medium Term</i></p> <p>If the initial process is successful, then initial sales would result in increased awareness by word of mouth. Spreading further awareness of the program in the medium term depends on the success of the initial program. If SAPNA wishes and is able to scale through the incorporation of more women into the program, they have the option of expanding the outreach programs. Expansion should be addressed, if there is capacity.</p> <p><i>Long Term</i></p> <p>If SAPNA has excess resources (such as profit, materials, equipment, etc.) and wants to scale, refer to the recommendations in the medium term. Furthermore, it is recommended that SAPNA extends its offering of handicraft products.</p> <p>2. Training</p> <p><i>Short Term</i></p> <p>At the core of the business, is the production of the textiles products, hence it is essential that training is delivered to ensure high quality, uniform products under the “SAPNA Handicrafts” brand name.</p> <p>In the short term, the following may be required:</p> <ul style="list-style-type: none"> • Engaging with trainers: externally or from within the SAPNA organisation. • Creating a training program: to ensure that all of the SAPNA Handicraft products have consistent quality regardless of the origin of the artisan. The initial training program should be focused on an externally designed pattern (potentially appliqué work). • Developing Infrastructure: SAPNA can use their existing infrastructure as a venue to produce the handicrafts, but
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		<p>additional renovations are likely required to make the space more functional.</p> <ul style="list-style-type: none"> • Initial Program Delivery: The pilot program will train women to make a single work, focusing on developing the textile skills before launching into their own designs. <p><i>Medium Term</i></p> <p>valuating and Assessing: The quality of the training program, along with the products produced by the women, will be evaluated and assessed internally and externally. Feedback from a variety of sources is valuable in providing a holistic perspective on the program, such as from: the women engaged in the program, trainers, other SAPNA members, and/or external auditors.</p> <p>Program Delivery: Following evaluation of the success of the pilot program, there is the opportunity for artisans to shift to producing their own designs and work. This will allow for an added element of expression and personalisation to be achieved. This will increase the degree of expression and personalisation in the product; increased autonomy is of benefit to SAPNA as it reduces the input required by SAPNA, increases the number of revenue streams and adds to the diversity of the product offering.</p> <p><i>Long Term</i></p> <p>Program Delivery: If there is sufficient interest and commitment, it is recommended that artisans transition to become trainers (adopting the ‘train the trainer’ concept), reducing the need for external training. Development of regional centres is also a possibility, increasing the production capacity. The increase in production and increased autonomy is also of benefit to SAPNA because it increases the financial independence of trainers, their soft skill set, in addition to the benefits listed under the medium term.</p> <p>3. Production</p> <p><i>Short Term</i></p> <ul style="list-style-type: none"> • Completing Training Programs: Initially, production will be minimal as it is reliant on artisanal training. From these training sessions, some sample and test products will be created. • Sourcing and Processing Raw Materials: Ideally, recycled materials are used in production as they are likely the most cost effective and is also in line with the sustainability focus of the brand. Consideration should also be granted to the cost of processing these raw materials. If processing and the recycled materials substantially increases the cost, then it should be considered whether the focus on sustainability will have a significant impact on profit. Ultimately, regardless of the chosen material, quality should be prioritised. <p><i>Medium Term</i></p>
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	<p>In the medium term, production will increase following the completion of the training programs. Based on this, a greater amount of input materials will need to be sourced, as well as greater auditing and quality checks as the artisans work more independently.</p> <p><i>Long Term</i></p> <p>The above activities should be continued, as well as checking the consistency of the quality of products along all markets and distribution channels. At this stage, the capacity of existing infrastructure may be reached, leading to the need to expand to allow an increase in production.</p> <p>Expanding Infrastructure: If there are sufficient resources and it would increase profit, SAPNA should consider increasing the number of production facilities and expanding to other regional areas. This should allow 'SAPNA Handicrafts' the capacity to increase production.</p> <p>4. Distribution</p> <p><i>Short Term</i></p> <p>Initially, a simple distribution strategy should be adopted, including:</p> <ol style="list-style-type: none"> A. Distributing to potential investors B. Selling products if directly the organisation is directly approached C. Keeping an inventory of any surplus or sample products <p><i>Medium Term</i></p> <p>After producing a small number of items in the short term, SAPNA Handicrafts should begin to engage with markets (e.g. college annual festivals, handicraft markets and shops).</p> <p>Distribution demands are directly correlated to the production of the handicrafts. This will require:</p> <ul style="list-style-type: none"> • Packaging: This ensures that the product is not damaged during the transportation and makes the product visually appealing. The packaging must be in line with the branding of the company. If SAPNA was to use recycled materials, the packaging must also reflect this concept. • Transportation: This would be from the production facility, directly to local markets and stores. The mode of transport will be determined by distance to the store or market. <p><i>Long Term</i></p> <p>Ideally, production will continue to increase in line with a growing demand and will generate the need for stores in more locations. This will require more distribution channels, thus increasing the need for packaging and transportation.</p> <p>5. Sales and Product Awareness</p> <p><i>Short Term</i></p>
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	<p>As there will be low production in the short term, sales growth will be organic.</p> <p><i>Medium Term</i></p> <p>At this medium-term stage, it is important to trial different selling strategies in each of the respective markets, such as:</p> <ul style="list-style-type: none"> • SAPNA directly engaging the female artisans and training them in order to sell their products. Such training may also require language development, particularly English. • SAPNA engaging and training other members on selling the products at market • SAPNA distributing the handicrafts to a wholesaler under the ‘SAPNA Handicrafts’ brand <p>It is recommended that the products are first distributed to a market in a relatively populated and nearby location, such as Alwar City, in order to increase brand awareness.</p> <p><i>Long Term</i></p> <p>In line with the growth in production, the aim is to increase sales at markets and shops as well as potentially expanding into other cities (such as Alwar City or Jaipur), states (such as Maharashtra) or countries (it is recommended that this is determined based on demand or tourist request). Expansion should be selective and focus on markets that will likely adopt the organisations mission. If the organisation expands, it is important to consider that the social focus of the brand remains.</p> <p>To sustain customer connection with the product and their relationship with ‘SAPNA Handicrafts,’ we recommend the following:</p> <ul style="list-style-type: none"> • Include a tag on the product that indicates who created the product and a brief background on her story and experience with the organisation. This tag would be barcoded and linked to the customer’s email. Emails should then be sent to customers, linking them to an update on the artisan who created the purchased product (such an update may be located on a SAPNA Handicrafts website where each artisan has their own page/blog). This will maintain the original intention behind the brand and increase customer engagement, translating into future sales. • Designate a person from SAPNA to a Customer Engagement role, allowing them to focus on developing the brand and engagement with customers post sales, in an attempt to create repeat-purchases. • If there is demand, it is recommended that the products be sold online to customers who are not in the vicinity of the SAPNA Handicraft Stores. <p>6. Experience Activities</p> <p><i>Short Term</i></p>
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		<p>No input required as this will be part of the later phases of the project.</p> <p><i>Medium Term</i></p> <p>To ensure likely success of the experience program, SAPNA Handicrafts should consider piloting and testing the idea before any further investment and implementation. Such a pilot may also lead to generation of more capital.</p> <p><i>Long Term</i></p> <p>Continuation of the above-mentioned activities (awareness, training, production, distribution, sales and product awareness), while expanding the business to incorporate an experiential component, targeting tourists.</p>
2.9	Plan or Demonstration of alignment with National Development Agenda	<p>The Project will demonstrate innovativeness by establishing public-private partnerships through regular consultations and dialogue involving beneficiaries and local and central governments to identify priorities and implement various activities. The Government has initiated National Handicraft Development Program, an NGO representing handicraft producers of various scopes and maturity, and it is drafting a craft sector development strategy. The facilities, support, and legal protection provided by the Government to the grassroots beneficiary organizations will set a good example of public-private partnership. The Project has been designed to empower the beneficiaries and build their capacity to undertake marketing without the involvement of large business entities. This will eliminate exploitation, reduce marketing costs, and facilitate producers' direct contact with end-users that will provide useful feedback as to the nature and quality of demand. It will focus on mainstreaming the women from the most backward areas of Alwar district of Rajasthan into the Indian economy. As per our project, the women who are educationally not strong, are motivated to become entrepreneurs and thus become financially independent. This completely aligns with the national agenda of promoting women entrepreneurs and strengthen the generations to follow.</p>
2.10	Plan or Demonstration of Sustainability	<p>Long-term sustainability of the project outcomes will be achieved by supporting the entire product chain—from product research and design, to training of craft producers and marketing.</p> <ul style="list-style-type: none"> • 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.

		<ul style="list-style-type: none"> Sapna runs other projects also which would complement the handicraft project. <p>Initially, the main source of revenue will be the funding source/s (such as grants, sponsorship, loans and fundraising). In the long term, sales of products and tour experiences will ideally become a sustainable source of revenue.</p>
2.11	Plan or Demonstration of Innovation	<p>The Project is innovative. It will implement in a comprehensive way strategy that are most appropriate for increasing income-earning opportunities for women in the target areas. It will enhance existing, traditional activities that do not require the women to leave their homes. By consulting with project beneficiaries throughout the implementation period and involving them in the decision making and ownership rights, the Project will create proper incentives to ensure sustainability of the project outcomes. Unlike earlier, very limited interventions, the Project will address the most critical problem of lack of organization among poor small-scale producers. It will reorganize the handicraft centers into formal and legal entities while institutionalizing their marketing and business promotion channels and establishing their ownerships. This will mobilize small-scale handicraft producers to address their skills and marketing constraints.</p> <p>The Project will demonstrate innovativeness by establishing public-private partnerships through regular consultations and dialogue involving beneficiaries and local and central governments to identify priorities and implement various activities. The Government has initiated National Handicraft Development Program, an NGO representing handicraft producers of various scopes and maturity, and it is drafting a craft sector development strategy. The facilities, support, and legal protection provided by the Government to the grassroots beneficiary organizations will set a good example of public-private partnership. The Project has been designed to empower the beneficiaries and build their capacity to undertake marketing without the involvement of large business entities. This will eliminate exploitation, reduce marketing costs, and facilitate producers' direct contact with end-users that will provide useful feedback as to the nature and quality of demand.</p>
2.12	Expected or demonstrated outcomes	<ol style="list-style-type: none"> poverty incidence among women and their families in the target areas reduced by 10% real income levels of direct beneficiaries increased by an average 30%

		<p>3. new jobs created and sustained</p> <p>Desired Outcomes:</p> <p>Visitors:</p> <p>Visitors to learn about the history of the handicraft work</p> <ul style="list-style-type: none"> • Visitors to meet the artisans and to learn about their personal stories and lives • Hands on engagement for visitors through an activity where they are able to be part of the process, and are able to keep a small memento (such as a keyring or bookmark) • Visitors to be given the opportunity to purchase the products directly from the artisans <ul style="list-style-type: none"> ○ As luggage space is an issue for many tourists, an option to have the products shipped to their home would likely increase the number of products purchased. For example, quilt covers are often too large for conventional suitcases. • Creation of an additional revenue stream where profits can be reinvested into the SAPNA organisation. <p>Women:</p> <ul style="list-style-type: none"> • Engage with a different group of customers • Learn valuable communication skills <p>Opportunities:</p> <ul style="list-style-type: none"> • Alwar is near the Golden Triangle (Jaipur, Agra and Delhi), a popular route for both domestic and international tourists. To market this program, it is recommended that partnerships are created with local hotels, international and domestic tour companies and/or online experiential tour platforms. This would ideally lead to a predictable influx of tourists. • Partnering with a store/s in Alwar City or Jaipur to promote the experience package would motivate more people to visit. • Relationships with Bakeries and other smaller businesses that complement the experience tour be established. These could also provide another form of profit that extends beyond the initial business. <p>For one year it will be 60 women and it will increase in 2nd year of the project</p>
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2.13	Measurement of outcomes (indicators/ parameters)	<p>1.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.</p> <p>2.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.</p> <p>3. 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.</p> <p>4.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.</p>
3.	Project Stage and Nature of Funding/ Support Required	
3.1	Ideational or Waiting for implementation or scale-up	Waiting for Implementation

3.2	Nature of Funding required	Recurring expenses														
4. Institutional Networks																
4.1	List of institutions that the organisation has worked with	<table border="1" data-bbox="646 1525 1273 1854"> <thead> <tr> <th>Institution</th> <th>Nature of engagement</th> </tr> </thead> <tbody> <tr> <td>Government</td> <td>Women Empowerment</td> </tr> <tr> <td>International Development Agencies</td> <td>NA</td> </tr> <tr> <td>Corporations</td> <td>NA</td> </tr> <tr> <td>NPOs</td> <td>NA</td> </tr> <tr> <td>Academic Institutions</td> <td>NA</td> </tr> <tr> <td>Local bodies like clubs, societies</td> <td>NA</td> </tr> </tbody> </table>	Institution	Nature of engagement	Government	Women Empowerment	International Development Agencies	NA	Corporations	NA	NPOs	NA	Academic Institutions	NA	Local bodies like clubs, societies	NA
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5.	Project USP	
5.1	What value will your project add or has added to the problem area?	<p>Major issues that would be addressed are:</p> <ul style="list-style-type: none"> • Empowerment of women and promotion of thrift amongst them; • Creation of appropriate environment in the society in general and women in particular for successful implementation of the project; • Development of traditional craft popular among the women of the area – Applique work to generate financial resources for creating financial independence; • Promotion of saving and thrift to meet their financial needs in long term and to create financial security; • Working with and supporting each other in managing their activities. Creating self-supporting groups to hand hold each other. <ol style="list-style-type: none"> 1. 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. 2. For women to undertake free enterprise activity is a challenge that needs addressing at various level like social, mental, psychological, cultural, educational, motivational, financial, market, customer, skill and training. That can best be done by forming “Self-Help Groups” to work in teams and support each other. External agencies assume the role of facilitators and catalysts at the best and see that the women hold each other’s hands and learn the necessary skills to manage themselves. 3. 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.

		<p>4. 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 communications would be essential to keep the groups motivated and active.</p> <p>5. A professional resource person and motivator with two assistants' resource persons and motivators, one for each Gram Panchayat would be required to run the program effectively besides the requirement of office support and place and resources for the meetings and activities. Space and office support would be provided by NGO SAPNA from the existing resources at little administrative cost at Vijay Mandir.</p> <p>7. Training and vocational skills would be required to be provided in:</p> <ul style="list-style-type: none"> • Group management – team working, conflict resolution, negotiation skills, financial skills, book keeping and accounts management, selling skills; • Leadership and life skills – Self management, Leading by example, motivation, communication; • Designing, pattern making, Applique work; • Customer need analysis, and marketing of their products; • Hygiene and other women health related issues; • Other felt needs. <p>8. Planning, procurement, and management of resources would need much of attention. A professional approach to resource management would be required to ensure financial prudence. A need analysis of resource required would be carried out from time to time and procurements made judiciously. A proper accounting procedure and stock management procedures would be put in place from the start.</p> <p>9. A lot would depend upon the vocational training and guidance provided to the group in creating quality products that find favor with niche and targeted customers. Vocational training would be crucial to the success of the project. They would include:</p> <ul style="list-style-type: none"> • Creating designs, making patterns, cutting and drafting • Basic skills of stitching and embroidery • Creating patterns from recycled materials • Dry cleaning and ironing • Packaging <p>10. Inculcating the habit of thrift is one of the important objectives of this program. Women remain vulnerable group on account of lack of</p>
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		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.
6.	Project Financials	
6.1	Budget in Lakhs *Please attach the budget separately as an annexure	Rs. 28.7 Lakhs (Budget Sheet is attached as annexure)

***Please note that proposals are to be submitted to tissaesdiiproposalbank@gmail.com by Monday, 18th March, 2019 - midnight with the Subject line as 'TISS CSR PROPOSAL 2019'**

BUDGET SHEET				
SAPNA HANDICRAFT- FOR TWO YEARS				
A	Resource persons and Administration set up			
Sl.No	Particulars	Unit Cost	No's	Total Cost for 24 Months
1	Project Coordinator	30000	1	720000
2	Master Trainer	25000	1	600000
3	Field Worker	15000	1	360000
4	Social Worker	10000	1	240000
Sub-Total (A)				1920000
B	Identification of office space in Vijay Mandir Sapna Centre complex.			
Sl.No	Particulars	Unit Cost	No's	Total Cost
1	Procurement of office furniture, computer, photocopier, files and other office equipment	1,00,000	1	100000
Sub-Total (B)				100000
C	Operation of training groups			
Sl.No	Particulars	Unit Cost	No's	Total Cost
1	Procurement of resource – Sewing machines, interlocking machines, ironing equipment, packaging material, etc	20000	20	400000
2	Raw materials for training, Setting up of production process and schedule, division of labour, setting responsibilities	One Time Cost (For 24 Months)		300000
3	Other Administration & Misc Cost such as marketing, Branding	One Time Cost (For 24 Months)		150000
Sub-Total ©				850000
Total (A+B+C)				2870000