

USHA INTERNATIONAL LTD
(USS Department)

To : The Executive Chairman
From : USHA Social Services
Dated : 3rd September 2019
Subject: Proposal for training of 50 women entrepreneurs (WE) and setting up Training cum Production Centre in partnership with Heidelberg Cement India Limited (HIL) and USHA Silai Schools (USS) in Madhya Pradesh

Background / Purpose:

Proposal for training of 50 WE and setting up Training cum Production center in partnership with Heidelberg Cement India Limited (HIL) and USHA Silai Schools in Madhya Pradesh.

- 1) HeidelbergCement India Limited (HIL) is a subsidiary of HeidelbergCement Group, Germany. It is a global market leader in aggregates and a prominent player in the fields of cement, concrete and other downstream activities, ranking as one of the world's largest manufacturers of building materials. The Group employs 52,600 manpower at 2,500 locations in more than 40 countries
- 2) The Company has its operations in Central India at Damoh (Madhya Pradesh), Jhansi (Uttar Pradesh) and in Southern India at Ammasandra (Karnataka).
- 3) Taking a step forward HIL aims to skill women residing around their plant on sewing and stitching skills and enable them to earn a sustainable livelihood under their community development program.
- 4) By virtue of its technical expertise in conducting sewing and stitching training, USHA International Ltd. (UIL) is partnering with HIL for training and empowering WE of Madhya Pradesh on sewing and stitching skills.
- 5) Once skilled, women can either open an Usha Silai School at their village or can work in Training cum Production Centre. With acquired skills, they will have an additional source of livelihood opportunity in their need of the hour.
- 6) As a pilot, HIL and UIL would like to initiate with the training of 50 WE at one of their plant and set up 10 Silai Schools and one Training cum Production centre in partnership at Damoh, Madhya Pradesh.

Process:

- 1) A financial agreement for a period of one year will be signed between HIL and UIL to take this initiative forward.
- 2) The WE from villages will be brought by HIL to the training venue for Initial training of fifteen (15) days. They will be trained on sewing and embroidery for total of 15 days in two batches of 25 women each.
- 3) After completion of Initial training, 10 WE will open USHA Silai School and rest 40 WE will work in training cum production Centre.
- 4) After 6 months of Initial training, refresher training of 20 women will be organized for 15 days
- 5) Co- branded Signage and certificates will be provided by UIL.
- 6) HIL will submit monthly MIS, periodical progress report and case studies with UIL.
- 7) Roles and responsibilities of Service Provider HIL & UIL are given in Annexure II.

Financials:

- 1) The total cost to be borne by HIL will be **Rs 9,32,931/- Plus applicable GST**. Details mentioned in **Annexure 1**.
- 2) The total cost to be borne by UIL will be **Rs 27,788/- /-.**
- 3) There should be 2 separate invoice to be raised by UIL to HIL against Equipment and consultancy (i.e. Sewing Machines for **Rs 2,11,612/- Plus applicable GST** this invoice will be raised from the location warehouse and Consultancy for **Rs 7,21,319 /- Plus applicable GST** and this invoice will be raised from the HO (Gurgaon).
- 4) Payment Terms:
 - Sewing Machines for Rs 2,11,612 /- Plus GST as upfront (as and when machines will be purchased)
 - 1st instalment within 1 month of signing of agreement. i.e. 70% of the others cost (Rs 7,21,319 /-) i.e. Rs 5,04,923 /- Plus GST.
 - 2nd instalment after 6 month of project period. 30% of the others cost (Rs 7,21,319 /-) i.e. Rs.2,16,396 /- Plus GST.
- 5) USS Program Coordinator will be given an advance of **Rs 60,000** for meeting the expenses of taxi hire charges/ other expenses and settle the same against proper bills/details of expenses at location office.
- 6) **These expenses will be booked under commitment code SILA_0088 of GL No.:469030 and FC104545.**
- 7) GST will be charged as per the Government of India regulation.

Impact:

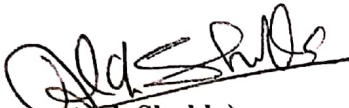
- 1) UIL will be able to reach out remote villages of Madhya Pradesh.
- 2) Awareness about UIL and Silai School Program will be generated in these new villages.
- 3) Creation of an environment where community encourages learning sewing as skill, which will give them hope, confidence and opportunity for future.
- 4) Skill enhancement of community members so that they may be self-employed and improve their own livelihood.
- 5) Enhancement and upgradation of technical sewing skills of learners.



Annexure:

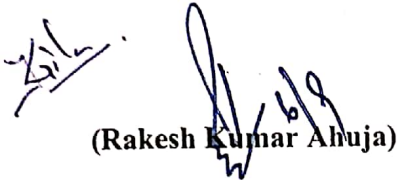
- 1) Budget details for HIL and training and monitoring to Service Provider are attached in Annexure I.
- 2) The roles and responsibilities of the Service Provider, village and women entrepreneur selection criteria are given in Annexure II.

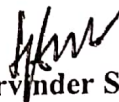
SUBMITTED FOR APPROVAL


(Alok Shukla)


(Mary Rupa Tete)


(Mohit Denter)


(Rakesh Kumar Ahuja)


(Harvinder Singh)


(Dinesh Chhabra)

The above proposal is hereby approved.

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Annexure I

Cost to be borne by HeidelbergCement India Limited (HIL)

S.No.	Particulars	Amount	GST	Total
A	Cost of training of 50 women entrepreneurs for initial training of 15 days in a batch of 25 women each and refresher training of 20 women for 15 days	6,90,374	1,24,267	8,14,641
B	Cost of 25 sewing machines (22 RSM-foot motor operated machines, 2 Wonder Stitch machines and 1 Overlock machine) signage and their transportation Cost	2,42,557	32,731	2,75,288
Total		9,32,931	1,56,998	10,89,929

Cost to be borne by USHA International Ltd (UIL)

S.No.	Particulars	Amount	GST	Total
C	Cost of syllabus and certificate for women entrepreneurs and learners	20,950	3,771	24,721
D	Data profiling of women and learners in USS software (No payment will be done to outside vendor)	6,838	0	6838
Total		27,788	3,771	31,559

Break-up of Cost mentioned in Annexure 1

A. Cost of Training of 50 Women Entrepreneurs: 2 batches of 25 women each for 15 days and 1 batch of refresher training of 20 women for 15 days

Sr. No.	Main Particulars	Amount Quoted with GST	Amount Quoted (1)	Estimated calculated Cost (2)	Mark-up (1) - (2)
1	Travel cost of USS Inspectress/ PC's for 9 Travel	29,869	25,313	20,250	5,063
2	Boarding & Lodging of USS Inspectress/ PC's for 105 Man-days	3,09,750	2,62,500	2,10,000	52,500
3	Food Cost for USS Inspectress/ PC's for 105 Man-days	61,950	52,500	42,000	10,500
4	Local Conveyance for USS Inspectress/ PC's for 105 Man-days	38,719	32,813	26,250	6,563
5	Overhead apportionment for USS Inspectress/ PC's for 105 Man-days	2,11,714	1,79,419	1,43,535	35,884
6	Travel cost of USS Mechanic for 2 batches (2 person per batch)	11,800	10,000	8,000	2,000
7	Boarding & Lodging of 2 USS Mechanic for 8 Man-days (2 Person, 2 days, 2 batch)	11,800	10,000	8,000	2,000
8	Food Cost for USS Mechanic for 8 Man-days	2,950	2,500	2,000	500

9	Local Conveyance for USS Mechanic for 8 Man-days	2,360	2,000	1,600	400
10	Overhead apportionment (Salary) for USS Mechanic for 8 Man-days	9,829	8,330	6,664	1,666
11	Raw material & Cloth for training of 50 women entrepreneurs	1,23,900	1,05,000	84,000	21,000
Subtotal (A)		8,14,641	6,90,374	5,52,299	1,38,075

B. Cost of 25 sewing machines, signage and their transportation Cost.

Sr. No.	Main Particulars	Amount Quoted with GST	Amount Quoted (1)	Estimated calculated Cost (2)	Mark-up (1) - (2)
1	Sewing Machine - RSM with Motor (22 Machines) DBP Rs 8,449 per machine	2,09,951	1,85,878	1,35,058	50,820
2	Usha Janome Wonder Stitch Sewing Machine with cover (2 machines) DBP Rs 9,932 per machine	22,248	19,864	10,376	9,488
3	Over lock sewing machine foot operated (1 per centre) DBP Rs 5,870 per machine	6,574	5,870	4,101	1,769
4	Signage/Board	7,900	6,695	5,356	1,339
5	Transportation of Booklet, Signage and Certificates	21,240	18,000	14,400	3,600
6	Sundry Expense	7,375	6,250	5,000	1,250
Total (B)		2,75,288	2,42,557	1,74,291	68,266

C. Cost of syllabus and certificate for women entrepreneurs and learners

Sr. No.	Particulars (All amount in Rs)	With GST (1)	Estimated calculated Cost (2)
1	Designing and Printing of Syllabus for 50 Women Entrepreneurs (WE)	12,626	10,700
2	Certificate designing, printing and courier for 50 Women Entrepreneurs (WE)	6,667	5,650
3	Certificate for 200 learners (10 WE*20 learners)	5,428	4,600
Total (C)		24,721	20,950

D. Data Profiling of women and learners in Silai School Software

Sr. No.	Particulars (All amount in Rs)	Calculated Cost
1	Women Entrepreneurs (WE) base line data profiling and data entry in Silai School Software (Manual data entry) for 50 women entrepreneurs (WE)	368
2	20 Learners to enrol for training with each 10 women entrepreneurs. 20 WE are for Production Centre. Total learners $20 \times 10 = 200$ learners Base line data profiling and data entry in Silai School Software (Manual data entry)	1,470
3	Sundry Expense (If Any)	5,000
Total (D)		6,838

***(No payment to be made outside vendor therefore no GST)**



Annexure II

A. Roles and Responsibilities

Role of HIL

- 1) Mobilize and shortlist 50 beneficiaries that have basic sewing and stitching and basic entrepreneurial skills to be a part of the intervention.
- 2) Facilitate the training of women entrepreneur at one place by motivating them to converge at a common point for training.
- 3) Ensuring that there is no drop-out of women.
- 4) Arrangement of training venue and other support. This would cover food and logistics, and travel costs of women during training.
- 5) Arrange cutting table, iron table and steam iron.
- 6) Provide market linkages.
- 7) Provide all other support that may be required for the sustainability of the centre
- 8) Allocate proposed project cost (sewing machines, training facilitation and monitoring cost).
- 9) Overall monitoring and program management.
- 10) MIS and case studies sharing.

Role of UIL

- 1) Designing course module for women entrepreneurs.
- 2) Allocating resource person for training (2 trainers per batch for initial 15 days and 2 for refresher training for 15 days).
- 3) Allocating sewing machine mechanic for sewing machine maintenance and repair training (2 person per batch for 2 days during Initial training).
- 4) Allocation of program coordinator for 5 days each for three batches during training
- 5) Certification, providing training manual to participants and signage for Centre and women opening their Usha Silai School.
- 6) USHA Silai School program coordinator will visit quarterly to assess the program and extend the required support.
- 7) Handholding and monitoring support to women entrepreneurs.

Criteria for the selection of WE

- 1) She should have basic literacy / numeracy required for sewing.
- 2) She should have a flair for sewing. There could be women in the villages have stitch clothes for their family members. Women who know how to use a sewing machine would be preferred.
- 3) She should be confident to teach.