

MOVE Livelihood Training for Rural Women in Dharwad

Brief Report NABARD MCID



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Most income generation programmes do not orient their participants to think about markets. Instead they focus on manufacturing skills, credit linkages and resource availability. When production precedes marketing, participants may be confronted with inadequate demand resulting in wasted effort, resources, perhaps even mounting debt. Without the ability to adapt, poor entrepreneurs lack the wherewithal to switch to more profitable enterprises when markets fail.

Best Practices Foundation (BPF) found that the survival rate of micro-enterprises increases significantly when entrepreneurs are market oriented from the outset. Market Oriented Value Enhancement (MOVE) is a participatory training model originally developed for landless, illiterate rural women that is now recognised as a practical, profitable and very low risk approach to creating sustainable market niches. Over the years it has been replicated and adapted for poor youth, quarry workers, beedi workers, sexual minorities and women with HIV/AIDS. MOVE training is used to enhance incomes, build capacities and empower participants to start businesses on the basis of market demand.

With BPF's track record of over 360 successful businesses across West Bengal and Karnataka so far, NABARD under MCID commissioned BPF to train 100 rural SHG women on setting up of micro enterprises identified through MOVE training in two villages in Dharwad district. The project started in September 2015 with the selection of a hundred interested participants from SHGs in Amminabhavi and Garag.

Four batches of training covering modules on motivation, customer orientation, business concepts, and market research were conducted in both villages. Concepts are communicated through interactive sessions, games, symbols, analysis and experiential training. The Participatory Market Analysis (PMA) forms a core module – participants are encouraged to select a business venture on the basis of market demand and competition, and only then price, promote and add value.

Totally 21 trainees from Garag and 19 from Amminabhavi completed PMA and selected various business ventures. Around 25 participants then underwent skills training in desk top publishing, beauty parlor, fashion designing, tailoring and photography. Meanwhile others had already started businesses like vegetable vending, roti making, vermicelli production and saree selling. BPF is hand-holding these businesses by linking them to credit facilities, skills training, materials sources, and assistance in obtaining necessary permissions. For energy requirements, BPF is also linking participants to SELCO Solar.

The CEO ZP Dharwad and DDM NABARD Dharwad who visited some of the 35 businesses that have come up as of 1st February 2016, were impressed with the quality of training and businesses started by the women.

Saroja M Garagad is a landless woman whose husband is a laborer in **Amminabavi**. Though she already knew tailoring, she was unable to earn from it. When her PMA opened her eyes to the demand for fashionable styles in her village, she along with seven other trainees, requested for skills training on fashion designing. BPF appointed a teacher from Dharwad who conducted the training for five weeks.

Saroja started her tailoring and fashion design business on 1st Jan 2016 and earned Rs.1200/- that month. Now she has started promoting her designs in different self-help groups. When the CEO ZP Dharwad & DGM NABARD visited her, they were happy with the training and made suggestions on improving her stitching as well as her business.



**Saroja M Garagad, Amminabavi,
Fashion Designing**

Vinoda S Hiremath studied up to M A and wanted to repair electrical items in **Garag**. However, she was quite upset when told that women cannot undergo such training. When BPF organized the meeting to introduce MOVE training, she asked whether BPF could give skill training on any business and was given a positive reply. Her PMA indicated good rewards for two businesses - electrical repair and mobile repair. NABARD provided the funds for mobile repair training and she trained on electrical repairs with her own money. BPF organized both trainings through MOVE participants who are now running successful businesses.



**Vinoda S Hiremath, Garag,
Mobile Repair**

Subsequently she purchased a mobile repair kit for Rs 2000/- and started in Garag. Vinoda's profit in December 2015 was Rs1000/- which increased to Rs.1500/- in January 2016. Her business plan indicates a steady increase in income over the next few months.

After **Shridevi V Kammar** went through MOVE Training and did the PMA, she decided on photography. BPF organized skills training at Jeevan Kanti Studio in Dharwad. Shridevi then took a loan of Rs.50,000/- from her SHG to purchase a computer ,printer, and relevant accessories. She set up Vishwaguru Photo Studio at Garag and is earning Rs.1000/- every month. She says that *"MOVE Training will help improve my vermicelli, floor mill and xerox business too"*.



Shridevi V Kammar Garag Photo Shop