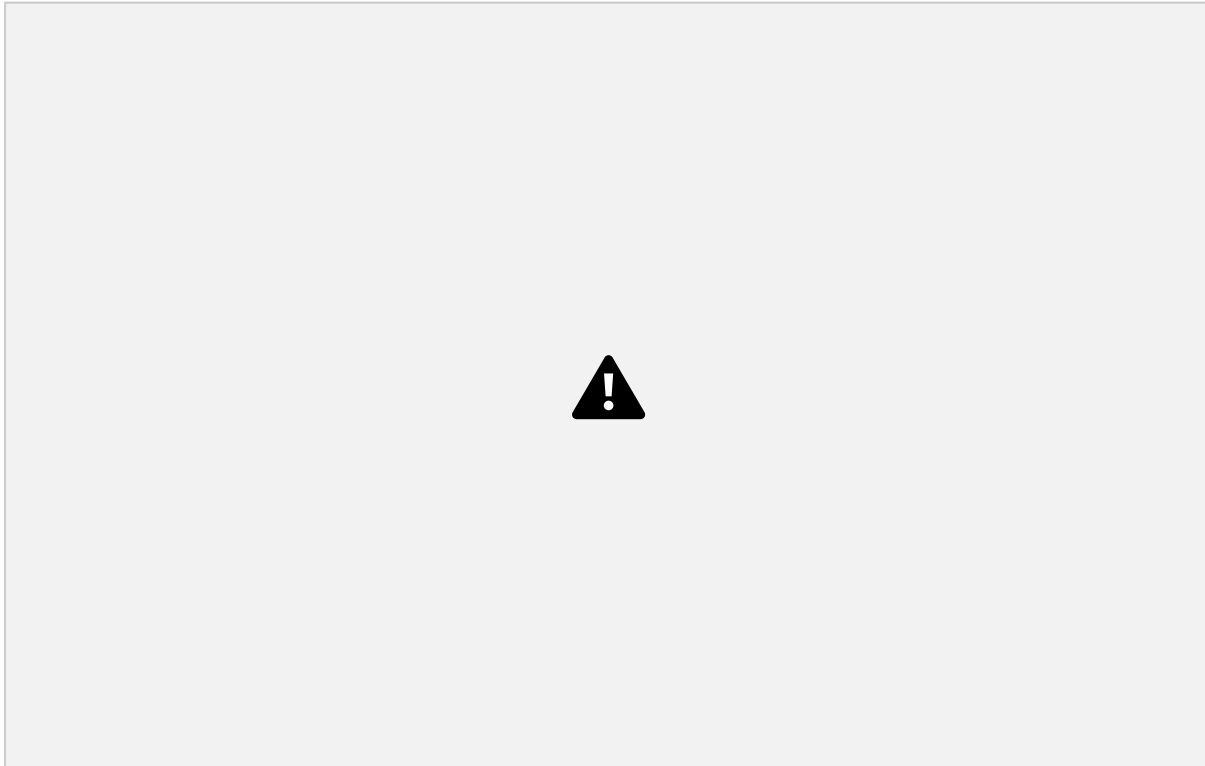


SRREOSHI

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Society for Research & Rudimentary Education on Social &
Health Issues



ANNUAL REPORT 2017-18

VISION: Equality, Dignity & Justice to Women, Youth & Children

MISSION: Ensuring lasting changes for Women, Youth & Children in the field of land, livelihood, health, education and protection, leading to a socio-economic empowerment.

FOCUS: The primary focus of the organization is rights based approach to sustainable and integrated development of women, youth and children in remote tribal regions in the districts of Bankura and Burdwan of West Bengal.

For Rural Thematic Areas:

District	Block	GP	Village	Group
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PARTNERS

Bankura	3	8	60	300
Burdwan	2	2	3	30

For Urban Thematic Areas:

District	Sub-Division	Ward	Slum	School	Beneficiary Outreach
Burdwan	Asansol	18	5	10	2300
	Raniganj	6	5	8	2200

Corporate Social Responsibility:

1. IISCO Steel Plant , SAIL
2. India Power Corporation Limited

3. NSPCL, Durgapur

Private Trusts:

1. Lilavati Trust


Knowledge Partners:

1. Tata Institute of Social Science (TISS), Mumbai
2. Essex School of Business, University of Essex, United Kingdom
3. Sri Aurobindo Society, Pondicherry
4. Ashoka Innovators for the Public (Individual award and fellowship)

AIM & OBJECTIVE:

1. Addressing issues related to “Food Security” by way of nutrition garden formation (vegetables and fruit gardens).
2. Rural Development (Gram Unnayan) involving women, youth and children.
3. Life Skill Management training sessions for Adolescents (girls and boys). The sessions address topics related to Sexual Reproductive Health along with their legal aspects.
4. Women’s Rights – Generating a niche scope of livelihood for socially excluded tribal women by supporting them to bloom as social entrepreneurs.

PROJECTS @ GLANCE

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- a) **Gramodaya-‘A Rural Education Model’** for a youth Group of 40 members in remote tribal village of Ramarbhui in the district of Bankura, West Bengal. This rural education model envisages creation of a platform in support of sustainable and integrated rural development. This creates a repository of qualified professionals (trained in agriculture and its allied fields such as animal husbandry, nursery formation, seed preservation etc.), while addressing issue of mass migration of unemployed rural population to urban areas.

Another wing of the **Gramodaya** model looks into the various reasons for school-drop outs in Kherobari, another tribal village in the vicinity. An education center has been set up to bridge the gap between the students’ understanding and the regular school curriculum. The issues are gradually been resolved in an integrated manner by engaging the children in various creative and social activities (Vanotsav, Sport’s Day, Theatre, Making kitchen gardens etc). This initiative has got support from SMILE Foundation, Lilavati Trust and many individual donors.

- b) **Life Skill Management Training for Adolescent Girls:** Adolescent girls (in schools and slums) in the district of Burdwan (Raniganj and Asansol) are provided with awareness, and capacity build-up in a rights based mode on issues of violence against women and gender discrimination including, early marriage, self-management/ life skills, gender, and sexual and reproductive health (SRH). This project is supported by India Power Corporation Limited.

- c) **Land & Livelihood:** “A plot of land is an asset, key to dignity, position in society, maximizes food security and a sustainable livelihood”. Socially excluded tribal of Farashdanga and Nonagora, and Charidanga in adjoining areas of Durgapur, were not aware of such vital information.

They were provided with adequate training and infrastructure (seeds and vermi-compost) for maximizing food security through organic farming. This initiative is a corporate social responsibility project undertaken in collaboration with Alloy Steel Plant, SAIL & Pinnacle InfoTech Solutions.

- d) **Women Empowerment-Handicrafts Training Programme:** 200 marginalized tribal women at Keradih, Mithani, Dhenua a tribal hamlets near Burnpur industrial town, were provided with handicraft making training (jute bags & babui grass decorative items). This project is a CSR initiative in collaboration with IISCO Steel Plant; Burnpur. They had met

an order of 300 jute and canvas bags for the international and national conferences on Social Entrepreneurship and Sustainable Development at Tata Institute of Social Sciences, Mumbai held in early 2016 and 2017 respectively. The success of the initiative has made other women of the hamlet and neighbouring areas interested in learning this art. Now, 100 more women have been enrolled in this programme. The existing women's group has taken a leap forward, and is now spearheading the initiative, to start a micro-enterprise of handicrafts in the near future.

- e) **Action-Research to establish a connect between “Practitioners” and “Researchers”:** It is a collaborative action-research done by SRREOSHI as the “practitioner” , and TISS, Mumbai and Essex School of Business, University of Essex, UK as the “researchers”.

Over the years, the activities for creating social entrepreneurs conducted by SRREOSHI, has been a subject of interest for the stated academic institutions. This action-research will bring forth the women and youth entrepreneurs in the fore. And, through this connect of SRREOSHI with the researchers; the benefitted class will be exposed to the world business platform. This platform will give a boost to the entrepreneurs (women and youth) to strengthen their individual/co-operative enterprises.

- f) **Incubation Center Set-up –**
An Incubation Center is planned & set up is underway in collaboration with Tata Institute of Social Sciences (TISS) and SRREOSHI. An MOU has been signed already.

OTHER ENGAGEMENTS

1. Progressed with few mini-social entrepreneurship models such as sale of seasonal date jaggery during the winters, along with that

selling eco-friendly jute bags (made by the women's SHGs) as packaging materials.

2. Installation of submersible pump for providing irrigation facility at Ramarbhui tribal village, in the district of Bankura.
3. Attended the National Conference organized by Centre for Social Entrepreneurship, School of Labour Studies, TISS, Mumbai.

OUTCOME

1. Capacity building of group members and employees. Participation and decision making power developed.
2. Linkage with Local Govt. and Lok Adalats in Bankura and Burdwan District.
3. Successful engagement of the youth club under the *Gramodaya* project in various livelihood generation programmes (cultivation of seasonal vegetables, seed preservation, animal husbandry, mobile repairing etc).
4. Training on ARSH issues at schools and urban slums. This has an outreach of 4500 adolescent girls in both the mentioned locations.
5. Existing women's SHGs, at Keradih have strengthened themselves. A community hall is been constructed for the set-up of their upcoming micro-enterprise. 30 more women are enrolled and are been taught the basics of jute bags making.
6. Organic Education Centre been constructed at Kherobari, tribal village in the district of Bankura. 62 tribal children of the age group of 4- 14 years participate in this integrated education format.

CASE STUDIES

Microenterprise of Handicrafts Run by Tribal (Santhals) Women Entrepreneurs

Background:

The tribal hamlet of Keradih is in the close proximity of Burnpur industrial town in Burdwan district, West Bengal but has never shared the latter's prosperity. The women of the village were mostly daily wage earners, worked as day labourers in other's lands or as maids in the nearby towns. This was not a sustainable means of livelihood for them. They were in need of a better income-generation option which would answer their financial woes.

SRREOSHI, an NGO in collaboration with IISCO Steel Plant, Burnpur started a CSR initiative in the domain of handicraft making. A training was given to a group of 30 women, they were taught to make jute bags and *babui* grass decorative items (flower vase, sets of coaster, trays, sun caps, pen stands etc). The infrastructural resource like sewing machines and raw materials were provided by IISCO Steel Plant and the human resource expertise was provided by SRREOSHI.

Progress:

Gradually the women folk gained confidence, and prepared the handicrafts as and when they found time after completion of their household chores.

An order of 250 jute bags was received from the Tata Institute of Social Sciences, Mumbai for their International conference on Social Entrepreneurship and Sustainable Development at held in February, 2015. The good work of the tribal women was widely accepted at the international conference. Even, *babui* grass decorative items were sold in huge numbers.

A zero balance account was opened in a nearby United Bank of India in the name of the women's self help group- *Sarjan Baha Mahila Dal*. The earnings from the conference at TISS, Mumbai were deposited in their savings bank account.

The women also did individual sales in the nearby markets of Burnpur and Asansol.

Why Sundori Hembrom was nominated?

Each and every women of the group are good at their work. But somebody was needed with immediate effect, to lead the group and hold on to the strings of the project. **Sundori Hembrom** perfectly fitted the bill. She took a personal interest in this project. Like many others in her area, she could have happily stayed back at home and not try to bring an economic and societal transformation in her hamlet and the adjoining areas. But it was her own will power which drove her. She makes it a point to arrange weekly meetings and maintain the minutes of the meetings. She has never shied away in the face of hurdles. With her indomitable spirit, she faced the patriarchal hindrances, and came out in the open to be part of the change. She motivates the other ladies to continue in enriching this livelihood scope. Seeing her innate leadership qualities, she was nominated for the CII Foundation Women Exemplar Program 2016. She shares her responsibilities with the other ladies and has helped in creating leaders and not followers.



Sundori has spread the news of the success of the business endeavour within her hamlet and the adjoining hamlet, Shyamdih. The tribal women's group has strengthened to a number of 60.

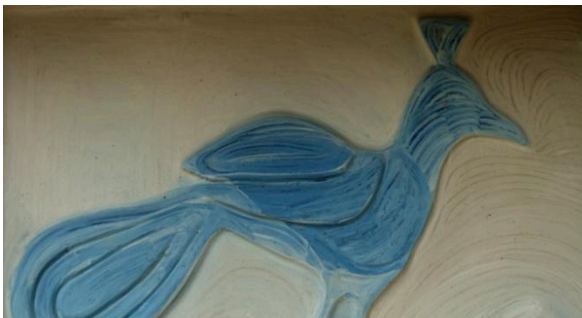
Scalability:

The new women in the group are been trained by the existing group members. The group has added *Kanthas* (rugs) and designer jute bags (of different utilities like mobile cover, purses etc) to their list. They are enhancing the quality of their products. In the designs of the bags and *Kanthas* they are incorporating tribal wall arts. A linkage with certain departmental stores has been established, were the handicrafts would be sold.

There is a huge craze for ethnic tribal handiwork in the ecommerce platform; in the near future this craze is going to be tapped. For that necessary computer literacy classes have been conducted. The women are showing keenness in becoming tech-savvy. They have shed their inhibitions in knowing the advancement of technology and are moving step by step in strengthening their entrepreneurship model.

Few Photographs:

Santhali Wall Art



cy classes at office



Babui Grass Items prepared by the tribal women's group




Jute Bags send to the
International Conference at TISS,
Mumbai held in February, 2016

FUTURE PLANS



1. Strengthening of the existing food security projects, and up scaling them to a business model, so as to provide the beneficiary alternative livelihood resources.
2. Engaging both girls and boys of the adolescence time frame in awareness sessions of sexual and reproductive health, also highlighting the legal aspects of the stated topic. A larger vision is to create a gender sensitized society for the safety and protection of the future denizens of the world.
3. Networking with other NGO's working on rights of land and livelihood (special focus on tribal women) within and outside West Bengal.
4. Strengthening the **Gramodaya** project by involving youth in traditional practices of agriculture. These activities would provide answers for the saddening issues of acute water paucity, farmers' suicides etc.
5. A new thematic area has been identified in an arid zone, near Maithon Power Plant, Jharkhand. An agro-based producer's committee would be formed to provide a prominent source of livelihood to the marginalized (the population are majorly SC & STs) population in the area.
6. Set-up of incubation centers at identified locations (Charidanga, Keradihi and Ramarbhui) to support interested women and youth so as to establish them as entrepreneurs.

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7. Conducting handicraft exhibitions at SRREOSHI's office, once in three months. This activity will be for both sale and promotion of the handicrafts prepared by the women's SHGs associated to SRREOSHI. A farmer's market will also be set-up within the office premises, as and when there is a surplus production of seasonal greens and vegetables.
 8. A private limited company has been formed called BAHA Promotional Community Development Pvt. Ltd. Whose aim is to promote & market the handicrafts produce by Srreoshi while conducting the various CSR Projects to help the marginalized women.