



**ADVANCE TRAINING ON READYMADE GARMENTS AND  
ESTABLISHMENT OF  
"NAB KAUSHAL VIKAS KENDRA"**

**IMPACT EVALUATION REPORT**

**Impact Evaluation done by:**

**Rural Self-Employment Training Institute  
(RSETI),Gautam Buddha Nagar**

**Report Submitted to :**

**NABARD Consultancy Pvt. Ltd. (NABCONS)**

**Project Implementation Agency:**

**Abhivyakti Foundation**

**Training Partner :**

**Apparel Training & Design Centre (ATDC)**

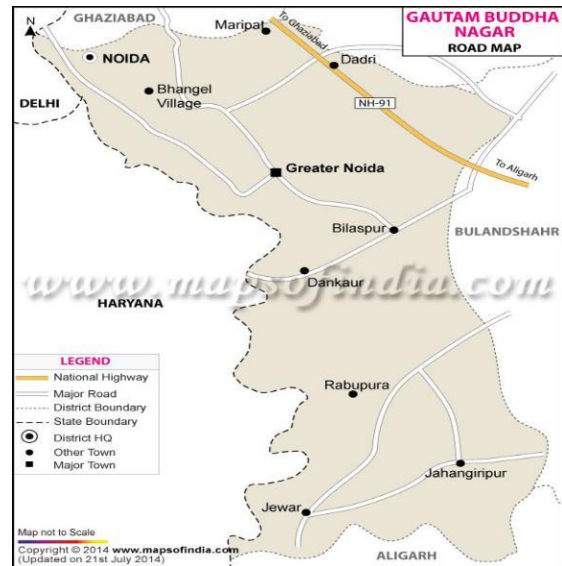
## Index

<b>Para No.</b>	<b>Particulars</b>	<b>Page No.</b>
<b>1</b>	<b>Introduction</b>	<b>03-07</b>
<b>1.1</b>	<b>About Gautam Buddha Nagar</b>	<b>03-03</b>
<b>1.2</b>	<b>Conceptualization of the Project</b>	<b>04-05</b>
<b>1.3</b>	<b>Project Implementation Agency, 'Abhivyakti Foundation'</b>	<b>05-06</b>
<b>1.4</b>	<b>Training Partner 'The Apparel Training &amp; Design Centre (ATDC)'</b>	<b>06-07</b>
<b>2</b>	<b>Project details</b>	<b>07-09</b>
<b>2.1</b>	<b>Sanction Details</b>	<b>07-07</b>
<b>2.2</b>	<b>Project Objectives</b>	<b>08-08</b>
<b>2.3</b>	<b>Current Status</b>	<b>08-09</b>
<b>3</b>	<b>Project Interventions/Implementation</b>	<b>09-19</b>
<b>3.1</b>	<b>Establishment of 'Nab Kaushal Vikas Kendra'</b>	<b>09-11</b>
<b>3.2</b>	<b>Advance Training by 'Apparel Training and Design Centre'</b>	<b>11-14</b>
<b>3.3</b>	<b>Exposure visit to Export House in Noida</b>	<b>14-16</b>
<b>3.4</b>	<b>Convergence</b>	<b>16-17</b>
<b>3.5</b>	<b>Providing Marketing Platform &amp; Exposure</b>	<b>17-18</b>
<b>3.6</b>	<b>Soft Skills</b>	<b>18-19</b>
<b>4</b>	<b>Achievement of Objectives and Utilization of Grant</b>	<b>19-20</b>
<b>4.1</b>	<b>Achievement of Objectives</b>	<b>19-19</b>
<b>4.2</b>	<b>Utilization of Grant</b>	<b>19-20</b>
<b>5</b>	<b>Project Impact and Outcome</b>	<b>20-24</b>
<b>6</b>	<b>Road Ahead</b>	<b>25-25</b>
<b>7</b>	<b>Words from trainees ....Success Stories/Glimpse</b>	<b>25-30</b>

## 1. INTRODUCTION

### 1.1. About Gautam Buddha Nagar

The geographical area of Gautam Buddha Nagar district is 1442 sq.km. and it is surrounded by Bulandshahr , Ghaziabad and Delhi. It is a very important district of Uttar Pradesh from the industrial development point of view. In the year 2019-20, the Gross District Domestic Product (GDDP) at constant prices (base year 2011-12) of the district was Rs. 97,715.05 cr. and the same of the state was Rs. 11,48,576.79 cr. which turns out to be around 10% of total State GDP. The population of the district is 16.48 lakh, out of which around 55% is male and 45% is



femal

e. The population density of the district is 1143 persons/sqkm. which is much higher than the population density of the state which is 828 persons/sqkm. The rural population is 6.75 lakh and the urban population is 9.73 lakh.

Gautam Buddha Nagar is a very important district of Uttar Pradesh, especially, from the industrial development point of view. Due to rapid urbanization, the area under agriculture is decreasing, but there is a substantial growth in MSME sector. The challenge posed by the rapid urbanization has also offered new opportunities. While due to rapid urbanization, increasing population pressure and decreasing Agriculture, there is a challenge for providing alternative areas of employment in the rural areas, the rapid urbanization has provided the opportunity by offering a big market which has the potential of creating employment for every segment of the society. However, this would require creation of a set of skilled persons which is the one of the important objectives of the project.

## 1.2 Conceptualization of the Project

Abhivyakti Foundation implemented Livelihood Enterprises Development Programme (LEDP) on NABARD for 03 clusters of SHG members (30 SHG members in each cluster) on readymade garments and 01 MEDP programme for 30 SHG members on Applique work. The LEDP programme involved two kind of training 15 days initial and 01-week refresher training . A 13 days training was imparted under MEDP. These are very important skill development programmes for SHG members. However, in the context of the present market scenario in Gautam Buddha Nagar and NCR, it was felt that to make SHG members skilled enough, they were required to provide advance training and provide some system to support their practices and production of readymade garments, Jute Bags etc.



The project was conceptualized to address following problems/challenges-

- i. Due to rapid urbanization, increasing population pressure and decreasing Agriculture, there is a challenge for providing alternative areas of employment in the rural areas.
- ii. As the villages in Ghaziabad and Gautam Buddha Nagar are near to Delhi and comes under NCR, the micro enterprises faces stiff competition from big players in district as well as from other nearby areas which have reach to all kind of markets-rural, semi urban and urban. There is a lack of skills related to manufacturing of readymade garments in rural women SHG members.
- iii. It is very difficult for SHG members to evolve as successful micro enterprise without any focused specialized training, continuous handholding and marketing support (including market information).
- iv. Lack of Infrastructure to support the upgradation of skills through regular practice and production by SHG members.

- v. Though Gautam Buddha Nagar is a hub for Readymade Garments and there are several export houses which creates opportunities for job creation in this field, but this requires advanced skills which may not be cultivated among SHG members with small duration trainings.

As mentioned above, after getting the training, the skills of SHG members were required to be upgraded so as to make them competitive for the market like Noida/Gautam Buddha Nagar/NCR . For this, the SHG women required the advance training, platform for doing regular practice, doing production and market tie-ups. For this, Abhivyakti Foundation approached NABCONS for supporting the advance training on production and marketing etc. and some capital support to purchase advance machines which would help the SHG members to manufacture the products as per the requirements of market.

### 1.3 Project Implementation Agency, 'Abhivyakti Foundation'



Abhivyakti Foundation is the Project Implementation Agency for the project being evaluated. Abhivyakti Foundation is working for the up-liftmen of underprivileged women, children, adolescent, and other member of the society in the rural and urban area of several parts of country on the issue of education, health, agriculture, livelihood, environment, skill development and climate change to enhance the capacity and empowerment of community people. The organization has taken up several initiatives like Community mobilization and livelihood enhancement Programme that includes formation and strengthening of Self-Help Group (SHG), Micro Entrepreneurial Development Programme and Village Development Programme supported by NABARD. The agency is also associated with NABARD in Uttar Pradesh, Jharkahnd Haryana and Punjab and has a good experience of implementing mCID programmes viz. LEDP, MEDP and SHG-

BLP etc. They have also promoted FPOs and OFPO and are also associated with other programmes of NABARD such as Water Awareness Campaign and Crop residue Management awareness Programme etc. They are also associated with Govt. Departments under various developmental and social initiatives. The basic details about the PIA are as under-

Address	Contact Details	Legal Status
<p><b>Registered Office of PIA –</b> C-217, LIG Flats, Loni, Ghaziabad</p> <p><b>Head Office of PIA</b> Abhivyakti Foundation Room No-403-404, 1/18-B, Dreamland Building Asaf Ali Road, Opp Kamla Market New Delhi-110002. Ph No: 011-23232102</p>	<p><b>E-mail</b> <b>ID-</b> <a href="mailto:abhivyakti.foundation.org@gmail.com">abhivyakti.foundation.org@gmail.com</a></p> <p><b>Key Officials/Contact Persons</b> Shri Shailendra Singh, General Secretary -9868035848 Smt. Nishi Parashar, Project Coordinator- 9212695948</p>	<p><b>Registered</b> as Society under Societies Registration Act, 1860 <b>Registration No.</b> 39069 of 2001 <b>Date of Registration-</b> 23 March 20o1</p> <p><b>FCRA approval</b> – Yes (FCRA No. 231660767) <b>Income Tax Exemption-</b> Yes (80 G and 12 A)</p>

#### 1.4 Training Partner ‘The Apparel Training & Design Centre (ATDC)’



The Apparel Training & Design Centre (ATDC) is one of the largest quality Vocational Training Provider (VTP) dedicated to the Apparel Sector under the aegis of AEPC. ATDC is registered as a Society under Societies Act in 1991 ATDC, was approved as a Nodal Agency by the Ministry of Textiles, GoI in the year 2010 for implementing Integrated Skill Development Scheme (ISDS) of the Ministry of Textiles, Government of India and by training over 3 Lakh candidates under ISDS and during the decade. ATDC participates in RFP of various Central and State Government Agencies in 23 states across India including the State Skill Missions, NSDC, MSD&E etc. In the last decade over 3,00,000 candidates have been trained through ATDC Pan-India network of about 127 centres with about 75% wage placements. In the last decade over 3,00,000

candidates have been trained through ATDC Pan-India network of about 127 centres with about 75% wage placements. The training institute works with the following focused vision and mission-

“For a country of India’s size, ‘demonstrable’ and ‘employable’ skills have become critically important. The Textile and Apparel industry, being spread far and wide in every nook and corner of the country, not only provides wage and self-employment to millions of people but also has the capacity to transform many clusters of the rural economy into ‘Apparel Industry Driven’ if properly nurtured. The ATDC is a dedicated Vocational Training Provider and has the largest number of directly run Training Centers for the Apparel Sector and is the single largest Pan-India Training Provider for a specific Vocational Trade in India. ATDC’s Vision is encapsulated in “Imparting Skills, Improving Lives & Innovating Future”.”

## 2. PROJECT DETAILS

### 2.1 Sanction Details

The project was sanctioned by **NABCONS (NABARD Consultancy Services Private limited )** for providing the Advance Training on Readymade Garments and Establishment of skill Development center for women SHG members in Gautam Budhha Nagar district of Uttar Pradesh .

**Sanction letter Ref. No. -**

NABCONS.UP RO/14/NABCONS-21/2021-22 dt. 31st March, 2023

**Grant Assistance Sanctioned-** Rs 11,02,600/-

**Project Period :** 1 year from the date of sanction.

**Project Area :** Gautam Buddha Nagar District of Uttar Pradesh



## 2.2 Project Objectives

- To give the professional exposure and advance training to 40 SHG members and making a cluster of ODOP, readymade garments in Gautam Buddha Nagar.
- Establishment of a Skill Development Centre, 'Nab Kaushal Vikas Kendra', a Community Facilitation Centre to support the production activity and training (practicing) on readymade garments, Jute Bags etc. by SHG Women.
- To evolve 10 women SHG members as master trainers who will provide further trainings in select villages.
- Convergence with District Industries Centre for providing benefits available under ODOP schemes to all Women SHGs.

## 2.3 Current Status

The Project was timely completed by the PIA and the agency has also submitted the Project Completion Report. The agency has been paid full grant assistance under the project. The CFC, 'Nab Kaushal Vikas Kendra' set up under the project continues to support the skill upgradation, skill development among new SHG members/villagers and production of Readymade Garments, Jute Bags etc. The details about the utilization and impact are given in the coming parts of the report. The CFC is also helping in creating other livelihood skills among SHG members and villagers.





**Production Activity and Training of new participants at “Nab Kaushal Vikas Kendra”.**

### **3. PROJECT INTERVENTIONS/IMPLEMENTATION**

#### **3.1 Establishment of ‘Nab Kaushal Vikas Kendra’**

A Skill Development Centre, ‘Nab Kaushal Vikas Kendra’ has been established under the project by upgrading the Common Facility Centre established under LEDP programme of NABARD, UPRO. The Advanced sewing machines (Juki/Brother) have been purchased for upgradation of the centre along with other required material etc. The Centre is being managed by the members of Women SHGs trained under LEDP/MEDP programmes of NABARD with the help of Master trainers and the Project Implementation Agency, ‘Abhivyakti Foundation’.



Pappa Photo Studio : 9810090414



**Inauguration of Advance Training at CFC**

The Advance training programme was inaugurated by Dr. D. S. Chauhan CGM NABARD on 27th December 2021 at CFC center village Dujana Gautam Budhha Nagar. Shri Anil Kumar Singh CDO Gautam Budhha Nagar, Shri C.K Gautam DDM NABARD, Ms Bhawna Jain from NABCONS, Shri VedRatan LDM, Gautam Buddha Nagar, Shri Sanjay Garg, RM, PUPGB, Ms. Vini from ATDC, SHG members and the representatives of Abhivyakti Foundation etc. were also present in the inaugural function.



### 3.2 Advance Training by Apparel Training and Design Center (ATDC)



40 SHG members have been imparted advance training on Ready made garments by ATDC. The training has been completed successfully and the participants were also taken to reputed Export House in Noida for exposure visit so that they could have better exposure to the market. These SHG members have been selected from 120 SHGs members trained under MEDP/LEDP programme of NABARD. As the ATDC is a specialized institution in the field of Apparels, the quality of the training was impressive and the same was reflected in the communication with trained SHG members.

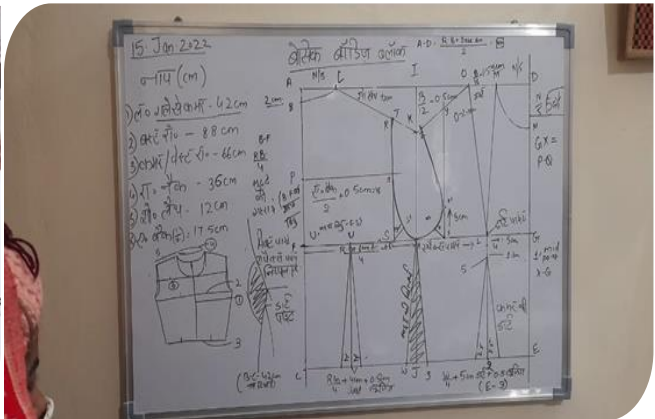
### Glimpse of Training

#### LEDP training conducted in three clusters of G B Nagar with the support of Nabard



#### Advance Training sponsored by MABCONS at Nab Kaushal Vikas Kendra Dujana





### 3.3. Exposure Visit to Export House in Noida.



Exposure visit was also organized with the aim of providing the practical exposure of working at the export houses .On 04.03. 2022 participants were taken to RADHNIK Export house in Noida .





### 3.4 Convergence

A convergence was made with ATDC/NBCDFC to provide further advance training to participants. ATDC has provided 40 hrs training to 100 SHG members (including those covered in NABCONS project) which was sponsored by National Backward Class Development Financial Corporation. For facilitating convergence with Banks and DIC and to help SHG women to start their own micro enterprises, applications under ODOP have also been mobilized.

A convergence was made with ATDC/NBCDFC to provide further advance training to participants.

- **An advanced training** of 46 Hrs on specialized machines for Readymade Garments was imparted to 100 SHG members in **convergence with National Backward Class Development Corporation (NBCDFC)**.
- **For facilitating convergence with Banks and DIC and to help SHG women to start their own micro enterprises, applications under ODOP have also been mobilised.**
- **One Exposure visit of Bank officials was organised to facilitate the credit linkage of SHG members.**



**Training by ATDC supported by NBCDFC at Nab Kaushal Vikas Kendra**

### 3.5 Providing marketing platform and exposure

- **NABARD Sharad Mela 2021 and Nabard sharad mela 2022**  
SHG members participated in Nabard Sharad Mela 2021 and 2022 . It provides them with the great knowledge of marketing and also got some linkages for marketing of the products .



- **NABARD Fair at Lucknow**

Going out in other city increase their confidence giving Exposure to understand the marketing techniques , trend of market , quality of products ,and also to understand the areas of improvement required .



➤ **Fairs at local level organised by other agencies and Government departments .**

The trained SHG members at various platforms, including NABARD Sharad Mela at Noida Haat and facilitation of input supply to SHG members through CFC for supporting their own business.

### 3.6 Soft Skills and Bankers' Exposure to CFC and Women Day Celebration

Participants were also taught the interpersonal skills, communication skills, listening skills, time management, and empathy among others .The soft skills session provided as it is important for the participants to learn non technical skills to manage themselves at the work place , especially, for getting a good job. Visits of Bank officials were also organised to the CFC. The interaction with Bankers also gave confidence to SHG members.





#### 4. Achievements of the objectives and Utilization of Grant

##### 4.1 Achievement of Objectives –

All the project objectives, as detailed below, have been successfully accomplished-

- To give the professional exposure and advance training to 40 SHG members and making a cluster of ODOP, readymade garments in Gautam Buddha Nagar.
- Establishment of a Skill Development Centre, ‘Nab Kaushal Vikas Kendra’, a Community Facilitation Centre to support the production activity and training (practicing) on readymade garments, Jute Bags etc. by SHG Women.
- To evolve 10 women SHG members as master trainers who will provide further trainings in select villages.
- Convergence with District Industries Centre for providing benefits available under ODOP schemes to all Women SHGs.

##### 4.2 Utilization of Grant

The grant assistance under the project was utilized strictly as per the terms of sanction. A utilization certificate has already been submitted with final claim in this respect. The brief details of the utilization of grant is given in the following table- **Amt. in Rs.**

S. No	Head	Amount Sanctioned	Amount Utilized	Unutilized balance
1	Purchase of raw material	1,23,000	1,23,000	0.00
2	Purchase of Machine Procurement	3,00,000	3,00,000	0.00
3	Purchase of Stitching Material	20,000	20,000	0.00
4	Training of 40 women SHG members from ATDC	6,25,600	6,25,600	0.00
5	Administrative Expenses	34,000	34,000	0.00
	<b>Total</b>	<b>11,02,600</b>	<b>11,02,600</b>	<b>0.00</b>

## 5. Project Impact and Outcome

### (i) Establishment of a Skill Development Centre, 'Nab Kaushal Vikas Kendra'

A Skill Development Centre, 'Nab Kaushal Vikas Kendra' has been established under the project by upgrading the Common Facility Centre established under LEDP programme of NABARD, UPRO. Ten (10 nos) Advanced sewing machines (Juki/Brother) have been purchased and installed along with other required material etc. for running the centre.

- **"Nabkaushal Vikas Kendra"** is being used by SHG members for doing production for catering the demand of orders received and providing training to other women in the nearby villages. This will develop a cluster of skilled women SHG members in the area.
- **The CFC is creating skills among more SHG members/villagers** through Master Trainers (SHG members) and one Fashion Designer. At present, they are running 03 months basic course of fashion stitching and 06 months advance course on fashion designing 6 months are running at the CFC for 12 students.

### (ii) Development of cluster of trained SHG women

The project has helped to develop a cluster of trained SHG members on Ready Made Garments, Jute Bag making and Applique Work. The concept of Nab Kaushal Vikas Kendra is playing a critical role for multiplying the benefits of the project.

- **40 members trained with the advance skills in readymade garments** who are skilled enough to work in Export Houses of Readymade Garments and to run their own micro enterprises.
- **Cluster of skilled SHG members-150 women SHG members trained** on Ready Made Garments, Jute Bag making and Applique Work. Out of 150 members, **40 members trained with the advance skills** in readymade garments who are skilled enough to work in Export Houses of Readymade Garments. The cluster may work as a very good base for formation of FPO.

### (iii) Master Trainers-

Out of these 40 trained SHG members, 10 SHG members have been evolved as Master Trainers who are helping in skill development of women SHG members and other village women, as mentioned above. These Master trainers will also help in running the CFC, 'Nab Kaushal Vikas Kendra'.

- The participants are ready to work in the production work as they are skilled .
- Participants are now confident as they got the technical training on garment manufacturing where all procedures of manufacturing learned starting from the garment selection to the final product .
- A Fashion designer is placed at the Nab kaushal Vikas kendra to support the SHG in the production and designing of garments.
- Orders are coming from different schools, Offices and other vendors.
- Master trainers have started giving training as Master trainer in other agencies in local as well as other cities like Noida , Punjab etc.



**Satywati and Rekha as a Master Trainers**

### (iv) Economic Gains to SHG members

- **Placement - 12 SHG members willing to do jobs have been placed in the export houses at Noida and are earning around Rs. 10,000/- Rs. 15,000 monthly, some on salary basis as Assistant Tailor, some on piece rate basis, pick and drop and overtime extra. 08 SHG members are associated with CFC, Nab Kaushal Vikas Kendra' for doing the production of readymade garments/jute bags .**



- **Self-Employment-** 25 participants are working by setting up their small units on Tailoring and Jute Bag making. Some are working from their houses while some has opened a small shop in their area. They are also started earning around 7000-9000/-monthly.



#### **(v) Marketing Tie-ups**

- **Marketing Tie-ups and Market Information:** Orders from NABARD, Ayurveda Research Foundation, some Private Schools etc.
- SHGs participated in various Melas and Fairs organised by Nabard and other agencies for the marketing of the product made by them and also getting good orders and linkages .
- SHG members have taken several orders and deliver it on time.
- Orders from local schools for kits and bags were delivered .
- Order from Sparsh foundation was also well executed .

## (vi) Social Impact

- Women SHG members who never had any exposure of the outer world, hesitated to speak before others, hesitated to go out of their village and had little information on market of Readymade Garments, are now confident as they have got exposure to organized market led by Big Export Houses and acquired a good skills in this field. Some SHG members who faced resistance for going outside for jobs in Export Houses are now welcomed by them (Family Member), mainly because of economic empowerment and respect by peers.





### **(vii) Development of Production center Nab kaushal Vikas Kendra in to training center**

Nab Kaushal Vikas Kendra has been established with the objective of providing platform for production to the trained SHG members under advance training and LEDP training supported by NABARD and NABCONS. Now it has been developed as a Training center to new trainees who are willing to take this activity as their professional option. Young girls and women are taking training of Three to six months on basic and advance courses of fashion designing.

**The impact of the project is not only limited to only 40 participants, it has multiplier impact on the lives of other Women in the nearby villages. The SHG women who were shy to go even nearby developed market in Noida/Ghaziabad, now are facing the placement process of big Industry Houses in Noida. The women associated with the center are training other women, running center at their own which is making them confident that they can also run any enterprise, they are learning to work as a team, they can handle the advance machine which is a pre-requisite for a job in the market. The quantitative impact of the project can be measured in the numbers (increase in income etc.), but the qualitative impact is beyond numbers whose importance is not less than numbers.**

## 6. Road Ahead.

- **Tie-ups for jobs** : - The Placement of the participants at the export houses . Tie- ups from the export houses RADHNIK Exports ,SAHU Exports and SAI Exports are in process to place more and more participants/village women who would be trained at the centre and are willing to do jobs
- **Production activity** :- At the CFC center production activities are taken on ethnic wear and also on the production of the Jute bags .
- **Microenterprise.** Credit linkage Co-ordination with banks so as to provide credit to the participants so as to help them to start their microenterprise.
- **Master Traininer** : 10 Participants will work as the master trainer which will help them in their livelihood .
- **Online market Tie -ups** : online market to provide the place for marketing the products.The tie up with the E Marketing agency has been completed to present and sale the product online.
- **For Orders:** Linkages with the orders from local market and vendors and with the government agencies is going on .
- **Fairs** : Participation in the Fairs for the sale of products manufacture at CFC center . SHG members are participating in different fairs organised by Nabard and other agencies. The vision is to develop the firsty company owned by SHG members.
- **The first Company of women (OFPO) in Noida/G.B. Nagar- We are working very hard to take centre/project further and evolve the same as the 1<sup>st</sup> company of women in Gautam Buddha Nagar/Noida.**

## 7. Words from trainees ....Success Stories

### Monika :



Monika was provided training by the Abhivyakti Foundation with the sponsorship of NABARD , under which she has learned the basic stitching and cutting of the readymade garments. Then she was imparted advance training by ATDC with the support of NABCONS. She has been selected and got a placement at SAHU Industry on 10,483/- monthly salary.

She is very happy and says “I am very happy as this is unbelievable for me to get this job in an Export House in Noida. As I belong to very normal family which



is financially very weak , I didn't imagine that I could get a job in a Big industry and can be self-dependent.

“My family earning was not enough to fulfill our needs , but now as I am also become a earning member of the family able to support my family, this feeling gives financial as well as the socio and emotional satisfaction as well ” .

“I would like to thank everyone associated with this training **NABARD, NABCONS , ATDC** and **Abhivyakti Foundation** who have supported us throughout the training programme till our placement”.

### **Mithlesh :**



A house wife who very often goes out from the house . after taking the basic as well as the advance training from Abhivyakti Foundation sponsored by **NABARD and NABCONS** is now working at **SAHU Industry Noida** .

She convinced her family member and started this job ,initially she undergone some training from SAHU Industry and finally shifted to production work, she I shappy with the job and said “ I belong to a very



conservative family where women usually doesn't go out and work, but as you all put efforts for our development I convinced the family and start the job . It is just like a dream as I never go out and now I am working in a big industry and going to earn around 11,000/- . I have never ever thought of this that I can also able to earn . this is a matter of great satisfaction my family condition is not good enough economically but now inspite of taking help from others I my self going to support my family financially . I would like to thank all starting from **NABARD , NABCONS** and **Abhivyakti Foundation** for providing the training and also the placement”.

This indicates the socio, economic as well as the financial changes in the lives of SHG member



## Glimps of Intervention



**One Day programme By Nabard**

**Ledp Training at Dujana , Girdharpur and Kachera**





