

UDGREEV PROGRESS REPORT

2019-2020

Collation of activities undertaken post receiving the Avendus grant money as a part of Live Pitch 2019, Mumbai. The skill development vertical of Samvedana Trust, Ahmedabad - Udgreev Project took a leap this year with the support of the grant. This report enumerates several activities undertaken to achieve the vision chalked out in our presentation

Avendus[^]



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Project Leader

Program Overview:

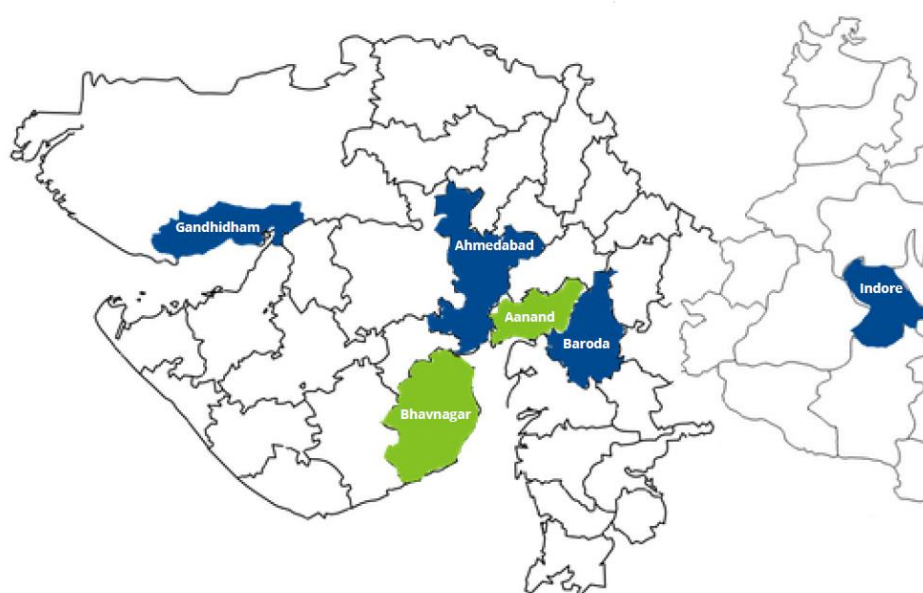
Udgreev is a skill development initiative founded in 2009 by Samvedana Trust to support the marginalized youth and women across 76 Aanganwadis under its purview. Udgreev initiative was started as a conclusive step towards the education initiatives by Samvedana. Providing the youth (especially women) with the opportunity to Learn & Earn.

At Udgreev we –

1. Provide vocational education & skill training through expert faculties
2. Creating market linkages for the products they create, thereby empowering them economically

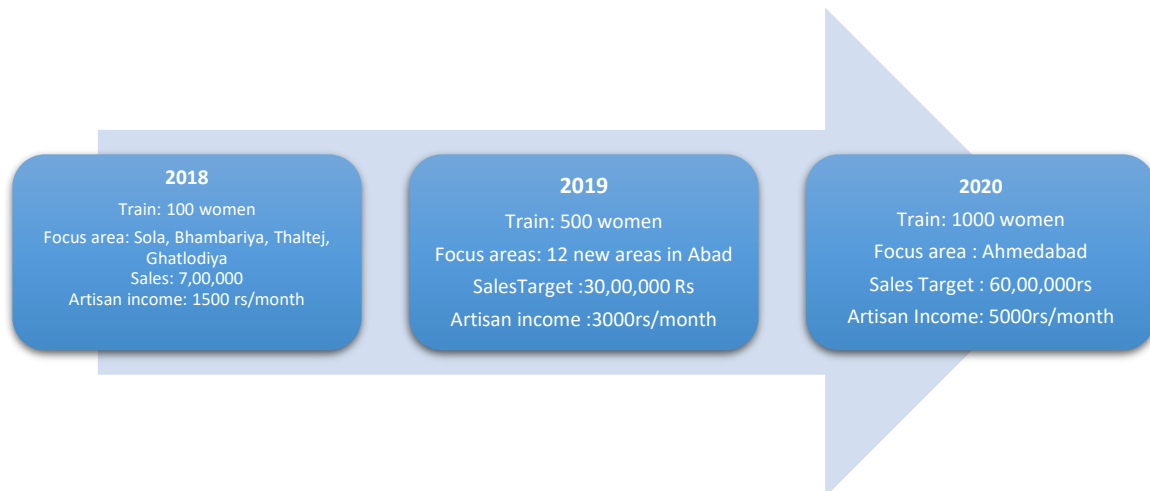
Udgreev follows a unique model – training beneficiaries in their communities, provide them with all the necessary resources, and encourage them to work in their comfort area. We have successfully tapped the youth who do not hold interest in technical jobs but lack employment opportunities in field of arts. Our aim is to identify the unemployed potential in the weaker sections of society & spread our reach across Ahmedabad. Over the years our products have adapted to the changing market trends, ensuring a constant upgradation of the skills of our artisans. Udgreev ensures that the products are handcrafted entirely by the artisans from these communities.

The year 2019-2020 turned out to be very promising. Udgreev ventured into new verticals, successfully carried out a series of engaging workshops, soft skill development sessions for our beneficiaries, increased its presence to neighbouring cities, upgrading the skills of our trainers, introducing organic range of products, and adapting to policy changes through capacity building



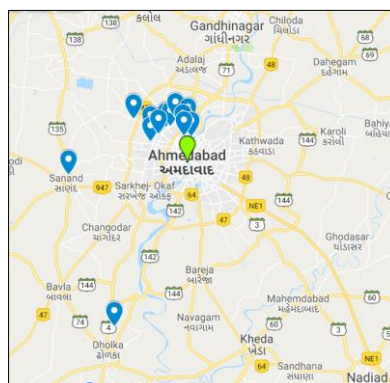
Market Linkages created by Udgreev in 2019-2020

Vision 2019-2020:



This is the vision chart and scale which Udgreev set out to achieve with the support of Aventus CSR Initiative – Live Pitch 2019. Enumerating the action taken towards achieving our targets:

A. Training: We have reached 300+ beneficiaries through our trainings in areas of Ghatlodiya, Chandlodiya, Bhadaj, Vadaj, Ranip, Thaltej, Kaali Gaam and Dholka. We conducted a series of pilot survey & trainings in rural community neighbouring Ahmedabad. With new policy changes, Samvedana shifted its focus in rural community upliftment through its existing projects. With an existing base in village of Dholka, Udgreev has now ventured into creating its first central training institute for youth & women.



B. Revenue Generation: By increasing the reach of their creations to cities apart from Ahmedabad. Udgreev conducted exhibitions in – Indore, Vadodara, Bhavangar, Gandhidham & Anand. Average artisan payout was 2200rs per month (considering our active artisans)

- C. Product development :** This year we revamped our product offering by including creations to promote causes. We introduced organic shibori range – using organic material and organic dyes. We also created several new up cycled products using our fabric waste – toran, fabric gajras, brooches, glass covers.
- D. Workshops:** for the first time Udgreev launched its workshop series where our beneficiaries were given opportunities to take paid workshops, thereby boosting their skills and adding a source of income. We conducted a natural tie-dye workshop for students, upcycling workshops to promote organic fashion.
- E. Sisterhood of Shibori programme** – a holistic platform for all our beneficiaries scattered in different parts of the city. At Udgreev we believe that training is a constant process & does not stop at imparting the skills. We took the beneficiaries for movie screening of Mannikarnika, a visit to ajrakhpur to learn the art of block printing, visit to PWC for financial literacy, Talent hunt competition, grooming and make up session, etc.

A. TRAININGS

In this year we included new skills to our traditional 8-day training program. Our women got hands on experience of working with waste material to create up cycled products. This also helped in spreading awareness about textile waste & its impact. Jewellery, paper products and organic dyeing were incorporated into our training module.

An interesting observation that came across was the turnout ratio & conversions were much higher in rural areas compared to the urban aaganwadis that Udgreev has been working with. The problem being faced in urban pockets was –

1. Family/Kin not permitting the women to travel beyond their community. They would successfully attend the training but when it came to performing they would fall back. Also with kishoris there is high mistrust from family members where they tend to use job as a reason to venture out in other acitivities
2. Other lucrative jobs like house help, construction labour or preference over vocational skills like beauty parlour or computer oriented

This helped us in realigning our focus to rural community where the reach would be lot more and the training would have higher conversions







A1. EXPOSURE VISITS

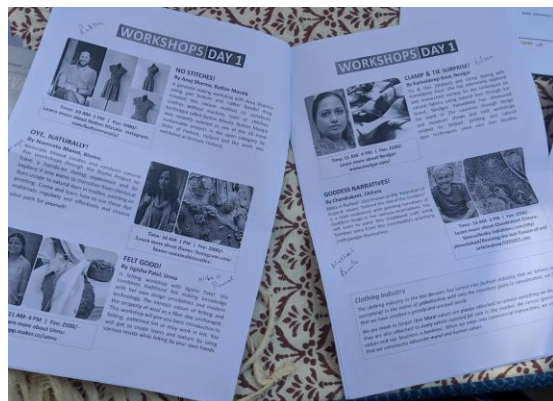
The beneficiaries who successfully completed the 8 day training without single absence were taken on exposure visit to selected places in Ahmedabad which help them to see the market of their creations, their competition and also the quality standards in linkage with the selling price





A2. TRAINER'S SKILL UPGRADATION

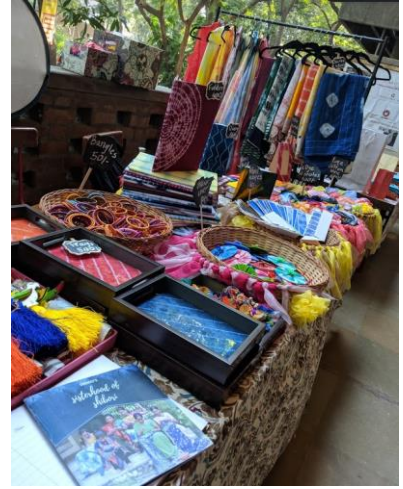
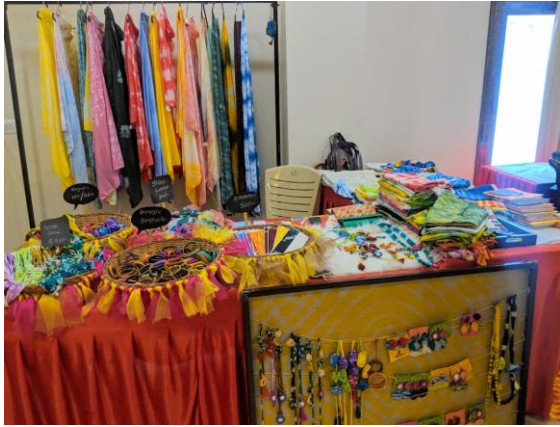
With a focus to scale up the skill development project Udgreev, as chalked out in our Action Plan, we focused on upgrading the skills of our trainers as well. We took them on exposure visit to – Patan (to study the art of 'Patola'), Ajrakhpur (to study the art of block printing). We even participated in a workshop – 'Bringing ethics back to fashion' conducted at Centre of Environment & Education. This helped us in understanding the need of sustainable fashion & ways to market the same. Post which our core team underwent a natural tie dye workshop by 'Color Ashram', Goa. This was later translated into organic range of Udgreev products.





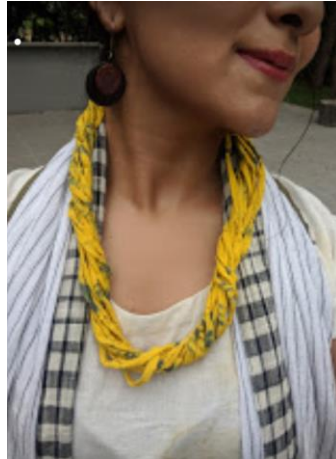
B. REVENUE GENERATION

This year we increased the reach of our artisan's creations to neighbouring cities with the help of the financial grant. We dedicated 10% of our yearly budget towards participating in flea markets, exhibitions happening in – Bhavnagar, Gandhidham, Indore, Vadodara, Anand. This increased the visibility of our products while getting people to engage with cause of Samvedana. We received great response in each city. On local front, we had our stalls at renowned institutes – MICA, NID, AU; collaborated with curated exhibitions, art studio, community garage sales, & the feather in our cap was becoming NGO partner of renowned exhibition from Mumbai called 'Black Taxi'. Udgreev got great visibility in print medium & hoardings.



C. PRODUCT DEVELOPMENT

This year with the revamped training module we could introduce new line of products around the expertise of Udgreev – Shibori & TieDye. The trainer skill upgradation activities helped us in venturing into organic and sustainable fashion range. We also collaborated with local designers, furniture store to create upcycle products from their waste material.





D. WORKSHOPS

Udgreev introduced a very unique format to it's offering this year. We introduced 'Shibori Workshops', wherein people could pay, enrol and learn the art of tie-dye & shibori. This added a source of revenue generation while uplifting our beneficiaries who got the experience of training people in this art. It boosted the confidence of our women, opened a dialogue between the two sections of society – listening to stories of our beneficiaries, the participants felt more invested in the art and their creations. Clubbing workshop and exhibition led to sales boost. It gave us an opportunity to collaborate with art galleries, cafes etc there by opening up new markets. Our workshops got covered by news channels and papers as well.







E. SISTERHOOD OF SHIBORI PROGRAMME

The Live Pitch 2019 presentation by Udgreev had concluded on the note of proposing proposing a 'Thought Leadership' - creating a movement of 'Sisterhood' with the power of inclusivity, collectiveness and sustainability weaved by the aspirations of our women.

The infusion of the grant money helped us in building a platform called 'Sisterhood of Shibori' which focused on holistic upliftment of our beneficiaries. While the training and exposure visit model was a hit, what we found lacking was a common ground to bring all the beneficiaries together and impart soft skills, awareness on financial planning nutrition etc.

Under this programme we took our beneficiaries for screening of movie 'Manikarnika', 'Gully Boy'. We did a talent hunt competition on Women's day, 8th March 2019. This event opened a Pandora of hidden talents in these women who otherwise have no platform to showcase it. They were taken to PWC office where they were given awareness on how to manage their finances, how to open a bank account etc. Exposure visit to beauty salon, grooming session by ex air-hostess, nutrition awareness are some the other activities covered through the year.

The impact was phenomenal. Beneficiaries of different areas got together, shared their stories, received support and friendship from new people, new found confidence, and motivated to work harder.

