

Nav Prabhuthi Trust (NPT) Research

Worked on a project for an NGO named Nav Prabhuthi Trust (NPT) to empower mothers (Special mom's) of autistic children/young adults.

Project outcome: Successfully implemented a self-help group model for special mothers to help them start their own business involving their children in the same and become financially independent in the society. This project was recognized by the American chamber of Commerce India.

- **Pre-scoping Call:** Before the scoping workshop, which was held in person, we had a call with the NGO to introduce one another and note down some of the points to understand the organization better. Below are the points I summarized from this call:

NPT Challenges:

1. Primary challenge: Identifying and retaining skilled trainers, with difficulty sourcing male trainers.
2. Ensuring sustainability of the model, particularly concerning trainers.

NPT's Goals:

1. Extend support to other intellectually development-challenged young adults.
2. Implement a self-help model to enhance students' economic capabilities.
3. Scale the Autism support model, leveraging NPT's extensive experience.
4. Focus on building a community of empowered mothers, offering economic independence through opportunities to earn up to 10K monthly.

NPT Key Stakeholders:

1. Trainers: Skill trainers for teaching vocational skills and teachers trained to work with autistic students.
2. Parents
3. Students

Statistics:

- NPT currently has 25 students, with a capacity of 30, in the physical school.
- Success rates for students getting employed are approximately 10-15%, as NPT primarily caters to the severe end of the Autism spectrum.
- Monthly fees range from 8.5K to 9.5K, while expenses are around 15K per student.

NPT Revenue Model:

- NPT's revenue model includes student fees, product sales, and funds from corporate social responsibility (CSR) initiatives.
- Government funding is not currently available.
- Note: NPT Employees receive salaries.

General Information:

- NPT has a parent/sister trust named Academy for Severe Handicaps and Autism (ASHA Charitable Trust) with a 25-year journey.
- NPT operates in a niche area of autism without direct competition, focusing on students' location due to regional limitations.
- Current marketing strategies include social media, word of mouth, and conference participation.
- There is scope for standardization in NPT operations.

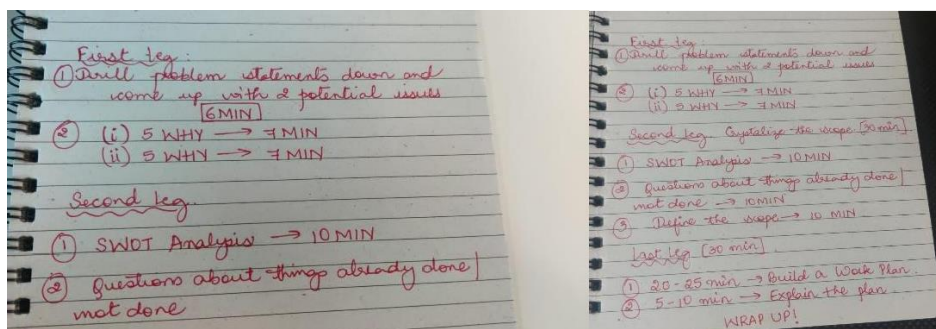
Autism Challenges:

- Autism is a broad-spectrum disorder presenting language, social interactions, empathy, resistance to change, and learning challenges.
 - Motor movements and handwriting can be challenging, but students often excel in typing.
 - Students on the lower end of the Autism spectrum can attend mainstream schools.
 - The government does not standardize the education system for autistic students.
 - Other students need special care provided by NPT.
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- **Scoping workshop:** In the scoping workshop, we met with the founders and trustees of the NGO (NPT) to understand the organization in depth and the problem which they want to focus on for this project.



(From the Scoping workshop)

Three hours were given for this workshop and each one of us took the initiative to take up the role as either a note taker, moderator or time keep for every hour. I was the timekeeper for the first hour, note taker for the second and the moderator for the third. The scoping workshop went systematically in 4 stages: Understanding opportunities, mapping the potential solutions, crystallizing the scope, and building a work plan.



1. Understanding opportunities: During the first stage several questions about the issue currently faced were asked, their future thoughts about the progression of the organization, number of children in the NGO, their backgrounds, about the staff working there, about the mothers and overall family of the autistic young adults, the trainings, and learnings currently in-place. The idea in this round was to pinpoint the organization's pain points. I noted down the outcome of the first stage in the scoping workbook:

(Screenshots from our scoping workbook)

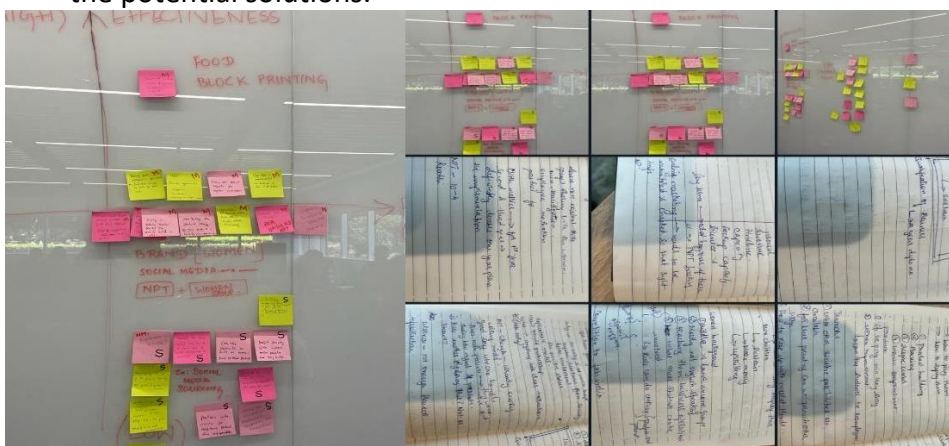
Write the organization's problem statement here:

Empowering the mothers of the special children to run a business which can use their existing skills and also employ their own children creating a sustainable model for income and livelihood of the parents and special children.

Write the objective of the project here:

NPT needs a working business model/strategy for next 1 year for block print and catering business which will be run by the mothers of the special children, employing their children with the backing of NPT along with a roadmap/sustenance plan for the next 2 years.

2. Mapping potential solutions: The problem was narrowed down in the direction to help the mothers become financially independent and sustainable. For the mapping stage everybody involved in the discussion were given sticky notes to write their own possible solutions, later each note was analyzed based three categories: ideas, model, and sustenance. Further each note was analyzed to see if it was feasible to be delivered in the given time and few notes were shortlisted as the potential solutions.



All the potential solution were filled in the workbook as shown below: (The text in blue)

Step 2: Map Potential Solutions

Outcome: List relevant project types/services that might address the challenge.

List the potential solutions or approaches that might address the challenge or opportunity:

IDEAS

Catering, Block printing

MODELS

1. Motivating the mothers to join the group
2. Build a strong process so that more people joining in would not be a problem
3. Focus on export efforts to make more revenue/cash inflow
4. Look to get a sustainable business by connecting to brands to have regular orders
5. Training the mother with end user experiences
6. training from entrepreneurs for business models as part of their CSR
7. Sourcing trainers from other organizations
8. Branding and marketing the service/product focusing on the story
9. clear and simple process model with roles defined

SUSTAINENCE:

1. sensitizing the men to get buy in
2. fund raising
3. focusing on products built at home
4. Adding more members once the first 10 members is well understood
5. Partner with clients for long term product sales engagement
6. profit sharing with mothers on products
7. provide employee benefits
8. mentoring and guidance for first 6 months
9. development roadmap
10. Self sustain with the profits with right financial investments

Best practices:

- No idea is dumb or wrong – write everything down!
- Opportunity to step out of the box

Potential solutions:

1. Create clear job descriptions for each position
2. Map out reporting and hierarchy for organization
3. Research similar organizations and their structure

3. Crystallizing the Scope: During the third stage we conducted a SWOT (Strength, Weakness, Opportunities and Threat) analysis. We drilled down to what was exactly needed to be focused in the next one year, the deliverables, the activities, out of scope areas and the anticipated impact once the project was completed.

5-Year Goal

1. Competition to Fab India
2. Expanding Pan India

Strengths

1. Quality of the product
2. Trust with parents
3. Working model exists.
4. No other organization is doing it
5. Good staff

Limitations

1. Not enough training infrastructure
2. Lack of quality trainers
3. Anxiety with special moms
4. Lack of family support and negative reaction from the society
5. Keeping up with the market trends on making products

Of the potential solutions listed on the previous page, what is the most effective solution to pursue (project objective)?

Focus on sustainable business models for block printing and catering for the mothers of special children with measurable outcomes in the next one year.

DELIVERABLES:

What are the key milestones and deliverables?

Actionable and measurable strategy for the women empowerment initiative for the next one year

ACTIVITIES:

What activities are required to reach these milestones and complete these deliverables?

1. Online research
2. User research with NPT
3. Best practice gathering from other similar organizations.
4. Document a process model with the inputs gathered
5. Present draft to NPT
6. Refine with feedback and prepare final presentation
7. Handover

OUT OF SCOPE:

Describe what will NOT be accomplished.

General NPT operations
Talent attraction and retention (which was originally discussed as in scope)

EXPERTISE NEEDED:

What skill sets does the pro bono team plan to contribute?

1. understanding of the NGO's sector - Autistic children development
2. Understanding of business
3. Understanding different personas involved in the empowerment initiative

ANTICIPATED IMPACT:

How will the successful completion of this project benefit the organization?

The vision of the organization to ensure an empowered and self-sustaining life for an autistic young adult will be achieved and allow the model to be replicated in other organizations in a similar sector helping more Autistic children and parents.

4. Build a Work plan: During the stage 4 I noted the time requirements for each phase to have a reference chart for ourselves as the project timelines given to us for its completion was very short. We created a table showing the major phase of work, key milestones, deliverables, timings, and the important stakeholders.

Stage What is the major phase of work?	Key Milestones What should be accomplished during this stage?	Deliverables What will be produced?	Timing How long will this phase take?	Stakeholders Which people does the team need to engage with in this stage?
1 Field research for 2 days	Get a first hand experience of the operations organization User research with key stakeholders	Consolidation of outcomes of research	2 days	NPT core members Parents trainers care givers students
2 defining 1 year strategy based on problem statement (the WHAT)	Draft strategy validation with NPT	Draft strategy document	1 day	NPT core members
3 Finalizing on detail business model (How)	Execution plan validated with NPT	Detail execution plan document	2 days	NPT core members
4 Final presentation	To complete the planned scope and get it validated from NPT	Final presentation deck	1 day	NPT core members
5 Handover	Handover of strategy and execution plan for 1 year	Handover document	1 day	NPT core members

- Online Research and Meetings:** After the scoping workshop, we conducted online research to understand the spectrums of autism and other organizations which run for a similar cause. I held the meetings with NGOs like Diya Innovations, Craftizen Foundation, Giftabled and Amogh Trust to name a few to understand what they are doing. NPT already had a block printing set-up in their premises, but I also researched other ideas which would be easy to implement and came up with some ideas. I was instrumental in searching few online platforms where the produce could be sold and other social media platforms like 'Official Humans of Bombay' and 'Official Humans of Bangalore' to showcase the story of this organization to market the goods.
 (The following image shows some of the ideas which I came up with where the mothers could produce handmade items)

Idea dump for general market:

1. Table covers/Bed Spreads/Table Mats/Cushion covers/Aprons/Pillow covers/Dupattas
2. Napkins (Singles or in sets, with a NPT branding as follows)



3. Calendars with NPT's name and some prints to create awareness (If they start now, can be executed for the New Year 2024)
4. Book Covers



5.

5. Whole sale services where clothes are printed and sold whole sale, so other vendors can make different goods out of these prints.

6. Wall hangings/ paper lanterns/ Book marks
<https://navavihan.com/>



7.

- **Draft Proposal:** Further we showed a draft proposal to the NGO to see if we were proceeding in the right direction based on the scoping workshop and the research conducted based on our understanding in the scoping workshop.

Proposal

- To be successful in the near future, NPT has its own registered Non-Profit business
 - This will run like a product company with all areas including Procurement, Production & quality management, Sales, Marketing, Audits, Finance & Operations
 - The business is licensed and registered
 - The business hires the vocational trainees into their production units
 - Products are made in the vocational training center initially (can expand in the future as per scale)
 - Revenue is then used to reroute into production center, paying stipend to trainees and the rest goes into the CSR fund which helps in funding the vocational training center.
 - Sales channels could be Giftabled, craftizans, Diya innovations in addition to own sales websites and other channels
 - The first product is block printed products as established setup exists.

This proposal was completely rejected by the NGO.

Reason: We proposed how NPT can create their own business line and register themselves to make profit out of the goods sold.

We had to start everything from scratch as we realized that there was gap in understanding the actual problem statement because NPT didn't want to run like a product company, but they wanted to be an incubator for some time and help the

mothers of autistic young adults start something of their own and detach from this group. After detaching, the mother's business group would independently function on their own. From this point we went back to square one and started everything all over again.

- **Refining the Draft proposal and starting fresh:**

We visited NPT foundation for several times and discussed with the staffs and the founders to get out a clear vision from them. During the scoping workshop we felt that there were differences among the trust members, where some wanted to solve one issue, but the rest was behind another. So, we conducted several in-person and open group discussions to note down everybody's points and thoughts. We noticed how the block printing set up at their premises works, the interaction of the staff with the children and realized that most of the autistic children were good at block printing and learns it quickly since autistic children are very good at monotonous work. Frequent visits and various open conversations helped us now get our vision very clear which was to **"Empower Special Moms to earn 10k per month in Block Printing and Kitchen Support/Catering for an initial span of 1 year and emphasize the support needed from NPT for the enablement of the same during this period."**

- **Brainstorming and Interviews:**

Our team had a brainstorming session to see what other organizations are doing to help the special mothers in this area and we came up with an idea to research more on Self-Help groups (**SHG**: Informal associations of people who come together to find ways to improve their living conditions.). I set up meetings with several organizations like 'Looms of Ladakh', 'Kudumbashree', 'Myrada', 'Mitti café' which was started out of the self-help groups for women or the underprivileged and noted down the best practices, pre-requisites and the models which has best worked for them.

During our frequent visit to the NGO, I closely observed the children, parents, staffs and interacted with them. Created interview templates to know the financial conditions of the special mothers at home. The interviews were kept confidential from the NGO. We asked them if they felt they were ready to plunge into the next step to take up responsibilities of a business along with their children, the support that they might receive from their family, a target amount which they would like to earn monthly, if their interest matches with their child etc. I also researched various government policies and was fortunate enough to set up a meeting with Ex- state minister for child welfare to discuss about the policies in place which could be of use to help the special mothers and the children.

(Following is the screenshot of one of the interview templates prepared)

Sl NO	Questions	Responses
1.	Name of Mother	Sangeetha
2.	Name of Child	Sr Lakshmi
3.	Is the child currently in ASHA or NPT	NPT
4.	What are your areas of interest if you want to start something? (Block printing/Catering/anything else)	Cook, painting, in-laws didn't; allow to work Crafts, block printing
5.	What are your child's areas of interest?	Cooking, block well, very fast mouse control, gadgets
6.	How is your financial situation at home?	Only because of her daughter, financially stable.
7.	Will your family support if they want to start something?	Younger one, husband busy, only with friends it's possible, very interested
8.	Do you feel like starting something on your own?	Very much, only under ma=dam's guidance, Agreed for NPT leaving their hands
9.	Do you want to earn money?	Not at all, involving the child is the only motive (100%), meaning full
10.	What is their view about earning money? Is it enticing for them?	Child
11.	Are you confident to run as a job/business?	Very
12.	Challenges you see if they get down to doing work	Should be committed, no silly excuses regardless of family commitment
13.	Do you want to run something as home business as husband and wife?	Friends
14.	Do you want to do it as a group or individually?	Group
15.	What is your compatibility level with the group?	Okay comfortable
16.	How much is your commitment to such a job and to earn 10K?	Not money
17.	In that interest area, can you cater to all aspects of logistics etc (or they want to stick to one area within the product/service?)	Support of group members, depends on the group, this mom is interested
18.	Within that, what is your niche? Is it snacks or lunch preparation or is it sarees or bag stitching?	Three moms had put stalls, Tupper wear business,
19.	Do you see your children as a part of your business?	100%
20.	If in the future NPT doesn't support this business financially, are you confident to run it by yourself along with other moms?	Child can be in NPT, her time should be utilized, otherwise behavioural problems... High trust in NPT
21.	Are the women okay with selling and marketing the products?	Didn't explore, might try
22.	Ever thought about job opportunities outside??	Before wedding, simple computer DTP

- **Putting everything together for proposing a solution to NPT:**

After research/meetings/ interviews, we put together a model of a Self-help group and a business road map where mothers will come together and start with block printing business initially and then they will extend the areas to catering or other handmade goods. We set up a short online meeting even in this phase with NPT to check if we were going in the right direction and showed them the researched and the information we had collected. Once we got a thumbs up from them, we put together everything to make a presentation in front of NPT and the Special mothers who were an integral part of this project.



Following is the information which was put together and the solution was proposed.

Scope of the Project

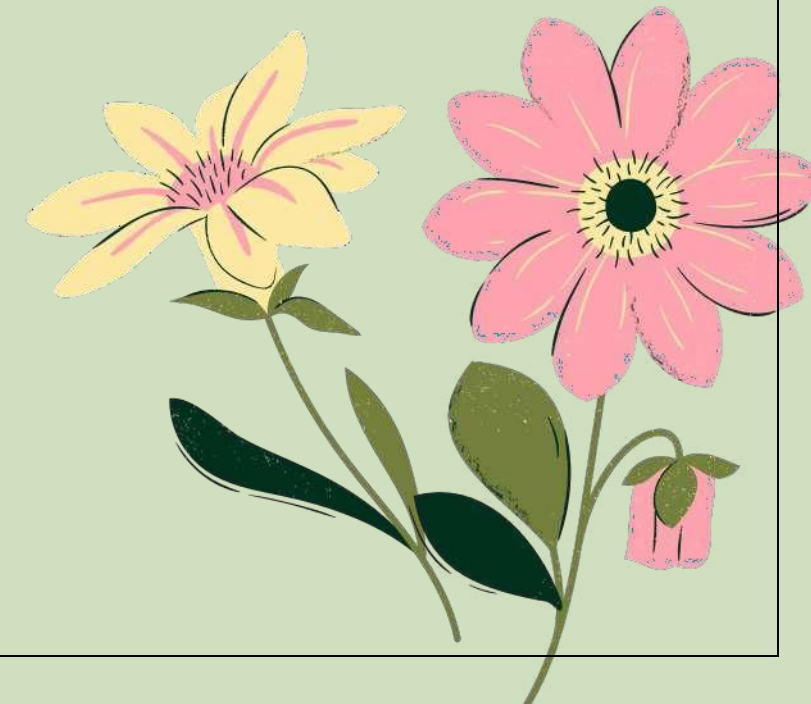


Empower Special Moms to earn 10k per month in Block Printing and Kitchen Support/Catering for an initial span of 1 year and the support needed from NPT for the enablement of the same.

Research



Observations at NPT



Observations at NPT

01 Young adults mostly need handholding

02 Work Hours of individual is limited

03 Trained and Passionate Staff

04 Well set up of Block printing infrastructure

05 Other products: Cards/Bottles/Boxes

06 Basic Customer base established

07 Mothers are devoted and purpose driven

Outcomes from NGO Interviews



Outcomes from NGO Interviews

01 Working with natural materials in therapeutic

02 Only quality goods get repeat customers

03 Partner with a lot of organizations

04 Marketing is a drawback, need to focus on it

05 Good Networking is the key to any business

Outcomes from Special Moms Interview



Outcomes from Special Moms

01 Mostly interested in Block Printing, Marketing, Tailoring, Computers, Cooking

02 Children are interested in block printing, embroidery, stitching, helping in kitchen

03 Mostly financially instable

04 Highly trust NPT, for their child's growth and safety

05 Enthusiastic to start something with the group

Interview with Special Moms

06 Trust within the group is high

07 Ready to make time for the Self Help Group

08 Primary focus is the child and then money

09 All the moms unanimously want 100%
involvement of their child in the business

10 If it runs well, moms are confident of running
without NPT's support 2 years down the lane

Outcomes from SHG Interviews

- 01 Min 10 people out of a common goal
- 02 Initially an org/gov body holds them together
- 03 Drop outs in any SHG are common
- 04 Establishing a culture within the group is imp
- 05 Communicates the model of revenue sharing
- 06 Training are provided for upskilling
- 07 Members take up leadership roles on rotational basis

Outcome of SHG Interviews

08 Looking out for government schemes and funds

09 Regular meetings are conducted/mandatory

10 Some organizations get bonds signed

11 All members are engaged in work and savings

12 Reduction of organization interference

13 Gradually the shoulder org withdraws

14 SHG registers as an independent entity

Business Roadmap (overview)

Phase 1: Business Incubation (9-15 Months)

Objective:
Self Help Group (SHG) becomes Independent

Key Results:

1. Minimum involvement of NPT in business

2. Capital Expenditure to set up business infra

3. Three months business Operational Expense in saving

Phase 2: Self-Run Business (3-6 Months)

Objective:
SHG runs independently for 3 months

Key Results:

1. No involvement of NPT in business

2. Business Infrastructure is setup by SHG

3. Savings worth 3 months of runway

4. SHG members continue to earn 5K/month

Phase 3: Scale Vertically (6-9 Months)

Objective:
Scale the current business 2X

Key Results:

1. Increase revenue to 2X

2. SHG members earns 2X = 10K/month

3. Business Infrastructure upgraded to support 2X scale

4. Savings worth 3 months of runway

Phase 4: Grow Horizontally (after 2 years)

Objective:
Scale the current business 5X

Key Results:

1. Revenue increase 5X

2. SHG members earns 5X

3. Business Infrastructure upgraded to support 5X scale

4. Venture into multiple business

4.SHG members earn INR 5K/month

Business Roadmap (part-1)

Business Incubation		
<div>Strategy</div> <div><div><input type="radio"/> Starts with block printing business</div><div><input type="radio"/> Business is incubated under NPT brand</div><div><input type="radio"/> Capital investment from NPT</div><div><input type="radio"/> Infrastructure provided by NPT</div><div><input type="radio"/> Manufacturing and operations by SHG</div></div> <div><div></div>0 / 4</div>	<div>Objective</div> <div><div><input type="radio"/> SHG become self-run ready</div><div><input type="radio"/> Minimum involvement of NPT in business</div><div><input type="radio"/> Capital Expenditure to set up business infra</div><div><input type="radio"/> 3 months business Operational Expenditure</div><div><input type="radio"/> SHG members earn INR 5K/month</div></div> <div><div></div>0 / 4</div>	<div>Risk</div> <div><div><input type="radio"/> Internal conflicts in SHG</div><div><input type="radio"/> Mitigation: SHG should have a strong vision</div><div><input type="radio"/> Mitigation: NPT should intervene in conflict r</div></div> <div><div></div>0 / 2</div>
<div>Strategy</div> <div><div><input type="radio"/> Product pricing</div><div><input type="radio"/> NPT selling price + SHG Profit margin</div></div> <div><div></div>0 / 1</div>	<div>Support Needed</div> <div><div><input type="radio"/> NPT might have high involvement in various business aspects initially but should slowly step back as SHG</div></div> <div><div></div></div>	<div>Risk</div> <div><div><input type="radio"/> SHG members drop-out</div><div><input type="radio"/> Mitigation: Have redundancy in roles</div><div><input type="radio"/> Mitigate: Account for possible dropouts</div></div> <div><div></div>0 / 2</div>
<div>Strategy</div> <div><div><input type="radio"/> Profit sharing model</div><div><input type="radio"/> Agreed profit % invested back in business</div><div><input type="radio"/> Agreed profit % shared as salary</div><div><input type="radio"/> Note 1: Equal pay for all the role</div><div><input type="radio"/> Note 2: Salary based on total hours worked</div><div><input type="radio"/> Note 3: SHG member update work log book</div></div> <div><div></div>0 / 5</div>	<div>Sales</div> <div><div><input type="radio"/> Cater to orders coming through NPT</div></div> <div><div></div></div>	<div>Risk</div> <div><div><input type="radio"/> Active Order cancellation/ Loss Incurred</div><div><input type="radio"/> Mitigation: Advance payment for high orders</div><div><input type="radio"/> Mitigation: Plan in place to absorb/minimise</div></div> <div><div></div>0 / 2</div>
<div>Strategy</div> <div><div><input type="radio"/> Focus on repeat customers/channels</div><div><input type="radio"/> Prioritize repeat customers/channels</div><div><input type="radio"/> Prioritize 3-5 high selling/revenue products</div></div> <div><div></div>0 / 2</div>	<div>Sales</div> <div><div><input type="radio"/> Get order through own channels</div><div><input type="radio"/> Partnered retail stores</div><div><input type="radio"/> Direct selling (goods fair, market etc.)</div><div><input type="radio"/> Corporate gifting</div></div> <div><div></div>0 / 3</div>	<div>Risk</div> <div><div><input type="radio"/> Too many orders due to active customer sourcing</div><div><input type="radio"/> Impact: Not able to fulfill the order</div><div><input type="radio"/> Impact: Trust is lost</div><div><input type="radio"/> Impact: Quality is compromised</div><div><input type="radio"/> Mitigation: Capacity based sales</div><div><input type="radio"/> Mitigation: Plan B for high demand</div></div> <div><div></div>0 / 5</div>
<div>Strategy</div> <div><div><input type="radio"/> Sales target to quickly start with income and get business exposure</div><div><input type="radio"/> 0-2 months: sell X off the shelf NPT products</div><div><input type="radio"/> 2-4 months: 50% NPT 0-50% + 15 months</div></div> <div><div></div></div>	<div>Operations</div> <div><div><input type="radio"/> Key operational activities</div><div><input type="radio"/> Think about a brand name for SHG</div><div><input type="radio"/> Record the expenses and income</div><div><input type="radio"/> Document the business process based on lea</div></div> <div><div></div>0 / 3</div>	

Business Roadmap (part-2)

2: Self-Run Business (3-6 Months)

Objective

- ☐ SHG runs independently for 3 months
- ☐ No involvement of NPT in business
- ☐ Business Infrastructure is setup
- ☐ Savings worth 3 months of runway
- ☐ SHG members continue to earn 5K/month

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Hire

- ☐ Onboard a design intern
- ☐ Recommendation: Source from NID
- ☐ Use intern for brand building project
- ☐ Use intern for product designing project
- ☐ Provide certificates to intern for their work

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Operations

- ☐ Register as a legal entity
- ☐ Recommendation: Co-operative body

🕒 0 / 1

Operations

- ☐ Open a bank account

Strategy

- ☐ Revenue sharing model
- ☐ Agreed profit % invested back in business
- ☐ Agreed profit % shared as salary
- ☐ Equal pay based on work hours

🕒 0 / 3

Support Needed

- ☐ NPT in the advisory board

3: Scale Vertically (6-9 Months)

Objective

- ☐ Scale the current business 2X
- ☐ Increase revenue to 2X
- ☐ SHG members earns 2X = 10K/month
- ☐ Business Infrastructure upgraded to support
- ☐ Savings worth 3 months of runway

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Strategy

- ☐ Continue the focus on block printing

Hire

- ☐ Onboard a interns for key projects

Hire

- ☐ Employ children of the SHG parents

Marketing

- ☐ Marketing product/brand
- ☐ Brand/Product marketing
- ☐ Social presence
- ☐ Website
- ☐ Provide certificates to intern for their work
- ☐ Note: Document the above process

🕒 0 / 5

Support Needed

- ☐ Form an advisory board of 3 members
- ☐ AB Include NPT
- ☐ + 2 other experienced mentors

🕒 0 / 2

4: Grow Horizontally (after 2 years)

Objective

- ☐ Scale the current business 5X
- ☐ Revenue increase 5X
- ☐ SHG members earns 5X
- ☐ Business Infrastructure upgraded to support
- ☐ Venture into multiple business
- ☐ Grow the team size of SHG

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Strategy

- ☐ Explore business other than block printing

Strategy

- ☐ Experience Centre where people can come and see block printing in action, buy products enjoy snacks
- ☐ Product display/sale
- ☐ Block printing workshop
- ☐ Cafe

🕒 0 / 3

Support Needed

- ☐ Continue working with the advisory board
- ☐ Add/Remove members to the AB based on n

🕒 0 / 1

Self-Help Group Roadmap (high-level)

1 - Formation of SHGs (0 - 3 months)

+ Add task

Tasks

☐ 10 special mothers are identified

☐ Interest & Skill analysis done

☐ Roles and responsibilities are defined

☐ Members can switch roles and tasks

0 / 3

Tasks

☐ Define Vision, culture and rules

☐ Members abide by group decisions and rules

☐ Members cannot walk in and out at will

0 / 2

Tasks

☐ Profit sharing model to be decided

☐ Equal pay system

☐ All job roles are equally necessary to the group

☐ Decide on what % profit is invested back

0 / 3

Operations

☐ Weekly in person meetings

☐ Reiterate Vision and culture

☐ Current status of various tasks/ any blockers

☐ Discussion on what are next tasks at hand

0 / 3

NPT support

☐ NPT play a key role in this phase

2- Group Stabilization (4-15 months)

+ Add task

NPT support

☐ At the end phase NPT refrains from attending all the meetings to give SHG a taste of ownership

Operations

☐ All members are actively engaged in their responsibility at work

NPT support

☐ Understand government institutions and banks which promote and help SHGs and discuss on how their schemes be utilized

NPT support

☐ NPT helps in training and development

☐ Role based training eg: sales

☐ project management

☐ soft skills

☐ leadership and conflict management

0 / 4

3- NPT Withdrawal from SHG (15-18 months)

+ Add task

Tasks

☐ SHG registers as a regular legal body

☐ Proposal is co-operative society

☐ NPT is not involved in this choice/process

0 / 2

NPT support

☐ NPT becomes advisory board member to advise in business strategy

NPT support

☐ NPT completely withdraws from SHG activities

4. Expansion and future

+ Add task

Tasks

☐ SHG expands in terms number of members.

Note: A detailed handbook on the self-help group will be provided.

Business Model Canvas: Block Printing

Key Partners

- Raw material suppliers
- Block printing skill trainers
- Print designer
- Block design craftsmen
- Retailers
- Export partners
- CSR partners

Key Activities

- Reach out and partner with retailers for repeat sales
- Focus on export channel for higher profit
- Have a guidance and support system (NPT for 1 year) on business aspects.
- Start social media product awareness and sales.

Value Proposition

High-quality, eco-friendly, unique artisanal handmade products supporting the cause of women empowerment.

Customer Relationship

- Co-creation of products
- Personal assistance

Customer Segment

- Niche Market
- Fashion enthusiast
- Believes in sustainability
- Middle to high income (7+Lac/year)

Key Resources

- Skilled and purpose-driven workforce
- Block printing equipment
- Trainers
- Quality products
- Current order channel

Impact

- Empower special moms to sustainably earn ~10K/month with their independent block printing business by the end of one year.

Delivery Channels

- Handmade goods fair
- Corporate gifting through CSR
- Partnered retail stores selling handmade goods
- Export partners
- NPT centre and/or team member's house

Cost Structure

- Raw materials
- Equipment like blocks and paints
- Transportation
- Electricity
- Manufacturing expenses
- Salary



Revenue Streams

- Inhouse product sale
- 3rd party product sales
- Block printing service



Business Roles & Responsibilities

The business has several roles and responsibilities to be played that need to be distributed and well understood for a person to take it up and play.

Due to the nature of a Self-Help Group, the members are free to switch roles across projects. One person may also play multiple roles.

Each role has a minimum need (but not limited to) the topics below

- **Procurement Lead**
 - Understand the need of purchase for current requirements
 - Calculates the budget needed for the same
 - Evaluates where the raw materials and others should be purchased from
 - Organizes the purchasing activity and ensures the needed material reach the place of product in time and in quality
- **Production Lead**
 - Aligns with the Procurement Lead on needed material
 - Plans the steps and activities in production to ensure the delivery deadline is met
 - Ensures that the right skilled people are available at needed times to complete an order
 - Sees through the entire product activities(printing, drying, ironing, stitching etc.) to ensure the work is done in time and in quality
 - Hands over produced products to packaging
- **Packaging Lead**
 - Aligns with production lead to know the date and time of delivery to packaging
 - Ensures all needed packaging material is available
 - Organizes the packaging activities as needed
 - Ensures in time and in quality delivery
- **Delivery Lead**
 - Arranges for all logistics for delivery
 - Picks the items from packaging and delivers in time
- **Sales and Marketing Lead**
 - Builds network with potential customer base
 - Keeps rapport built with existing customer base
 - Reaches out through various channels to new leads and forms network
 - Understands the trends of market and provides feedback to other areas of the business
 - Does active marketing through the various marketing channels described
 - Brings in orders for the other teams to work on
- **Accounts Lead**
 - Aligns with all other areas to understand expenses
 - Explains to the team on budget availability
 - Ensures recording of every money transaction from and to the business
 - Calculates profit and loss at the end of every month
- **Operations Lead**
 - Checks that profit and loss is balanced and comes up with areas of improvements for more profits
 - Looks for inefficiencies and suggests optimized processes
 - Looks for better vendors
 - Builds networks and connections with a vendor base to reduce procurement costs
 - Looks for best practices in businesses of similar nature and helps in continuous improvement
 - Provides an outlook towards mid-term and long term strategy
 - Ensures communication within and outside the group to stakeholders is done appropriately
 - Plans for KPIs for the team

Excel Calculator

Operational expenses			
Product 1: Saree			
Units per batch	10		
Total batch per month	2		
Cost per unit:	₹2,300		
Operations	Cost per batch	Total cost	Note
Raw material	₹20,000	₹40,000	INR 2K*10 sarees = 20K
Tools & consumables	₹1,000	₹2,000	blocks & paints
Tailoring service	₹1,000	₹2,000	
Transportation	₹500	₹1,000	
Other manufacturing expenses	₹500	₹1,000	
External labor and wages	₹0	₹0	
Rent	₹0	₹0	
Miscellaneous expenses	₹0	₹0	
		₹0	
Total Expense		₹46,000	

Capital expenses			
40500			
Infrastructure	Estimated cost per unit	Units	Total cost
Tailoring machine	₹10,000	1	₹10,000
Printing blocks	₹500	20	₹10,000
iron	₹500	1	₹500
Table	₹20,000	1	₹20,000
Total Expense		₹40,500	

Note: An Excel calculator template will be provided during the handover.

Products	Total units sold	Profit margin in %				
Saree	20	20				
Bags	200	10				
Profit % paid as salary	80					
Total members in SHG	10					
Month over month sales increase	2					
						Salary paid per employee
Month #	Cost	Sales	Gross profit			Total Savings
1	₹73,000	₹84,900	₹11,900		₹952	₹9,520
2	₹73,000	₹84,900	₹11,900		₹952	₹9,520
3	₹73,000	₹84,900	₹11,900		₹952	₹9,520
4	₹73,000	₹84,900	₹11,900		₹952	₹9,520
5	₹73,000	₹84,900	₹11,900		₹952	₹9,520
6	₹73,000	₹84,900	₹11,900		₹952	₹9,520
7	₹73,000	₹84,900	₹11,900		₹952	₹9,520
8	₹73,000	₹84,900	₹11,900		₹952	₹9,520
9	₹73,000	₹84,900	₹11,900		₹952	₹9,520
10	₹73,000	₹84,900	₹11,900		₹952	₹9,520
11	₹73,000	₹84,900	₹11,900		₹952	₹9,520
12	₹73,000	₹84,900	₹11,900		₹952	₹9,520
					Total saving	₹1,14,240

Usage: Blue fields are editable. Grey fields are auto-calculated.

Marketing Channels

- **Social media marketing**
 - Optimize google search engines so that NPT SHG shows up on the list
 - Open an Instagram and Facebook account
 - Create LinkedIn and Naukri. Com channels to attract young talent for internships
 - Be consistent with your posts and engage with followers.
 - Post about your progress
 - Take pictures of the products
 - Give your write up to Humans of Bangalore
 - Some media blocks space for sale contents, provide ads to them
- **Content marketing**
 - Create blogs of the process
 - Take end to end videos of the creation of products involving the students
- **Email marketing**
 - Pushing information and updates to already known customer email ids. This could be used to inform customer base about new products, blogs, techniques, services, or other information which they will find useful. (The Mothers who were interested to upskill their computer knowledge can play a big role in online marketing sector)
 - Send out emails with good graphic designs to promote awareness around the SHG.
 - Studies repeatedly prove it works, especially with younger clients. It cuts through digital clutter, isn't intrusive, and carries a high degree of credibility. It can also showcase your capabilities. Wow recipients with personalized messages, great graphics, tactile stock, eye-popping finishing, or any special effect you want to highlight.
- **Face-to-face marketing**
 - Get out there and talk to clients or potential clients. Local events and trade shows are great for strengthening connections or making new ones. Conduct an open house or other learning events in your facilities to attract new clients and strengthen the bond with the older ones.
- **Online marketing platforms**
 - On personal website
 - On platform like Amazon --> <https://sell.amazon.in/beginners-guide>

Marketing Best Practice

- Special efforts in marketing need to be undertaken. Some best practices are
 - **Know your customers**
 - Discover different customer segments corporates, gifting organization etc
 - Explore various product lines which might be interesting to the customer
 - **Refine your message**
 - Decide what you want to tell your clients
 - Why should clients work with you
 - Tell a Story on why you started and paint your vision
 - Let them know the about the autistic students behind the products
 - **Have an effective website**
 - Develop and maintain an effective website.
 - Create a SHG post on NPT website and all a link which navigates to the new SHG website
 - Advertise about the internship opportunities