

SEWA MANAGER NI SCHOOL REPORT 2016

I saw many products (farm products, cloths, and salt) here. We also make products in Sikkim – farm products and others etc- But I never realised such a long chain of linkages can be developed with the products. I also learned that we as SHG members and as a citizen have a role in making our government effective. I enjoyed the group activity and the hospitality of SEWA.

- Devika Thatal, SHG Federation Member

We were unskilled but SEWA made us technical persons.

- Kalpnaben Khush (MHWDP-Himachal Pradesh)

I never paid any attention to the way I looked or presented myself in front of others. After undergoing the training I have come to realize that the way we look, the manner in which we conduct ourselves, the way we communicate all creates an impact on our overall personality. I have learned how to effectively communicate and am confident that now I will be able to present my points in a better manner.

- Manjulaben, Master Trainer (Sagwara)

All that I learned during the 2-day Leadership Training was extremely important. Till date I used to always take decisions very quickly. But through the snake and mongoose video in the workshop, I realized that decisions should be taken after deep thought. I shall apply this to my personal and professional life and am sure that it will help me perform better as a leader.

- Maria Hamidi, Embroidery Master Trainer (Mazaar-e-Sharif / Afghanistan)

We have been trying to fix up this Report Writing Training since the past one year but it was never falling through. This time everything has fallen in place and at the right time too – as we will need to submit our annual reports hence this training will be very useful. We learned crucial points like how to start and end a report, how to divide it into subject specific paragraphs etc. Thank you from the SEWA Bodeli Team to SMS for delivering this training!

- Purnimaben, Local Administrator (Chhota Udaipur)

I attended the training as I lack in confidence. When it comes to talking to anyone although I have subject knowledge yet I get so nervous that I am unable to speak a word! I enrolled for this training to build upon my confidence and enhance my ability to talk comfortably in front of others I do not want to sit at home but I want to work with SEWA and help my parents. My long term plans are to join the Indian Police Service and serve my nation

- Participant Nisha: Personality Development & Basics of Marketing



Presented by:
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At a Glance

The year 2016 was extremely fulfilling for SEWA Manager Ni School (SMS) as we could execute the following -

- ✓ Expand our reach to 17,161 members through our training programs
- ✓ Add 16 Fresh Training Modules, based on the needs of our members and demands from our States
- ✓ Enable our Retail Opportunities Training Initiative (ROTI) to forge ahead

A quick look at all our activities is detailed below in tabular form –

TITLE	NUMBERS (REACH)	DETAILS
ROTI Training	16132	Delivered ROTI training through our centres at Sanand, Dehgam, Anand, Nandasan, Dhrangadhra, Bayad, Bodeli, Nakhtarana, Ahmedabad-Urban and Sagwara
ROTI Off Shoot Trainings	302	Besides delivering actual ROTI Training, we had 14 related sessions of - MIS, E-Module, Brush Up, Job Readiness etc at Mehsana, Bodeli, Nandasan, Anand, Sagwara, Bayad, Ganeshpura, Shillong and Dehgam
Modules Developed	17	SMS prepared the following 16 fresh modules in line with the demand from States, Master Trainers and organizations – <ol style="list-style-type: none"> 1. Hand Pump Repairing 2. Water Purification 3. Role and Responsibilities of Water Committee 4. Roof Rainwater Harvesting 5. Blue Fund 6. Seasonal Training in Cotton Cultivation 7. Farm Management Training 8. Integrated Farm Management 9. Advanced Leadership 10. Processing 11. Block Printing Training 12. Tie and Dye Training 13. Food Processing 14. Digital Technology 15. Membership Management System 16. Hum Sab Ek Hai
Training Programs – National	189	Training cum exposure visits were arranged for national teams : <ul style="list-style-type: none"> • MHWDP-HP • Hindustan Media Ventures Limited (HMVL)-UP • Surendranagar (Basic Leadership and Group Management Training was imparted) • North East Rural Livelihood Program (NERLP)-North East (they learned about Leadership, Community Organizing, Strengthening SHGs etc)

TITLE	NUMBERS (REACH)	DETAILS
Training Programs – International	74	<p>Training cum Exposure Visits were arranged for international teams:</p> <ul style="list-style-type: none"> • SAARC Business Association of Home Based Workers (SABAH) - Nepal • Aliniha International –Africa • Myanmar Team on a Grassroots Women's Economic Empowerment Study Tour. <p>Two resource persons from SMS travelled to Kenya and interacted with the cooperative members to provide them training on how to run and effectively manage cooperatives</p>
Train-the-Trainer	50	We screened and trained Master Trainers for our Afghanistan and Nepal teams on Basic Leadership, Advance Management and Group Management Training
Orientation/Exposure Visits/Internships	64	<p>SMS hosted the following institutions to enable them gain an understanding of our operations –</p> <ul style="list-style-type: none"> • Mid Himalayan Watershed Development Project –MHWDP (Himachal Pradesh) • M K Gandhi and V V Gandhi College (Bhavnagar) • Gandhi Research Foundation (Jalgaon) • Interns from Newcastle University, Boston University and IIM-A
Consultancies/Partnerships	3	<ul style="list-style-type: none"> • IMAGO Global Grassroots - an organization which works around the world with existing organizations to enhance their strengths, build their capacity, and scale up their impact in a way that respects their unique context, attributes and evolution. • Dr Avijeet Chakravarthy - P R Consultant, Educator and Social Entrepreneur. SMS had approached Dr Chakravarthy through the Bharatiya Vidya Bhavan's Usha and Lakshmi Mittal Institute of Management-Delhi • Prof Kavita Sharma - VC-SAARC University, New Delhi <p>They guided us with regards to – Training Need Assessment Tools; Making the SMS Model Self Sustainable; Vision and Mission Statement for SMS and Communication Tools</p>

ROTI

SMS rang in 2016 in a big way ... bookmarking 16 January as the D-day for the Certificate Distribution Ceremony to the 12000+ candidates who successfully completed the ROTI Training. Karen Tramontano, President, Global Fairness Initiative and Caleb Shreve, Director of Global Fairness Initiative did the honours.

ROTI aims to build and hone the skills of Gen Next in the need-based areas of – Communications, Presentations, Marketing, Grooming, Platform Skills, Customer Care, Visual Merchandising, Product

Display etc. Through this initiative placements have been possible in retail outlets of blue chip companies like – Tata, Hyper City, Sodexo, Blue Dart etc. The ROTI project also involves regularly updating our funding agency through Skype and collection of data from districts and uploading on the MIS.

ROTI was a learning experience for all of us because we put in a lot of time and effort with our members taking their feedback on the need-level of each component. We invested 6-8 months to develop the pedagogy, make the program more interactive and participatory and focus on key modules to meet the requirements of our members. There was a lot of discussion, practical application and modification before we finalised the ROTI Module. The chief underlying principle of all these modules is to keep them extremely simple, easy-to-understand, graphic, interactive and engaging and to employ various tools to enhance retention levels. Feedback is taken from our grassroots trainers before we go live.

Some of the challenges we faced during the initial stages of the ROTI Program are - retail being a new topic there was a lack of information and knowledge available for the same; retail being a technical subject our Trainers had to struggle with grasping it; promoting a paid training program in a market, where such training was available for free, was another test of our marketing skills etc.

To make ROTI viable we built linkages with retail outlets, field experts, institutions like Retailers Association's Skill Council of India (RASCI), corporate organizations, government bodies and technical firms and in the year 2016 itself we have been able to deliver ROTI training to 16,434 participants across our centres at Gujarat, Rajasthan and North East.

We were slow to start with, because of our insistence on not compromising with the quality of the program delivery, but our perseverance paid off and today through ROTI we have been able to provide improved livelihood opportunities to 9000 trainees and also create a cadre of 95 Master Trainers to take this initiative forward. All this reiterates the SEWA ethos of investing time and resources in the process to ensure that delivery becomes result oriented, simple and easy.

What we had not anticipated and hence came as a pleasant surprise was the need from academic institutions (High School and College Students) for the ROTI program – not with the direct objective of gaining livelihood but for honing their soft skills, grooming skills and building on their employability. Till date we have tied up with 41 academic institutions (schools and colleges) across 8 rural districts to deliver the ROTI program. ROTI Training was delivered to 16,132 candidates through our different centres as detailed below -

SN	District	Centre Name	No. of Participants Trained (Male)	No. of Participants Trained (Female)	Total Participants Trained	Total Participants Under Training
1	Ahmedabad	Sanand	695	1375	2070	106
2	Gandhinagar	Dehgam	112	1530	1642	287
3	Anand	Anand	36	2237	2273	3
4	Mehsana	Nandasan	479	1132	1611	41
5	Surendranagar	Dhrangdhra	21	877	898	480
6	Sabarkantha	Bayad	142	662	804	103
7	Vadodara	Bodeli	58	1304	1362	22
8	Kutch	Nakhtarana	116	1365	1481	23
9	Ahmedabad - Urban	Ahmedabad - Urban	209	1866	2075	10
10	Dungarpur	Sagwara	70	769	839	2
	Total		1938	13117	15055	1077

Among the ongoing projects is the ROTI E-Module preparation to ensure that our reach gets magnanimously expanded both in terms of numbers and geographical boundaries. This has been extremely challenging as the concept is unique; but it has also been exciting and has added to the warm team bonding also.

Orientation Sessions/Visits/Internships

During the entire year, many dignitaries who visit SEWA or our other verticals join us at SMS to take a quick download of our role. The itinerary of these orientation sessions include - a brief about SMS (need, launch, objectives, projects, services etc); screening of the SMS video; interaction with our Master Trainers; visit or understanding of our CLBRC/s, District Training Programs etc.

In 2016 we were privileged by the following visits -

Himachal Pradesh Mid-Himalayan Watershed Development Project

16 February:

A team of 6 senior officers from the HP MHWDP attended an SMS Orientation Session.

Internship/Project-

27 June-5 August:

Three interns from Newcastle University, Boston University and Indian Institute of Management-Ahmedabad came for an internship program during which they also shared useful tips on strengthening our website; e-blog writing; designing the SMS Brochure; preparing promotional video clip etc.

Bhavnagar: M K Gandhi and V V Gandhi College-

12 August:

45 students from this Bhavnagar institution came for an exposure visit to SEWA. SMS took them to meet our Ganeshpura Community.

Jalgaon (Maharashtra): Gandhi Research Foundation-

14 September:

A team of 10 members comprising students and faculty members from the Gandhi Research Foundation - Jalgaon (Maharashtra) visited us with an objective to understand the structure of SMS, how they function, the different work that is being carried out at the village level by the teams, etc.

Training Programs

During the year, we could screen and train 50 Master Trainers at Afghanistan (22-26 January) and Nepal (5-10 September) to take forward our work out there.

SMS through its training programs could reach out to 189 national and 74 international candidates at various organisations and places as detailed below –

Dates	Attendees	Participant	Details
5-6 February	29	Himachal Pradesh - Mid-Himalayan Watershed	Leadership Training for government officials, federation leaders, group leaders and motivators. Some of the topics covered were - Leadership Skills, Business Plan and Costing Training. They further strengthened their management skills mainly in the areas of - collective working, marketing, team management, quality control and costing and pricing.
19-29 September	27	Development Project (HP MHWDP)	

Dates	Attendees	Participant	Details
25 March-11 April	25	Nepal – SAARC Business Association of Home Based Workers (SABAH)	This Training, for women affected by the massive earthquake in Nepal and hailing from stitching, weaving, knitting and farming backgrounds, included modules on - Leadership Training, Teamwork, Time Management, Personality Development and Communications; Visits to Anand, Surendranagar and Radhanpur Districts; Detailed Information about Anubandh, Earthquakes; and Understanding Gandhian Values.
19 September-6 October	25		
15-29 April	25	Afghanistan	Advance Management Training for Master Trainers from Afghanistan. The participants from garment, food processing and embroidery sector learned - Basics of Rural Marketing, Consumer Behaviour, Market Segmentation etc.
20 June-2 July	25		
24 and 26 December	4		
23-28 May – Lohvan (Mathura)	13	Uttar Pradesh - Hindustan Media Ventures Limited (HMVL-HT Foundation)	Basic Leadership and Group Management Training for members from two chapters of Uttar Pradesh involved in non-farm livelihood activities and to enable them to learn about various activities of SEWA at Community Learning and Business Resource Centres (CLBRC) in the various districts. The training included field trips to Anand District Association, Ganeshpura Eco Tourism Centre at Mehsana and Kamla Sadan in Patan.
26 September-1 October- (Mathura) Gosna	15		
21-22 June	18	Surendranagar	Basic Leadership and Group Management Training
23-29 June	11	Africa – Aliniha International and Virtue Ventures	The team learned about various activities of SEWA, RUDI, SMS, Agriculture Processing Unit etc
3 July-9 July	13	Myanmar Team	Myanmar Team, on a Grassroots Women's Economic Empowerment Study Tour, learned about SMS and its training tools.
20-26 September (Nagaland and Sikkim)	22	North East - North East Rural Livelihood Program (NERLP)	Teams from NERLP involved in farming and non farming livelihood activities came to learn about various activities of SEWA at CLBRC and to undergo Basic Leadership and Group Management Training. Their schedule included - interacting with the Leaders and Master Trainers of the Federation of Surendranagar District; visiting the Gandhi Ashram; and undergoing training on "How to be an Efficient Community Mobilizer -The Basics of Community Organizing."
6-12 Nov (Sikkim)	21		
14-19 November (Nagaland)	21		
21-26 November (Sikkim and Nagaland)	23		

Two resource persons from SMS travelled to Kenya (14-17 November) and interacted with the cooperative members to provide them training on how to run and effectively manage cooperatives.

Finalization of Fresh Training Modules

Keeping in view the demand from various States and organizations, SMS prepared 16 fresh training modules in the year 2016.

Name of Module	Brief
<ol style="list-style-type: none"> 1. Hand Pump Repairing 2. Water Purification 3. Roles and Responsibilities of a Water Committee 4. Roof Rain Water Harvesting 5. Blue Fund 	At the request of SEWA's WASH members from Dungarpur (Rajasthan)
<ol style="list-style-type: none"> 6. Seasonal Training – Cotton Cultivation 7. Farm Management Training 8. Integrated Farm Management (Agriculture Integrated) 	National Skills Development Corporation Project
<ol style="list-style-type: none"> 9. Advanced Leadership 	To further hone the skills of grassroots microeconomic entrepreneurs
<ol style="list-style-type: none"> 10. Processing 11. Block Printing Training 12. Tie and Dye Training 13. Food Processing 	Vocation-based Modules
<ol style="list-style-type: none"> 14. Digital Technology 15. Membership Management System 	In line with the current focus on digitisation
<ol style="list-style-type: none"> 16. Hum Sab Ek Hai 	To ease the understanding of our new rural tourism hospitality concept

The USP of these modules is they have been tailor made based on needs-assessment of our members and demands of our States. Plans are afoot to prepare advanced - second or third level modules. The chief underlying principle of all these modules is to keep them extremely simple, easy-to-understand, graphic, interactive and engaging and to employ various tools to enhance retention levels. Feedback is taken from our grassroots trainers before we go live.

Brainstorming and Planning for SMS Sustainability

In line with its policy of improvising continuously in order to be able to deliver the best SMS held various brainstorming sessions with –

IMAGO (26 July and 10 December)

Experts from IMAGO Global Grassroots (an organization which works around the world with existing organizations to enhance their strengths, build their capacity, and scale up their impact in a way that respects their unique context, attributes and evolution) discussed regarding the tools which can be employed for need assessment of new training modules

Dr Avijeet Chakravarthy (P R Consultant, Educator and Social Entrepreneur) (14 April) and Prof Kavita Sharma (VC-SAARC University-New Delhi)

To chalk out a road map to make the SMS model self sustainable and also draw strategies, and a vision and mission statement for SMS along with a brief on Communication Tools. SMS had approached Dr Chakravarthy through the Bharatiya Vidya Bhavan's Usha and Lakshmi Mittal Institute of Management-Delhi

Promotional Platforms

To enhance awareness about the work being done by it, SMS actively updates social media platforms like its website and Facebook account with attractive e-blogs and catchy photographs about events, workshops, visits, achievements etc.

Partnerships

Understanding that the way forward is possible only when we are together SMS has always strived to build long lasting and mutually beneficial partnerships. The collaborations span across different assistance levels – it could be for developing training modules, or for testing our training modules or even for implementation of the training modules. We are currently partnering with many academic institutions, corporate organizations, government bodies and technical firms.

Economic Drive and Administrative Measures

Expressing solidarity to our theme of 'A penny saved is a penny earned' SMS implemented many cost-cutting measures in the year 2016 –

- Reduction in telephone bill by making an integrated list daily in the morning to ensure that repeat calls are done away with
- Close monitoring of housekeeping, pantry and electricity bills (minimizing AC usage; switching off PCs during meetings/lunch breaks) to cut down on costs

Besides the above economic drive, SMS also brought into practice templates to systematize work –

- ✚ Stationery Inventory
- ✚ Asset Inventory
- ✚ Personal Work Plan – Weekly and Monthly

The weekly meetings on Saturday are a platform to clarify doubts, look back at pending tasks and plan work for the next week

Everything covered in the training was important, but for me the most relevant modules were Teamwork and Anubandh. I run a village café through a 30-member team. From this training I learnt how to allocate work as per the strengths and weaknesses of the member so that work can be completed faster and within the given time frame. I shall incorporate Anubandh by linking up the agricultural cooperatives in the nearby villages to the village café so that we can generate local employment by buying the essentials produced by these groups.

- **Haridevi Shreshtha (SABAH Nepal)**

I could not even write properly – when I put my signature if my one letter was in Sagwara the other one landed up in Dungarpur! Neither could I open my mouth nor step out of my house. It was only after undertaking training that I learned how to write. Now the people in my village have nick-named me 'Vasundhare Raje'!!!

- **Kankuben S Damor (Sagwara)**

There is lot to learn from SEWA. What I would like to learn more about is - how to retain traditional systems using technology; how to form trade wise committees like SEWA and also what fuels SEWA to reach so far. Apart from that, we want to establish CLBRCs in Nagaland like the ones here.

- **Francis Salew Esho, Block Project Coordinator (Nagaland)**

Earlier I could not stand up and speak in front of five people also. But after attending the **Personal Development Training** I have gained confidence which was proved by the thundering applause which I received on two different occasions - when I recited a poem on Janmashtami in our village; and when I gave a farewell speech at my school during the retirement of my grandfather.

- **Devyaniben R Bunker (Rajasthan)**

I shall imbibe in my life and work the Gandhian values upon which SEWA is based...and shall also cascade the same to my chapter members back in Nepal.

- **Kabita Shreshtha (SABAH Nepal)**

I have learned through the Personality Development Training Module - how to listen to others, be calm, not back answer elders, respect everyone etc. I have given up wearing high heeled sandals also the reason being I deliver training programs at Swami Vivekananda College so am conscious about the fact that if I don't practice what I preach then it may not have the desired positive effect!

- **Sapnaben L Chauhan, Master Trainer (Bamaniya)**