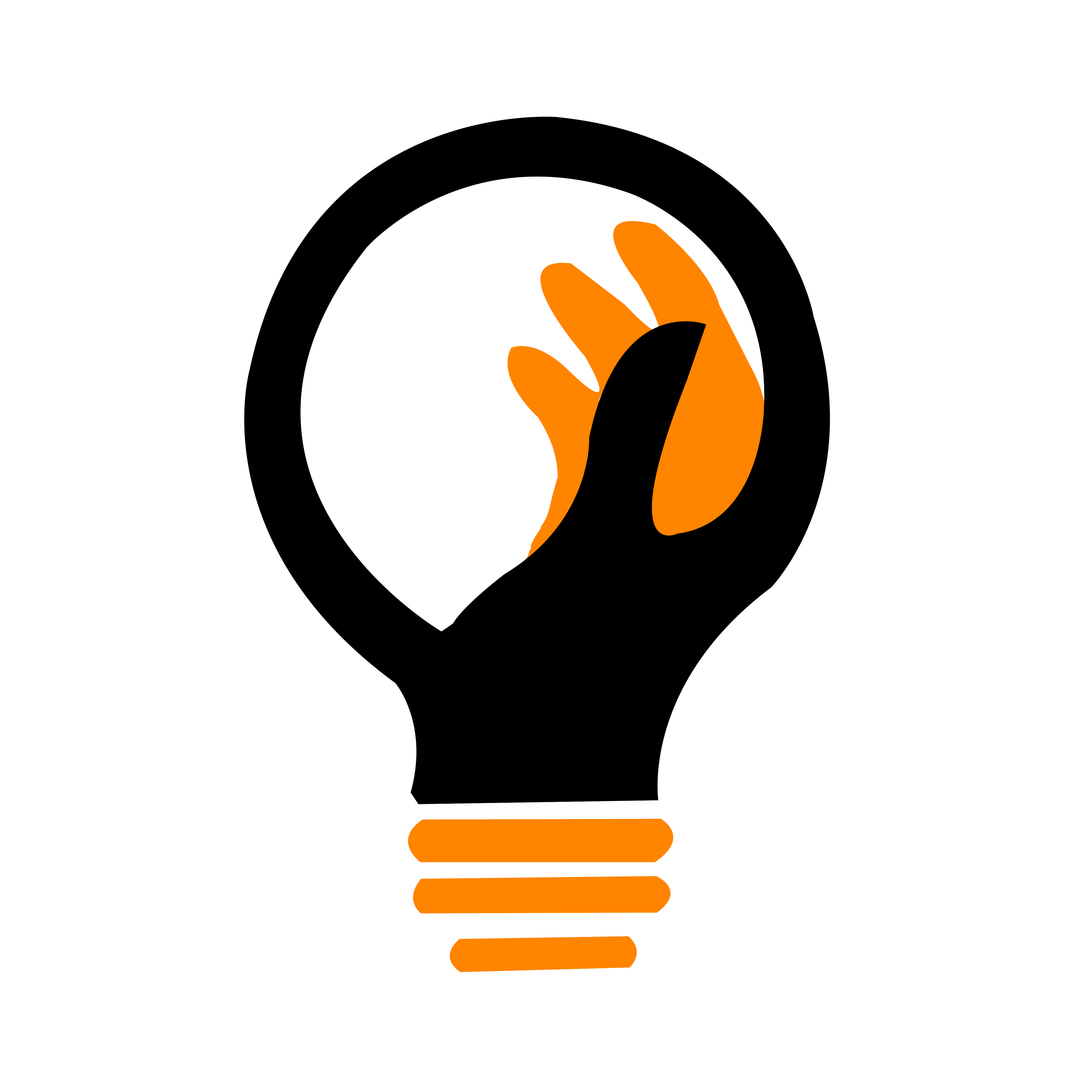
**SANCHAAR’S MANUAL**

**Purpose**:

This manual has been designed for the following purposes:

* To set standards for the production process of Sanchaar’s #TieTheKnot project and provide some standardized guidelines for any such upcoming projects.
* To provide Sanchaar members and volunteers with a layout of the essential aspects of their job.
* To provide people (Sanchaar members or not) with information that can encourage and help them to embark on similar projects.

Please note that wherever ‘Sanchaar volunteer’ or ‘volunteer’ is used in the guide, it is used to address to all people who may or may not be associated with Sanchaar, but wish to learn (or even emulate) the fundamentals of a project like #TieTheKnot.

Please note that wherever ‘ladies’ or ‘women’ is mentioned, it refers to the students in the #TieTheKnot workshop.

**-Planning:**

Volunteers need to conduct research (formal or not) to get answer to the following question:

What kind of products are in demand in the market?

After conducting research, volunteers must make a comprehensive plan.

For the proposed plan, volunteers must answer the following questions:

*Product*

-Which of the Sanchaar products are you planning to make? If you’re planning to make a new design, do you know the method of production? Are there any (internet) resources that may help you learn a particular design.

-If the design is new, will you be able to acquire the raw materials needed to produce the product? Are those raw materials reasonably priced in the market?

-Are you confident that the products that you’re choosing to produce will sell in the market?

-What is your target market?

*Students*

-Do you know a group of underprivileged women willing to learn the skills? If not, how will you approach such women? (Will you approach an already established organization? Or teach in a kacchi basti?)

-At what time would the women be able to come for the workshops? Would you be able to conduct the workshops at that time?

-How many women would be able to come to the workshop?

*Location*

-Where are you going to conduct the workshops?

-Would the location be too small/ noisy/ disturbing for the workshops?

*Necessary questions:*

- For how long would you be able to conduct the workshops? (Minimum requirement= 6 hrs counting all classes)

-Questions that can be answered once the workshop begins:

-By taking into account the average number of women attending the workshop, the average time needed for production of the products and the duration of the workshop, what is the average output of the entire workshop going to be?

(As a rule of thumb to set a strong target output, find 1.5 times of the average output.)

**Training**:

Training is a very important aspect of being a Sanchaar volunteer. One cannot teach a group of ladies product-making skills without learning the skill sets themselves. Therefore, volunteers must devote appropriate hours to:

-Learn the technique of product making

-Practice the skills till completely confident about them

This training would be provided to volunteers via (any or all of the) following distinct means:

-Personal training: In this form of training, already skilled Sanchaar personnel(s) would teach the volunteers vis-à-vis.

-Peer training: In this form of training, the volunteer would be made to join a group of his/her peers. The group would be collectively responsible for attaining the needed skill sets (through personal or shared resources).

-Video training: In this form of training, the volunteers would be given videos clearly depicting the process of product making. The volunteer would be expected to follow the instructions and learn and repeat, till he/she gains confidence.

**Procuring materials:**

In the case of #TieTheKnot, the materials had been arranged through personal correspondences of the project leaders.

Sanchaar volunteers would be expected to try to arrange for the raw materials through personal sources, Internet, etc. (Sanchaar will aid in the provision of materials if a problem does arise.)

**Production process**

After the necessary training and acquisition of materials, volunteers must be able to engage in the production process. Volunteers would do so by having a Sanchaar workshop. This workshop should ideally be at least 3 classes long.

Throughout the workshops, the volunteers should have occasional interviews or photography sessions that may be used for the marketing of the products.

On the first day of the workshop, volunteers must conduct an ‘ice-breaker’ activity to get to know their students.

After the ice-breaker activity, the volunteers should split into group to carry out the production process

The production process refers to:

* Teaching the women the required skill
* Helping the women acquire the skill till perfection
* Quality control (more on that later)

One volunteer must teach a small group of ladies, ideally of not more than 10 ladies to establish a personal connection with each member. The volunteer must ensure that the ladies are able to learn the skills. In the case of any learning problems, the volunteer must use his/her experience and training manual to help the ladies learn effectively.

(Bonus point: Great volunteers are both good communicators and listeners. Use both of these skills to solve problems, if any may arise.)

The volunteer may also promote peer learning amongst the women.

If the women wish to explore variations of a particular design, the volunteer should promote the creative impulse. However, if such creative impulses are extremely unproductive, then the volunteer may use his/her discretion to resume the production of the previous designs.

Once a specific group of women have completed and mastered the production of a specific product, rotation of design must take place. The goal of the production process is that the women efficiently learn as many designs as possible.

The volunteer(s) must come up with a reasonable plan for each workshop, taking into consideration the output of production, designs of the products, and number of women (and so on). The core team must approve the plan proposed by the volunteer team.

**Quality check:**

As the women are producing sellable products, the volunteers must ensure that they have been made to the highest quality standards.

It is recommended that quality checks are taken along with the production process, rather than after the production process.

Some general rules for conducting quality checks are:

-Each product must be of the appropriate size.

-In the case of bands, for example, their thread strands must not be loose, unless for artistic or practical purposes.

-In case of the application of glue gun or any other adhesive, proper care must be taken to ensure that the adhesive isn’t visible, unless for artistic or practical purposes.

-In the case of stitching (for example of Velcro and cloth), ensure that the stitching line is even and appears neat.

-Again in the case of bands, the ends of each product/band must be tightly sealed.

The workshop should terminate on a good note. The volunteers may even conduct some fun and engaging activities.

By the time the workshop finishes, the volunteers should have (if not exactly, but close to) the planned output of quality products (like bands).

**Marketing**

Marketing of the products should begin from the very first day of the workshop.

Moreover, when the products are ready, the volunteers must get involved in tactful and effective marketing.

Marketing must be done in accordance with the expected and actual output of the products.

The volunteers must ensure that the marketing of the products

- Is not very costly. (If it is very costly, then the volunteers must be confident about the returns.)

- Includes (either explicitly or implicitly) the purpose of the project, the information about the producers and information about the product.

-Highlights a unique selling point/ proposition for each product

Marketing of the products should be done effectively and creatively. Although the volunteers may use any appropriate platform for marketing, the following platforms should serve as the starting point(s):

-Social media- there are no bounds when it comes to marketing on social media websites. The volunteers must use their creativity to create a social media campaign that is both informative and engaging.

(For reference and inspiration, explore the weekly posts by Sanchaar during the interval of the first #TieTheKnot project)

-Via personal connection: Family and friends- Volunteer should tell family and friends about the work that they are engaged in and encourage them to support the cause. (Doing social service is a noble endeavor; take pride in it.)

-Community- Volunteers are suggested to spread the word about the initiative in their communities. This can be done in multiple ways. (Example: by putting up posters on the notice boards of an apartment/

-School/ Workplace- Volunteers are suggested to spread the word about the initiative in their respective schools or workplaces. School students may do so by advertising the cause in a school assembly, etc.

-Newspapers/ Magazines/ Radio channels, etc.

**Selling**:

The entire purpose of the production, quality checks and marketing is to ‘sell’ the sellable products.

Like marketing, the medium for sales must be decided in accordance actual output of the products. The volunteers must have a keen lookout for where they can sell the products.

Volunteers should consider the following:

-Commercial Exhibitions

-Personal orders from acquaintances

-Social Media sale

-Example- Organizing a ‘band sale’ (Just like a bake sale)

*Unique Selling Point/ Proposition*

Volunteers must remember to accentuate the USP of the bands/ products during sales too.

The typical USPs of a Sanchaar product could be:

* The social cause. (This is probably the most important factor that’ll help volunteers to attract customers.)
* Eco-friendly/ Bio-degradable
* Ultra chic and trendy

*Strategy*:

Volunteers need to employ strategic promotional strategies to attract customers to buy the products. Marketing the USP is not enough. Promotional offers like ‘Buy One Get One Free’ may be used.

*Pricing*:

-The pricing should ideally be cost plus pricing. However, depending on the elasticity of the consumers, dynamic pricing may be employed.