

NPA-434

USHA INTERNATIONAL LTD – GURUGRAM
(USS Department)

To : The Executive Chairman
From : USHA Social Services
Dated : 03rd June 2019
Subject : Opening of Training cum Production Centre and 10 Classical Usha Silai Schools with Param Shakti Peeth, VatsalyaGram Vrindavan (PSPVGV) in Mathura, UP (East)

Background / Purpose: Opening of Training cum Production Centre and 10 Classical Usha Silai Schools with Param Shakti Peeth, VatsalyaGram Vrindavan (PSPVGV) in Mathura, UP (East)

- Param Shakti Peeth (PSP) has been working since its inception in 1992 to mainstream the “marginalized” members of the society (prioritizing children & women) and mitigate other socio-economic inequalities prevailing in India that are detrimental to inclusive development and also impede the growth of the nation as a whole
- Param Shakti Peeth, believes in the holistic development of every beneficiary and taking care of all their needs, be it education, health, security, love of a family, career or financial independence. Our multitude of initiatives ensures that all needs of our beneficiaries are taken care so that they lead a healthy life and get mainstreamed into society.
- The project partners are Usha International Ltd. (UIL) and Param Shakti Peeth (PSP)
- Silai School project is being rolled out in 10 additional villages in Uttar Pradesh (East)
- UIL identified regions where the presence wasn't strong in Uttar Pradesh (East)
- USS has shortlisted the Service Provider who is working for women and livelihood options.
- PSP will also work on the expansion of the Silai School network by establishing Satellite Silai School in the neighboring villages. Once the satellite schools are opened, UIL would support the refresher training for the teachers running the Satellite Silai School.
- Param Shakti Peeth, VatsalyaGram Vrindavan (PSPVGV) supported by Ms. Seema Goyal wife of Mr. Piyush Goyal (Cabinet Minister)

Process:

1. An agreement for a period of one year will be signed between PSP and UIL to take this initiative forward.
2. The silai school teachers from villages will be brought by PSP to the training venue for Fifteen days. They will be trained on sewing and embroidery for Thirteen days and servicing for two days.
3. UIL will conduct 15 days residential training of 15 women.
4. After completion of training the silai school teacher will establish and run silai schools at their respective villages.
5. PSP will submit periodical progress report and case studies with UIL.
6. Roles and responsibilities of Service Provider are given in Annexure III

Financials:

1. The overall cost towards various expenses incurred for Opening of Training cum Production Centre and 10 Classical Usha Silai Schools with Param Shakti Peeth, VatsalyaGram Vrindavan (PSPVGV) in Mathura, UP (East)

| Amount to be borne by Param Shakti Peeth, VatsalyaGram Vrindavan (PSPVGV) | | Amount to be borne by UIL | |
|---|--------------|---|------------|
| Particulars | Amount | Particulars | Amount |
| Sewing Machines | Rs.3,39,951* | USHA Brand Supportive Materials, Sewing machines, (Syllabus/Certificates/Signage) | Rs. 83,826 |

*Boarding & Lodging of UIL trainer and mechanics at training districts will be taken care by Param Shakti Peeth (PSP)

2. The Sewing Machine in the Start-up Kit will be **ZFOC** inclusive of GST (as applicable) using Movement Type – 967 to PSP under commitment code **SILA_0088** of GL No.:469030 and FC104545.
3. USS Program Coordinator will be given an advance of Rs.15000/- for meeting the above expenses including the purchase of training materials, taxi hire charges/ other expenses and settle the same against proper bills/details of expenses.
4. The expenses will be incurred from the location offices of the respective states.
5. GST will be charged as per the Govt. of India regulation

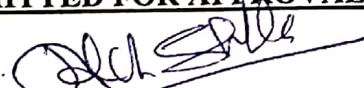
Impact:

1. UIL will be able to reach out 10 new villages in Uttar Pradesh (East).
2. Awareness about Usha International and Silai School Program will be generated in these new 10 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. Motivate school management committees to stitch the uniform in the village with the support of learners of Usha Silai Schools.
6. Motivate learners to enhance and upgrade their technical sewing skills.

Annexure:


1. Budget details for Param Shakti Peeth (PSP) are attached in Annexure I
2. Budget details for training and monitoring to Service Provider in Annexure II
3. The roles and responsibilities of the Service Provider, village and women entrepreneur selection criteria are given in Annexure III.


SUBMITTED FOR APPROVAL


(Alok Shukla)


(Harvinder Singh)


(Priya Somaiya)


(Mohit Donter)


(Dinesh Chhabra)

The above proposal is hereby approved.

17 JUN 2019

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(Executive Chairman)

Annexure I

| Budget for purchase of sewing machines by Param Shakti Peeth, VatsalyaGram Vrindavan in Mathura U.P (East) | | | | | |
|--|-----------|-----------------------|--------------------|-------|-------------------------------------|
| Sewing Machine Model | Quantity | Price per unit in Rs. | Total Price in Rs. | GST % | Total Price Inclusive of GST in Rs. |
| Industrial machine foot operated (Model 8810E) | 8 | 15000 | 120000 | 12 | 134400 |
| Wonder Stitch | 2 | 9932 | 19864 | 12 | 22248 |
| Memory Craft 450 E | 2 | 66198 | 132396 | 18 | 156227 |
| Semi Industrial (RSM) foot operated | 7 | 7110 | 49770 | 12 | 55742 |
| Over-lock sewing machine foot operated | 1 | 5870 | 5870 | 12 | 6574 |
| Motor for RSM machine and Overlock (1/12 HP) | 9 | 1339 | 12051 | 18 | 14220 |
| Total | 29 | | 3,39,951 | | 3,89,412 |

- **Boarding & Lodging of UIL trainer and mechanics at training districts will be taken care by Param Shakti Peeth (PSP)**

**Budget for Opening of 10 Classical Silai Schools with Param Shakti Peeth,
VatsalyaGram Vrindavan in Mathura U.P**

| SL.NO | Particulars | Unit Cost | Frequency | Amount |
|---|---|---|-----------|--------|
| 1 | Start-up Kit | | | |
| 1.1 | SM TAILOR DLX TOP Foot Operated with Sheet Metal STAND and Standard TABLE | 3155 | 10 | 31550 |
| 1.2 | Approximate GST amount | 379 | 10 | 3786 |
| 1.3 | Advanced Level Training Guide (Syllabus for Teachers) in Hindi Language | Book will be issued from the buffer stock | | |
| 1.4 | Service recall booklet in Hindi Language | 130 | 15 | 1950 |
| 1.5 | Teacher Certificates to women entrepreneurs | 20 | 20 | 400 |
| 1.6 | Learner Certificates to women entrepreneurs | 20 | 300 | 6000 |
| 1.7 | ACP Signage Board 2' X 3' in Hindi Language | 460 | 10 | 4600 |
| 1.8 | Production Centre Signage Board | 2000 | 1 | 2000 |
| 1.9 | Transportation of sewing machines / other training materials / ACP signage including all applicable taxes | 500 | 15 | 7500 |
| Sub Total - Start-up Kit | | | | 57786 |
| 2 | Training/Travel Cost | | | |
| 2.1 | Travel Cost of trainers to and fro from Starting point to training venue | 2000 | 1 | 2000 |
| 2.2 | Travel Cost of a technicians to and fro from Starting point to training venue | 1000 | 1 | 1000 |
| 2.3 | Provision for hiring trainers @ Rs.700 per day for 15 days for 1 training | 700 | 15 | 10500 |
| 2.4 | Material cost for training (Rs.600 per Participant) | 600 | 15 | 9000 |
| Sub Total - Training/Travel Cost | | | | 22500 |
| 3 | Miscellaneous Expenses | | | |
| 3.1 | Miscellaneous expenses including Printing of Certificates for Learners (Calligraphy and Lamination of Certificates to Entrepreneurs and Learners) | Lump-sum | | 3000 |
| Sub Total - Misc. Expenses | | | | 3000 |
| Total Cost (1+2+3) | | | | 83286 |
| Total Number for Opening of New Classical Silai Schools | | | | 10 |
| Budget of the Service Provider | | | | |
| S.NO | Name of the Service Provider | Cost | Frequency | Amount |
| 1 | Param Shakti Peeth, VatsalyaGram Vrindavan | Details in Annexure II | | 339951 |
| Total Cost of Service Provider | | | | 339951 |
| Grand Total | | | | 423237 |

Role of Service Provider

- i. Identify and mobilize beneficiaries who have basic sewing and stitching and basic entrepreneurial skills to be a part of the intervention.
- ii. Facilitate the training of women entrepreneur at one place by motivating them to converge at a common point for training.
- iii. Making best efforts that there is no drop-out of women from the training center.
- iv. Arrangement of training venues. Provide infrastructure for conducting training. This would cover boarding, lodging, food and travel for women participants.
- v. Arrangement of boarding, lodging for Usha trainer and technician
- vi. Arrangement of 20 sewing machines
- vii. Machine Transportation cost of 20 machines
- viii. Arrangement of raw material for training (cloth, notepad, pen and sewing instruments)
- ix. Arrangement of steam iron, toolbox, cutting table and iron table.
- x. Provide all other support that may be required for the sustainability of the centre.
- xi. Project cost (training, facilitation and centre establishment cost).
- xii. Providing market linkages for centre.
- xiii. Overall monitoring and program management.
- xiv. Share MIS and case studies
- xv. Facilitate a written undertaking from a woman entrepreneur as per the format prescribed and attached as **Annexure D**;
- xvi. **Param Shakti Peeth, VatsalyaGram Vrindavan** will motivate at least 2 learners of the existing Silai School to facilitate the process of opening Satellite Silai schools (SSS) in the neighboring villages; and
- xvii. Bear the cost as specifically mentioned in **Annexure B**.

Role of UIL

- i. Assessment and shortlisting of women entrepreneur
- ii. Undertake training to participants selected from the identified potential trainee as per the curriculum design of the UIL, leading to certification by UIL.
- iii. Provide resource person and bear their travel expenses to undertake the activities outlined in the scope of work.
- iv. UIL will undertake training of the selected participants for the trainer/entrepreneur program and for this will provide necessary technical expertise, resource person on sewing and stitching and material inputs, training modules etc. as required for the program.
- v. Provide Sewing machines at discounted prices for center.
- vi. Providing sewing machines, signage, course booklet and service manual to 10 women entrepreneurs for opening their Usha Silai School
- vii. Provide the syllabus and manuals.
- viii. Provide signage board.
- ix. Provide "Usha Certificate of Participation" to all women completing the training.
- x. Supportive Supervisory visits (Observational) by technical team during agreement period.

Criteria for the selection of women entrepreneur

- The woman should be from the village and should be respected by the village community.
- The woman should preferably be a married woman in a village. She could also be single (widow, abandoned, marginalized).
- She should have a basic literacy / numeracy level, required for sewing.
- She should have a flair for sewing. There could be women in the villages who stitch clothes for their family members. Women who know how to use a sewing machine would be preferred.
- She should be confident to teach.