

**USHA INTERNATIONAL – GURUGRAM**  
**(USHA Social Services)**

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**To : The Executive Chairman**  
**From : USHA Social Services**  
**Dated : 9<sup>th</sup> April 2019**  
**Subject : Setting-up USHA-Dabur India Ltd. Training cum Production Centre in Ghaziabad, Uttar Pradesh**

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**Background / Purpose: Setting-up Training cum Production Centre in partnership with Dabur in Ghaziabad, Uttar Pradesh.**

1. Dabur India Ltd promoted by the Burman family, started operating in India since 1884.
2. Dabur India Ltd has come a long way today to become one of the biggest Indian-owned consumer goods companies with the largest herbal and natural product portfolio in the world.
3. It is a world leader in Ayurveda with a portfolio of over 250 Herbal/Ayurvedic products.
4. Dabur's products have huge presence in the overseas markets and are today available in over 120 countries across the globe
5. Dabur aims to skill women on sewing and stitching skills and enable them to increase household income by providing them a source of sustainable livelihood through setting up Production centre.
6. Dabur India Ltd is partnering with USHA International for setting up Training cum Production center. The first pilot would be in Ghaziabad, Uttar Pradesh which will be expanded to other 5 manufacturing locations of Dabur India.
7. The project partners are Usha International Ltd. (UIL) and Dabur India Ltd.

**Process:**

1. A Financial agreement for a period of one year will be signed between UIL and Dabur India Ltd. to take this initiative forward
2. Dabur will purchase Usha sewing machines and will also bear training cost, material cost, sewing machine transportation cost and project monitoring cost
3. All the logistics expenses of training will be borne by Dabur India.
4. UIL will be responsible for conducting training in two phases
  - a. Initial basic level training: 10 days
  - b. Refresher (advance) level training: 5 days
8. Dabur India will monitor the program and will share periodical progress report / MIS and case studies with good quality photographs (high resolution) to UIL.
9. UIL will support Dabur India and bear following expenses for Branding / Marketing Collaterals:
  - a. Syllabus / Content in Vernacular language
  - b. Certificate of participation for women entrepreneur
  - c. Co-Branded Signage for Training cum Production Centre

## Financials:

- The total cost to the UIL will be **Rs. 8,194 /-** which shall be reimbursed by Dabur India at a later stage (details mentioned in Annexure 1). These expenses will be out of the Silai School Budget, 2019-20.
- An invoice to be raised by UIL to Dabur India for Rs. 269,600 /- + GST.
- There are 2 separate invoices will be issued to Dabur India Ltd. One invoice is for Consultancy and another invoice for Material & Machines.
- Cost Sharing details of partners:

Amount to be borne by Dabur India Ltd.		Amount to be borne by UIL first and shall reimburse later from Dabur India	
Particulars	Amount	Particulars	Amount
Sewing Machines, Logistics, Training Raw Materials and Monitoring cost	Rs.2,69,600	USHA Brand Supportive Materials (Syllabus/Certificates/Signage)	<b>Rs. 8,194</b>

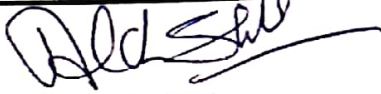
## Impact:

1. UIL will be able to reach out to the villages in and around Ghaziabad, Uttar Pradesh.
2. Awareness about UIL and Silai School Program will be generated in these 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. There is an opportunity of promoting Satellite Silai School out of this centre

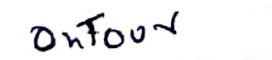
## Annexure:

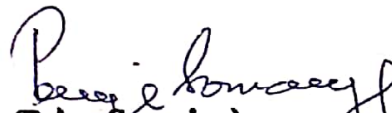
1. Budget details are attached in Annexure I
2. The roles and responsibilities of the Dabur India Ltd are given in Annexure II.


## SUBMITTED FOR APPROVAL

  
(Alok Shukla)

  
(Mohit Doner)

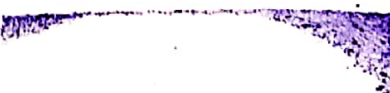
  
(Harvinder Singh)

  
(Priya Somaiya)

  
(Dinesh Chhabra)

The above proposal is hereby approved.

  
(Executive Chairman)

  
10 APR 2019  
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## Annexure I

### Cost to be borne by Dabur India Ltd

S.No.	Particulars	Amount
1	Cost of Assessment of 15 Women Entrepreneurs (WE) from 40 Women	5,000
2	Cost of Training of 15 Women Entrepreneurs (WE) for 15 days in batch of 15 WE in each batch.	71,875
3	Cost of syllabus, certificate, Production Centre Board and entry of Women Entrepreneurs in USS Software	8,194
4	Setting up Production Centre: Cost of Sewing Machines, tool box, instruments for stitching and their Transportation Cost.	1,47,031
5	Quarterly Monitoring of Production Centre	37,500
<b>Total cost</b>		<b>2,69,600</b>

### Break-up of Cost mentioned in Annexure 1

#### A. Cost of Assessment of 15 Women Entrepreneurs (WE) from 40 Women

Sr. No.	Main Particulars	Amount Quoted (1)	Estimated calculated Cost (2)	Mark-up (1) - (2)
1	Travel cost of 1 USS Inspectress for total 2 Mandays.	1,250	1,000	250
2	Overhead apportionment for 1 USS Inspectress for 1 Mandays	3,750	3,000	750
<b>Subtotal (A)</b>		<b>5,000</b>	<b>4,000</b>	<b>1,000</b>

#### B. Cost of Training of 15 Women Entrepreneurs (WE) for 15 days in batch of 15 WE in each batch.

Sr. No.	Main Particulars	Amount Quoted (1)	Estimated calculated Cost (2)	Mark-up (1) - (2)
1	Travel cost of 1 USS Inspectress for 2 trips each.	2,500	2,000	500
2	Local Conveyance for USS Inspectress for 15 Mandays	9,375	7,500	1,875
3	Overhead apportionment for USS Inspectress for 15 Mandays	56,250	45,000	11,250
4	Travel cost of 1 USS Mechanic for 1 trip.	1,250	1,000	250
5	Overhead apportionment (Salary) for 1 USS Mechanic for 2 Mandays	2,500	2,000	500
<b>Subtotal (B)</b>		<b>71,875</b>	<b>57,500</b>	<b>14,375</b>



**C. Cost of syllabus, certificate, Production Centre Board and entry of Women Entrepreneurs in USS Software**

Sr. No.	Main Particulars	Amount Quoted (1)	Estimated calculated Cost (2)	Mark-up (1) - (2)
1	Designing and Printing of Syllabus for 15 Women Entrepreneurs (WE)	5,138	4,110	1,028
2	Certificate designing, printing and courier for 15 Women Entrepreneurs (WE)	2,119	1,695	424
3	Women Entrepreneurs (WE) base line data profiling and data entry in Silai School Software (Manual data entry) for 15 women entrepreneurs (WE)	938	750	188
<b>Subtotal (C)</b>		<b>8,194</b>	<b>6,555</b>	<b>1,639</b>

**D. Setting up Production Centre: Cost of Sewing Machines, tool box, instruments for stitching and their Transportation Cost.**

Sr. No.	Main Particulars	Amount Quoted (1)	Estimated calculated Cost (2)	Mark-up (1) - (2)
1	Sewing Machine - RSM with Motor (12 at centre) DBP Rs 8,449 per machine	84,490	73,668	10,822
2	Usha Janome Wonder Stitch Sewing Machine with cover (2 machines) DBP Rs 9,932 per machine	29,796	10,376	19,420
3	Over lock sewing machine foot operated (1 per centre) DBP Rs 5,870 per machine	5,870	4,136	1,734
4	Machine Transportation cost of 15 Machines	3,750	3,000	750
5	Instruments for stitching (15 per participant)	11,250	9,000	2,250
6	Toolbox (5 units)	1,875	1,500	375
7	Signage/Board	3,750	3,000	750
8	Transportation cost of Steam iron, Cutting table, Instruments for stitching, Signage/ Board, Tool box, Certificates and Raw material & cloth etc at production centre.	6,250	5,000	1,250
<b>Total (D)</b>		<b>1,47,031</b>	<b>1,09,680</b>	<b>37,351</b>

**E. Quarterly Monitoring of Production Centre**

Sr. No.	Main Particulars	Amount Quoted (1)	Estimated calculated Cost (2)	Mark-up (1) - (2)
1	Quarterly on-site support through PC's.	25,000	20,000	5,000
2	Sundry Expense (If Any)	12,500	10,000	2,500
<b>Total (E)</b>		<b>37,500</b>	<b>30,000</b>	<b>7,500</b>

## ANNEXURE- II

### **Role of Dabur India Ltd**

- i. Identify and mobilize 15 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. Ensuring that there is no drop-out of women
- iv. Arrangement of training venue and infrastructure for training. (This would cover food and logistics arrangements during the training)
- v. Motivate the village women and girls to be a part of the initiative
- vi. Provide all other support handholding that may be required for the sustainability of the schools
- vii. Project cost (sewing machines, training, logistics and facilitation cost)
- viii. Be the interface between UIL and the village community.
- ix. Facilitate in establishing a rapport between UIL and the villagers by introduce Usha Silai School Program to the villagers
- x. Take a written undertaking from the woman entrepreneur as per the format prescribed and attached as Annexure B.
- xi. Overall monitoring and program management (Monitor the progress of the program and communicate the same to UIL through regular reports in the set format).
- xii. To motivate at least 15 learners of the Training cum Production Centre to facilitate the process of opening Satellite Silai schools (SSS) in the neighboring villages
- xiii. MIS and case studies sharing

### **Role of Usha International Limited**

- i. Assessment of Women entrepreneur
- ii. Design course module for women entrepreneurs
- iii. Conduct training for 15 women entrepreneurs by allocating 2 resource person for 15 days per batch (1 batch: 15 women)
- iv. Conduct sewing machine maintenance and repair training by allocating 2 sewing machine mechanic for 2 days per batch (1 batch: 15 women)
- v. Allocate UIL program coordinator for 15 days
- vi. Provide Sewing machines at discounted prices for Training cum Production centre
- vii. Provide Usha Certificate of Participation and training manual to all women completing the training; sewing machines and signage for Centre
- viii. Provide handholding and monitoring support to women entrepreneurs
- ix. Quarterly observational and assessment visits by technical team/program coordinator at production center during agreement period.