FINAL PROGRESS REPORT

1) Name of the Project :

"VOCATIONAL TRAINING PROGRAM TO PROMOTE SUSTAINABLE INCOME GENERATION & CREATE LIVELIHOOD AMONG 25 SOCIALLY & ECONOMICALLY DISADVATAGED WOMEN & TEEN GIRLS"

2) Project Location :

a) Country : India
b) State : Andhra Pradesh
c) District : Kadapa
d) Mandal : Chennur
e) Villages : Dugganapalli & Sivalpalli

3) Name & Address of the Donor Agency :

People for Progress in India (PPI)
P. O. Box 51231, Seattle, WA 98115-1231
United States of America.

4) Name and address of the local NGO Partner :

SRI K.PITCHI REDDY EDUCATIONAL AND WELFARE SOCIETY (SPREAWS),
D.No. 41/1144, Sankarapuram,
Kadapa-516 002, Kadapa District,
Andhra Pradesh State,
India.
Website : www.spreaws.org
E-mail: pitchireddyorg@yahoo.co.in

5) Name and address of the Chief Functionary :

Mr.C.S.Sajid Hussain,
President
Sri K Pitchi Reddy Educational and Welfare Society (SPREAWS)

6) Period of present Progress Report covered :

From 06.08.2023 To 05.08.2024 (12 months)

7) Number of beneficiaries : 25 Poor women and teen age girls

A Banner consisting the name of the project, name of the donor agency and name of the implementing organisation is displayed in the Training Centre.

8) Introduction :

The Vocational Training Program, funded by '***People for Progress in India (PPI),USA'*** was implemented by SPREAWS with the objective of empowering 25 socially and economically disadvantaged women and teen girls. The project aimed to equip participants with skills in tailoring and embroidery to create sustainable livelihood opportunities, enhance economic independence, and improve the quality of life for the beneficiaries and their families. This report summarizes the project's successful implementation over the one-year period from August 2023 to August 2024.

9) Key Objectives

1. To provide comprehensive training in tailoring and embroidery skills.
2. To enhance entrepreneurial abilities and promote self-employment.
3. To establish sustainable income generation opportunities for the beneficiaries.
4. To link the participants with markets and ensure long-term economic viability.

10) Implementation and Activities :

Skilled Trainer: We have appointed 1 skilled lady Trainer namely Mrs.Kasthrui to impart comprehensive training to our participants, dedicating her time from morning to evening. With her expertise, she guides them through the intricacies of tailoring and embroidery.

I. Training Phase (First 8 Months):

The first phase of the project, from August 2023 to March 2024, focused on skill-building through structured training programs.

1) **Training Structure:**
   - Participants were divided into 2 batches, with sessions conducted from 9:00 AM to 5:00 PM, ensuring flexibility and focused attention.

- The curriculum included tailoring basics, garment construction, advanced embroidery techniques, and finishing skills.

2) **Resources and Infrastructure:**

A centrally located building in the heart of Dugganapalli and Sivalpalli villages was identified and rented to facilitate easy accessibility for the beneficiaries. This strategic location ensured that the training program was conveniently accessible to all participants, minimizing logistical challenges and maximizing attendance.

This image shows a well-organized sewing workshop equipped with sewing and embroidery machines neatly arranged on tables. The workspace includes a variety of tools and raw materials, such as colourful fabrics, spools of thread, scissors, cutters, glue, needles, and measuring tapes, creating an ideal environment for tailoring & embroidery training.

3) The SPREAWS Team has made essential arrangements for the training, including the procurement of sewing and embroidery machines, as well as the provision of raw materials such as cloth, thread, scissors, needles, and other necessary equipment. Additionally, furniture like stools, cutting tables, and tool kits have been provided to facilitate the learning process.

4) **Training Programme:**
The program was designed to be interactive and hands-on, focusing on both technical and creative aspects of tailoring and embroidery.

Participants engaged in tailoring training, learning intricate stitching techniques on sewing machines in a well-equipped workshop.

Women actively practicing garment construction during the training program, with completed sample dresses displayed in the background.

- Participants were trained to create a variety of garments, including blouses, dresses, and home décor items such as bed covers and pillow covers.

- Emphasis was placed on precision in cutting, stitching, and finishing to ensure professional-quality products.
- Embroidery training included learning intricate patterns for sarees, blouses, Punjabi dresses and other garments, as well as designing decorative items for homes.
- Regular assessments and feedback sessions were conducted to monitor the progress of each participant and address challenges.

5) **Entrepreneurship Development:**
    - Integrated sessions on business management, marketing, and financial literacy were conducted.
    - Trainers emphasized leadership and decision-making skills to foster entrepreneurial confidence.
6) **Motivational Sessions:**
   Regular sessions inspired participants to actively engage in the program and envision a better future for themselves and their families.

II. Garment Production Phase: Empowering Women through Practical Application: (Final 4 Months) :

From April to August 2024, the participants transitioned into the production phase, applying their newly acquired skills in practical scenarios.

The garment production phase was a critical part of the Vocational Training Program, spanning the final four months of the project. This phase transitioned the participants from theoretical learning and skill-building into the practical application of their newly acquired tailoring and embroidery skills. It not only reinforced their technical expertise but also introduced them to real-world business scenarios, enabling them to become self-sufficient entrepreneurs.

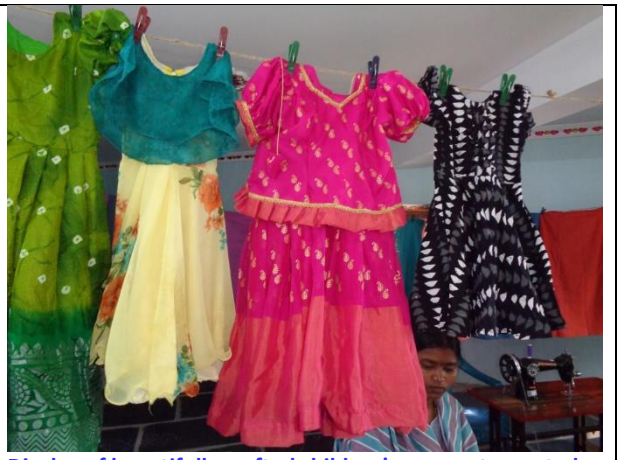
Key Activities in the Production Phase:

1. **Creation of Diverse Garments:**
   The participants were engaged in producing a wide range of garments, including:
    - **Blouses and Dresses:** Elegant and functional garments for women and children.
    - **School Uniforms:** Uniforms for local schools, fulfilling bulk orders and establishing a market niche.
    - **Home Décor Items:** Tailored products such as bed covers, pillowcases, and curtains, demonstrating their creativity and versatility.

Focus on Quality and Craftsmanship:
Participants practiced precision stitching, advanced embroidery techniques, and finishing skills. Supervisors provided hands-on guidance to ensure professional-grade products that could compete in the local market.

Fulfilling Local Orders:
The trainees successfully fulfilled custom orders from schools, businesses, and community members. This hands-on experience built their confidence and familiarized them with customer interactions, deadlines, and quality standards.

Women focused on stitching during a garment production session in the tailoring workshop.



Display of beautifully crafted children's garments created by the trainees. Vibrant and colorful dresses stitched by the participants, showcasing their advanced skills.

Proud trainees holding up dresses they stitched as part of the training program.

A young girl wearing a beautiful dress created by the trainees, exemplifying their craftsmanship and creativity.

Market Linkages and Sales:
SPREAWS facilitated market integration by connecting the participants with local retailers, wholesalers, and potential buyers. This ensured that the products created during the production phase reached a broader audience, generating steady income for the participants.

Entrepreneurial Practice:
The participants learned to manage their own mini-enterprises during this phase. They handled tasks such as:

- Estimating material requirements and costs.
- Setting fair pricing for their products.
- Managing customer relations and ensuring timely delivery of orders.

Outcomes of the Production Phase:

- **Economic Empowerment:**
  Over 80% of participants began earning a monthly income ranging from INR 10,000 to INR 15,000 by fulfilling orders and selling their handmade products. This additional income significantly improved their households' financial stability and quality of life.
- **Skill Application and Confidence Building:**
  Applying their skills in a real-world context enhanced the participants' confidence and equipped them with a deeper understanding of market dynamics and production management.
- **Foundation for Micro-Enterprises:**
  Many participants used this phase as a stepping stone to establish their own small tailoring businesses, which they now operate independently in their communities.
- **Community Recognition:**
  The garments produced, particularly the colourful dresses and uniforms, received positive feedback from the community, establishing the participants as skilled artisans and valued contributors to local commerce.

Conclusion:

The garment production phase was transformative for the participants, bridging the gap between training and entrepreneurship. By the end of the phase, these women were not only skilled artisans but also empowered entrepreneurs, ready to sustain their livelihoods and inspire others in their communities. This phase exemplified the success of the program's holistic approach to skill development and economic empowerment.

Challenges and Solutions

1. **Consistent Participation:**
   Some participants faced challenges due to family responsibilities. This was resolved through counselling sessions and flexible training schedules.
2. **Market Saturation Concerns:**
   By diversifying product offerings and exploring urban markets, the program mitigated the risk of oversaturation.
3. **Access to Resources:**
   Government schemes for equipment loans were inaccessible. Instead, SPREAWS established a revolving fund to support participants.

SUCCESS STORIES :

1) Success Story: Empowering Transformation—The Journey of Mrs. A. Narayanamma.

"Breaking the Cycle of Poverty Through Skill and Determination"

Background

Mrs. A. Narayanamma, a 32-year-old resident of Sivalpalli village in Kadapa district, Andhra Pradesh, faced the harsh realities of poverty daily. Married to Mallikarjuna, a hardworking daily wage laborer, the couple struggled to provide for their two young children. With an unsteady income and mounting expenses, Narayanamma often worried about her family's future and the education of her children.

A.Narayanamma

Embracing Opportunity

When SPREAWS introduced the Vocational Training Program in Tailoring and Embroidery to her village, Narayanamma saw a glimmer of hope. Despite societal expectations and limited support, she decided to enroll in the program. Her goal was clear: to acquire a skill that could help supplement her husband's income and improve their living conditions.

Journey Through the Training Program:

Narayanamma immersed herself in the training, attending sessions diligently. Under the guidance of skilled instructors, she learned:

- **Garment Construction:** Mastering the art of cutting and stitching various garments like blouses, dresses, and uniforms.
- **Embroidery Techniques:** Developing intricate designs for sarees and home décor items.
- **Entrepreneurship Skills:** Gaining knowledge in business management, customer relations, and marketing strategies.

She faced challenges balancing household responsibilities and training but remained resolute. The supportive environment and motivational sessions provided by SPREAWS bolstered her confidence and determination.

Overcoming Obstacles

Narayanamma's journey was not without hurdles. Managing time between caring for her children, supporting her husband, and attending training required immense dedication. However, her passion for learning and improving her family's situation kept her steadfast.

Achieving Success

Upon completing the training, Narayanamma transitioned into the production phase. She began applying her skills by:

- **Setting Up a Home-Based Tailoring Unit:** With a sewing machine acquired through the program's revolving fund, she started accepting orders from neighbors and local businesses.
- **Fulfilling Local Orders:** Her craftsmanship led to contracts for stitching school uniforms and custom garments.
- **Expanding Her Client Base:** Positive word-of-mouth and her commitment to quality helped her attract more customers.

Within months, Narayanamma's average monthly income increased to approximately INR 12,000. This significant contribution transformed her family's financial situation, allowing for:

- **Improved Living Standards:** Better nutrition and healthcare for her children.
- **Education Opportunities:** Ensuring her children attend school regularly without financial strain.
- **Savings for the Future:** Setting aside funds for unforeseen expenses and future investments.

Inspiring Change in the Community

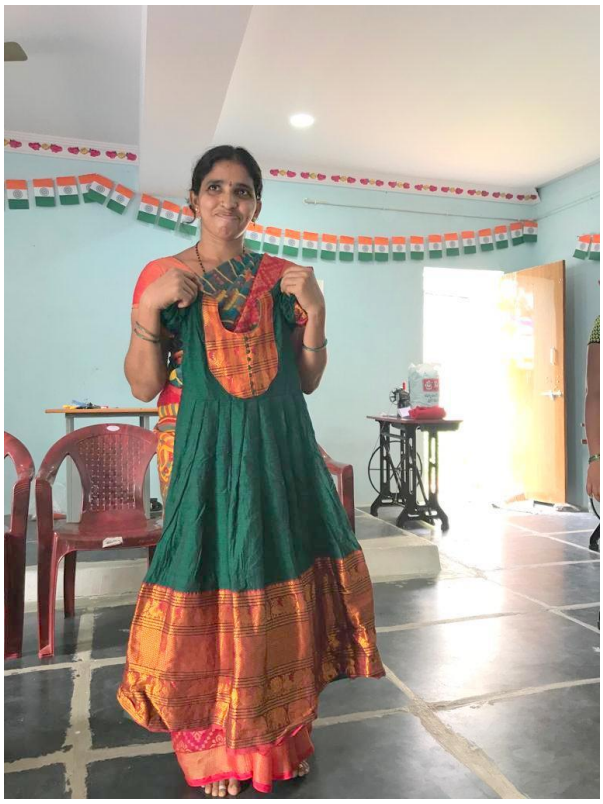
Narayanamma's success story resonated throughout Sivalpalli village. She became a beacon of inspiration for other women, demonstrating the impact of skill development and economic independence. Her achievements contributed to:

- **Empowering Other Women:** Encouraging them to pursue vocational training and self-employment.
- **Shifting Mindsets:** Challenging traditional norms about women's roles in the community.
- **Strengthening Community Bonds:** Collaborating with other trainees to fulfill larger orders and share resources.

With heartfelt gratitude, Narayanamma shared: *"I am deeply thankful to People for Progress in India (PPI) for funding this life-changing program. Your support has not only transformed my life but also given my children a brighter future. If I can learn and grow, so can every woman in our village. Together, we can create a better future for our children."*
— **Mrs. A. Narayanamma**

2) Success Story: A Stitch in Time—The Empowering Journey of Mrs. P. Malleswari

Mrs. P. Malleswari, a 35-year-old resident of Dugganapalli village in Kadapa district, Andhra Pradesh, always dreamed of contributing to her family's income. Her husband, Nagaraju, works as a Auto Driver, and the couple struggled to meet their household needs and support their daughter. Limited financial resources and no marketable skills left Malleswari with little hope for change—until she joined the Vocational Training Program initiated by SPREAWS and funded by People for Progress in India (PPI).



Mrs.P.Malleswari

A Journey of Learning and Transformation:

Malleswari's decision to join the tailoring and embroidery training program was driven by her desire to create a better future for her family. Over the course of the training, she acquired essential skills in garment construction, intricate embroidery, and finishing techniques.

She also participated in entrepreneurship sessions that introduced her to business management, customer relations, and financial planning.

Despite challenges balancing her household responsibilities and training schedule, Malleswari remained determined. Encouraged by the supportive trainers and fellow participants, she quickly gained confidence in her abilities.

From Trainee to Entrepreneur :

After completing the training, Malleswari transitioned into the production phase, where she applied her skills to produce a variety of garments, including custom blouses, dresses, and school uniforms. Using a sewing machine provided through the program's revolving fund, she set up a small tailoring business at home. Her dedication to quality and timely delivery soon earned her a loyal client base.

Today, Malleswari earns approximately INR 11,000 per month, significantly improving her family's financial stability. She is now able to provide her children with better educational opportunities and save for future needs.

A Role Model for Change :

Malleswari's success has inspired other women in Dugganapalli to pursue skill development and economic independence. She often shares her experiences and encourages others to join similar programs, emphasizing the transformative impact of education and empowerment.

Gratitude to PPI :

With heartfelt appreciation, Malleswari shared: *"I am incredibly grateful to People for Progress in India (PPI) for funding this program. The skills I have learned have given me the confidence to stand on my own and support my family. This opportunity has changed my life, and I hope other women in my village can benefit as I did."*

3) Success Story: Stitching a Brighter Future—The Journey of Mrs. E. Meramma:

Mrs. E. Meramma, a 35-year-old resident of Sivalpalli village in Kadapa district, Andhra Pradesh, faced significant financial hardships. Her husband, Swaminadham, a daily wage laborer in agriculture field, struggled to make ends meet for their family. With two children to care for, Meramma dreamed of providing them with better opportunities, but her lack of employable skills left her feeling trapped in the cycle of poverty.

Mrs.Meramma

The Turning Point:

When SPREAWS introduced the Vocational Training Program in Tailoring and Embroidery, funded by **People for Progress in India (PPI),** Meramma seized the opportunity to change her family's future. She joined the program with hope and determination, despite her initial hesitation about learning a new skill at her age.

Learning and Growing:

Over the course of the training, Meramma gained valuable skills in tailoring, embroidery, and garment finishing. She also participated in sessions on entrepreneurship, where she learned how to market her products and manage her finances.
The trainers provided a supportive environment, ensuring that participants like Meramma could balance their household responsibilities with their training schedule.

Meramma's dedication paid off as she excelled in stitching a variety of garments, including blouses, dresses, and school uniforms. Her attention to detail and commitment to quality made her one of the standout trainees in her batch.

A New Beginning

After completing the training, Meramma used a sewing machine provided through the program's revolving fund to set up a small tailoring business at home. She began fulfilling orders for her neighbors and local schools, quickly gaining a reputation for her craftsmanship and reliability.

Today, Meramma earns an average monthly income of INR 12,000, which has significantly improved her family's quality of life. She is now able to provide better nutrition and education for her children, and for the first time, her family has started saving for the future.

An Inspiration to Others

Meramma's journey has inspired many women in Sivalpalli village to pursue skill development and economic independence. She often encourages other women to believe in their potential and join similar programs to transform their lives.

Words of Gratitude

With deep gratitude, Meramma expressed: *"I sincerely thank People for Progress in India (PPI) for funding this wonderful program and SPREAWS for guiding us every step of the way. This training has not only changed my life but has also given my children a brighter future. I hope other women in my village can also benefit from such opportunities."*

Conclusion :

The Vocational Training Program has been a resounding success, achieving its objectives of economic empowerment, skill development, and social upliftment. The comprehensive training and market integration have enabled participants to transform their lives, providing financial stability and fostering a culture of entrepreneurship.

SPREAWS extends heartfelt gratitude to PPI for their generous support and partnership, which made this transformative journey possible. The organization remains committed to replicating this model to empower more women and communities in the future.

C. S. Sajid Hussain

(C.S.SAJID HUSSAIN)
President

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