



Project
GRAMA-UDYOG

Pankhuri Gupta
Roshni Garg



Devi
GRAMA

Project
GRAMODYOG



‘ We know basic stitching, but we don’t get regular work of tailoring.’ If we get work on regular basis, we are ready to take required training even from Challakare office ’

‘ I made this door mat using an old saree. I know how to make these beautiful little things and I am ready to sell them if provided with a platform ’

‘ I am a house wife and I am interested in learning stitching . I wish I can monetise my time through this skill ’



Lack of trust on GRAMA, as no regular employment opportunity is provided after training



Some women trained through NAB Skill are already earning 4-5K rupees per month from local tailoring orders

~**37000** SHG Members in 2632 SHGs,
Total savings of Rs. 35.21 crores



84.48% know basic tailoring skills*

*Of the data available for familiar skills for women in 4 villages (Challakere, Chitradurga, Davangere, Hiriya and Molakalmuru), 964 of 1141 women know basic tailoring skills.

~**337** women trained in leather stitching till date under PMKVY programme from Chitradurga and Challakere Taluka

Skill Development Activity (PMKVY) as on 31-03-2019

| Taluk | Number of batches | Number of Members | Fees collected (Rs. in lakhs) |
|-------------|-------------------|-------------------|-------------------------------|
| Challakere | 5 | 284 | 3.41 |
| Molakalmuru | 1 | 53 | 0.64 |
| Total | 6 | 337 | 4.05 |

Easily available raw material near Chitradurga, Karnataka:

- Groundnuts
- Onions
- Raagi

- Make every rural household a production unit and every rural women self-reliant
- Make women financially independent by providing livelihood at their doorstep

Vision



Mission

- Setting up production hub for women in rural areas
- Start with standard product like Petticoat, scale up production, build a brand name for GRAMA and then expand product line



LEARNINGS FROM PAST



No training in cutting



Lack of Branding & Marketing



Lack of finishing in stitching



Earning capacity of villagers



Lack of sincerity



Price competition from local players



Low selling price due to improper finishing



SHG Women

- Main aim of project GRAMA-Udyog is to make women, financially independent by providing them livelihood opportunities from the comfort of their home

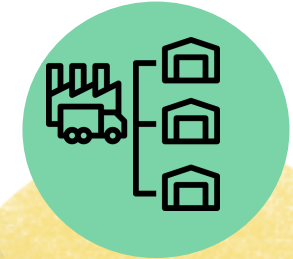
Suppliers

- Over the coming years, we aim to build up long term relationships through continuous effort with the suppliers who can provide GRAMA with required raw materials like Cloth for Petticoat etc



GRAMA

- GRAMA is the main stakeholder that will act as a link between the women from SHG and Potential Customers who will buy products made under GRAMA-Udyog
- GRAMA will train women, procure and distribute material and collect finished products from women in SHGs
- GRAMA will market the said products under it's brand name and will sell the same through sales and marketing efforts



Distributors

- Looking at the future prospects of numerous products that we are looking to add, it is important to create strong distributor relations.
- We aim to have contact with both offline and online garment distributors to promote higher sales of our products.

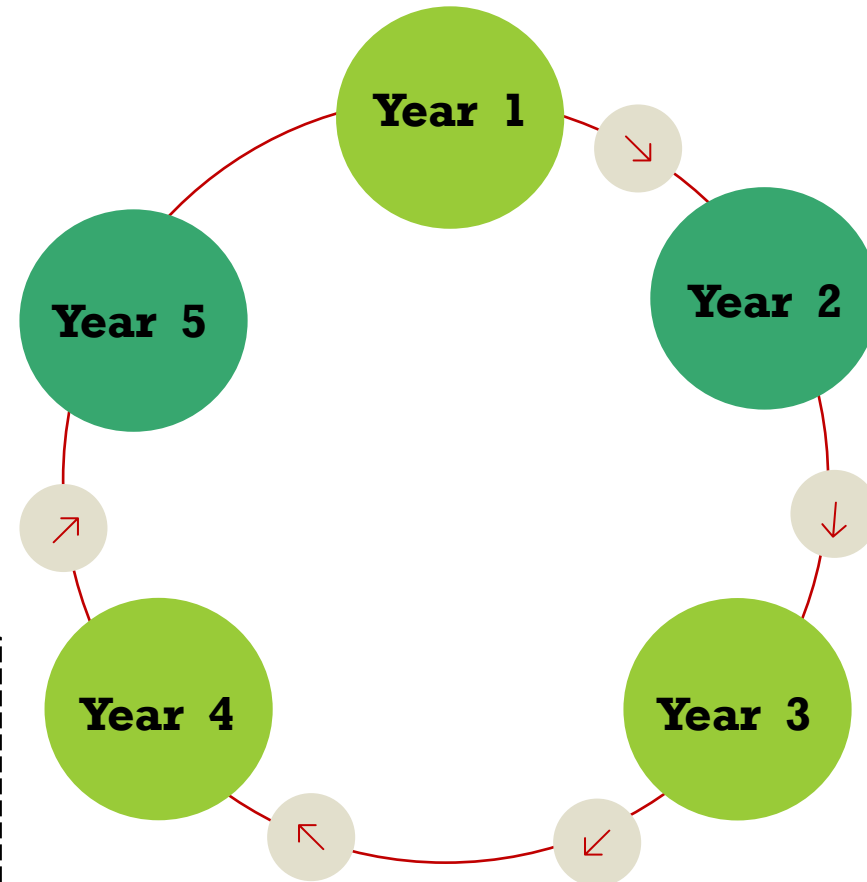
Customers

- We aim to target people in urban areas and cities, through our marketing campaigns that will promote the social impact of purchasing our products.

- Conducting Survey, Launching pilot program in few SHGs for production of Petticoat
- Introducing GRAMA as a brand that sells products attached with social needs

- Setting up formal centers in villages to ensure quicker cycle time of products
- Continuous training and monitoring to continue scaling up the operations and sale of GRAMA Products

- Scaling up new products introduced in earlier years like Door Mats, Onion Powder to sell online
- Going Global: setting up production hub for products like hospital gowns, onion flakes etc that can be exported



- Scale up petticoat production to other SHGs after removing recognized lags
- Also pushing marketing efforts to ensure profitability of the set production hub
- Contributing effort to build on GRAMA brand name

- Recognizing women with potential and teaching them new products to increase the product portfolio
- Uberization of production based on demand

Extensive Research:

Reaching out to 2632 SHGs , and 36778 women – gaining sufficient qualitative data on their employment, skills and interest

Procurement of Cotton Cloth

Procuring petticoat cloth meanwhile
Possible options: Surat (Vinayak creation, Dhamija Synthetics)

Training for Stitching

SHGs and Women identified through survey with interest / former background in tailoring will be shortlisted and given training for 1 month

Cutting of Petticoat

Meanwhile like before, the trainers would cut the petticoat and keep it in stock

Month 1-2

Month 3

Month 4-6

Production of Petticoat

Consistent production of Petticoat for 3 months

Monitoring Policy

Within every SHG 1-2 women will be selected to overshadow the entire process

Commission Standards:

If all the petticoats received from the SHG will be perfect, the Leader of the SHG would be given 5% commission on the number of petticoats correctly produced by that SHG.

This will create the motivation to ensure that the group delivers the right product in the first go itself

Classification based on Proficiency

Week 25

Super Tailors: Extremely efficient women, who deliver the perfect product in the first go

Blooming Tailors: Tailors who deliver the perfect product in the second go, that is after one re-work/repair

Not so Tailors: These women will no longer be involved in the tailoring process

The above classification will be done in a week's time post the analysis of the work done in the last three months.

Week 26- Week 28

Super Tailors:

These women will still be working on Petticoat production in full throttle.

In addition to this, these women will now will training the Blooming Tailors (twice a week. Commute to be arranged by Grama)

Blooming Tailors:

These women will be receiving internal training from Super Tailors

Month 7

Month 8-10

Month 11

Petticoat Production – Increased Efficiency

Blooming Tailors □ Super Tailors

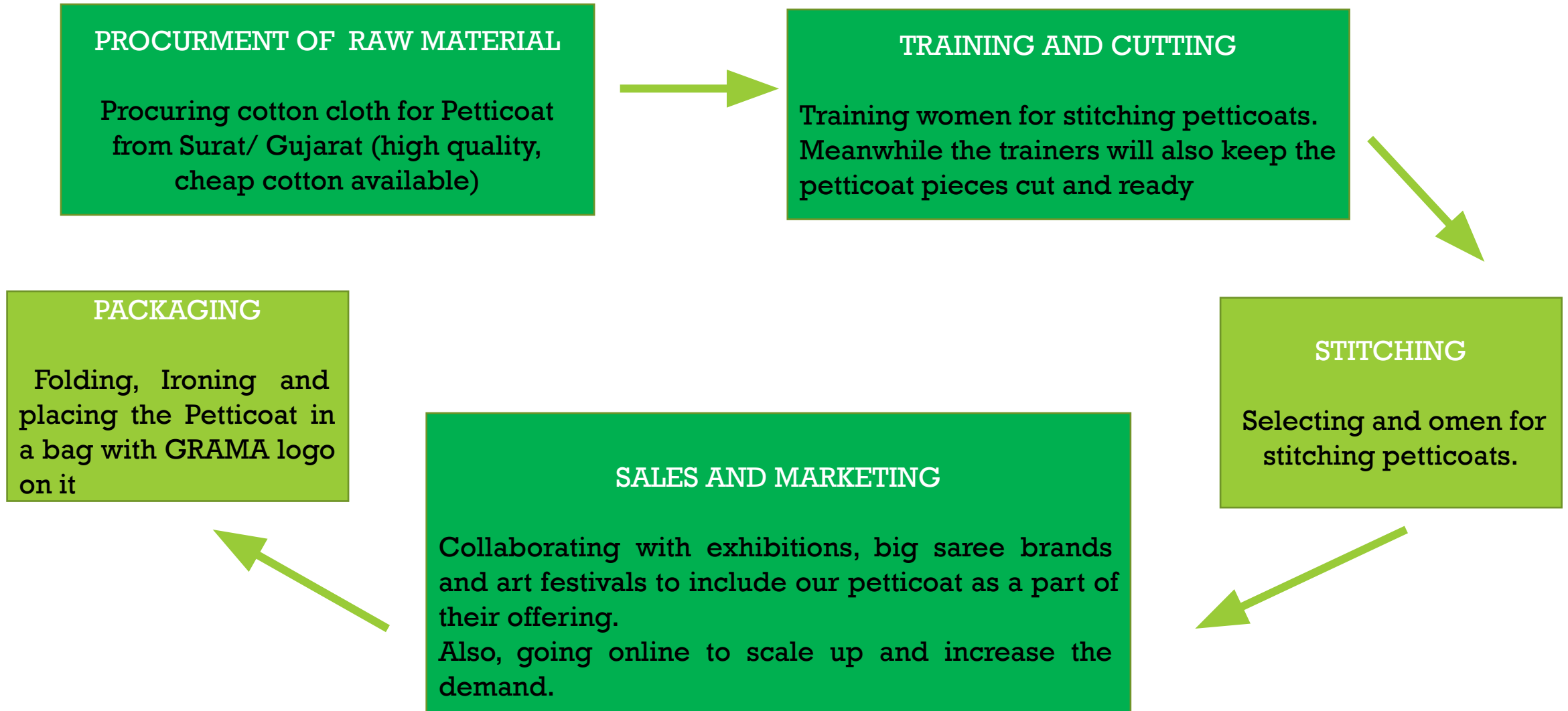
Increased number of perfectly made petticoats

Cutting & Packing Training

The above women will be trained in cutting and packing. By the end of Month 11, GRAMA women will be trained in Cutting, Stitching and Packing.

By the end of first year, GRAMA women would be equipped enough to deliver the complete service – Cut, Stitch & Pack!

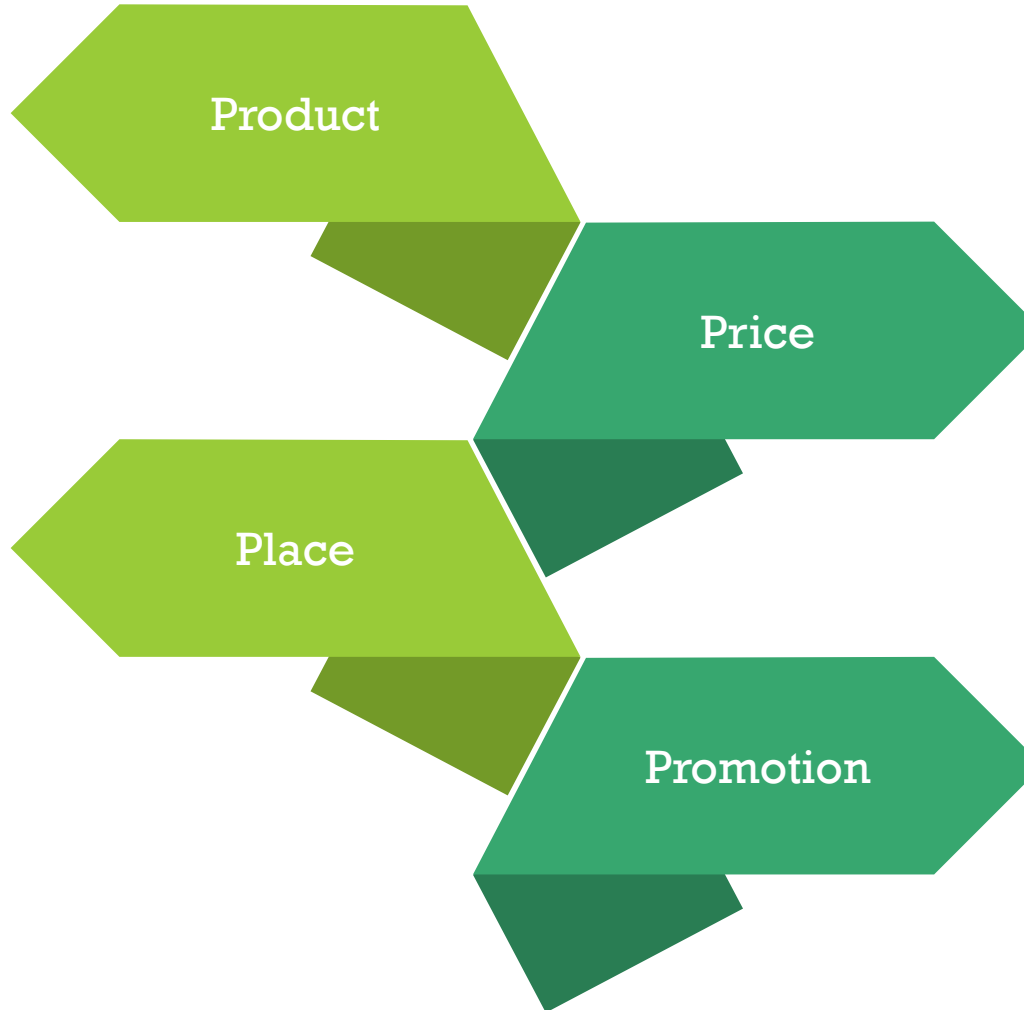
Production of Petticoat by GRAMA women, from procuring to sales, entire value chain



MARKET APPROACH

GRAMA Petticoat

Cut, stitched & packed by GRAMA women



- Exhibitions
- Online platforms
- Saree Stores
- Matching Center

Sale Price: **130 Rupees**
Distributor Price: **110 Rupees**
Cost: **96.8 Rupees**

- Projecting it as a **Social Cause**
- Promotion through **bags with GRAMA branding**
- Promotion through **GRAMA STORY**
- Associating with politicians, celebrities etc, to increase the brand presence

PRICING BREAKUP

| Description | Per 1000 Petticoats | Per Petticoat |
|----------------------------|---------------------|---------------|
| Cloth Required (In metres) | 1300 | 1.3 |
| Cloth Price | 58500 | 58.5 |
| Cutting | 8000 | 8 |
| Stitching | 10000 | 10 |
| Packaging | 5000 | 5 |
| Marketing | 5000 | 5 |
| Local Transportation | 1000 | 1 |
| Cloth Transportation | 5000 | 5 |
| Miscellaneous Expense | 3000 | 3 |
| | 93800 | 96.8 |
| MRP (in rupees) | | 130 |
| Price to Distributor | | 110 |
| | | |
| Distributor Margin | | 18% |
| GRAMA Margin | | 14% |

Assumption: Training costs are not considered as they will be one time fixed costs

GRAMA BAGS



Every petticoat will be packed in a cotton rugged bag, which will have GRAMA logo on it.
This will help increase awareness & increase Brand recall value in customers.

PROMOTIONAL ACTIVITIES

GRAMA STORY



Every GRAMA petticoat will have a note, folded with it. This note will convey the GRAMA Story of how these petticoat is helping women in rural areas earn livelihood, thereby giving it a social angle



SOCIAL MEDIA PRESENCE

Promoting GRAMA as a brand on Facebook & Instagram, thereby displaying its various initiatives including IES & NRM, and the kind of impact it is creating.
Second campaign will be specific to Petticoat, its USP and journey of the women making it, along with the impact on their lives.

Exhibitions & Art Festivals



These exhibitions & Art festivals usually attract upper middle class & upper class women. These women have higher spending capacity & also an inclination towards social causes. Also, the ticket size of the product is too high & so these women would not mind paying a premium our petticoats as well.



Online Platforms



These products can be put up on multiple e-commerce websites, thereby giving more exposure to the GRAMA Brand & also expanding the market.

TO BE LAUNCHED IN NEXT 3 YEARS.....

- Most women already make small decorative items for their home. Leveraging this skill, we will procure cloth through donation drive and with help of SHG women convert it into door mats
- Decorative hand made door mats sell in the market from 300-500 rupees per piece

Year 2



Handmade Doormats using old or waste cloth



Processed onion powder sold at 70-75 rupees per 50 grams

Year 3-4

- Training interested women in dehydrating Onion Flakes and converting them into powder
- Standardization is not required
- Once GRAMA Brand name is built, we can sell onion powder in market around 70-75 rupees per 50 grams

PRODUCT RANGE TO EXPLORE IN FUTURE.....

TAILORING

- Table Cloth
- Hospital Gowns
- Pillow and Cushion Covers
- Handmade Quilts



HOME DÉCOR

- Door Mats
- Scented Agarbattis
- Decorative Candles
- Decorative Lamps
- Wall Hangings



FOOD PROCESSING

- Onion Flakes & Onion Powder
- Papad
- Spices and Masalas
- Fryums
- Homemade Biscuits
- Millet Based Snacks (Ragi Chips, Soya Chips etc)
- Pickle
- Peanut Butter & Peanut Chikki





THANK YOU

