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Nirmanshree

Empowering Women through Social Enterprise



Habitat
for Humanity®
India

WINGS OF EMPOWERMENT

A Project Nirmanshree Newsletter

Pathways to Prosperity





Nirmanshree
Empowering Women through Social Enterprise



NIRMAN HAAT

Vennue: Jajpur, Odisha



Maa Hingula Udyog

Naudapur, Sankhachilla, Khaman, Korei,
Jajpur, Odisha, Pin - 755020

Phone: + 91 9178641862

Proprietor:
Soudamini Sahoo

UDYAM-OD-13-0003292

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Maa Santoshi Variety Shop

Rampas, Ferrochrom Project,
Byasnagar Municipality, Jajpur,
Odisha, Pin - 755020

Phone: + 91 8328816937

Proprietor: Sandyarani Sahoo

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PROJECT IN BRIEF

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

Project Nirmanshree is aimed at empowering marginalised women in Odisha and Maharashtra by providing them with economic and social opportunities by primarily improving their access to housing-related government services, providing construction and entrepreneurial training, and identifying gaps with key stakeholders for women in construction.

The project aims to facilitate the entry of a well-trained women workforce into an otherwise male-dominated construction sector. This opens the door to better livelihood opportunities for women and allows for the gradual transformation of the housing eco-system. Habitat India is bringing women together by collaborating with women federations and self-help groups.

Project Nirmanshree set out with the aim to provide technical and entrepreneurial skills to 3,000 women and establish around 50 social enterprises.

The term 'Nirmanshree' is an amalgamation of two words. 'Nirman' comes from Hindi and means 'construction', while 'Shree' finds its roots in Sanskrit and represents the 'female gender'. When brought together, 'Nirmanshree' means 'building women'.

Construction Skill Building: 3,007 women participants have undergone Recognition of Prior Learning (RPL) training, which is recognised by the National Skill Development Corporation (NSDC) under the Government of India. Out of the 3,007 participants, 2,956 women

have received their passing certificates issued by the NSDC.

Entrepreneurship Development Programme: Habitat India has also trained 3,275 women in technical and entrepreneurial skills under Project Nirmanshree.

Backward and Forward Linkages through government schemes: Participants are also made aware of the various schemes and subsidies established by the government and how they can explore different linkages of financial support. They are also given the handholding support needed to apply and access these schemes, an example of which is the Prime Minister's Employment Generation Programme (PMEGP).



AWARENESS EVENTS

Raising Awareness About Project Nirmanshree

Habitat India has conducted a series of awareness sessions across both Odisha and Maharashtra. The primary objective of these sessions, numbering 30 in each state, is to familiarise women with the intricacies and achievements of Project Nirmanshree. The gatherings serve as a vital introductory platform, offering insights into Habitat India's organisational ethos and the diverse initiatives encapsulated within Project Nirmanshree.

During these sessions, participants watch the Nirmanshree awareness video, providing a detailed overview of the project's mission through the animated narrative of a female construction worker. Additionally, a dedicated segment will illuminate the various government schemes and entitlements accessible to women in these regions. The sessions will further highlight personal stories of women who have benefited from Project Nirmanshree, encompassing experiences derived from Recognition of

Prior Learning (RPL) training, active involvement in social enterprises, and participation in women collectives.

The inclusive nature of these sessions goes beyond information dissemination, placing a strong emphasis on fostering interaction. A dedicated question-and-answer segment at the conclusion encourages active participation, contributing to the creation of a vibrant and supportive community. This holistic approach not only imparts knowledge about the project and government initiatives but also facilitates a platform for women to

exchange insights, develop practical skills through workshops, and establish meaningful connections.

As of November 28, 2023, a total of 51 awareness events have been conducted, with 28 in Maharashtra and 23 in Odisha. These events have reached out to and impacted 2,249 individuals. Habitat India remains unwavering in its commitment to ensuring that these sessions contribute not only to heightened awareness but also to the holistic development and sustained empowerment of women in both states.



NIRMAN HAAT



for these enterprises but also to foster an environment that encourages sustainable practices, innovation, and economic autonomy for women in the construction industry. Through initiatives like Nirman Haat, Habitat India strives to create a lasting impact on both local economies and the broader landscape of women-led entrepreneurship in construction.

As of November 28, we have done 6 successful Nirman Haats till date - 4 in Maharashtra and 2 in Odisha.

Within the realm of Project Nirmanshree, Habitat India has played a pivotal role in the establishment of 50 women-led enterprises. We provide continuous support, offering technical guidance and consistent monitoring to enhance their empowerment.

creativity, and entrepreneurial spirit, featuring a spectrum of products ranging from fly-ash bricks to cement and coir products.

The overarching goal is not only to provide a marketplace

In a bid to amplify the impact of these initiatives, Habitat India has introduced Nirman Haat, a promotional event executed in both Odisha and Maharashtra. This event serves as a platform to showcase the diverse products and services offered by the women-led enterprises. Nirman Haat is a celebration of talent,

	No. of Nirman Haats planned	No. of Nirman Haats done	No. of Enterprises that participated	Total Sale Amount (INR)	Total no. of Visitors
Odisha	4	2	7	48,430	154
Maharashtra	4	4	12	60,694	328
Total	8	6	19	1,09,124	482



EU VISIT

European Union Delegate Visits Project Nirmanshree



Shouvik Datta, Senior Programme Manager, Delegation of the European Union to India and Bhutan, undertook a visit to the Project Nirmanshree at Dhenkanal and Jajpur in Odisha on the 20th and 21st November 2023. The purpose of this visit was to assess and ascertain the tangible progress made by the project on the ground.

Day 1: Field Visit at Dhenkanal

The first day unfolded with a visit to the project office,



where the team engaged in an insightful overview and update of Project Nirmanshree. Anima Beck, Nirmanshree District Coordinator, and Prabodh Moharana, State

Programme Manager, provided a showcase of essential project documents and certifications, shedding light on the progress achieved. The tour extended



to the Nirmanshree Facility Centre (NFC), offering a hands-on experience with the tools, machinery, safety equipment, and sample products utilised for training.

The team then went to Nabajivanpur village, hosting a Project Nirmanshree awareness programme that drew the participation of 97 women. The programme

featured a video addressing the challenges faced by women in the construction sector, advocating for skill improvement through programmes like Nirmanshree and government initiatives. The interactive session, enriched by question-and-answer discussions and the sharing of personal experiences, was complemented by the distribution of informative leaflets.

A series of visits to women-led enterprises, including Maa Tarini Cement Workshop, M.R. Cement Bricks, and Behera Enterprises, unfolded throughout the day. These visits provided insights into the success stories of women entrepreneurs, showcasing the impact of Project Nirmanshree on their businesses and on the lives.

The day's pinnacle was a visit to Barakoli village, where the



delegation interacted with women who had undergone construction training. The visit culminated in a meeting with Pramila Mallick, who not only built a home after receiving training from Project Nirmanshree but also leveraged housing subsidies under Government of India's Pradhan Mantri Awas Yojana.

Day 2: Debrief Meeting in Bhubaneswar

The second day commenced with a high-powered debrief

meeting, gathering key stakeholders to reflect on the impactful journey of Project Nirmanshree. Marco Montemayor, Regional Associate Director for Programmes – Asia Pacific, Habitat for Humanity International, delivered a comprehensive presentation, detailing the project's achievements against set deliverables, challenges and achievements. Project Nirmanshree's journey emerges as a testament to the transformative power

of empowering women through skill development and entrepreneurship. It is a journey marked by positive ripples of change, echoing in the hearts and lives of the communities it touches.



VOICES FROM THE FIELD



Nandini Raut, residing in the village of Hasegaon, Kallamb, at Osmanabad district in Maharashtra, is married to Vikas Raut. The couple has one daughter, Shweta, who is married, and a son named Aditya, currently in Class 11. Vikas is a construction worker in the village, and the family's financial responsibilities rest on his income.

Nandini actively participated in Project Nirmanshree, facilitated by Habitat India,

which focuses on women empowerment through entrepreneurship and various training programmes. She completed a 2-day Recognition of Prior Learning (RPL) training session to enhance her construction skills and engaged in the Entrepreneurship Development Programme and Group Savings training in Hasegaon village. Project Nirmanshree's Entrepreneurship Development Programme

equips women with essential skills, fostering the establishment of social enterprises for sustainable economic impact. RPL training in the construction sector provides a platform for individuals to receive formal acknowledgment and validation. This specialised training aims to enhance the capabilities of individuals within the construction industry, ensuring their expertise is recognised and contributes to their growth.



“I am grateful to Habitat for Humanity India and the Nirmanshree Project team for all their support and guidance. Without their help, I would not have been able to set up this enterprise.”

Inspired by the training, Nandini decided to start a business to contribute to her family income. She underwent social enterprises training to learn how to produce high-quality detergent powder under the guidance of a trainer. With financial and technical support from Habitat India, Nandini initiated her detergent powder business.

She successfully expanded her business beyond the village, involving two women from her village and five from neighbouring villages. A total of 10 women are now linked to her business, earning a commission for selling the detergent powder. These women play a crucial role in marketing Nandini's business.



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