

WINGS OF EMPOWERMENT

A Project Nirmanshree Newsletter
July 2021 - June 2022
Volume II



Nirmanshree

Empowering Women through Social Enterprise



A PROJECT FUNDED BY THE EUROPEAN UNION



FROM THE MANAGING DIRECTOR'S DESK



Dear Friends,

The Universal Declaration of Human Rights adopted by the United Nations General Assembly in 1948, clearly states that everyone "... has the right to a standard of living adequate for the health and wellbeing of himself/herself and his/her family, including food, clothing, housing, and medical care and necessary social services..."

At Habitat for Humanity for India, we believe that sustainable and inclusive housing strategies can lay the foundation for achieving long-term economic and social development, especially among women. Project Nirmanshree, funded by the European Union, is one such initiative that has become a foundation upon which thousands of women are building their lives and livelihoods.

Despite several setbacks caused by the COVID-19 pandemic, the project has been able to proactively engage with the participants and stakeholders to achieve the primary target of training 3000 women in the Recognition of Prior Learning and Entrepreneurship Development Program from Beed and Osmanabad in Maharashtra, Dhenkanal, and Jajpur in Odisha. 50 social enterprises have been established as standalone businesses or as a collective. In addition, 10 women have received subsidized loan from the Prime Minister's Employment Generation Programme to start their businesses.

This is possible because of the tireless efforts of our staff in Maharashtra and Odisha, who operating under

several restrictions exhibited exemplary perseverance and adopted innovative tools to ensure that the project makes a significant impact on the lives of women. We are immensely grateful to the European Union for making this project a reality and for their continued support.

Through this initiative, we are hopeful that women at the grassroots will achieve the strength, stability, and self-reliance they need to build a better future for themselves, their families, and their communities.

In partnership,

Dr. Rajan Samuel
Managing Director
Habitat for Humanity India

PROJECT IN BRIEF

Habitat for Humanity India in partnership with the European Union is implementing Project Nirmanshree in Beed and Osmanabad districts of Maharashtra and Dhenkanal and Jajpur districts of Odisha.

‘Nirman’, translated from Hindi means ‘construction’. ‘Shree’, adapted from the ancient Sanskrit language

represents the ‘female gender’. In combining the two words, Nirmanshree means ‘Building Women’.

Project Nirmanshree facilitates the entry of well-trained women workforce into the male-dominated construction sector, offering them opportunities for better livelihood and making the

housing eco-system conducive for women. Habitat India is bringing women together by collaborating with women federations and self-help groups.

Project Nirmanshree aims to provide technical and entrepreneurial skills to 3000 women and establish 50 social enterprises.

Despite the setbacks posed by COVID-19, Project Nirmanshree has seen steady progress at the end of year 2. Project participants received training and support in the following focused areas:

Construction Skill Building:

Recognition of Prior Learning (RPL) Certificate issued to 3000 women participants through the Construction Skill Development Council (CSDC). The certificate is recognized by the National Skill Development Corporation (NSDC), Government of India.

Entrepreneurship Development Program:

Through a partnership with an entrepreneurship development agency, Habitat India trained 3000 women to develop their technical and entrepreneurial skills.

Backward and Forward Linkages through Government Schemes:

To explore the linkages of financial support, Government subsidies and schemes are introduced to the women. They are provided with handholding support to apply and access schemes such as the Prime Minister’s Employment Generation Programme (PMEGP).

MILESTONES

*Establishment of
Project Management
Committee.*

January 2020

June 2020

*Comparative Study on
Market Dynamics and
Micro-enterprises.*

*Approval of Log frame
and Communication and
Visibility Plan.*

July 2020

August 2020

*Nirmanshree Project
Public Launch Though
A Hybrid Event.*

*Planning Meetings with
Women Federations and
Project Inception Workshop
with Stakeholders.*

September 2020

December 2020

*Baseline Study and
Need Assessment
Completed.*

*3000 Women Completed
Recognition of Prior
Learning Training.*

November 2021

December 2021

*3000 Women Completed
Entrepreneurial
Development Program
(EDP).*

*District Level
Gender Advocacy
Workshops.*

April 2022

June 2022

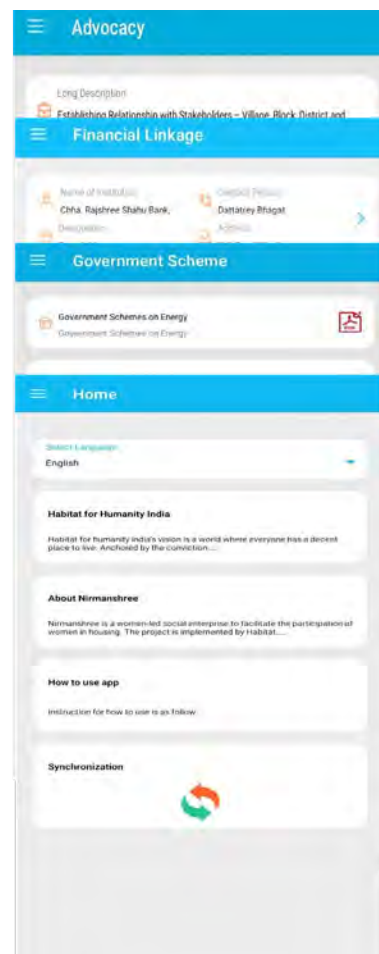
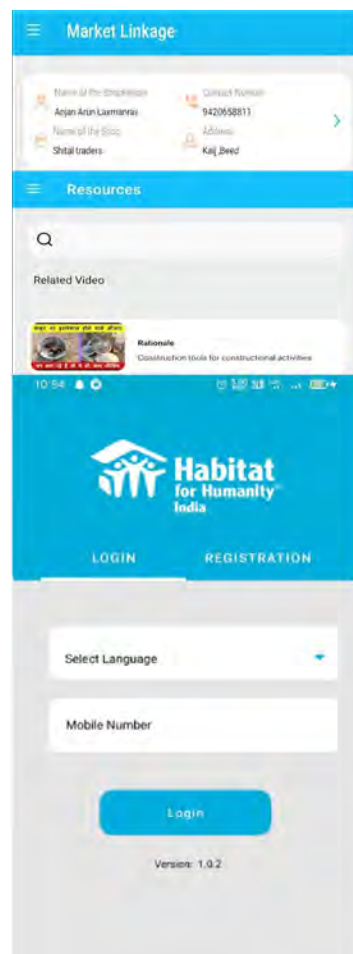
*50 Social Enterprises
Established.*

NIRMAN APP

Nirman App is a mobile application built specifically for project participants to easily access information on running an enterprise, banking, marketing and employment opportunities in the housing ecosystem. The app is available in English, Marathi, and Odiya.

Resources available in the Nirman App can be downloaded easily. The resources can also be shared with women from the neighborhood communities or villages who are outside the direct purview of the project. This will enable the effective facilitation of financial inclusion in hard-to-reach areas. The app

is helping reduce the need for travel, and face-to-face interactions and increasing accessibility.



AWARENESS AND LINKAGES WORKSHOPS

4 district-level awareness and linkages workshops were conducted in Maharashtra (Beed and Osmanabad) and Odisha (Dhenkanal and Jajpur) to spread awareness and advocate for greater participation of women in the housing sector and the housing ecosystem. These workshops, conducted in April 2022, saw the participation of 231 women.

Beed: 73 women participants

Osmanabad: 60 women participants

Dhenkanal: 53 women participants

Jajpur: 45 women participants

Maharashtra

5th-7th April 2022: 133 women participated in two gender advocacy workshops (60 in Osmanabad and 73 in Beed). Under the theme, 'Gender Equality and Enabling Women's Access to the Housing Ecosystem', participants were briefed on skill-based work and prospects of the housing ecosystem. Mr. Nitin Chavan, District Labour Officer; Mr. R. K. Bagde, District Rural Development Agency Official; Mr. Bandu Khade, Mahatma Phule Economic Development Corporation; Mr. D. A. Patil, District Industries Centre Office – Beed; Ms. Reshma Shaikh, Member – Project Advisory Committee attended the workshop along with the members of the Women Federations and Self-Help Groups.



Odisha

27th April 2022: Two district-level workshops were conducted on 'Issues and Gaps in Executing Different Government Schemes for Advocacy Strategy' at Jajpur and Dhenkanal, Odisha. Ms. Jayanti Dalai, Block Chairman, Korei; Mr. Prashant Padhi, Deputy Program Manager - Odisha Livelihood Program; and Mr. Chinmay Singh, Coordinator - Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) guided the women entrepreneurs at this workshop. 98 women participated in these workshops.



SHOWCASE

Four Nirmanshree Facility Centres

ODISHA CENTRES



DHENKANAL

JAJPUR



MAHARASHTRA CENTRES



OSMANABAD



BEED

Nirmanshree And Environment Sustainability

Today we are faced with an unprecedented global housing challenge, which is further exacerbated by an unprecedented climate challenge. The United Nations Environment Programme has found that buildings and their construction produce nearly 40% of global energy-related greenhouse gas emissions.

Habitat for Humanity's position on Climate Change mandates us to put people at the center of our work by educating ourselves and our partners about the effects of climate change on the lives of

the people we seek to serve through housing.

As a global housing organization, we further commit to strengthening our technical expertise in existing and emergent approaches, tools, and processes that allow us to pursue climate change adaptation and mitigation strategies in programming, operations, and our support of affiliated organizations. Encompassed in this are homebuilding and renovation efforts, disaster preparedness and resilience, disaster response and recovery,

volunteer engagement, community education, advocacy, and the development of more responsive housing markets.

In line with this position, Nirmanshree entrepreneurs are trained in producing low-carbon emissions recycled products such as fly ash bricks, cement bricks, coir rope, pavement blocks, and products made from bamboo. Featured below are some women entrepreneurs who have leveraged their training to start their businesses producing low-carbon emission products.

Mahalaxmi Coir Product by Smitanjali Khatua

Location: Dhenkanal, Odisha
Products: Coir Rope and Doormat
Employees: 10 part-time
Annual Revenue: INR 66,000

Suraj Bamboo Merchant by Sharda Wadtile

Location: Osmanabad, Maharashtra
Products: Bamboo Products
Employees: 2 (1 full-time and 1 part-time)
Annual Income: INR 84,000

MR Cement Bricks by Kalyani Mohapatra

Location: Dhenkanal, Odisha
Products: Fly Ash Bricks
Employees: 6 full time
Annual Revenue: INR 1,92,000

Jai Hanuman Vit Udyog by Ashabai Shelke

Location: Beed, Maharashtra
Products: Cement Bricks
Employees: 4 (2 full-time and 2 part-time)
Annual Income: INR 1,24,000

TRAINING AND CERTIFICATION



WALL PAINTINGS

100 walls in 4 districts located in strategic places painted with Nirmanshree messages in Maharashtra and Odisha.



VOICES FROM THE FIELD

Chaya Shinde Osmanabad, Maharashtra

Chaya Shinde (32), lives with her husband Pandurang and their three children – Tanushka (11), Aryan (10), and Aditi (8) – in Mandava, Osamanabad district, Maharashtra. She was employed as a construction worker along with Pandurang, who is a mason.

Chaya attended the training offered by Project Nirmanshree in construction-related skills and learned that she was quite good at making cleaning products. She attended the Social Enterprises Training

and Entrepreneurship Training Program held in September 2021. In the training program, Chaya learned how to build a business and sustain it.

“The toilet cleaning products are household items with a good demand in the village and nearby communities,” says Chaya who identified the need for her product and established her enterprise in June 2022.

What is unique about her enterprise is the network built for marketing and sale of this

product. Chaya has assigned two women from Mandava village who are in turn linked with shops in 5 other villages. In total, she has 10 women supporting the sale and earning a commission from it.

“Thanks to the training and handholding support offered by the team of Project Nirmanshree, I have been able to build this business from the ground up and sell products that are important for running the households of many families.” - Chaya.



VOICES FROM THE FIELD

Reshma Gunthal Beed, Maharashtra

Reshma is a woman entrepreneur from Malegaon village in Beed district, Maharashtra. Along with her husband, Vilas Gunthal, Reshma started an enterprise to provide clean drinking water in her locality. Called New Renuka Cool Aqua, Reshma's enterprise provides water purified through Reverse Osmosis to the villagers since 2019. The capital to start the business was pooled together by her family.

She learned about Project Nirmanshree through the

self-help group she was a part of. She attended the Recognition of Prior Learning and Entrepreneurship Training Program which helped her to grow as an entrepreneur and tackle business-related issues. She learned bookkeeping, financial management, and marketing which enabled her to tackle the challenges she faced in the day-to-day running and expansion of the enterprise.

"I learned and gained a lot from the project. It has given me a new perspective to grow

my business and sustain my family," says Reshma.

With handholding support from Nirmanshree team, she applied for the PMEGP loan (Prime Minister's Employment Generation Programme) to augment her business. Reshma also received financial support of INR 30,000 from Habitat under Project Nirmanshree to purchase a cooling machine for the RO plant, to expand the business further.



VOICES FROM THE FIELD

Sabita Moharana Jajpur, Odisha

Sabita Moharana from Amrutia village located in Jajpur district, Odisha is a first-generation entrepreneur who is running a carpentry unit, along with her carpenter husband Rajendra Moharana. They are supporting their household of five with income from this small enterprise.

Sabita attended the Recognition of Prior Learning training for assistant masons followed by the Entrepreneurship Development Program and Government Schemes where she learned how to successfully run and market her business and received an orientation on Government entitlements and schemes available for entrepreneurs.

Shortly after, she registered the carpentry unit receiving the UDHYAM registration number issued for Micro, Small, and Medium Enterprises by the Government of India. Further, she received handholding support to apply for a loan under Prime Minister's Employment Generation Programme



(PMEGP). She was successfully granted a loan of INR 3,35,000 (US\$ 4213). She also received financial support of INR 25,000 (US\$ 314) as seed money from Habitat for Humanity. In addition to this, she received comprehensive Entrepreneurship Skill Development training from the Regional Industries Centre, Jajpur, Government of India.

"I am grateful for the opportunity Project Nirmanshree has afforded a woman like me. Because of

the training and support I was given through this project, I feel empowered to run and sustain this business," says Sabita.

Sabita and Rajendra employ 5 people in their unit, hiring and training skilled carpenters in the locality. Their enterprise brings in an average profit of INR 15,000 per month.

On 6th October 2022, Sabita completed her first order of home furniture for a local buyer. The total value of the furniture sold amounted to INR 80,000 (USD 967.98).

VOICES FROM THE FIELD

Namita Rani Das Dhenkanal, Odisha

Namita Rani Das and her husband Dipta Rajan live in Ward No.9, Dhenkanal, Odisha with their daughters Laxmipriya (23), and Subhashree (18). They run a construction material business supplying shuttering and centring tools essential for building a concrete structure.

Namita has been working on the shuttering and centring business along with her husband since 2020, employing 4 people from her locality. She attended the Recognition of Prior Learning training for assistant masons followed by the Entrepreneurship Development Program and Government Schemes where she learned how to successfully run and market her business and received an orientation on Government entitlements and schemes available for entrepreneurs.

“I signed up for project Nirmanshree because there was a need to expand the business to support our growing family. Participating in RPL (Recognition of Prior Learning) training on Assistant Mason and EDP (Entrepreneurship Development Program and Government Schemes) opened my eyes to more possibilities such as government schemes and product marketing. It helped me expand the business,” says Namita.

After completing her training, Namita worked to scale up the business, receiving seed money support of INR 25,000 from Habitat. Through this funding and their savings, she invested in increasing the carpet area of the shuttering and centring tools. This drastically increased their capacity to respond to multiple orders in the locality.



NIRMANSHREE SOCIAL ENTERPRISES AND THEIR PRODUCTS

Odisha

Sl. No	Name of Entrepreneurs	Name of Enterprise	Services and Products
1	Amita Panda	Maa Santoshi General Store	Masks and garments
2	Anita Sahoo	Gayatri Enterprises	Shuttering and centring services
3	Arati Maharana	Bana Durga Furniture	Carpentry
4	Basanti Rout	Rout Carpentry	Carpentry
5	Bhabani Behera	Bhabani Shuttering	Shuttering and centring services
6	Deepali Chakrabati	Prarthana Enterprises	Home cleaning products
7	Deepanjali Behera	Sweetly Cement Product	Cement products
8	Dhullab Moharana	Priyanka Carpentry	Carpentry
9	Jyoshnamayee Tripathy	The Lotus	Home cleaning and handwash
10	Jyotsnarani Maharana	Maa Hingula Furnitures	Carpentry
11	Kalyani Mohapatra	MR Cement Bricks	Fly ash bricks
12	Namita Rani Das	Das Shuttering	Shuttering and centring services
13	Pramila Mallik	Laxmi Variety Store	Masks and garments
14	Ranubala Rout	Pari Enterprises	Construction tools and material supply
15	Rasmita Sahoo	Deepa Enterprises	Cement products
16	Rina Gochhayat	Maa Gayatri Shuttering	Carpentry
17	Rina Swain	Tarini Cement Workshop	Cement products
18	Sabita Maharana	Maa Tarini Furnitures	Carpentry
19	Sandhyarani Parida	Durga Cement Product	Cement products
20	Sandhyarani Sahoo	Maa Santoshi Variety Shop	Home cleaning products and garment manufacturing
21	Satyabhama Sahoo	Maa Mangala Cement Product	Cement products
22	Smitanjali Khatua	Mahalaxmi Coir Product	Coir rope and doormat
23	Snehalata Behera	Behera Enterprises	Carpentry
24	Soudamini Sahoo	Maa Hingula Udyog	Home cleaning products
25	Subhasmita Debata	Shree Udyog	Home cleaning products

NIRMANSHREE SOCIAL ENTERPRISES AND THEIR PRODUCTS

Maharashtra

Sl. No	Name of Entrepreneurs	Name of Enterprise	Services and Products
1	Alka Somnath Shinde	Dev Zhadu Udyog	Broom making
2	Amrapali Navnath Kamble	Saurabh Construction Services	Centring material rental business
3	Anuradha Ashok Satpute	Daksh Centring	Construction rental services
4	Ashabai Shriram Shelake	Jay Hanuman Vit Udyog	Cement brick
5	Ashwini Deepak Ambirkar	Sakshi LED Bulb	LED bulb
6	Chaya Pandurang Shinde	Krishna Enterprises	Home cleaning products
7	Hausabai Ganpat Hajare	DH Aqua Water Plant	R.O. Plant
8	Kirti Lahu Shinde	Radhika Zhadu Udyog	Broom making
9	Meena Ashok Thombre	Raja Pandharicha Vit Udhog	Cement bricks
10	Mohini Amitkumar Mohalkar	Mohalkar Foods	R.O. plant
11	Nandini Vikas Raut	Vikas Enterprises	Detergent
12	Prabhavathi Suresh Pawar	Mauli Fabrication Gojwada	Fabrication work
13	Pushpmala Sanjay Bansode	SSS Toilet Cleaner	Home Cleaning Products
14	Rekhaa Ankush Choudhari	Mauli Aqua Cool Gojwada	R.O. Plant
15	Reshma Vilas Gunthal	New Renuka Cool Aqua	R.O. Plant
16	Rukmin Ashok Jadhav	Sagar Jadhav Bamboo Udyog	Bamboo Product
17	Seema Balbhim Sutar	Bandhu Prem Fabrication	Fabrication
18	Sharda Sunil Vadtile	Suraj Bamboo Merchant	Bamboo products
19	Sindhu Limbraj Mane	Ravi Mane Rental Udyog	Centring material rental business
20	Suman Hanumant Tirkar	Vishal Contraction	Construction rental business
21	Sunita Arun Hajare	Arun Decorator	LED bulb
22	Sunita Harishchandra Ghule	Shivraj Vermi Compost	Vermicomposting
23	Surekha R. Dedge	Akshay Enterprises	Centring material rental business
24	Swati Santosh Satpute	Prajwal Construction	Construction rental business
25	Wanmala Baburao Raut	Tuljai Toilet Cleaner	Toilet cleaning products

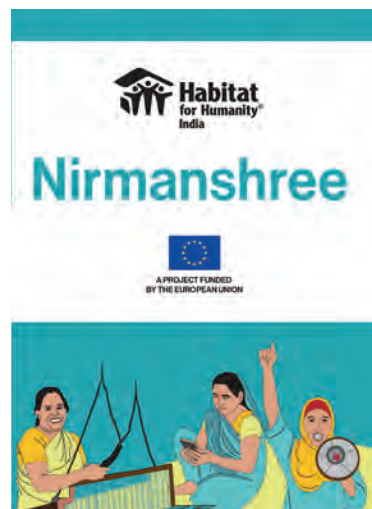
RESOURCES AND PUBLICATIONS



Nirmanshree Newsletter Issue One



Nirmanshree Brochure



Nirmanshree Poster in Odiya



Nirmanshree Poster in Marathi



Nirmanshree Poster in English





Nirmanshree
Leaflet in Odiya



Nirmanshree
Leaflet in Marathi



Nirmanshree
Leaflet in English



Nirmanshree
Launch Video



Nirmanshree
Awareness Video





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