# Yearly Program Report: April 2025 – March 2026

**Project Name: Swabhimaan: Developing Skills and Career readiness of Youth (especially girls) from the Margins**

**NGO Name: EQUIDIVERSITY FOUNDATION**

## INTRODUCTION

Swabhimaan is a skills-to-livelihood initiative designed to support youth, especially young women from marginalized communities in West Bengal to build dignified and sustainable economic futures. The programme responds to the structural barriers that young women and youth face, including restricted mobility, patriarchal control, limited access to skill development opportunities, low confidence, and lack of exposure to market systems.

Through vocational training in jute and tailoring, combined with wellbeing support, market exposure, and entrepreneurial mentoring, the programme aims to enable participants to transition from skill acquisition to livelihood generation. The initiative also creates safe learning spaces and supportive networks that strengthen participants' confidence, agency, and ability to navigate social and economic challenges.

During the reporting period, the programme directly supported **141 trainees**, while outreach, awareness activities, and ecosystem engagement enabled the programme to reach **approximately 750 individuals** across communities.

- No of Beneficiaries Benefited: 141
- Overall Approximate Beneficiaries: 750

## OBJECTIVES

- Create an opportunity for marginalized youth and girls to access vocational skills
- Provide vocational training in demand-driven skills
- Provide practical business planning support along with advanced training in jute and tailoring
- Establish clear pathways to apprenticeships, or self-employment.
- Foster a supportive network

## PROJECT COMPONENTS

The programme integrates four key components:

- **Vocational Training-** Structured courses in jute craft and tailoring designed to build practical technical skills aligned with market demand.
- **Entrepreneurship Readiness-** Sessions on business planning, digital marketing, customer relations, and financial literacy that prepare trainees for enterprise development.
- **Wellbeing and Support Systems-** Mental health sessions and safe learning environments to support participants' overall wellbeing and confidence.
- **Market Exposure and Livelihood Pathways-** Exposure visits, market interactions, and mentorship that connect trainees with real market ecosystems and potential income opportunities.

### Approach

The Swabhimaan programme followed a **blended training approach** to ensure that marginalized youth, particularly young women can access skills and livelihood opportunities despite geographic, social, and mobility constraints.

*In-house Training (Centre-based):*Training programmes were conducted at the Equidiversity Foundation training centre in Taltala, Kolkata, where participants received structured instruction in tailoring and jute product development. The centre provides a safe learning environment along with access to equipment, mentorship, exposure visits, wellbeing sessions, and entrepreneurship training. In some cases, residential facilities support young women who face mobility or safety barriers in accessing training.

*Outreach Training (Community-based):* To reach youth who are unable to travel to the centre, Swabhimaan also conducts outreach training programmes in community locations, such as Kirnahar in Birbhum district. These trainings brought skill development opportunities directly to rural communities and enabled participation of young women who might otherwise be excluded due to distance, financial constraints, or social restrictions.

*Together, this dual approach expanded access, deepened community engagement, and created pathways for participants to transition from training to livelihood opportunities.*

*The Advanced Jute and Tailoring Courses were introduced to deepen trainees' design capabilities and expand product diversification through techniques such as screen printing, batik, dyeing, and surface embellishment including jewellery. These skills enable participants to move beyond basic garment stitching and jute production to create value-added, customized products with higher aesthetic and market appeal. By strengthening design innovation and product development, the courses enhance trainees' capacity to respond to urban and institutional market demand, increase income potential, and pursue entrepreneurial opportunities in textile and craft-based livelihoods.*

## MAJOR ACTIVITIES & HIGHLIGHTS

The programme implemented multiple training cycles across Kolkata and Birbhum districts, combining centre-based and outreach training models.

*Quarter 1*

**Basic Jute Training – Batch J-02**
*Taltala, Kolkata | 1 April – 27 May 2025 | 45 days*

- 21 trainees participated.
- Special sessions included digital marketing and entrepreneurship conducted by Deloitte volunteers, public relations training, and mental health sessions.
- Participants also benefited from a health check-up camp, exposure visits, and market visits to understand product sourcing and demand dynamics.

*Quarter 2*

**Basic Tailoring Training – Batch T-03 & T-04**
*Taltala, Kolkata | August – October 2025*

- 33 trainees completed two batches of tailoring training.

- Joint sessions included:
    - Digital marketing and entrepreneurship workshops led by Deloitte volunteers.
    - Customer relations and public engagement training.
    - Mental health and wellbeing sessions.
    - Market visits and exposure visits.

- Outreach activities such as flyer campaigns helped increase community awareness and mobilize potential trainees.

*Quarter 3*

**Basic Tailoring Training (Outreach) – Batch T-05**
*Kirnahar Tarun Samity, Birbhum | December 2025 – February 2026*

- 26 trainees participated in the outreach training programme.
- Participants received training in entrepreneurship and customer relations.
- Exposure visits enabled trainees to understand production systems and market linkages.

*Quarter 4*

**Advanced Tailoring Training – Batch T-AD-01**
*Taltala, Kolkata | January – February 2026*

- 20 trainees participated in advanced tailoring training including batik printing techniques.
- Additional sessions focused on digital product photography, digital marketing, and customer relations.

**Basic Jute Training (Outreach) – Batch J-03**

*Kirnahar Tarun Samity, Birbhum | January – February 2026*

- 24 trainees participated in the outreach jute training programme.
- Sessions focused on entrepreneurship development and market linkages.

**Advanced Jute Training**

20 Participants received specialized training in:

- Jute bleaching and dyeing techniques
- Silk-screen printing
- Jute handicraft and jewellery making

Supporting sessions focused on product photography, marketing, customer relations, and mental health.

## CHALLENGES & STRATEGIES

The programme experienced significant delays in approvals, fund disbursement, which created operational constraints in maintaining programme continuity and meeting ongoing costs. For a small organization, such delays place considerable pressure on programme management and implementation.

Additionally, the organisation had to shift its training centre in March 2026 immediately after the completion of the existing rental contract in February. This required rapid logistical arrangements, including relocation of equipment, setting up the new training space, and ensuring minimal disruption to trainees.

Despite these challenges, the team worked proactively to maintain programme continuity and ensure that training cycles and support to trainees were not interrupted, demonstrating strong organisational commitment and adaptability.

## FINANCIAL UTILIZATION (Summary)

| Budget line items | Approved budget | Spent amount | Balance if any | Reasons for unspent amount / challenges |
|---|---|---|---|---|
| **NGO TOTAL COST Q1** | ₹ 409097 | ₹ 409097 | - | - |
| **NGO TOTAL COST Q2** | ₹1875178 | ₹ 1875178 | - | - |
| **NGO TOTAL COST Q3** | ₹ 602738 | ₹ 602738 | - | - |
| **NGO TOTAL COST Q4** | ₹ 2039612 | ₹ 2039612 | - | - |
| **YEARLY TOTAL** | **49,50,125** | **49,50,125** | **NA** | Budget fully utilized |

## ACHIEVEMENTS & SUCCESS STORIES ( Include impact everyday stories)

*Building Independence through Skills*

Sabita Koyal, a 20-year-old young woman from a marginal farming family in the Sundarbans, enrolled in the Basic Tailoring Training Course at the Taltala centre in February 2025. Despite financial constraints that prevented her from pursuing higher education, she demonstrated strong dedication and quickly mastered the skills taught during the training.

After completing the course, Sabita continued to practice at the centre and began earning through production work. She developed strong expertise in stitching garments and producing jute bags and file folders. Her quality of work and finishing quickly distinguished her from other trainees.

Sabita independently travelled to Burrabazar multiple times to source raw materials, gaining first-hand experience of market systems, pricing, and material quality. She now earns ₹5,000–6,000 per month and is working towards establishing her own tailoring and jute production unit. She completed the Jute Advance course and has also done well in picking up batik technique.

At a time when she faces pressure from her family for early marriage, Sabita has chosen to prioritize financial independence and entrepreneurship—demonstrating the confidence and agency that the programme seeks to build.

*Stitching a New Life*

Mukta (name changed), aged 21, is from Patharpratima block in the Sundarbans, West Bengal. Married at a young age, she has spent the last one and a half years navigating a divorce after experiencing severe domestic abuse. Choosing safety and dignity, Mukta returned to her parental home determined to rebuild her life on her own terms.

In February 2025, she enrolled in the 'Basic Tailoring Course' at the Taltala Training Centre in Kolkata. Despite the personal, emotional, and social challenges she carried, Mukta demonstrated exceptional commitment throughout the training period. She completed the course as a top performer, securing the highest marks in her batch.

After completing the training, Mukta returned to her hometown and rented a small space near her home to set up her own tailoring unit. She began by taking small orders from women in her locality, steadily building her technical skills, confidence, and customer base. Alongside her own work, she also stitched garments on a weekly contract basis for a local garment trader, allowing her to gain steady experience and supplementary income. During the festive season, particularly in the lead-up to Durga Puja, Mukta received a significant number of blouse orders from local customers. She remained connected with the Taltala Training Centre, occasionally returning to complete additional tailoring orders and stay engaged with the learning ecosystem.

Currently, Mukta is pursuing the 'Advanced Tailoring and Fashion Design Course' at the Taltala Centre to further strengthen her skills and expand her livelihood opportunities. Within just two to three months of completing her basic training, she has begun earning ₹5,000–₹7,000 per month through her own initiative.

Mukta's journey—shaped by resilience, skill development, and determination—illustrates how access to vocational training, safe learning spaces, and continued support can enable young women from vulnerable backgrounds to reclaim agency and build sustainable livelihoods.

*Threads of Determination: Aparna's Path to Independence*

Aparna Mondal Santra is a 32-year-old mother of two children and holds a Master's degree. Her husband works in a modest job in a distant district and is able to come home only once a month. Aparna manages the household in Bakkhali, South 24 Parganas, taking care of her two children and her elderly mother-in-law. Aparna is extremely hardworking and determined.

Leaving her two children at her parental home in Howrah, she stayed for 60 consecutive days at the Swabhiman Taltala Centre to complete a residential Basic Tailoring Course. She later successfully completed a 45-day residential Advanced Tailoring Course as well. In both courses, Aparna secured the top position, demonstrating her dedication and skill. Alongside her tailoring training, Aparna also used her evening after classes to learn jute production work, gaining practical experience in making jute products.

However, one major challenge for Aparna is the lack of a sewing machine at home, which makes it difficult for her to practice regularly. Despite this limitation, she shows strong enthusiasm for starting her own business. She has already taken important steps by obtaining a for her enterprise named "Putu Sonar Sewing Home." She has even begun receiving some orders.

Aparna's love for learning, her beautiful handwriting, her talent in drawing, and above all her strong determination to stand on her own feet make her truly stand out from others.

**Other outcomes**

The Swabhimaan programme has demonstrated how integrated skill development, wellbeing support, and market exposure can create pathways to dignified livelihoods for marginalized youth.

Key outcomes during the reporting period include:

- 8 new small enterprises have been established by programme trainees after securing trade licenses, Uddyam registtrations and pan cards.
- 1 previously established enterprise strengthened.
- Orders worth approximately **₹1,50,000** executed by 25–30 trainees, enabling early income generation.
- A support network has been established to continue mentoring trainees and support production activities.

- Two trainees and their enterprises have registered as vendors with the Jute Corporation of India, receiving four tender notifications. One trainee has already secured an order through this process.

These outcomes reflect not only the development of technical skills, but also the emergence of confidence, entrepreneurial aspirations, and community leadership among young women and youth. As the program is wrapping up in this financial year, orders are still coming in and young women and boys are continuing to access our training centres to complete the orders.

## CONCLUSION

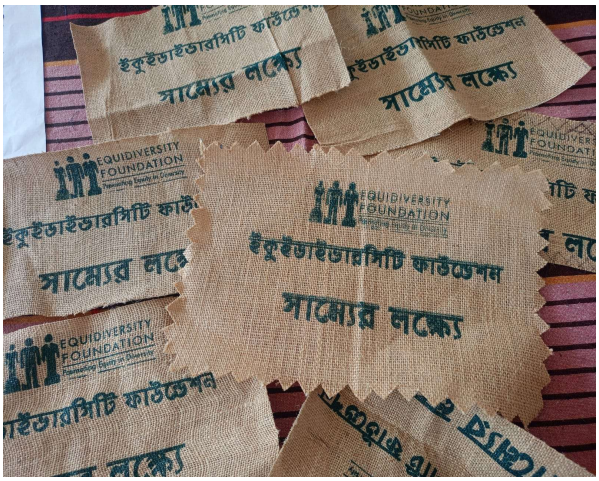
The programme will continue to strengthen training quality, deepen market linkages, and incubate emerging enterprises so that more participants can transition from training to sustainable livelihoods.

**Some Photographs**









# Estimate

## Sonali Swapna

2, Bacharpara Road, Netaji Nagar,
P.O. Thakurpukur,
Kolkata-700063

Phone: **9163170679**

State: **19-West Bengal**

| **Estimate For:** | **Estimate Details:** |
|---|---|
| **Pradan**<br>132, Kabi Nabin Sen Road,<br>Kazipara, Near Nagerbazar,<br>Dumdum, Kolkata-700028.<br>Contact No: **9474703421** State: **19-West Bengal** | No: 1<br>Date: **13/03/2026**<br>Place Of Supply: **19-West Bengal** |

| # | Item name | HSN/ SAC | Quantity | Unit | Price/ Unit(₹) | Amount(₹) |
|---|---|---|---|---|---|---|
| 1 | **Jute made File- Height 10" x Width 15"** | | 200 | Nos | ₹ 150.00 | ₹ 30,000.00 |
| 2 | **Jute made Shopping Bag- Height 12" x Width 14"** | | 100 | Nos | ₹ 140.00 | ₹ 14,000.00 |
| | **Total** | | **300** | | | **₹ 44,000.00** |
| Sub Total | | | | | | ₹ 44,000.00 |
| **Total** | | | | | | **₹ 44,000.00** |

**Estimate Amount in Words:**

Forty Four Thousand Rupees only

**Terms & Conditions:**

Thanks for doing business with us!

Bank Details:
Bandana kundal
Canara Bank
A/c no. 8626101004256
IFSC : CNRB0008626

**For Sonali Swapna:**

Bandana Kundal

Authorized Signatory







