

**USHA INTERNATIONAL LTD**  
**(USS Department)**

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**To : The Executive Chairman**  
**From : USHA Social Services**  
**Dated : 16<sup>th</sup> September 2019**  
**Subject: Proposal for Non-Financial Partnership with Foundation for Rural Entrepreneurship Development (FRIEND)**

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**Background / Purpose:**

Foundation for Rural Entrepreneurship Development (FRIEND): Google Internet Sathi Program Internet Saathi is a joint initiative of Google and Tata Trusts launched to empower women in rural India through digital literacy and in the process bridge one of the largest online gender gaps. Based on a train the trainer model, the program is structured to enable women Internet trainers in villages (called Internet Saathis) to further train other women in their village communities on basics of internet usage and the information and services it provides.

FRIEND is a digitally empowering women through digital literacy. It has presence in 18 states and associated with 68000 Internet Saathis. It aims to provide sustainable source of livelihood to Saathis.

Training Saathis on sewing is one of the initiatives for which they are willing to associate with USHA International Ltd.

**Process:**


- 1) A non-financial for a period of one year will be signed between FRIEND and UIL to take this initiative forward.
- 2) The interested Saathis will be connected to Usha Silai School at Block level. A non-disclosure agreement will be signed between both the partners
- 3) Saathis learning from Usha Silai School will pay fees as prescribed by Silai School women entrepreneur. The fee may vary from school to school
- 4) Saathis successfully completing the course will be provided with Usha Silai School learner certificate
- 5) Also, to digitally reach out to interested Saathi, available sewing content will be shared by Usha that can be integrated with Internet Saathi app
- 6) For capturing the Saathis enrollment at Silai School, request and purchase of sewing machines, a dashboard will be made available to both Usha and FRIEND by both the organization
- 7) Usha Program Coordinator will share the nearest Usha Silai School details with them for enrolment
- 8) Data will be tracked in number of learners' enrollment vis a vis enquiry received
- 9) Saathi enrolled at Usha Silai School will train Silai School women entrepreneur on Internet Saathi digital content and Usha Silai School Web portal. Fees can be mutually decided. Data can be tracked upon number of women digitally trained by Saathi


**Impact:**

- 1) Increase in number of learners' enrollment at Usha Silai Schools leading to increase in income of Silai School women entrepreneur
- 2) Awareness about Usha International and Silai School Program will be generated
- 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
- 6) Brand visibility of Usha Silai School Program

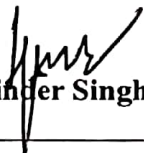
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**SUBMITTED FOR APPROVAL**

  
(Alok Shukla)

  
(Mary Rupa Tete)

  
(Mohit Donter)

  
(Harvinder Singh)

  
(Dinesh Chhabra)

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The above proposal is hereby approved.

(Executive Chairman)

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**A. Roles and Responsibilities**

**Role of FRENED**

1. Sharing interested request with Usha Program Coordinators
2. Track record the Saathis enrollment at Silai School, request and purchase of sewing machines, through dashboard will be made available to both Usha and FRENED by both the organization
3. Track record of number of Silai School women digitally trained by Saathi
4. Ensuring Saathi enrolled at Usha Silai School will train Silai School women entrepreneur on Internet Saathi digital content and Usha Silai School Web portal. Fees can be mutually decided between Saathi and women entrepreneur
5. Sharing case studies/photographs/reports in mutually agreed format

**Role of UIL**

1. UIL shall share details of Usha Silai School at Block level
2. Usha Program Coordinator will connect interested Saathis to nearest Usha Silai School at Block level
3. Saathis successfully completing the course will be provided with Usha Silai School learner certificate
4. Track record the Saathis enrollment at Silai School, request and purchase of sewing machines, through dashboard will be made available to both Usha and FRENED by both the organization
5. Sharing case studies/photographs/reports in mutually agreed format