

Sustainable livelihood generation for women community through apparel making and embroidery trainings

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ABSTRACT

It was evident that through apparel making and embroidery training programme that there was about 142.5 per cent gain in knowledge among the trainees. It is evident from the study in apparel making and embroidery training given by BCT-KVK, every trainee is an earner. The beneficiaries got hands on experience during the training programme and started individual units in their respective villages and also got employment in the nearby apparel companies. The KVK is offering necessary technical support during the follow up visits. There is good demand for Apparels. The apparel making and embroidery has given a boost to rural women and giving supplementary income and additional employment especially to house wives.

KEY WORDS : Livelihood, Apparel making, Embroidery training

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Apparel industry in India has registered a phenomenal growth during the last four decades making India, one among the world leaders in apparel production. The apparel industry development in the country has taken a quantum jump in the last three decades. The apparel making and embroidery is significantly contributing to the nutritional and livelihood generation amongst rural poor and women from past figure of 59.96 per cent.

Biswas (1985) in his study made it clear that a lot of emphasis should be placed on women education, not in the formal sense but in the sense of creating awareness of issues involved in it. Mishra and Hossain (2000) evaluated the role of Krishi Vigyan Kendra in diffusion of farm and

allied technology among farmers of Kalahandi district, Orissa. In their paper an attempt has been made to assess the effectiveness of Krishi Vigyan Kendra, Kalahandi on diffusion of farm and allied technologies among the trained farm families in the adopted villages. The Kendra since its inception in 1994 has conducted training programmes for farm families on crop production, horticulture, plant protection, agricultural engineering, animal science, fishery, extension education and home science. Besides these, it has held front-line demonstrations on oilseeds and pulses, and demonstrations on other crops and allied activities and on-farm testing for farmers and farm women. Out of the total number of trained farmers in the year 1994-95, 100 farmers were successful after training. The growth of employment, manpower requirements, training and education facilities etc. are studied by a team of experts with reference to VSKP. Manu Juliana (2004) in training and development techniques for improving organizational performance for Ghanaian firms was five fold. First, to describe selected successful models of training and development as they may apply to firms in Ghana. Second, to describe selected methods of needs assessment for training and development programmes for

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employers and employees. Third, to identify selected managerial techniques that contribute to lost productivity and morale. Fourth, to selectively assess what business skills are most essential for career success. Fifth, the results of this study suggest recommendations for developing a comprehensive plan (model) for the creation of effective employee training and development programme in Ghana. This study was conducted by engaging in comprehensive review and critique of the existing literature on training and development models. Mathew (1986) in women in informal sector concluded that a significant section of working women in the country were engaged in informal sector occupations under most apprehensive working and living conditions with no legal protection. Sudhakar (2004) based on the growing needs of employment opportunities at village level the importance of vocational training programmes organized at KVK were stressed in Annual Zonal Report of KVK. According to Mamgain and Awasthi (2001), Till a few years ago, most studies on skills training, work and employment have confined themselves basically to describing policies and programmes which were implemented by the government. Most studies mentioned the relatively low coverage, quality and efficiency of the Indian vocational training and education as well as the apprentice system in technology and training for informal sector : Need for new initiatives (Kumar, 1996), in impact of farmers training programmes of Krishi Vigyan Kendras on knowledge and adoption of improved practices of rainfed groundnut in Ananthapur district of A.P reported that trained farmers had significantly higher knowledge than the untrained farmers.

Tailoring training and dress designing in Visakhapatnam KVK:

Since 1996 five batches of young women hailing from around 45 villages, have taken training in this centre. They have been supplied sewing machines also for their sustainability.

Modus operandi:

Initially KVK will identify need based women for apparel making and embroidery training. After identification, KVK will go for orientation programme on numerical abilities for taking measurements after orientation trainees exposed to stitching material cutting and basic sewing techniques. After cutting trainees will be exposed to various models of stitching.

Then trainees will be exposed to various fields of stitching like hand embroidery, machine embroidery, Ari, Zardosi. After these processes, trainees will undergo training on computer based designing and stitching. The finally trainees will go trials for small scale production.

Self-employment:

After getting trained from BCT-KVK, trainees collect orders from local people for stitching the dresses.

They are running the unit at home. By running the unit they are getting their livelihood.

Employment:

After training, trainees apply for jobs in apparel MNC companies in SEZ for getting employment.

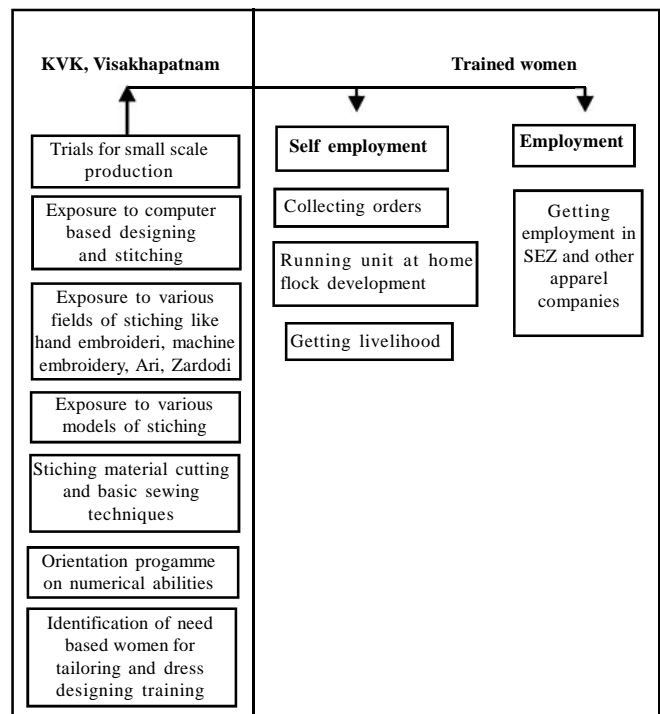


Fig. 1:Flow chart showing plan of work carried out for successful sustainable livelihood generation through apparel making and embroidery

Five batches of young women hailing from around 45 villages, have taken training in this centre (Table 1 and Fig. 2).

Table 1: Batches undergone training at BCT-KVK in apparel making and embroidery and employment scenario

Title	Year	Batches	No. of women		
			Trained	Self-employed	Employed
Tailoring and dress designing	2005-06	1	26	10	16
Tailoring and dress designing	2006-07	1	38	15	23
Tailoring and dress designing	2007-08	1	45	18	27
Tailoring and dress designing	2008-09	1	30	12	18
Tailoring and dress designing	2009-10	1	20	5	15

Trained women got employment in the Brandix Company in the “Apparel Park” of SEZ, located 15km away from KVK centre. They are getting a minimum salary of Rs. 3500 /- per month. The researchers had selected 150 trained women for study.

The rest of women have received sewing machines, through the well wishers of BCT and are having their own income generation programme at their residence. They are earning a minimum amount of Rs. 3000 /- per month sitting right in their own villages.

In the present batch there are 22 girls from tribal belt undergoing training. Challenged children are also receiving this training and are setting up their own income generation programme in their own houses earning Rs. 2500 /- per month.

The KVK is offering necessary technical support during the follow up visits. There is good demand for apparel making and embroidery. The apparel making and embroidery have given a boost to rural women and giving supplementary income and additional employment especially to house wives.

It is evident that through apparel making and embroidery training programme, there was about 142.5 per cent gain in knowledge among the total apparel making and embroidery trainees (Table 2 and Fig. 2).

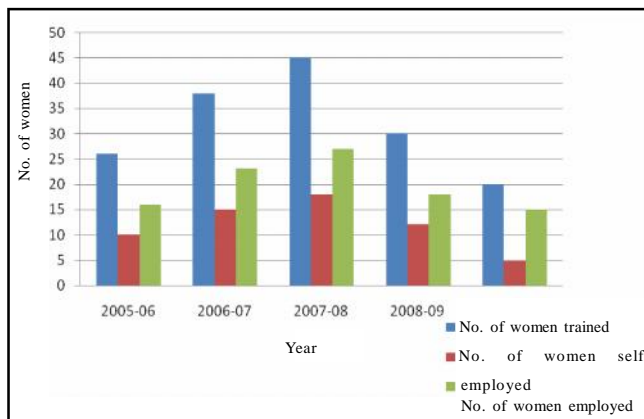


Fig. 2: Employment scenario of trained women

It is evident that from Table 3 that in apparel making and embroidery training given by BCT-KVK, every trainee is an earner, 28.6 per cent trainees are earning between 10001 to 20000, 34.7 per cent trainees are earning between 20001 to 30000, 19.3 per cent trainees are earning between 30001 to 40000, 10.7 per cent trainees are earning between 40001 to 50000 and 6.7 per cent trainees are earning between 50001 to 60000 (Fig. 3 and 4).

Table 2 : Knowledge level of rural women on apparel making and embroidery training

Question No.	Before training	After training	% increase in knowledge
I	56	94	67.9
II	46	104	126.1
III	65	85	30.8
IV	45	105	133.3
V	37	113	205.4
VI	24	126	425
VII	61	89	45.9
VIII	63	87	38.1
XI	26	124	376.9
X	15	135	800
Total score	438	1062	142.5

Table 3: Percentage change in income level after training

Sr. No.	Range of change in income level/year	No. of beneficiaries	% Percentage
1.	0-10000	0	0
2.	10001-20000	43	28.6
3.	20001-30000	52	34.7
4.	30001-40000	29	19.3
5.	40001-50000	16	10.7
6.	50001-60000	10	6.7
	Total	150	100%

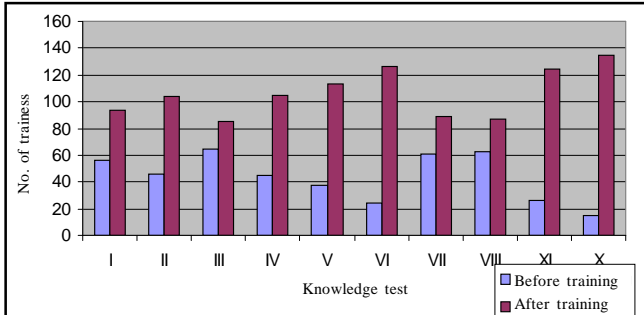


Fig. 3: Knowledge level of trainee in apparel making and embroidery training

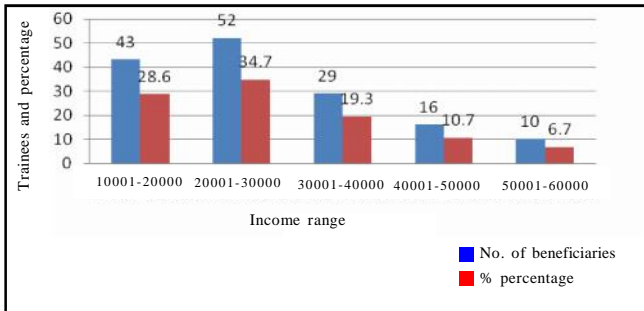


Fig. 4: Percentage change in income level after tailoring training

Conclusion:

It is evident that through this training programme about 142.5 per cent gained knowledge among the apparel making and embroidery. It is clear that after apparel making and embroidery training given by BCT-KVK, every trainee is an earner. The beneficiaries got hands on experience during the training programme and started individual units in their respective villages and also got employment in the nearby apparel companies. The KVK is offering necessary technical support during the follow up visits. There is good demand for apparel making and embroidery. The apparel making and

embroidery training has given a boost to rural women and giving supplementary income and additional employment especially to house wives. Five batches of young women hailing from around 45 villages, have taken training in this centre. Trained women got employment in the Brandix Company in the “Apparel Park” of SEZ, located 15km away from KVK centre. They are getting a minimum salary of Rs. 3500 /- per month. The researchers had selected 150 trained women for study. The rest of women have received sewing machines, through the well wishers of BCT and are having their own income generation programme at their residence. They are earning a minimum amount of Rs. 3000 /- per month sitting right in their own villages.

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