

Yuva Parivartan

Mukul Madhav Foundation Livelihoods Project II – Apparel making, Ratnagiri

Project Name: Apparel making training for the underprivileged women through upskilling program and Entrepreneurship development training (EDP) in Gholap and Phansop villages in Ratnagiri.

Project Period: October 2023- March 2024

Report Period: October 2023- December 2023

Report Date: 9th January 2024

I. Project Background

MMF had a training facility for the Apparel making program situated at the Phansop gram panchayat in Ratnagiri. MMF is desirous of 1) linking the trained women to livelihood opportunity through upskilling and capacity building initiatives and 2) scale up the existing operations to ensure a larger set of women will be benefited from the initiative. A detailed need assessment was conducted with this objective in mind

II. Project Objective

Based on the results of the need assessment a project was created with the following objectives –

- 1) Upskill the 80 women from the Phansop facility in trades such as Advanced tailoring, Hand embroidery, Machine embroidery, Arri work, Bridal work, Zardosi work, Bang making and handicrafts.
- 2) Upskill the trainer in advanced programs
- 3) 48 (60%) of the total trained women will be linked to livelihood generation activities;
 - A) 28 women will be linked to take up a self or wage employment based on the opportunities available
 - B) 20 women will be trained further to set up two Entrepreneurship Groups

III. Project Activities

In the reported period, the following activities were conducted were as below

- Counselling
- Upskilling

IV. Execution Approach

The training is being implemented through the existing MMF supported village training facility in Phansop and the MMF – Yuva Parivartan Centre in Gholap.

Rural Livelihood Development Centre (RLDC) or Village camp model

helps YP to reach out to the rural youth in their own village. The camps involve focused 80 – 120-hour training modules. The village camps go into bigger villages and mobilize youth for training in skills that are relevant to livelihood opportunities nearby. The camps provide the initial level of awareness and also serve as a pipeline for the youth who want to continue into more advanced coursework or connect with industries for jobs. The training itself includes, in addition to the technical skills needed for the trade, a unique module for attitude change called “Soch ka Parivartan”, as well as a large practical component that builds confidence. The RLTF model also encourages self-employment among youth that have an inclination toward entrepreneurship and mobilizes rural youth to come together in organized groups to start their own businesses.

V. Outcome and Main results

At the end of December 2023, 10 women are undergoing training in hand-embroidery and the Entrepreneur development program.

A student wise MIS is attached with the report.

VI. Next Steps

The enrollment and training plan for the next two months is as below;

- 1) The remaining 70 women will be enrolled and suitably trained in the following months.

Some pictures from our trainings



Figure 1 Women undergoing advanced training in embroidery



Figure 2 The EDP training in progress