

WOMEN EMPOWERMENT: A CASE STUDY

VOCATIONAL TRAINING IN TAILORING



The economic empowerment of women has become a major development priority. Giving women more opportunities to earn an income has been shown to make a significant contribution to the achievement of development outcomes. Yet amidst the push to get more women into work and stimulate women's income earning capacities, less attention has been focused on what would make working more empowering for women. The key lies in women empowerment through

economic self-sufficiency and higher awareness levels on social, political and legal issues through mobilization. There is also a need to recognize and emphasize the diverse roles of women such as reproductive, productive and community management. Women should be organized and strengthened at the grass root level to end their subordination. Sterlite Technologies Limited (Sterlite) is making an attempt in that direction to make women self sufficient through various skill training programmes.

The company has a strong belief that communities can develop and sustain, if their citizens are adequately empowered with knowledge and skill sets. In line with this, Sterlite is now engaged in several women empowerment initiatives one of them is vocational training generating sustainable livelihoods.

STERLITE'S RESPONSIBILITY TOWARDS WOMEN EMPOWERMENT

With the progress of communities being dependent on the working generation, Sterlite focused its initiatives on the welfare and well-being of women from the sections of underprivileged society. The underlying objective was to give

them the opportunity of a better standard of living for themselves and their families. Sterlite firmly believe that empowering a woman means empowering whole family.

Sterlite continues to support a vocational Training course in

tailoring to promote self-sufficiency amongst underprivileged women, especially girl student dropouts, widows, divorcees and women from BPL segment in and around the villages of Pune.

VOCATIONAL TRAINING PROGRAMME

The main aim of this programme is to enhance the quality of life of women through increased knowledge and skills. The Foundation also realized that merely imparting literacy would not be sufficient.

The women need vocational training or skills also to uplift their economic status. They should be able to stand on their feet and provide support to their families.

The discussions with women revealed that they are also interested

in learning some skills to supplement their household income. They showed interest in learning basic stitching skills and advance tailoring, fashion designing and more. To facilitate these kinds of vocational training, Sterlite has joined hands with Swa'-Roop Wardhinee, a registered charitable trust in Pune.

CASE STUDY

Since 1979, the trust is working mainly for children and women from economically/socially down trodden strata of the society, through various

informal educational activities. Through various projects, Sterlite reaches to the door step of needy people in the society.

Sterlite has initiated activities for students as well as women belonging to the lower income group who expressed their aspirations. Typically, the women in such areas prefer to be self-sufficient due to the following reasons:

- Insufficient income of the family.
- Need for additional income for family.
- Discouraging educational background of the family
- Family head addicted to bad habits
- Inability of the women to run the family on their own due to lack of sufficient education
- Need for additional income for Widows, divorcees to stand on their feet
- Can spend free time to get additional skills which further help in life.
- To build respect in the family.
- To become small entrepreneur.
- Service to the local community: Peer to peer.

Taking into considerations, all these aspects, Sterlite Tech foundation with Wardhinee started vocational Training courses for women, including basic tailoring, advance tailoring and fashion designing.

The Tailoring course has brought forth the following benefits:

- Number of beneficiaries: 97; of which nearly 30%-40% are divorcees.
- A group of 11 women trained at the centre was successfully motivated to start business.
- Most of them are earning good from stitching dresses, pants etc in their residential area.
- One of the students from the centre has started a fashion designing course, and has trained 10 needy women and continued..
- Their confidence level increased which helped to generate sustainable income to support their family.
- Standard of living increased with respect in society.
- Able to serve additional demands of children/ family.
- Changed mindset/ thinking towards positive attitude.
- Feeling and leaving with happiness in family.



Yearly passout Tailoring students

