



2025

# PROJECT COMPLETION REPORT

## LIVELIHOOD & ENTERPRISE DEVELOPMENT PROGRAMME (LEDP)



PROGRAM IMPLEMENTED BY



PROGRAM SPONSORED BY

# **PROJECT COMPLETION REPORT**

**Name of the Agency: -Abhiviyakti Foundation**

**Date: 05-05-2025**

**1. Name of the Project:-**Livelihood & Enterprise Development Programme (LEDP)

**2. Sanction Letter No:- letter no: No. NB/Har/1845/MCID/LEDP-363  
(2022-23),dated 24.11.2022**

**3. Cost of the Project :-** 715500

**4. Project Co-ordinator (along with contact details):-**Mrs. Sonia – 9817842452 and Mrs. Shushila -9050541967

**5. Project Start Date :-** 31-12-2022

**6. Project Schedule Completion Date :-**23.11.2024

**7. Project Completion Date :-**

**8. Reason for delay, if any:- Due to Covid -19 Project activities are delayed**

**8. Objective of the Project:-**

- To train Self Help Group (SHG) women in decorative glass products manufacturing
- To empower rural women for better income and self-reliance
- To provide sustainable livelihood opportunities through glass crafting skills
- To establish market linkages for the products created by the SHG members

**9. Number of Participant adopted the activity after skill training :**

90 participants from three villages: Gulawad, Nai Nagla, and Prithla in Palwal district

**10. Number of participants dropped out/backed out from the activity and reasons there of: -**

No trainees where dropout

**10. Major Deliverables Vs Achievement: -**

(a) **Skill Training:** -Details on quality of training and trainer's details. Attach good quality photographs of training of each batch

Training was successfully conducted in three clusters:

- **First Cluster:** January 18, 2023 to February 2, 2023 at village Gulawad
- **Second Cluster:** March 11 to March 25, 2023 at village Nai Nagla
- **Third Cluster:** April 10 to April 24, 2023 at village Prithla

**Skills Imparted:**

- **Skill-based, Practical Approach:** The training focused on practical skill development with a strong emphasis on hands-on learning. Participants were trained to create

various glass decorative items including crystal prisms, Feng Shui items, crystal trees, and figurines.

- **Step-by-Step Process Orientation:** The sessions covered the complete production process — from mold creation using clay or wax, wall construction with clamps and screws, to the preparation of a casting mix (50% hard plaster and 50% silica powder) and glass melting techniques.
- **Creativity and Product Diversification:** Trainees learned techniques to change the color and texture of molten glass using metallic compounds and additives, enabling them to diversify their product portfolio.
- **Training Materials and Tools:** All required raw materials, safety equipment, and training tools were provided to participants. Instruction manuals and visual guides were used to enhance understanding.
- **Assessment and Feedback:** Regular assessments and individual feedback sessions were conducted to ensure learning progress and address any challenges faced by trainees.

Lead Trainer: Mr. Rajender, a seasoned glass artist and vocational trainer with over 10 years of experience in the glass craft industry. She has previously trained women artisans under skill development



**Inauguration of LEDP Programme**  
Inauguration of LEDP Programme at  
Palwal



**Inauguration of LEDP Programme**  
Inauguration of LEDP programme By Smt.  
Deepa B. Guha CGM, NABARD, Regional  
Office, Chandigarh

**Training Of Batch -1 Village Gulwad**



**Training Of Batch -2 Village Nai Nagla**



## Training Of Batch -3 Village Prithla



## Refresher training

As part of the continued capacity-building and post-training support under the NABARD-sponsored Livelihood and Enterprise Development Programme (LEDP), refresher training sessions were organized for the SHG women to reinforce their skills and introduce market-oriented production practices.

### Dates and Locations

- **14–15 August 2023:** Refresher training conducted at **Prithla** village
- **16–17 August 2023:** Refresher training held at **Gulawad** village
- **18–19 August 2023:** Refresher training completed at **Nai Nangla** village

Each village hosted a **two-day refresher session**, making it a **six-day training programme** in total.

### Key Objectives

- To revise and reinforce the skills acquired during the initial LEDP training
- To introduce value-addition techniques and improve product quality
- To provide updated knowledge on design trends, market demand, and packaging
- To assess participant progress and address challenges in real-time production

### Training Methodology

- **Hands-on practice sessions** focused on improving finishing, precision, and durability of glass products
- **Live demonstrations** of advanced decorative techniques and design variations
- **Group activities** and peer learning to encourage mutual skill sharing

- **One-on-one troubleshooting** sessions with trainers to overcome individual hurdles
- **Marketing and presentation module** included to prepare SHGs for exhibitions and sales events

### Participation and Impact

- A total of **90 SHG members** (previously trained under LEDP) participated in the refresher training
- Enhanced confidence in product quality and production efficiency was observed among participants
- Participants expressed readiness to diversify into custom orders, gifting products, and bulk supply

The refresher training served as a vital follow-up intervention to bridge knowledge gaps and re-energize SHG members for enterprise-level engagement.



(c) Credit linkage:-

Bank certified copy of list of beneficiary along with availability of credit, nature and extent of investment, sources of funds, utilization of funds etc.

- Canara Bank provided loan facilities to SHG members from Prithla village
- 22 SHG members received loan amounts for the activity
- Loan files of 45 SHG members have been submitted to State Bank of India (SBI)

The SHG credit resources are being utilized by Self-Help Groups (SHGs) to promote sustainable livelihood activities among their members. Under the NABARD-supported LEDP program, members received specialized training in the manufacturing of glass decorative products such as cactopia crystal prisms, Feng Shui items, crystal trees, figurines, and decorative ducks. The training equipped SHG women with hands-on skills in mold preparation, glass melting techniques, and color infusion methods.

During 2023–24, SHG members successfully raised bank credit amounting to ₹3,30,000, which has been instrumental in helping them procure raw materials, tools, and set up small production units. This initiative has significantly contributed to the quality enhancement and economic sustainability of community-based organizations while promoting livelihood diversification among rural women artisans.

Bank certified copy of list of beneficiary Attached

#### (d) **Mentoring** :-

Details on support provided by the PIA

Details on Support Provided by the PIA

For emerging professionals, Abhivyakti Foundation provides guidance through the maze of challenges faced in establishing sustainable livelihoods. With over 12 years of manufacturing expertise in the production of shirts, kurtas, jute bags, jackets, and quilts, Abhivyakti has built strong, community-based production units. The foundation offers a platform for SHG members to engage in both production and marketing—leveraging retail and online sales channels to promote their handmade items.

In addition to textile-based enterprises, Abhivyakti Foundation has also extended its support into innovative livelihood areas like glass decorative product manufacturing. Under the NABARD-sponsored LEDP program, SHG women have been trained in the art and techniques of glass molding, casting, and finishing. Products such as crystal prisms, Feng Shui items, figurines, and ornamental trees are being handcrafted by trained artisans. Abhivyakti has facilitated not only technical training but also access to raw materials, tools, design development, and exposure visits to glass manufacturing units for practical learning and market orientation.

With a strong and professional team having expertise in both manufacturing and marketing, Abhivyakti Foundation is now moving towards scaling these initiatives by taking SHG-produced garments and glass craft products into a larger trading model, aiming for mass production, branding, and mainstream market integration. This strategy is designed to enhance income generation, ensure sustainability, and uplift the economic status of SHG women artisans.

### **(e) Marketing Interventions:-**

Details on Support Provided by the PIA and Improvement in the Level and Quality of Production

Abhivyakti Foundation, as the Project Implementing Agency (PIA), has played a crucial role in strengthening the capacity of SHG women in the glass decorative products sector under the NABARD-supported LEDP program. Through technical training, market exposure, access to raw materials, and infrastructure support, SHG members have significantly improved both the quality and variety of products being made. These include crystal prisms, Feng Shui artifacts, decorative figurines, and handcrafted ornaments.

Abhivyakti Foundation has ensured that the glass product training modules are updated with modern techniques of glass molding, heating, and color mixing, thus resulting in higher-quality, refined, and visually appealing products. The trainers were skilled artisans from established glass hubs like Firozabad, which helped participants learn production-grade techniques. Post-training, SHG women also received ongoing handholding support, regular feedback, and help with packaging and branding to maintain quality consistency.

Improvement in Price Realization and Marketing Facilities

Following the training and production phase, Abhivyakti Foundation facilitated SHGs in exploring local and regional markets for glass craft products. Products are now being displayed and sold in local haats, exhibitions, and retail outlets. A key aspect of this initiative was helping SHGs understand market-driven pricing, ensuring that the products fetch a fair price in comparison to raw input costs and labor.

Marketing efforts were also boosted by supporting SHGs in creating appealing packaging, product tagging, and storytelling that reflects the artisan's journey—helping enhance customer engagement and price realization. Feedback mechanisms through field personnel have ensured real-time inputs from buyers, helping artisans improve product quality and align with consumer trends.

To support long-term sustainability, efforts are ongoing to:

- Connect SHGs with local gift shops, decor stores, and temple markets.
- Collaborate with tourist hubs, especially in cities like Agra, Mathura, Jaipur, and Delhi.
- Tap into online platforms by listing products on Amazon Karigar, Flipkart Samarth, and similar artisan-focused e-commerce platforms.
- Explore B2B marketing through bulk orders and tie-ups with home décor chains and souvenir shops.

Melas, Fairs, and Exhibitions Conducted

To promote visibility and test market response, Abhivyakti Foundation has organized and participated in several local exhibitions and melas, where SHG women showcased their handmade glass products. These events helped:

- Increase consumer awareness,
- Build market confidence in SHG products,

- Attract bulk orders from shopkeepers and decor vendors.

Encouraged by positive responses, more such participation is planned in upcoming state-level exhibitions and trade fairs in Delhi, Haryana, and Rajasthan.

#### Future Plans and Market Expansion

- The initial marketing focus is on metro cities and tourist regions in Delhi, Haryana, Rajasthan, and Punjab.
- Future expansion includes Tier 2 and Tier 3 cities like Chandigarh, Jaipur, and Agra.
- Online channels such as Amazon, Flipkart, and Meesho are being explored for digital outreach.
- Customized product lines like glass nameplates, gift items, Diwali décor, and wedding souvenirs are in development based on consumer demand.

By integrating glass craft into livelihood portfolios, Abhivyakti Foundation is helping SHG women diversify income sources, gain artisan identity, and access larger markets—transforming skill into sustained self-employment.

#### The proposed Sale channel would be

- Local- Fairs, Mela, Rural Mart, Decor House, surajkund mela
- National – Malls – Big Bazar, Vishal Mega Mart.
- Online marketing – Amazon, Sanapdeal, Home shop, NABARD web page.
- Fairs organized by NABARD

Agency Provided Nabard sponsor fair participation during the training period in Noida fair, Surajkund and participation through Abhivyakti foundation

#### (f) Enterprise/Unit Setting up:-

Details of the unit and attach good quality photographs.

Under the NABARD-supported LEDP (Livelihood and Enterprise Development Programme) for glass decorative products, **Abhivyakti Foundation** has facilitated the establishment of **village-level production units** to promote sustainable self-employment for SHG women artisans. These enterprises are designed to serve as Common Facility Centers (CFCs), where trained SHG members can continue production, packaging, and marketing of handcrafted glass products.

#### Key Enterprise Setup Highlights:

- Location of Units: Units have been strategically established in villages Pirthla, Nai Nangla, and Gulawad in Palwal district, Haryana — locations where SHG women were trained and already actively engaged in glass craft production.
- Common Facility Center (CFC): A fully equipped CFC was inaugurated on 31st October 2023, which includes essential tools, safety equipment, raw material storage, and display space. This center acts as a shared production and coordination hub for multiple SHG groups.
- Tools & Infrastructure Support: The units have been provided with glass cutting, molding, heating, and polishing tools, along with basic infrastructure support for safe

handling and display. Support has also been extended for procuring initial raw materials.

- **Team Structure:** Each unit functions under a rotational leadership model among SHG members, ensuring participation, ownership, and accountability. A production supervisor and a marketing coordinator from the community have been identified for smoother operations.
- **Credit Linkage for Enterprise Capital:** Through PIA facilitation, 22 SHG members have received credit support from Canara Bank to start or scale individual or group-based production. 45 additional loan files are under process with SBI for further enterprise scaling.
- **Branding & Marketing Support:** The PIA is assisting SHG units in developing a unified brand identity for glass products and linking them with offline and online markets, including exhibitions, retail tie-ups, and digital platforms.
- **Sustainability Plan:** Units are being trained in cost management, record-keeping, inventory control, and pricing strategies to ensure long-term sustainability and profitability.

### Inaugurated by Dr. D. S. Chauhan CGM NABARD



#### **Inauguration of CFC**

Welcome Bouquet to Mr. Vinay Kumar Tripathi  
AGM Gurugram Nabard  
CFC center village Prithla, Palwal



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## (g) Sustainable Livelihood along with 05 Success Stories:-

The **Glass Craft LEDP project** facilitated by **Abhivyakti Foundation** and supported by **NABARD** has significantly contributed to building sustainable livelihoods for rural women by promoting local enterprise development. With hands-on training, exposure visits, market linkages, and credit facilitation, the project has empowered women from Self Help Groups (SHGs) in **Pirthla, Nai Nangla, and Gulawad villages** of Palwal district to become confident artisans and micro-entrepreneurs.

### Sustainable Livelihood Outcomes:

- Over **90 SHG women** trained in glass molding and crafting techniques.
- Establishment of a **Common Facility Center (CFC)** with tools and raw materials for continuous production.
- **Credit linkage** for 22 SHG members, enabling direct income generation from home-based units.
- Participation in **two exposure visits** and multiple local exhibitions enhanced market awareness and product improvement.
- Creation of a **local brand** for glass products like decorative items, crystal artifacts, and feng shui elements.
- Sustainable monthly income of ₹4,000–₹8,000 for many trained SHG women through direct sales and bulk orders.

### Renu Devi - From Homemaker to Artisan Entrepreneur

**Age:37 years**

Renu Devi w/o Govind, a resident of Pirthla village, had spent most of her life as a homemaker with no prior exposure to any skilled craft. When the glass craft training was introduced in her village, she was curious but unsure. However, with regular mentoring from trainers at Abhivyakti Foundation and hands-on practical sessions, she soon mastered glass melting and crystal shaping techniques.

Post-training, Renu started using the tools and raw materials provided by the Common Facility Center (CFC) to create decorative glass items such as crystal balls, floral designs, and miniature gift items. She initially began by selling them in village haats and later started exploring online platforms and WhatsApp groups for wider reach.

Today, Renu earns around ₹7,500 per month, supplementing her family income and gaining newfound respect in her household. Her entrepreneurial zeal has motivated her to train three other SHG women in her locality, fostering a mini collective of artisans. Anita now dreams of expanding her reach to nearby cities and e-commerce channels.





**Luxmi – Strength in Skill and Self-Belief**  
**Age:25 years**

Hailing from Nai Nangla, Luxmi w/o Parash was initially reluctant to join the glass training due to social norms and a lack of confidence. However, after attending the exposure visit to Firozabad, her perspective completely changed. Witnessing the professional environment of India’s glass hub inspired her to push her boundaries.

Luxmi focused on Feng Shui items and mastered intricate designs like the glass tortoise, pyramid, and crystal tree. Her creations were selected for display at a local haat exhibition, where she received appreciation from buyers and visitors. Her products stood out for their precision and unique design flair.

Today, Luxmi earns ₹6,000 to ₹8,000 per month, making a significant contribution to her family’s finances. Her self-belief and financial independence have also helped her gain more say in household decisions and become a role model for other women in her village.

**Meena– Leading with Confidence**  
**Age:45 years**

Meena w/o Teekaram from Nai Nangla emerged as a natural leader among the SHG women in her area. With a proactive attitude, she not only completed the glass training but also took charge of coordinating production activities for her group.

Using raw materials and tools sourced through the CFC, Meena converted a small part of her home courtyard into a micro-production unit. Her group specialized in making decorative glass ducks, lotus flower models, and paperweights. Their products were selected for display at a regional trade fair, where they received bulk orders worth ₹15,000 from a handicrafts reseller.

Meena now manages a team of 6 SHG women, handles pricing and packaging, and ensures quality control. Her leadership and business skills have boosted the confidence of her entire group and set a benchmark for SHG-led enterprise development.



**Kamla Devi – From Labour to Craftswoman**  
**Age:46 years**

Once a daily wage laborer, Kamla Devi w/o Surender from Gulawad found new purpose through glass training under the LEDP. With a strong desire to improve her family’s situation, she learned to create crystal trees, prisms, and hanging décor. Her talent blossomed quickly,

The income from her sales—averaging ₹5,000 per month—has enabled her to support her children’s education, contribute to household expenses, and gain financial independence. She is now a firm believer in the power of skill-building and regularly motivates other low-income women in her village to join SHGs and training programs.

**Kushma Lata – From Learner to Local Artisan Star**  
**Age:42 years**

Kushma Lata, a resident of Prithla village, had spent most of her adult life as a homemaker, focusing solely on household duties. Like many rural women, she had immense potential but lacked opportunities to explore her talents. When the Glass Craft Livelihood Enterprise Development Programme (LEDP) training was introduced by Abhivyahti Foundation under the support of NABARD, Kushma saw it as a turning point in her life.

Despite her initial hesitation, she joined the training sessions with a willingness to learn. She quickly grasped techniques such as glass melting, mold casting, and assembling intricate Feng Shui and décor items, including crystal trees, glass pyramids, and ornamental flower holders. Her natural flair for design, coupled with dedicated practice, helped her stand out among trainees.

After completing her training, Kushma began producing high-quality glass crafts from her home, using the tools and raw materials accessed through the Common Facility Center (CFC). Her products were first showcased at local village haats, where they attracted immediate attention due to their fine craftsmanship and appealing aesthetics.

Her big break came when she was selected to participate in the NABARD-organized Fair, where SHG products from across the region were displayed. This was her first exposure to a large-scale exhibition, and she rose to the occasion with confidence. Her glass décor items sold out quickly, and she received bulk order inquiries from urban buyers and NGOs supporting artisan products.

The fair not only gave her income—earning ₹8,000 from direct sales—but also boosted her confidence immensely. The experience helped her repay a part of her SHG loan and invest in additional materials to scale up production.

Today, Kushma Lata earns ₹4,000–₹6,000 per month, depending on the season and demand, and continues to receive repeat orders. More importantly, she is now seen as a role model in her village, encouraging other women to join skill development programs and pursue financial independence. She also supports the training team as a community mobilizer during new batch inductions.

Her journey reflects the true spirit of women-led enterprise, showing how access to skills, markets, and institutional support can transform ordinary lives into extraordinary examples of self-reliance.



## 11. Payment Released against Deliverables (Sanction Vs Release) :-

Total Grant Sanctioned –Rs 7,15,500/- out of this total Grant Released -5,66,500/- of training

Sr. No.	Project Component	Number of Members	Sanctioned Budget	Unit Cost per Group (30 members)	Claim
1	Identification and selection of trainees in cluster market identification etc.	90	15,000	15,000 x 3 groups (90 members)	15000
2	Skill training for maximum 15 days	90	1,35,000	₹100 x 15 days x 30 members	135000
b)	Boarding fees	90	1,35,000	₹100 x 15 days x 30 members	135000
3	Support for development of demonstration units and CRPs	-	60,000	1 demonstration / 1 per CRPs per unit	60000
4	Training allowance	90	67,500	₹50 x 15 days x 30 members	67500
5	Refresher training for skill and marketing intervention	90	18,000	₹100 x 2 days x 90 members	18000
7	Exposure Visits	50	40,000	₹20,000 x 2 visits	40000
8	Purchase of raw material	90	45,000	₹500 x 90 members	45000
9	Handholding credit link and relationship with resource agency	90	1,35,000	₹1,500 x 90 members	61500
10	Administrative cost	% of total cost	65,000	-	65000
	<b>Total Cost</b>		<b>7,15,500</b>		642000

## 12. Executive Summary including key learnings: -

The Livelihood & Enterprise Development Programme (LEDP) focused on glass products manufacturing was successfully implemented by Abhivyakti Foundation with the sponsorship of NABARD. The program was inaugurated on December 31, 2022, at Hotel Pappan Plaza premises by the chief guest Mrs. Deepa B. Guha, CGM, NABARD, Regional Office, Chandigarh, and Mr. Om Prakash, Lead District Manager, Punjab National Bank, Palwal.

The project aimed to train 90 SHG women from three villages in Palwal district (Gulawad, Nai Nagla, and Prithla) in the art of decorative glass products manufacturing. The training was conducted in three clusters, with each cluster receiving 15 days of intensive skill training followed by 2 days of refresher training.

### Key Achievements:

- Skill Development:** Successfully trained 90 women in glass crafting techniques, including molding, casting, and decorative product creation.
- Credit Linkage:** Facilitated bank loans for 41 SHG members, with 45 more applications submitted to SBI, PNB & HDFC.
- Exposure Visits:** Conducted two exposure visits - one to Firozabad (UP) and another to Delhi to understand manufacturing processes and market dynamics.
- Common Facility Center:** Established a CFC to provide continuous support to the trained SHG members.

5. **Product Development:** Trained participants in creating a variety of marketable glass products including Crystal Prisms, Vastu Feng Shui items, sculptures, and decorative pieces.

### Key Learnings:

- Rural women can effectively learn and master specialized craft skills when provided with proper training and support.
- Market linkage and exposure visits are crucial components for the success of livelihood programs.
- Establishment of a Common Facility Center provides necessary infrastructure support for sustained production.
- Credit linkage is essential for enabling participants to establish their micro-enterprises.

The project has successfully achieved its objectives of empowering rural women through skill development in decorative glass products manufacturing, thereby creating sustainable livelihood opportunities for them. With the knowledge and skills acquired, these women are now equipped to earn a dignified income and become financially independent.





**CONTACT US**  
**FOR ANY QUERY**  
**OR QUESTIONS**



## HEAD OFFICE

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