

Annual Report F22



Name of the project	Project Shakti
Duration as per current agreement	1 st Jul 2021 to 30 th June 2022
Reporting period	1 st Jul 2021 to 30 th June 2022
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Glossary

AWC Anganwadi Centre

CDPO Child Development Project Officer

ICDS Integrated Child Development Services

KVK Krishi Vigyan Kendra

PRA Participatory Rural Appraisal

PRI Panchayati Raj Institution

SDG Sustainable Development Goals

SHG Self Help Groups

1. Background

Project Shakti is the flagship community development project of McCain Foods (India) Private Limited. The overarching objective of this project is improving the livelihoods of women through farm and N-farm activities currently ongoing in six villages of Mehsana and Kadi blocks of Mehsana district of Gujarat. It is implemented by Cohesion Foundation Trust.

Mehsana is an important district in the state of Gujarat, situated close to Gandhinagar, the state capital. According to Census 2011, the district has a population of about 2 million and a literacy rate of 84%. However, the district has been classified as a Gender critical district by the Women and Child Development Ministry. The child sex ratio of Mehsana is amongst one of the poorest in the state of Gujarat.

Many clusters of industries have developed in various parts of the district and one of the clusters falls in Baliyasan area. The plant of McCain Foods India is situated in the Baliyasan cluster. The villages are situated on both sides of Ahmedabad- Patan Highway #41 and typically wear a rural-urban outlook. There are more than 200 persons employed with McCain on a regular basis from the four project villages.

Being situated in a gender critical area, and McCain Foods being a socially responsible company, it decided to work on the upliftment and empowerment of rural women in six villages nearby the plant. These villages are Baliyasan, Ambaliyasn, Bhasariya and Jagudan from Mehsana block. McCain has predominantly been working on women's empowerment issues in these villages in partnership with various non-profits and has addressed the livelihoods of women in a systematic way. During this reporting period two more villages, Laxmipura and Adundara from Kadi block were also added. The total numbers of households in the six villages are 2817 and the population is 15851 persons.

The various communities residing in these villages are Desai which is a pastoralist community, agriculture and small-scale business; the Parmar community is engaged in industrial jobs and labour work; Thakors are engaged in agriculture, animal husbandry, labour work and small scale jobs. Raval and Prajapati community are engaged in agriculture, small businesses and industrial jobs. Datani community are engaged in goat rearing and labour work. Banjara community is mainly nomadic tribes and are engaged in labour work. Suthar community is mainly engaged in carpentry work whereas Darji community is engaged in tailoring and industry jobs. There are very few households of Muslim community which are engaged in agriculture and animal husbandry.

When Cohesion partnered with McCain in 2018-19, there were 18 SHGs and as of July 2022 we have formed 64 SHGs with 844 members and 7 women farmer groups with 86 members. Women have started realizing developmental gains from the credit and savings and that's why there has been consistent increase in the membership. Project Shakti has been able to improve livelihoods and income of women (Financial Empowerment). The project also seeks to balance the gender equation in the villages by sensitizing men, women, boys and girls equally.

2. Project Shakti + SDGs



Skill-based trainings to women and men so that they become capable of earning or augmenting their incomes



Health camps for raising awareness regarding common diseases and their treatment. Focussing on anaemia and malnutrition in girls and women.



Investing in community water projects and promoting better water and sanitation practices



Providing support to women to take up non-farm activities to supplement their household incomes



Reducing income disparity between men and women through self-employment and encouraging entrepreneurship in women. Women are encouraged to be more mobile in order to gain access to resources which were normally denied to them or were beyond their reach due to traditional societal practices.



Working towards educating the community about domestic violence, female foeticide and inclusive governance, where women are given their rightful place in village level institutions. In a world that is getting increasingly divided, no one can deny the role of women in building an inclusive society. Project Shakti focuses on building the capacities of women of all castes to find lasting solutions to inequality and insecurity.

3. Goal, Objectives & Interventions

GOAL: To bring about social change and improved livelihood through empowerment, capacity building and gender sensitization of both men and women.

OBJECTIVES

Objective 1. Enhance soft skills of women and girls to take up vocational skills in the future so that they are employable or can be confident of being entrepreneurs

- Intervention 1. Vocational skills training
- Intervention 2. Forward and backward linkages

Objective 2. Improve livelihoods and income of women and adolescent girls; formation of SHGs to strengthen women's empowerment and skill development

- Intervention 1. Farm-based livelihood activities
- Intervention 2. Non-Farm-based livelihood activities
- Intervention 3. SHG promotion (formation, meetings, trainings)
- Intervention 4. Entrepreneur development and promotion

Objective 3. Improve quality of lives of women and girls by creating interventions to improve gender sensitization

- Intervention 1. Gender sensitization programs
- Intervention 2. Creation of people's organizations (Bal Panchayat and Youth Groups)

Objective 4. Natural resource initiatives to enhance livelihoods and to end gender discrimination

- Intervention 1. Tree plantation
- Intervention 2. Rejuvenation of community water sources as second intervention

OUTCOMES

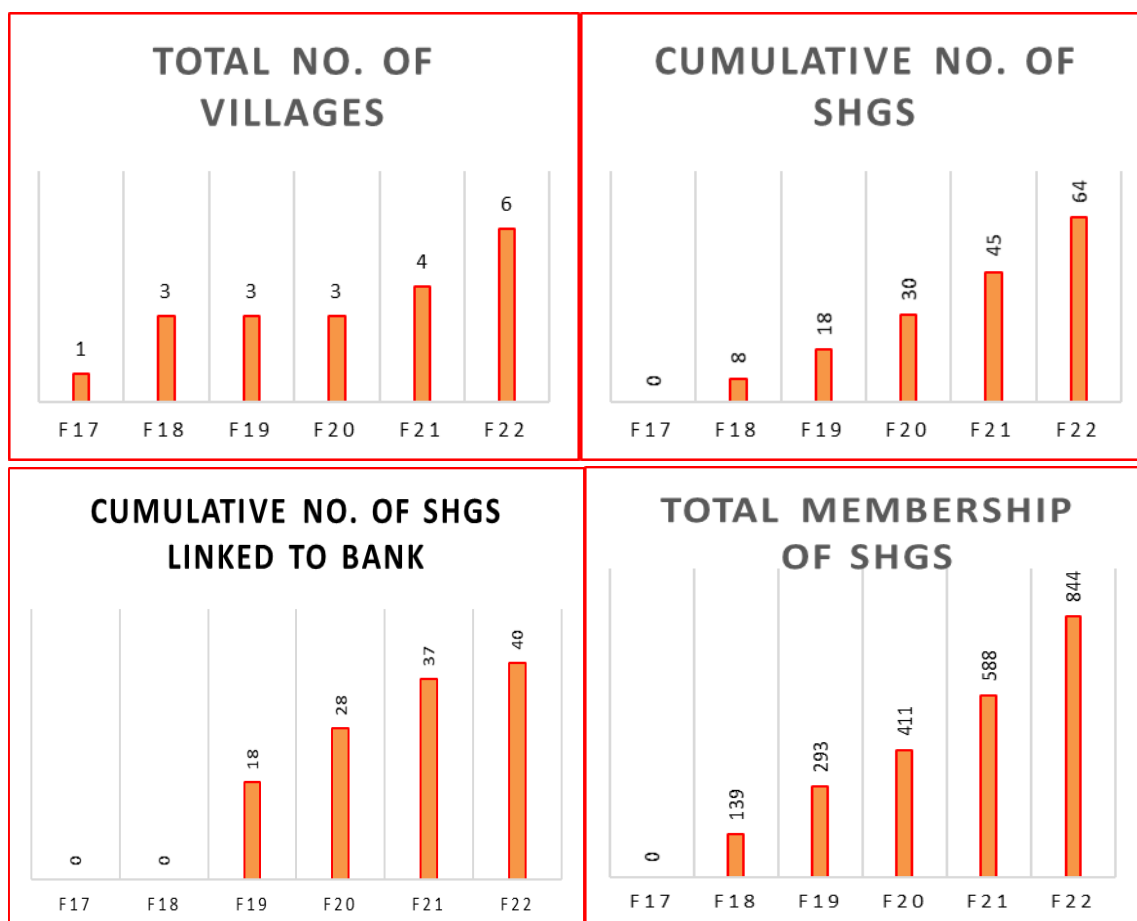
Outcome 1: With improved livelihoods women will have a basket of farm and non-farm livelihoods to support their core source of income/ state of no income, this in turn would increase incomes, access to basic amenities and strengthen community level institutions.

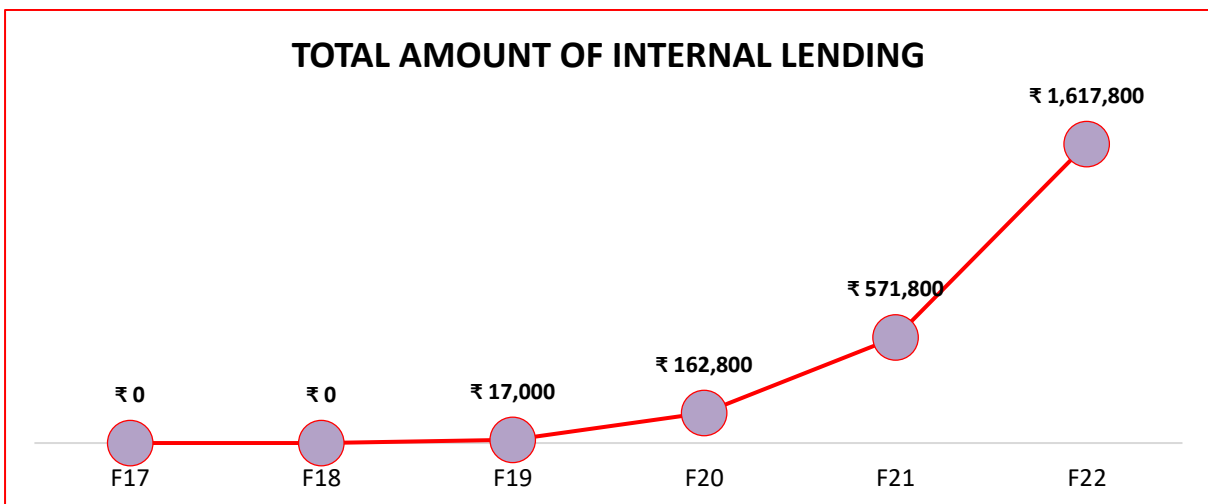
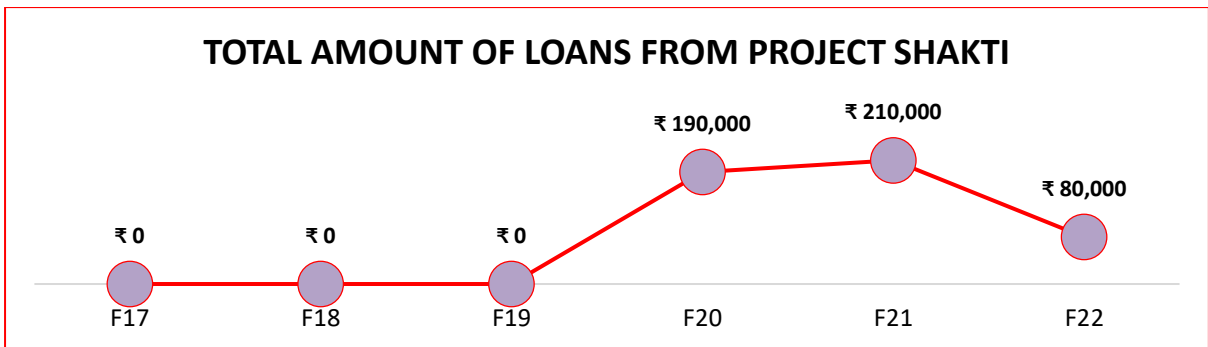
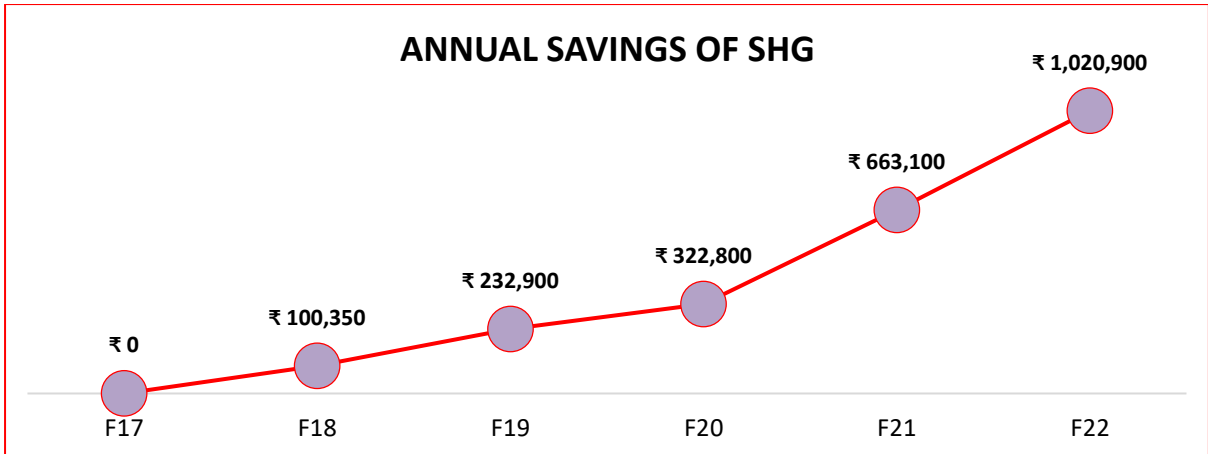
Outcome 2: Social change would improve gender relations, reduce gender discrimination, reduce female feticide, improve child sex ration and reduce abuse and violence.

4. Project Trajectory in Last 5 years

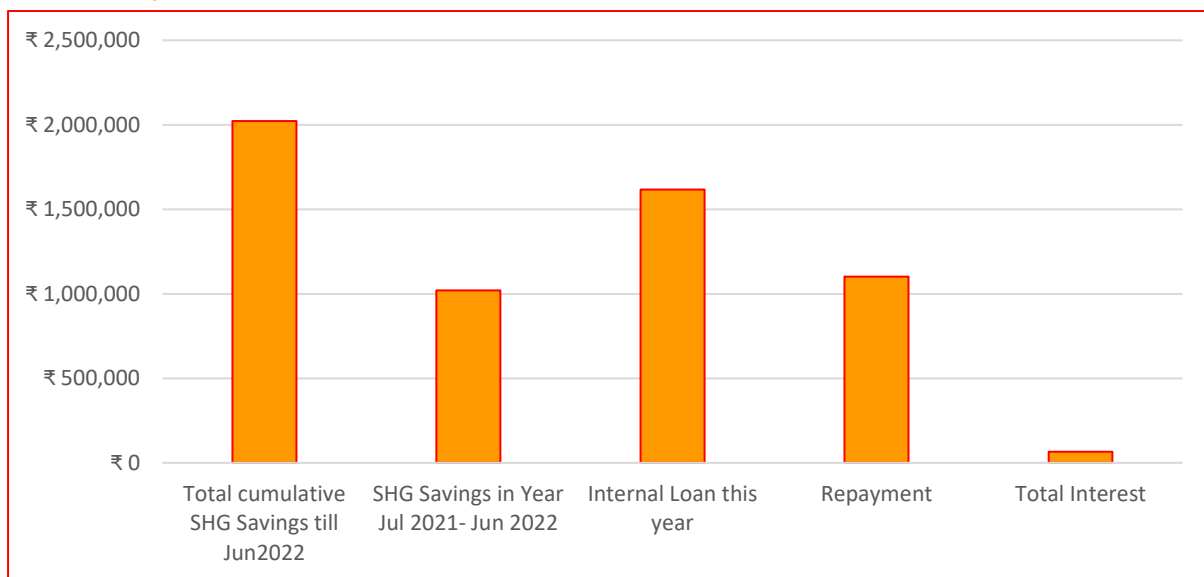
Interventions	Year of intervention					
	F22	F21	F20	F19	F18	F17
Project profile						
Number of Villages	6	4	3	3	3	1
Total Population of 4 villages	22397	16602	11122			
SHG profile						
Cumulative No. of SHGs	45+19=64	30+15=45	18+12=30	8+10=18	8	0
Total membership of SHGs	844	588	479	293	139	0
Cumulative Savings of SHGs (INR)	1020900	651500	322800	232900	100350	0
Total amount of Internal lending (INR)	1617800	571800	162800	17000	0	0
Cumulative no. of SHGs linked to Bank	37+3=40	28+9=37	18+10=28	18	0	0
Number of Women availing loan	300	105	48	0	0	0
Total amount of Loans from Project Shakti (INR)	80000	210000	190000	0	0	0
Livelihoods and Income Generation						
Women Entrepreneurs developed	19	14	10	6	6	0
Non-Farm Livelihoods						
<i>Income (INR)</i>	1615815	780609	321500	97167	43298	0
<i>Total number of women</i>	105	64	49	6	6	0
Farm based Livelihoods						
<i>Income (INR)</i>	192669	280925	33620	0	0	0
<i>Total number of women</i>	22	35	6			0
<i>Savings (INR)</i>	424685	385472	19100	0	0	0
<i>Total number of women</i>	209	192	209	0	0	0
Trainings and Exposures						
Exposure Visits	7	6	5	0	0	0
<i>Participants in Exposure Visits</i>	142	56	79	0	0	0
Trainings (All types)	59	49	30	72	23	13
Participants in Trainings	2003	1435	536	3245	1004	1846
Hours of Trainings	180	147	90	216	69	39
Average Hours per Training	3.1	3.0	3.0	3.0	3.0	3.0
No. of SHG Trainings out of Total Trainings	24	18	11			
Total no. of Women in SHG Training	761	552	215			
Average Hours per Training	84/24= 3.5	54/18= 3	31/11 = 2.8			
No. of Gender Training	5	2	3			
Total no. of Men and Women in Gender Training	207	38	87	826	113	
Average Hours per Training	20.5/5= 4.1	8/2= 4	8/3= 2.7			

Trainings for Capacity Building of Staff	4	6	3	0	0
Village Development					
Villages covered for Covid awareness	6	4	3	0	0
Meetings with Stakeholders (Panchayat, Talati, Govt officials, Schools, Anganwadis)	25	12	7	0	0
People's Organizations					
Adolescent Groups	4	4	3		
<i>Group Members</i>	104	104	84		
Bal Panchayat	2	2	1		
<i>Group Members</i>	38	38	28		





5. Objective, Intervention and Case studies



- Total cumulative SHGs saving since the beginning of the project till 30th Jun 2022– INR 20,23,100
- Update of SHG status during the reporting period July 2021 to June 2022
 - Total SHGs saving this year– INR 10,20,900
 - Total Internal Loan (during the reporting period)– INR 16,17,800
 - Total Repayment (during the reporting period)– INR 11,02,150
 - Total Interest (during the reporting period)– INR 66,259
 - Total Farm Income (during the reporting period)– INR 1,92,669
 - Total Farm saving (during the reporting period)– INR 4,24,685
 - Average income from farm= Total income/no of families= $192669/22=$ INR 8,758
 - Total non-farm income (during the reporting period)– INR 16,15,815
 - Total non-farm saving (during the reporting period)– INR 1,500
 - Average income from non-farm= Total income/no of families= $1615815/105=$ INR 15,389

Objective 1: Enhance soft skills of women and girls to take up vocational skills in the future so that they are employable or can be confident of being entrepreneurs



Payalben Talati motivating women on International Women's Day

Surekha Vishnubhai Patel, 42 years, Bhasariya village

Surekhaben is from Disha SHG of Bhasariya. She came to know about Project Shakti and the SHGs through Payalben who is a Talati (Revenue Officer) in her village. Payalben visits the villages under Project Shakti for her work and came to know about the work that is being undertaken. She motivated Surekhaben to join the group. Soon after Surekhaben joined Disha SHG of her village. As she always wanted to learn tailoring but never got chance to get trained, she now had an opportunity to learn the same under the project. She joined the tailoring training class in Bhasariya, and learnt designing, cutting, fitting, and finishing clothes. Recently she has taken a loan of INR 20,000 from Project Shakti and purchased a new sewing machine. Her key skill is in interlocking stitch. and she has become a master trainer now.

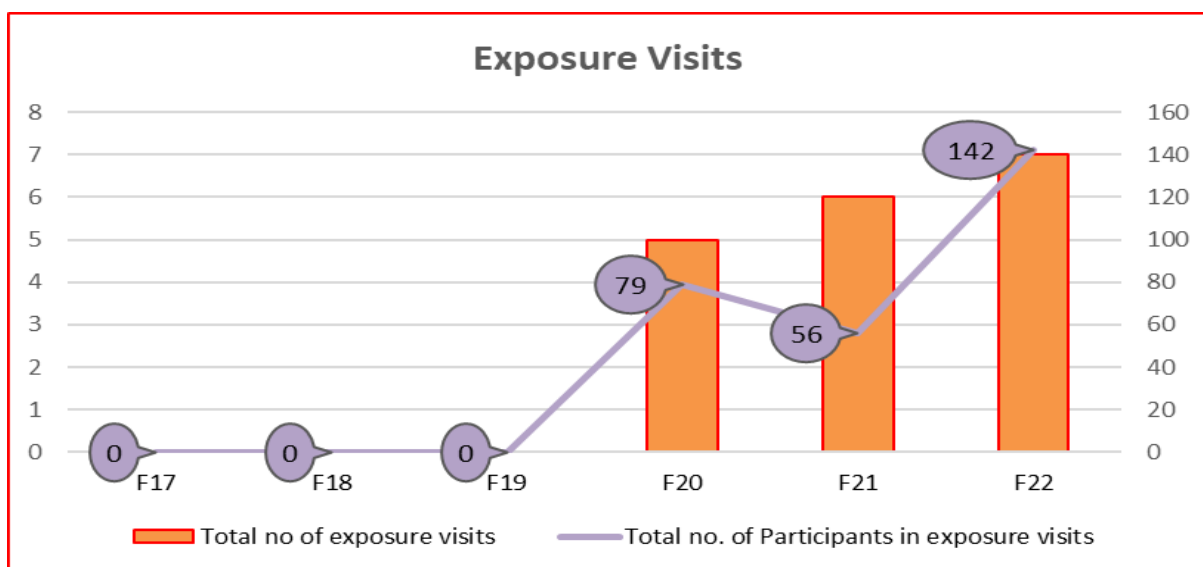
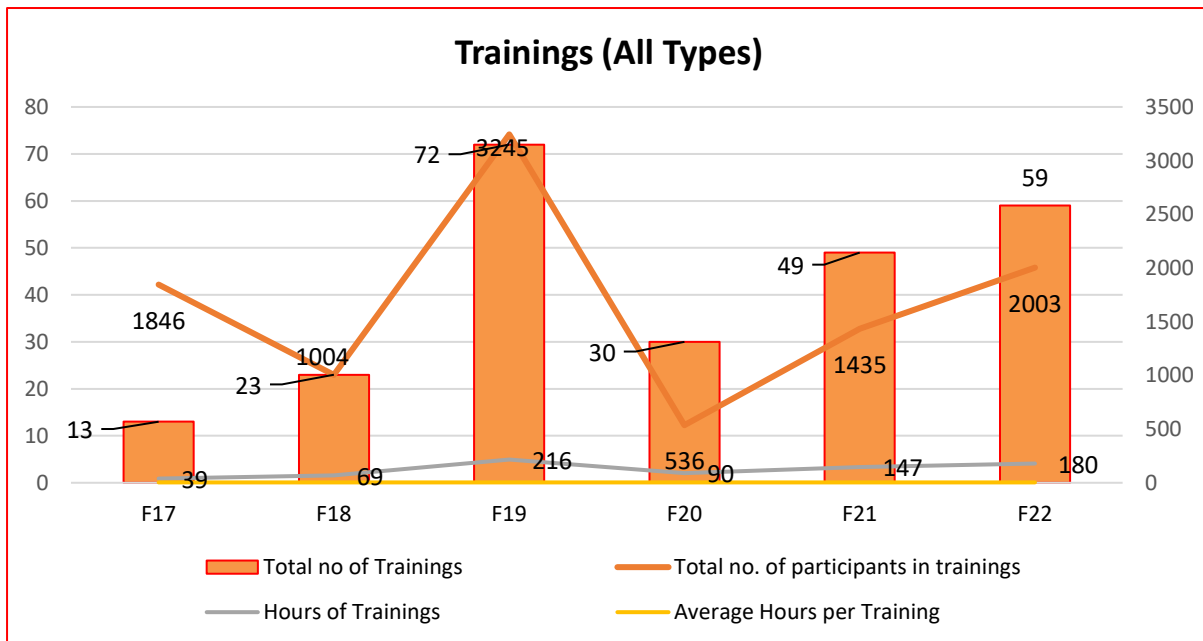
Her son also was in search of some work and as he was very good in computers, he joined as a Tutor in the Shakti computer class in Bhasariya started by the project. He worked for two months and earned INR 16,000.

Intervention 1: Vocational skills training

Rationale: Vocational skills help to increase employability. As we were working in the villages we realised that women had great potential to learn some of these skills and they were interested in using these skills for generation of alternate employment. The project also has a key objective of empowering women and adolescent girls by improving their skills to be gainfully employed and making them more confident.

Target: 40 women and men to be trained in vocational skills during the project period of one year.

Achievement during the Reporting Period: 115 women trained. 70 women trained in stitching, 20 women trained on beauty and wellness and 25 women trained on making snack during the reporting period.



Expected Outcome: It was expected that this year 40 women and girls from targeted villages get involved in different skills in beauty and wellness and micro enterprises. These included training on Beauty parlor, Tailoring and making locally consumed snacks. In previous year we had good experience of women getting work after receiving training in stitching. Therefore, we planned to train women by providing them a basic course in stitching.

Actual Outcome: 70 women have been trained, 20 women trained on beauty and wellness, 25 women trained on making snack

Radhaben who is a master tailor, trained 20 women in Bhasariya village since December 2021. She



provides a 2-month basic training in stitching and the trainees are selected based on their interest in stitching and at the same time their commitment to give four hours every day to come for the training. The trainees are given homework also which they have to complete using their own sewing machines. The project encourages these women to take loan from their SHG groups in case they do not have the sewing machines. Further 10 women were trained by a buyer from Ahmedabad who has expertise in three layers mask making. Earlier women were making single layer and two layers masks only. The women after learning have received order of 2500 masks from him. This order

was worth INR 13,000.

Intervention 2: Forward and backward linkages

Rationale: Effective backward and forward integration for farm and non-farm activities and to link women and community with different government schemes for their better future and sustainability.

Target: The intervention has a target of reaching as many families as possible and link them to various schemes during the project period of one year.

Achievement during the Reporting Period: 15 women receiving widow pension and 410 women applied for E-shram Card and all of them have received it. 12 SHGs of Bhasariya, Ambaliyasan and Baliyasan have been linked to the Mission Mangalam.

Expected Outcome: It is expected and planned from the beginning that for better future and sustainability of the efforts establishing linkages with the government programs is required. Once made aware of these entitlements and benefits the community will gradually avail these on their own.

Actual Outcome: 15 widow women have started getting **widow pension** of INR 1,250 per month. We conducted awareness on **E-shram cards** and 410 women from SHGs of Bhasariya, Ambaliyasan, Jagudan and Baliyasan have received the cards. This E-shram card will be beneficial for women for getting different health and labour benefits in future which is given by Central Government. Through the card unorganized workers get a new identity. The workers are entitled to get an accidental insurance cover and permanent disability of INR 2 lakh and INR 1 lakh for partial disability under PMSBY. This whole process has sensitised the extension workers of the Gram Panchayats and they have started taking active interest in filling up the forms at village level.

During the reporting period **Mission Mangalam** showed interest by sending a letter requesting to integrate the Project Shakti SHGs with the Mission Mangalam groups. Mission Mangalam has been launched by the Gujarat Government in 2010. It is an integrated poverty alleviation approach and an initiative to empower rural women. Mission Mangalam envisages integration of Self Help Groups and their federations into the value chain of investors. Cohesion facilitated the whole process and as a result 12 SHGs of Bhasariya, Ambaliyasan and Baliyasan have been linked to the Mission Mangalam.

One major outcome during the year has been the **opening of the SHG Bank Accounts for 2 SHGs** out of 14 SHGs in Jagudan village. Even after proper documentation and regular follow ups the account could not be opened initially. The Bank staff was overburdened with their regular work and the preference was given to opening accounts for GLPC (Mission Managlam) groups. Further all the banks have been given targets to open accounts for school going children. The SHG women alongwith Project Coordinator approached the Lead Bank Manager of Bank of Baroda and that has paved the way for opening accounts in recent months. Two accounts have been opened for two SHGs and remaining 12 are in process.

Objective 2: Improve livelihoods and income of women and adolescent girls; formation of SHGs to strengthen women's empowerment and skill development



Gomati Dashrathbhai Thakor, 46 years, Baliyasan village

Gomatiben is a farmer who takes keen interest in her farms. Though she was not always very satisfied with the way she was doing as she was not much aware of better practices and her cost of inputs was also very high. She joined the Vishvas SHG in her village and started taking keen interest in group activities. She has undertaken different trainings on sustainable farming and last year she had done Mandap model (A two-tier semi-permanent Trellis with cement/ bamboo pole frame for vegetables, creepers and plants) of bitter gourd. She participated in the exposure to Ram Krishna Trust, Kukma, where she learnt different practices of Sustainable Farming. During the reporting period she used vermin compost in her entire farm which has been very successful. The soil health of her farm has really improved and there is improvement in the production. She could also save on the cost of various inputs such as Urea and DAP by using self made vermicompost. Many other women farmers from her village are getting inspired from her. This year Vishvas SHG joined Mission Mangalam and Gomatiben's way of farming has become a role model for women in other groups. She also participated in the exposure visit to Kudumbashree, Kerala during the last quarter of the reporting period and learnt about importance of community organization and power of women working collectively besides many different models of farming.

Intervention1: Farm-based livelihood activities

Rationale: Agriculture is the main source of livelihood in this area. Therefore, the project empowers farmers, both men and women and enhance their agriculture incomes and make them farm based entrepreneurs by undertaking innovative demonstrations as well as establishing market linkages.

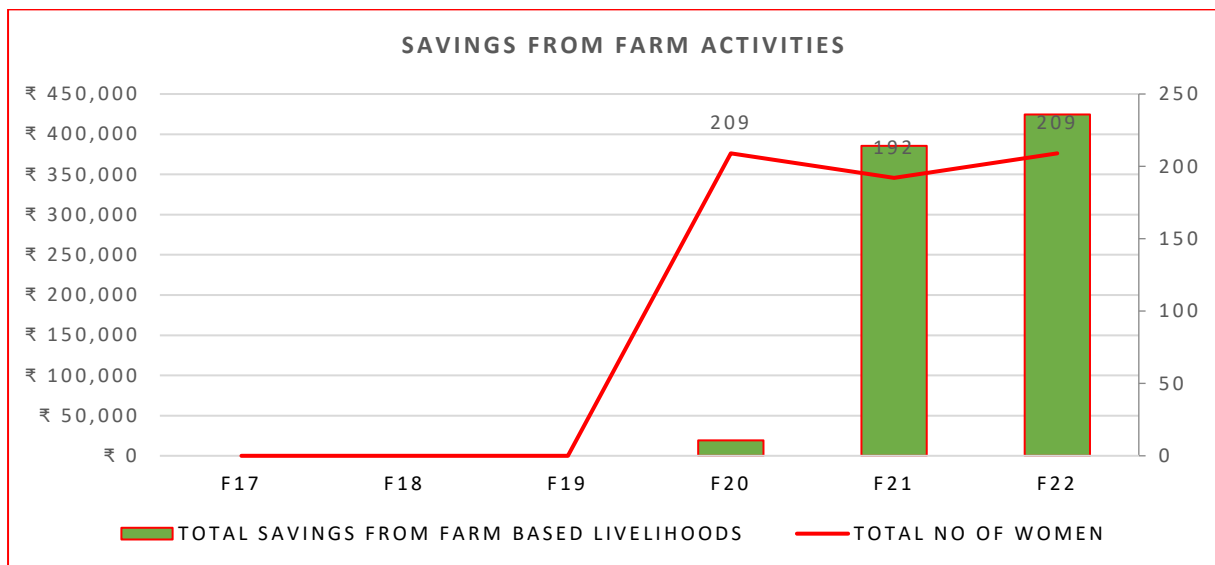
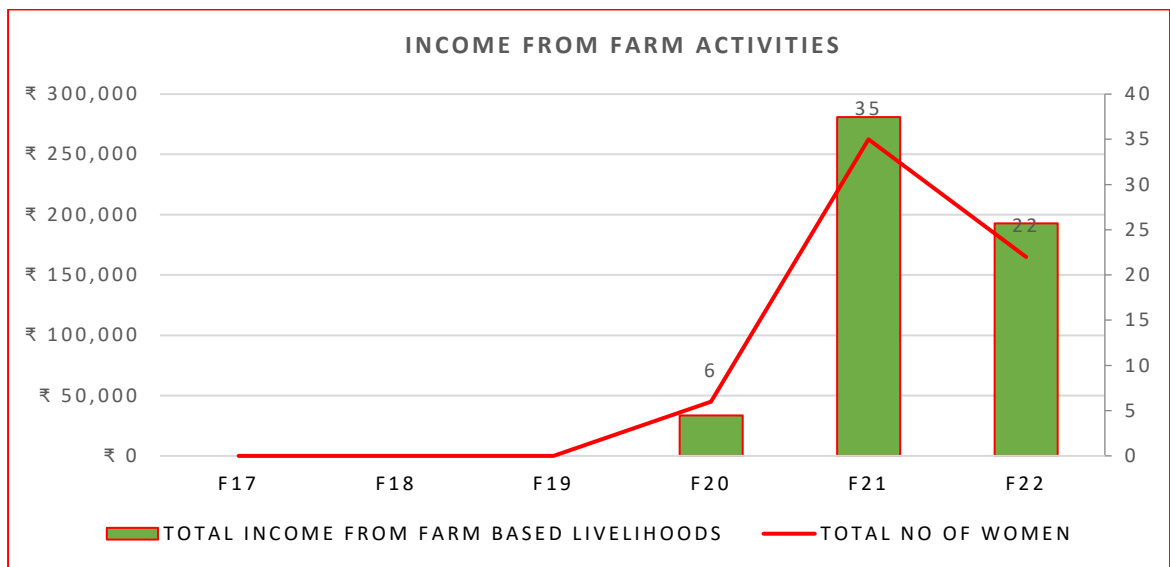
Target: During the project period of one year following activities have to be carried out:

- One exposure visit within the state for Farm based livelihood
- Promotion of 8 farm based micro-enterprise models for SHG women
- 8 models of Biological Pesticides, Fertilizer preparations Vermicompost, Compost pits

- 5 Trainings on better practices for saving input cost in agriculture

Achievement during the Reporting Period:

- One Exposure visit to Sardar Farm in Ahmedabad and another to Ramkrishna Trust in Kukma (Kachchh) were conducted.
- **8 farm based micro-enterprise** models carried out with SHG women farmers out of which 5 were for Black Wheat cultivation and 3 were for Bitter Gourd cultivation
- 8 SHG women farmers involved in Biological Pesticides, Fertilizer preparation, Vermicompost Compost pits.
- 5 trainings on cultivating black wheat as part of better practices for saving input cost in agriculture in all 6 villages attended by 210 SHG women and men farmers.
- 205 Horticulture plant saplings of lemon, drumstick and Gooseberry were planted by 5 women



Expected Outcome: The men and women farmers should get motivated to adopt the methods of sustainable farming through the demonstrations shown in the exposure visits and trainings.



Actual Outcome:

Exposure Visits: One Exposure visit to **Sardar Farm in Ahmedabad** was carried out where 9 women farmers from four project villages visited the farm to see different practices of packaging the produce and also saw the plant nursery for fruit and vegetables. Visit to **Ramkrishna Trust in Kukma (Kachchh)** was attended by 20 women and men farmers from 6 project villages. They got an opportunity to see the sustainable farming practices which included making organic pesticides and fertilizers. Three **internal exposure visits** were also planned where 28 women farmers from women farmer groups from two new project villages of Kadi block visited the best practices of the other four project villages in Mehsana block. They could learn from the existing SHGs and their activities. The visit motivated the women farmers from Kadi block and they **established two SHGs** in their village, which they were not willing to form earlier.

The farm based micro enterprise models were carried out with 8 women farmers. They have sown black wheat and Bitter Gourd (*karela*) using *mandap* model following organic methods using locally made fertilizers.

Activities of making Biological pesticides and fertilizers have helped women farmers to use local resources in making agriculture inputs thus saving their input costs and also adopting sustainable and environment friendly practices in the project villages. 5 women have made vermin compost pits and 3 have made compost pits in the month of May. In the coming year they will be selling the same.

The training provided on black wheat cultivation through a demonstration helped in orienting the farmers on low-cost practices. The training was imparted by an agriculture expert and was attended by 210 women and men farmers.

Total Farm Income – INR 1,92,669

Total Farm saving – INR 4,24,685

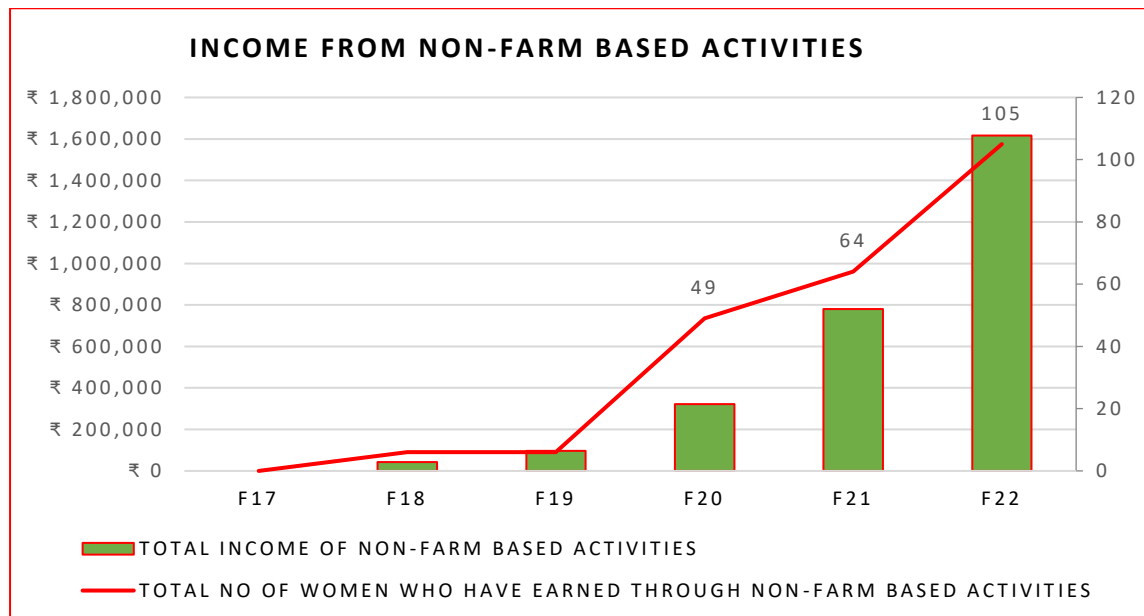
Women started growing Juwar and Bajra in their farms. This resulted in savings as they were consuming home-grown grains and also they could provide fodder to their livestock from the same crop. Women have also been growing vegetables and therefore the cost incurred on purchasing vegetables for consumption has reduced. In some cases, the savings has come from the savings in agriculture inputs as women made compost and used it in their farms.

Intervention 2: Non-Farm based livelihood activities

Rationale: The main purpose of this intervention is to train and develop entrepreneurs in non-farm activities so that alternate sources of income can be generated.

Target: Following activities during the project period of one year

- 5 awareness campaigns to emphasise upon importance of various project activities, Covid and sustainable farming
- Revolving Livelihoods Funds to 10 SHGs
- One Exposure visits on non-farm based livelihood
- Promoting and encouraging 115 women who have received vocational training in stitching, beauty and wellness and snack making, to take up enterprises based on their skills.



Achievements during the Reporting Period

- 6 awareness campaigns were carried out in 6 villages. These campaigns were called as 'Shakti Setu' and they emphasised on importance of sustainable farming, covid awareness, and importance of savings and credit.
- Revolving fund of Rs One Lac to promote small businesses was given to 6 women ranging from 10-20 thousand per woman.
- Two Exposure visits were planned to Gavada village where SHGs promoted by Mission Mangalam are involved in making locally consumed snacks and to Kherva village where 44 women participated.
- 10 women have started tailoring, 10 have started beauty and wellness services from their home and 5 have started making snacks.

Expected outcome:

- The campaigns should spread awareness regarding the issues that are part of project objectives and also current issues of significance that affect the communities.
- Revolving Fund will provide necessary financial support to SHG women to become entrepreneurs.
- Exposure Visits will help the women to learn from SHG activities in other villages and start their own enterprises
- Women use the skills obtained from vocational trainings to enhance their incomes

Actual outcome:

The messages of sustainable farming and its benefits over current methods, non-farm based livelihoods and Covid awareness were strengthened through campaigns. We have been encouraging women to adopt non-farm options for additional income. This also includes making women understand the existing markets and choosing businesses accordingly. Women who are doing small businesses generally sell in their own villages and we are promoting their initiatives through project Shakti.

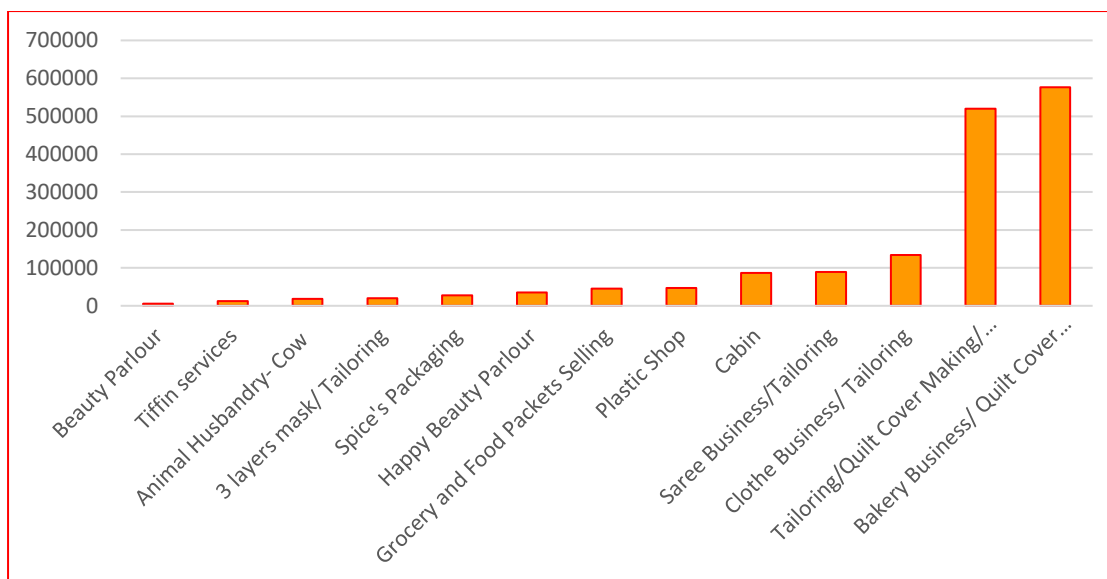


Awareness campaigns were very much useful as the unique way of a mobile van decorated with Shakti Setu¹ theme and IEC material reinforced the importance of Covid safety, savings and credit and sustainable farming. The mobile van campaign started in Baliyasan Panchayat and moved around in 6 villages broadcasting messages through different slogans and songs.

Pop up store was placed during Diwali where 2 women of Project shakti made Diwali sweets and sold to McCain staff. They received a profit of INR 13,000.

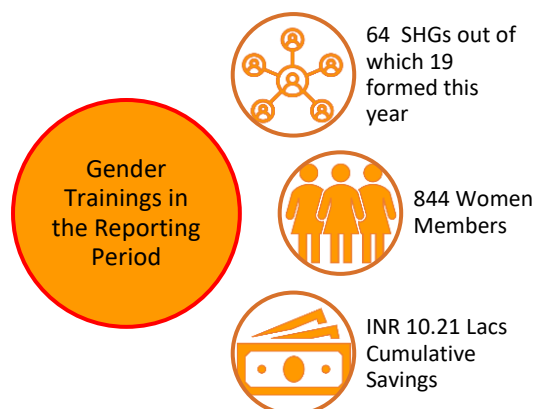
The following table gives details of the various business activities carried out by women as a result of trainings and the support through revolving fund.

¹ Shakti Setu as the name suggests aims at bridging the gaps on government schemes and information related to various issues which are of significance to the community.



Business activity	Income in INR	No. of women involved
Bakery Business/ Quilt Cover Making and Cutting	576155	1
Cabin	86400	3
Clothe Business/ Tailoring	133785	3
Animal Husbandry- Cow	17947	3
Grocery and Food Packets Selling	45030	2
Plastic Shop	46630	1
Saree Business/Tailoring	88810	4
Packaging of Spices	27550	1
Tailoring/Quilt Cover Making/ Women Accessories	519473	69
Tiffin services	12590	1
Happy Beauty Parlour	35550	2
3 layers mask/ Tailoring	20045	7
Beauty Parlour	5850	8
Total	1615815	105

Intervention 3: SHG promotion (formation, meetings, trainings)



Rationale: To encourage women to join Self Help Groups as savings and credits in SHGs help women to rely on such institutions for their financial needs instead of borrowing money from money lenders and get involved in different livelihood generation activities.

Target: Formation of 20 SHG groups, 5 Trainings of SHG Leaders, 5 Meetings of SHG Leaders and 10 SHG trainings during the project period of one year.

Achievement during the Reporting Period:

- 26 number of groups formed including 19 SHGs with 256 members and 7 Women Farmers groups with 86 members in the new villages.
- 5 Trainings of 155 SHG Leaders has been carried out
- 7 Meetings of 228 SHG Leaders has been carried out
- 24 SHG Trainings of 761 members have been carried out

Expected Outcome: As we have been working with the SHGs since last four years, there has been increase in number of women wanting to join the group. We have made new groups and it is expected that these women will get independence and empowerment through the membership in the SHGs. Also, they will get involved in various income generating activities.

Actual Outcome: We were able to form 17 SHG groups in existing four villages. In the two new villages that have been added during this reporting period, it was decided to join the women in the Farmers' Groups as making SHG was very challenging initially, and women had more interest in farmer groups. The decision was taken after carrying out PRA in these two villages. Further to motivate women and make them aware of Project Shakti, an internal exposure visit was also carried out where women from these new villages visited existing project villages and got inspiration from the activities. As a result two new SHGs were formed in these new villages of Kadi block. Total 19 new groups have been formed during the reporting period.



Formation of Women Farmer Group



SHG Leader Meeting



SHG Leader Training



SHG Member Training

Training of SHG Leaders was done to cater to the increasing role women are playing in the village development. After becoming the members of SHGs and taking leadership roles within the SHGs, there has been increase in their self-confidence. Women have been approaching Panchayats, government departments and leaders in the villages for various village development related work. Therefore, Leader training was given to the leaders to provide them with the skills required for this role. The training has helped them in understanding the important role they can play in village development through participation in Gram Sabha, the functions of various government departments and they have been able to do mapping of various assets owned by women.

SHG trainings focussed on helping women develop a positive identity of themselves as an individual and not only someone's wife, mother or daughter. Women were encouraged to do mapping of the assets owned by them. They also learnt how to track the income from an activity and how to calculate the savings. Women are becoming positive about their identities and in the group meetings they can be often heard introducing themselves with their names and the work they do.

- Cumulative savings of all SHGs– INR 20,23,100
- Savings of 64 SHGs during the reporting period– INR 10,20,990
- Total Internal Loan during the reporting period– INR 16,17,800 by 304 women from 44 groups
- Total Repayment during the reporting period– INR 11,02,150
- Total Interest for 44 groups– INR 66,259

Overall there has been a branding of Project Shakti SHGs in Mehsana district and Mission Mangalam, KVK, ICDS department and local Banks have recognised the groups. Their support to the groups is proving to be beneficial for women empowerment.

Intervention 4: Entrepreneur development and promotion

Rationale: As the women are engaged in non-farm activities there has been demand from them to start small businesses on their own. We are trying to support their entrepreneurial skills by providing support through various means.

Target: 10 women during the project period of one year.

Achievement during the Reporting Period: 6 women entrepreneurs identified. The achievement is lower than the target because project encourages women to apply for interloan first and therefore most of their needs are met from their SHG savings and they do not go for revolving fund. Revolving Fund is given to women who are very needy but their savings amount do not qualify them for interloan.

Expected Outcome: Project Shakti provides revolving fund to women. The women establish their business in first three months and then they start repaying the loan from 4th month and complete it by 12th month in equal instalments. Women become entrepreneurs in their chosen business and act as role model for others.

Actual Outcome: In the previous project Year 2020-21, 11 women were supported with revolving fund between INR 10,000 to INR 20,000. All these women are using the fund for business activities, and we regularly monitor their income and expenditure through MIS. Between Jul 2021 to Jun 2022 these women received an income of INR 8.29 Lacs. During the reporting period 6 women have been supported through the revolving fund out of which one woman received an income of INR 1.08 Lacs from selling artificial jewellery and cutlery items. The types of businesses promoted through revolving fund are tailoring by providing sewing machine, artificial jewellery, grocery items and saree selling.

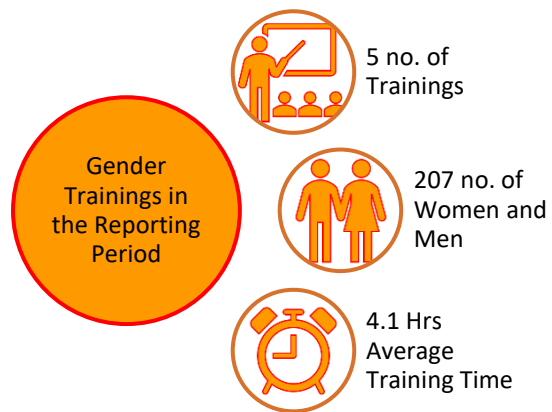
Objective 3: Improve quality of lives of women and girls by creating interventions to improve gender sensitization



Poonamben Yatin Suthar, Jagudan village

Poonamben is a member of Lakshya SHG of Jagudan. She always was eager and had a dream to do some business of her own. But her family circumstances and responsibility of family was so much that she was not able to fulfill her own dream. But after joining project Shakti she got training programmes and also the gender sensitization programmes motivated her as well as her mother in law who earlier was not pro-business for Poonam, now is supporting her. Yatinbhai her husband is in McCain and he also is very busy in her schedule and life. But now he too has realized importance of her wife being a small business entrepreneur. Earlier she had to rely on her family for small finances but now after she started the artificial jewellery business she is now self sustained and entire family supports her. This is an example of how Project Shakti sensitizing the family for the betterment of women.

Intervention 1: Gender sensitization programs

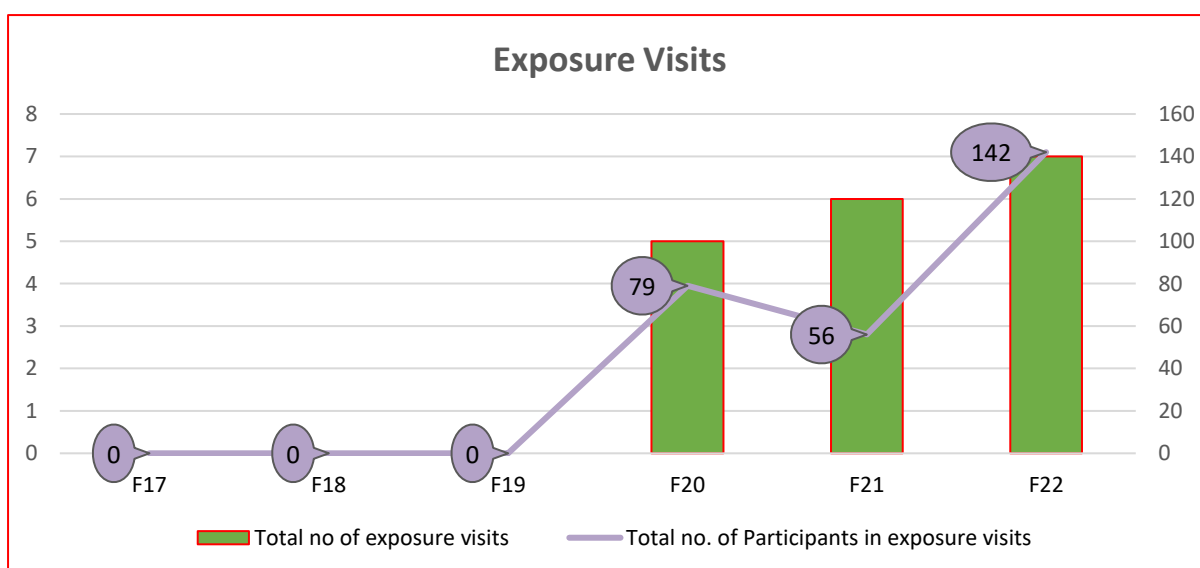
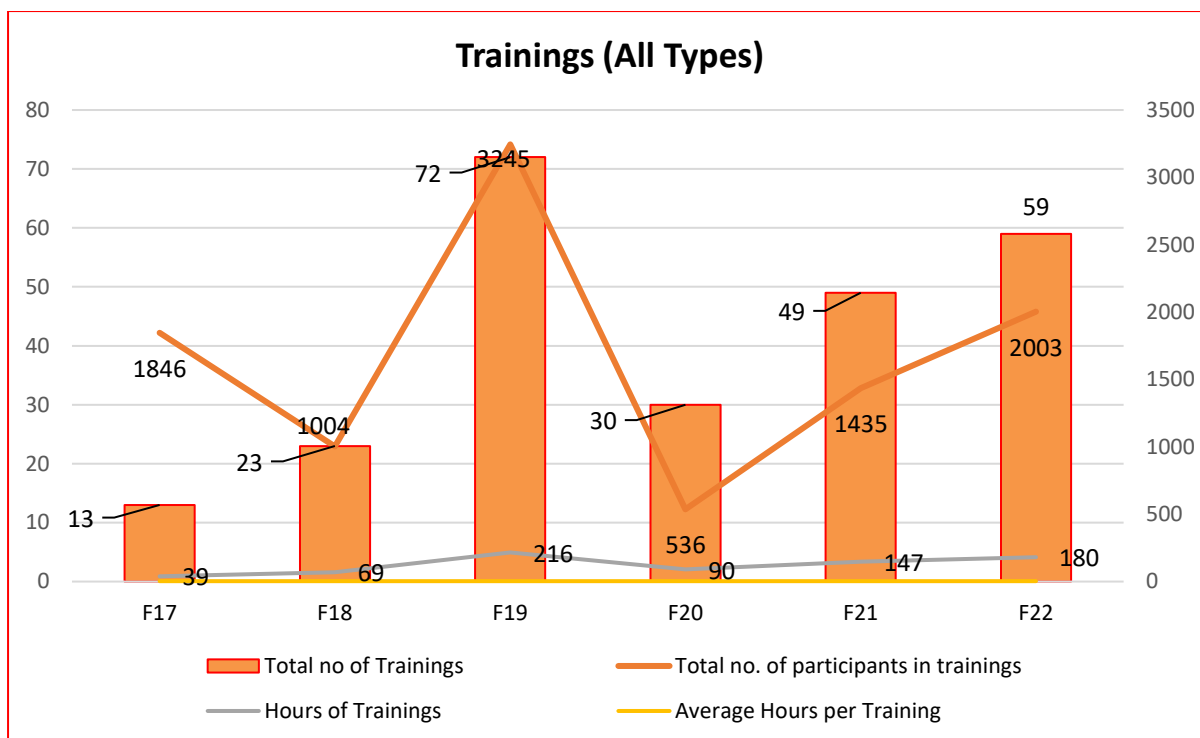


Rationale: To develop a gender sensitive environment in villages where men and women are respected equally, and women are given opportunities to participate in decision making functions within the families and the community.

Target: 5 Gender trainings during the project period of one year.

Achievement during the Reporting Period: 5 Gender trainings in all the project villages have been done where 207 women participated.

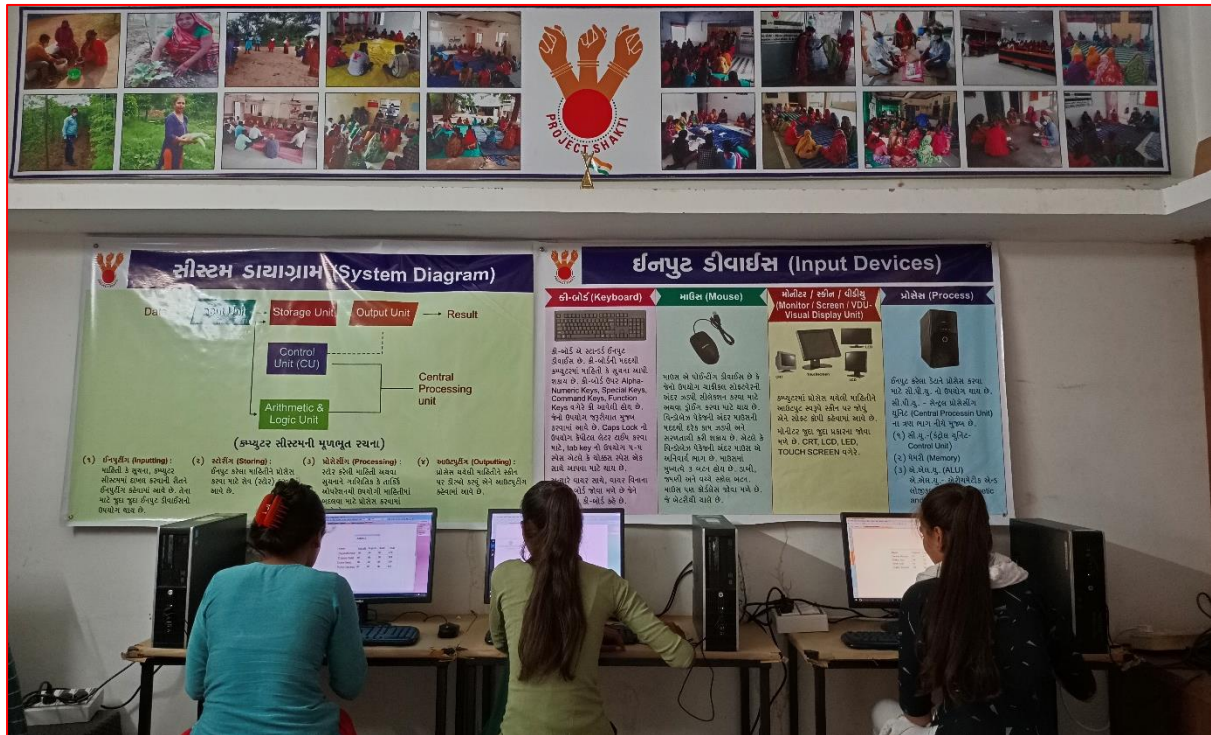




Expected Outcome: Through trainings and other interventions it is expected that women get support from men members of the family so that they can establish their identity and choose to be involved in various businesses and income generating activities. Men should support their initiatives by providing support at home so that they get required amount of mobility required for establishing their small businesses. Besides women should get recognition of their roles within the families.

Actual Outcome: 5 trainings were done during last one year, where 207 SHG women participated. It was a five-hour training imparted by a Gender Resource person. The training has helped SHG Leaders and women in understanding the existing stereotypes which increase the gender inequality.

Shakti Computer Classes: McCain has donated 37 computers for Project Shakti with an intention to train the village youth, both boys and girls on basic computer skills. Through the classes the project is promoting computer literacy for both girls and boys, making them more aware by instilling the feeling of equity for men and women Shakti Computer classes were initiated in 2 villages Baliyasan and Bhasariya with 60 students.



Intervention 2: Creation of people’s organizations (Bal Panchayat and Youth Groups)

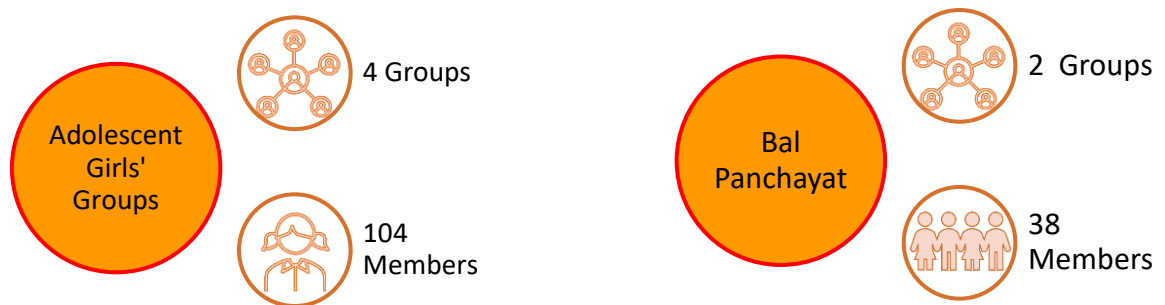


Bal Panchayat:

Two Bal Panchayats have been formed in Adundara and Baliyasan village having 36 members. These groups carry out regular monthly meetings. The children meet every month and inculcate good habits. They have also been made aware of the gender stereotypes and with the help of this understanding they are able to participate in the group activities without any biases.

Adolescent Girls Groups:

46 adolescent girls are members of 4 Adolescent groups in the project villages. They regularly meet for their monthly meetings and discuss their issues. During the reporting period they were given self-defence training on Gender Stereotypes by our staffs who are a Master Trainer on Wenlido (exercises for girls to assert gender equality). We are also giving them training on life skills.



Adolescent Girls' Groups motivating mothers to educate their daughters

Ramilaben is a leader in Unnati SHG of Baliyasan village since last two years. She has participated in different trainings carried out by Project Shakti like leadership, gender, forward backward linkages and also took training on tailoring. She has two daughters Riya (14 years) and Ritu (17 years) who are in 9th and 12th standards respectively. They have to travel 5 kms to their school in Ambaliyasan. She encouraged her daughters to join the Adolescent Girls group facilitated by Project Shakti. Both of them started attending the meetings of the group and they both have now become active members of Adolescent Girls Group. They are learning life skills, gender equality and importance of education through group activities. Earlier Ramilaben thought that the school is too far and therefore she will stop sending them to schools gradually, but after she got associated with Project Shakti, she has changed her mind. Ramilaben wants that her daughters should study well and go for higher education as well.

Objective 4: Natural resource initiative to enhance livelihoods and to end gender discrimination



Jassiben Thakor, 36 years, Ambaliyasan village, Apeksha SHG

•Jassiben and her husband live in Ambaliyasan village and they have four daughters. The husband works in a nearby Water Park and earns between INR 7,000 to INR 8,000 a month. She owns two buffaloes and in addition she has small income from farming also. But all this is not enough to meet the needs of the family of six people. She was especially worried about her daughters, their education and future. In April 2019 when she came to know about Project Shakti, she motivated other women and helped in forming the SHG. As a leader in the group she took active interest in all the activities. Gradually she also learnt writing accounts book for the group. Her leadership qualities helped her become Sakhi Mitra in Project Shakti in January 2021. As Sakhi Mitra she looks after the activities and books of 12 SHGs for which she has to go to Jagudan village also. She thinks that she is much more confident than before as she can speak in front many women which she was not able to do in the past. During this reporting period she took a loan of INR 30,000 from Project Shakti to start her own business of selling spices which were not easily available locally and villagers had to go the main market to get these. She saw this as an opportunity and started buying the spices from main markets in wholesale and then repacking them in smaller packets for sale in the village. Today Jassiben is earning between INR 8,000 to INR 10,000 which includes income from selling milk, Sakhi Mitra salary and profit from selling spices.

Intervention 1: Tree plantation



Rationale: The benefits of planting trees to save the environment, check soil erosion, reduce pollution and improvement in the biodiversity are not unknown to the villagers. Distributing plants for plantation helps in strengthening their belief in the same and also reinforces the commitment of the project to conserve natural resources.

Target: Tree Plantation in four villages

Achievement during the Reporting Period: 2380 saplings distributed to 476 SHG women and 120 saplings to the Gram Panchayats and Anganwadis of the four project villages in Mehsana block.

Expected Outcome: It is expected that women will water the plants regularly and there will be an increase in the number of trees in the villages. The younger generation will also get motivated to look after the plants and participate in the tree plantation drive.

Actual Outcome: The plantation was done in July. 70% of the saplings provided are growing in good condition so far. Villagers and school children actively take care of the plant growth and water them regularly.

Intervention 2: Rejuvenation of community water sources as second intervention

Deepening of village water ponds in Modhera:

Collector, Mehsana invited McCain to do the work of ponds deepening in five ponds of Modhera Gram Panchayat of Bahucharaji block, Mehsana district. This work was done on special request and on immediate basis. Cohesion and McCain team did field visits and started the work of pond deepening, and this was completed in 15 days. Deepening of ponds was initiated on the request of Collector of Mehsana district. The deepening of ponds will increase the surface level storage of water in these ponds.

" વિશ્વાસ વહીવટમાં " THE HARITAGE (SUN TEMPLE) VILLAGE " પ્રગતિ ગામની... "

મોઢેરા ગ્રામ પંચાયત

સરપંચશ્રી
ડાકોર જનલેન ભાઈલાલજી
Mo. 98246 71548 7096157228

ઉપ સરપંચશ્રી
શફીરમીયાં સુમારમીયાં સિલઘી
Mo. 97143 87611

મુ. મોઢેરા, તા. બેચરાજી, જી. મહેસાણા

જાવડ નં.: તારીખ : ૨૫/૬/૨૨

સ્થાનમાર પત્ર

જય ભારત સાથે જીજ્ઞાસવાળું કે સમો મોઢેરા ગ્રામ પંચાયત, મેડકેન ફ્રી પ્રાઇવેટ લી. ફેપલી, કોટેજીન ફાક્ટરેશન પુસ્ત તાલા શીફિન પ્રોલેક્ટ નાં નરૂપ સ્થાનમારી હોયે. તમારા નરૂપ નાં ૬ તાલાન ઉંડા કરવામાં આવ્યાં:

૧. તામેરોયું તાલાન (સર્વે નં. ૩૧૧)
૨. હરગુડી તાલાન (સર્વે નં. ૩૩૬)
૩. શુદ્ધારણી તાલાન (સર્વે નં. ૬૨)
૫. પામર તાલાન (સર્વે નં. ૬૧૫)
૬. તાંબેડીયું તાલાન (સર્વે નં. ૧૨)

સમો પંચાયત વગિ તમોનો પુલ પુલ સ્થાનમાર લમકા કરીએ હોયે. સારામ પત્રા કોઈ સાચ સરકાર સ્થાપના તમાર હોયે.

જ.જી.બી
સરપંચ
મોઢેરા ગ્રામ પંચાયત
તા.બેચરાજી જી.મહેસાણા

સૌ સાથે મળી ગામને સ્વચ્છ અને હરિયાણુ બનાવીએ... સરકારશ્રીની પ્રગતવશી ચોપનાઓમાં સદબાગી બનીએ... સમયસર પંચાયતનો વેરો ભરીએ...

6. Other initiatives



Meeting for Covid 19 insurance



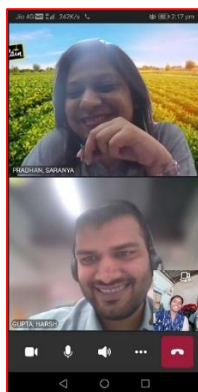
Bhawai



Women's Day Celebration



Visit to Kudumbashree, Kerala



McCain Pratibha- Scholarship Program:

We identified vulnerable children from the project villages who were in need of financial aid to help continue their education. McCain employees volunteered to aid them and provide them required financial support. Mapping of 21 such children was done, and McCain staff are have pledged and are supporting them by donating INR 500 to INR 1,500 every month.

A girl from village engaged in online call with McCain employees who has given her the scholarship.

Spreading awareness on evils of alcoholism:

Awareness on issues of alcoholism was brought through local folk art Bhawai. The target was to carry out 10 shows in all six villages and we have completed all 10. The artists were from the same region and they could connect with the villagers through interesting dialogues and songs. As women had been expressing in the village meetings about the increasing consumption of alcohol in the villages and thereafter the domestic abuse and violence, we decided to spread awareness through Bhawai. The importance of savings and credit through SHG groups was also reinforced,

COVID- 19 insurance:

We facilitated Covid insurance for 61 women through linkages established with SEWA Health. Women contributed 30% of the premium amount which varied as per their age. Sewa Health carried out awareness meetings regarding the scheme where 193 women participated from 4 villages. 61 women have taken the insurance after these meetings.

International Women’s Day celebration:

Women’s Day was celebrated on 8th March in Baliyasan village where 108 women participated. Women of newly added villages of Kadi block also attended the event and they got an opportunity to witness the existing work of Project shakti and meet the SHG members of the groups in Mehsana block. Felicitations of the leader women were done during the event. The event was attended by other stakeholders from the villages such as PRI members, Frontline workers and McCain staff. The mothers of newly born girl child were gifted with blankets to celebrate the birth of girl child.

International Rural Women Day:

15th October was celebrated as international rural women day where 124 women participated. Women farmers who have done some innovation in their farms were invited and they were felicitated for their innovation. They shared their farming practices through a skit. Stakeholders such as KVK and Gram Panchayats were also present during the event.

Anganwadi Centre Renovation and Volunteering Activity:

Anganwadi Centre (AWC) of Ambaliyasan was selected for renovation where a concept of Child Friendly AWC was introduced and it was renovated under Project Shakti. To make the Anganwadi more attractive and appealing to the children 39 volunteers from McCain volunteered on 9th June and together helped to paint the walls with beautiful child friendly drawings. The new look of the centre was very much appreciated by the Child Development Project Officer (CDPO) of ICDS department and also Gram Panchayat, villagers and visitors from companies located in the vicinity. Local media has also shown eagerness to cover the newly renovated AWC in their news.



Household Survey:

A survey to assess the employability potential of the villagers for McCain plant was done in 4 villages.

Cohesion as Sector Partner for Integrating Jal Jeevan Mission:

International Water day was celebrated on 22nd March and awareness generation was done on water purity and importance of saving. 17 women participated in this activity at Jagudan village.

Livelihood support:

Shakti Gruh Udhyog is given set of Vessels for snack making (Jagudan village), Cabin is given to Arunaben of Utsav group where she will do grocery business.

Kitchen garden kit distribution:

73 women of Adundara, Jagudan and Laxmipura villages were given kitchen garden kits. 17 kits were given to Schools and AWC.

Cluster Meeting:

Four cluster meetings SHG women were involved in exercise to develop a future plan and way forward towards federating the SHGs. 89 SHG women participated in these meetings.

Visit to Kudumbashree, Kerala:

Kudumbashree, a community organization of Neighbourhood Groups (NHGs) of women in Kerala, has been recognized as an effective strategy for the empowerment of women in rural as well as urban areas: bringing women together from all spheres of life to fight for their rights or for empowerment. Three women farmers from Project Shakti alongwith Project Coordinator, Hiral Dave visited Kerala where they understood the model of "Kudumbashree". This was a great learning for all of them and they learnt the Joint Liability Group model as well as small farm-based businesses run by women farmers of Kerala. They have also planned in detail to use their learning in Project Shakti.

Miscellaneous Support:

- TV was given in Laxmipura and Adundara Primary school
- Support was given to 3 ICDS centres of Baliyasan village where Utensils were distributed as per the need expressed by them.
- Table and 2 chairs were given to Jagudan Gram Panchayat
- Computer set has been given to Bhasariya primary school

7. Way Forward



This year Project Shakti received 7th CSR Impact Awards 2021 award by CSRBOX under the Women Empowerment Category. To continue achieving such feats, as Project Shakti completes six years it is very critical that the groups develop a pathway for future growth. Cohesion's efforts since we started in 2019 has formed and strengthened these groups and helped them identify their potential and opportunities to grow and become financially strong. Keeping this in mind a visioning exercise was organized on 12th May 2022 for the coming 5 years of Project Shakti. The process was facilitated by Mr. Rajesh Kapoor (CEO) of Cohesion Foundation Trust. The journey and learning of the last 3 years were discussed by the team. Major learning, challenges, what worked and what did not work and many other points were discussed thus identifying the long term goal of Project Shakti. Group exercises were done to detail the whole plan based on the goal and objectives of the project and the learning from past experiences.

Key points from the plan that was developed are as follows:

- Project Shakti will expand its geography to the neighbouring villages in Mehsana district
- Farm and non-farm livelihoods will remain the focus area. Two key businesses namely tailoring and making locally consumed snacks that have shown potential in the last years will be carried on large scale.
- SHG Federation of all the groups to be formed by 3rd/ 4th year.
- Budget projections based on 5 year plan has also been developed.