

# SEWA

## International



# Activity Report (2011 to 2012)



# Sewa International

**“Sewa hi Paramo Dharmah”**

(“Sewa is the Supreme Dharma”)

## Governing Body

### International Advisory Committee

1. Shri Suryanarayan Rao
2. Justice (Retd.) Rama Jois
3. Dr. Shankar Tatwawadi

### Trust Board

Chairman	Shri Jai Prakash
Secretary	Shri Shyam (K.G.) Parande
Treasurer	Shri Bimal Kedia
Members	Shri Suresh (Bhaiya ji) Joshi
	Lt. Gen. (Retd.) K.K. Nanda
	Shri Brij Mohan Sethi
	Shri Ramesh H. Mehta

Publisher

**Sewa International**

49, Deen Dayal Upadhyaya Marg,  
New Delhi – 110 002

**(For Private Circulation Only)**

# Sewa International

## Activity Report 2011 – 2012

The movement “SEWA INTERNATIONAL” was started in 1991 in the UK by some philanthropists initially to help the earthquake victims of Latur, Maharashtra. Since then, the movement has spread out to USA, Canada, Australia and other European countries. It is also setting foot in some African countries like Kenya and South Africa and a few Caribbean countries. Sewa International aims at not only arousing the curiosity of scores of voluntary organizations and volunteers to grasp the strength and weaknesses of the society better but also prepares them for new challenges, makes changes happen, promotes opportunities and improves the way people do things to make this world better.

***Mission statement:** “ Sewa International is a ‘not-for-profit’ organization inspired by the noble Hindu tradition of service before self; working for promoting voluntarism internationally especially among children, youth, women and energetic senior citizens; building an international network of not-for-profit organizations; promoting philanthropy from the grassroots level to corporate sector; providing relief to the affected during calamities, natural and or-man-made, and rehabilitating them; building capacity of the non-profit organizations towards achieving results, empowering communities and individuals through sustained support; funding committed, grassroots organizations that rely strongly on volunteer effort; supporting effort that promote cultural and moral value systems in the society; and aiming to see happiness and well-being in everyone, everywhere and at all times”.*

### **Sewa International’s Activity Domain:**

1. To relieve poverty and diseases and help the sick, needy, the weak and those affected by natural calamities, disasters and other sufferings.
2. To help in the education and training of the poor, sick, disabled and socially backward students and assist them financially.
3. To facilitate long term development projects.
4. To enable and empower communities become self reliant and earn a dignified living.
5. To strengthen voluntary organization by training their personnel in effective implementation of projects with modern management techniques and encourage cooperation between its overseas chapters.
6. To support and aid village development programs, to achieves self sustenance through total integrated development.

7. To arrange visits of donors/contributors from abroad to various project sites in Bharat to have the first hand experience of various ongoing activities.
8. To provide services to allied voluntary organizations: on management of funds, materials, technical and human resources for social development, which are tough terrain faced by the voluntary and social development organization.
9. To publish a monthly e-newsletter “**Sewa Sandesh**” and disseminate Sewa News to well wishers, donors and supporters.
10. To maintain a blog with information on ‘Sewa Activities.’
11. To organize International Sewa Meets at various places once every three years for interaction and better understanding of the needs and decide on future course of action to be taken.
12. To make ‘short documentaries’ on various projects/programs that have been supported / funded.
13. To maintain the website ([www.sewainternational.org](http://www.sewainternational.org)) with information on various Sewa Activities.
14. To publish Activity Reports – Annual & decadal – on the monumental Sewa Activities that are being run in Bharat by SI in collaboration with numerous other sister organizations.
15. To maintain a well equipped library of over 5000 books on subjects like History, Political Science, Economics, Sociology, Philosophy, Culture & Theology apart from prominent periodicals on various topics.

## **Activity Report (April 2011 to March 2012)**

### **Summary of S I Activities for the year April 2011 to March 2012**

Through various planned activities, **Sewa International** and **Kutch Kala Sewa Trust** has motivated the artisans, so that they can establish their own micro-enterprise and provide marketing support to the artisans by organizing Trade Exhibitions and participating into State & National Meets. “Empowering Women Self Help Group to Organize and Manage Sustainable Entrepreneurship Program” has helped the women artisans to understand the behavior and character of markets and to respond appropriately to the challenges of competition.

#### **(I) Sewa International Kutch-Bhuj Project, Gujarat**

##### **1. Construction of Sewa International Design & Development Centre**



An initiative was taken for development of Sewa International Design & Development Centre supported by India Development and Relief Fund (IDRF), where beneficiaries can work and enhance their skills and capacity. By the end of March 2012, the entire structure of the centre was constructed along with the boundary wall. To make the premise green and eco-friendly

several plants are planted in the premises.

##### **2. Entrepreneurship Development Program (EDP)**

Entrepreneurship Development Program (EDP) was focused on Skills development and understanding Business processes regarding training. The training was organized by Sewa International and Kutch Kala Sewa Trust and supported by India Development and Relief Fund (IDRF). It was organized at Jiyapar village of Nakhatrana Taluka. The duration of the training was 15 April to 15 October 2011. 18 beneficiaries from the target group participated in this training program. Sri Heerajee Ramjee Garwa was the main trainer and Sri Purushottam Kumar Singh was responsible for accounts and book keeping throughout the training. The objectives of this training programme were as below-



While showing the different parts of the sewing machine to the participants, he emphasized that the participants should know the following things in order to repair their sewing machines by their own. During the entire training program he taught them the following tips:-

- ❖ How to thread the sewing machines and how to wind the bobbin and select the correct needle.
- ❖ How to properly clean and lubricate the sewing machines and how to check the various parts for wear and breakage.
- ❖ He demonstrated them how to check for problems such as Noisiness, thread breakage, needle breakage, poor stitching, skipping stitches, etc.
- ❖ He showed them how to straighten the needle and **presser** bars and level the **presser** foot on sewing machines and
- ❖ He also told them what to observe while purchasing wholesale parts and new sewing machines.

It was entirely a new experience for all the participants, they felt excited and throughout the training wherever they found any difficulties related to their sewing machine they consulted the trainer without hesitation.

- **Making quality products.**



Master trainer told all the participants that they should pay a great deal of attention to banners and their equipment, appliques and other embroidered products and maintaining a high level of quality even in the smallest products. They should make their best efforts to make each product perfect both in design and content. He told them that apart from knowledge and experience a good product also requires appropriate materials. He emphasized the fact that a well prepared design plan is a basis of high-quality embroidery. The design plan includes, besides an accurate illustration of the shapes of the motif, the selected colours and embroidery techniques that will be used in making of a banner.

Sri Heerajee Ramjee Garwa focused on the fact that quality plays a pivotal role in generation of demand of any product. Before making a product it should be analyzed about its demand, taste, and group/category of buyers.

- **Marketing**

Master trainer told the participants that it is observed that most of the SHG products are sold in local rural haats to the “middle man”, who pays very less price, resulting in low income. But the initiative towards empowerment should be on economic front of the Self Help Groups through self employment mode and this could be realized through proper marketing of the products of these Self Help Groups.

He told that in the present scenario the products and their corresponding price list of different SHGs are put on the **intranet portal** for better price and marketing as the district is aware of the availability of these products. Different groups are encouraged to participate in district and state level exhibition and melas for better exposure and price of their products. He said that all the participants should explore these options to get good return of their products.

- **Account & book keeping**

The major activities undertaken on account and book keeping were:-

- (i) Receipt – Payment / income expenditure recording-  
This session was an elaborated account of record of inflow and outflow of money in the groups. The sessions were taken with due care and patience as the topic was quite a sudden entrant in the minds of the artisans who are more brave to petty money transactions and creative instructions in art and craft.



- (ii) Minute book maintenance of SHGs and resolution passing - The participants were told to conduct mock meetings and maintain minute books. This ensured good understanding of the entire system of minute book writing and resolving with parity with activities undertaken by the SHGs.
- (iii) Banking operations - The trainer ensured knowledge of deposit and withdrawal formalities of money from banks to the participants.

- (iv) Inter loaning & Micro credit loan and interest disbursement and recovery maintenance in the books of Accounts and
- (v) Financial importance of Self Help Groups in fiduciary duties of artisans as groups of individuals - Trainer emphasized the positive aspects in terms of financial support that a well-managed Self Help Group would receive as averse to individuals and a fragile SHG.

### **3. Ode to Earth, Care India, New Delhi**

Sri Devang Bhai Sompura and Sri Deepak Singh participated in exhibition Ode to Earth organized by Care India and Fair Trade Forum India, New Dehi from 20-23 October 2011. Sri Devang Bhai Sompura and Sri Deepak Singh got an opportunity to participate in this exhibition and interacted with people from all strata and sphere. They sold their products in this exhibition and also learnt about the existing style, fabric, trend and demand of present market situation. They built a good rapport with the rest of the participants and their products were appreciated by all the participants and visitors.



### **4. Technical Training Program**



One month technical training program was organized by Sewa International & Kutch Kala Sewa Trust and supported by India Development & Relief Fund (IDRF) from 25 October to 25 November 2011 at Ashapar village of Nakhatrana Taluka. The trainers for this training were Sri Siju Purushottam. There were 25 participants who attended this training program. The major subjects covered during this training were: - (i) to create a new design and up gradation of skills & techniques related to Kutchi embroidery (ii) Finishing of embroidery samples (iii) Color combination and value addition in embroidery work.

## **5. Entrepreneurship Development Programme (EDP)**



Entrepreneurship Development Programme (EDP) was basically focused on role and functions of Self Help Groups and basic knowledge of tailoring. EDP was organized by- Sewa International & Kutch Kala Sewa Trust and supported by- India Development & Relief Fund. It started from 1 December 2011 and continued till 15 March 2012 at Jiyapar Village of Nakhatrana Taluka. During the

entire period of EDP the main points which were focused and emphasized were:-

- Role and function of self help groups.
- Different sewing tools & equipments and their uses
- Different methods and techniques of stitching.

In EDP, participation of 12 beneficiaries from Self Help Groups was ensured. They were actively involved during the entire period of Training. Shri Heerji Ramji Garva (Master Tailor) was the main Resource Person for EDP. During the initial phase of training he assessed the need and then provided his inputs on the basis of strength and potential of the participants.

## **6. Vanvasi Kalayan Ashram Exhibition, Mumbai**

In the month of February 2012, 24-26, Devang Bhai & Purshottam Bhai participated in Trade Exhibition organized by Vanvasi Kalayan Ashram in Thane, Mumbai. These participants experienced various new things while participating in Vanvasi Kalayan Ashram Exhibition like Market trend and Demand, taste and preference of buyers. They also developed new contacts which would help them in future to excel in their business. They got to know the taste of different gallantry of people which would help them in future production.

Through the project titled "Empowering Women Self Help Group to Organize and Manage Sustainable Entrepreneurship Program", an effort was made during this reporting period to enhance the skills and capacity of target group.

The focused villages were Kuran, Lodai, Dhanetti, Jiyapar, Navanagar, Nakhatrana, Dayapar, Ashapar and Valka.

500 Women Artisans from Aahir, Rabari, Soda, Harijan and Patel community were benefited directly from this program. On a regular basis they were getting embroidery work. Time to time capacity building of these artisans was done. 350 project beneficiaries are earning Rs. 800 - Rs. 1200 per month by doing embroidery on variety of patches. Women Artisans who have undergone training on tailoring are earning Rs. 2000-Rs. 2500 per month.

18 beneficiaries were developed as master tailors out of which 6 have established their own businesses. In Entrepreneurship Development Training, 6 out of 12 women have mastered in stitching and cutting of garments where as rest of them have showed enthusiasm and interest in the entire process. All efforts are being made to sustain the progress made by the beneficiaries.

## **(II) Maharaja Agrasen Technical Education Society**

Maharaja Agrasen University is being established under the aegis of Maharaja Agrasen Technical Education Society, Delhi. Maharaja Agrasen Technical Education Society was founded on July 2, 1998 by a group of distinguished public spirited industrialists, entrepreneurs, social activists, civil servants and professionals.

Among the founder members is Dr. Nand Kishor Garg, a leading political and social figure, who served as an MLA and as parliamentary secretary to the Chief Minister of Delhi during 1994 – 95. Dr. Nand Kishor Garg is currently the Chairman of the society.

The charter of the society is to the establish Institutions of excellence to nurture youth to become high quality professionals and inculcate in them the spirit of service to the country. The society is exempted under Income Tax Act as a philanthropist charitable society. **Sewa International** is assisting, supporting and facilitating the projects and programmes of Maharaja Agrasen Technical Education Society (MATES).

### **(a) Maharaja Agrasen Institute of Technology, Delhi**

In pursuance of its charter, the society established Maharaja Agrasen Institute of Technology in the year 1999. Maharaja Agrasen Institute is affiliated to Guru Govind Singh Indraprastha University, Govt. of Delhi. The institute is rated by professional journals as among the 25 best self – financing engineering colleges in the country. The institute campus has been established in a 12 acre plot in Rohini, Delhi allotted by Delhi Development Authority. The campus has teaching blocks, a modern auditorium, sports ground, hostel, administrative block, bank block etc. The Institute currently conducts courses in B. Tech – Computer Sciences, Electronics and Communication Engineering, Information Technology, Mechanical Engineering,

Automation Engineering, Electrical and Electronics Engineering. There are about 2000 students. The institute has been providing 100% placement with well established companies like HCL, Infosys, TCL etc.

**(b) Maharaja Agrasen Institute of Management Studies, Delhi**

Maharaja Agrasen Institute of Management Studies was established in the year 2000. This institute is also affiliated to Guru Govind Singh Indraprastha University Govt. of Delhi. This institute is rated one of the best management schools in Delhi. The institute runs BBA – General and Banking and MBA courses and has about 750 students.

**(c) Maharaja Agrasen Institute of Advanced Studies**

Maharaja Agrasen Institute of Advanced Studies was established in 2008. the institute is affiliated to Punjab Technical University. The institute is running the BBA courses in general and has about 350 students.

**(d) Maharaja Agrasen University (Himachal Pradesh)**

Encouraged by the success of the three Institutes mentioned above, the society envisioned to establish Maharaja Agrasen University. The society chose education hub at Atal Nagar, District Solan, Himachal Pradesh for locating the university on account of the ideal location. Educational hub at Atal Nagar has been developed by Govt. of Himachal Pradesh with a view to create a center of quality education as part of Himachal Govt's over all vision to improve the quality of higher education and enhance the enrolment in higher education in the state. The Hub is 10 km away from Kalka railway station, 36 km from Chandigarh, 313 km from Delhi and is well connected by rail, road and air.

**(e) Development of the University Campus**

The vision is to develop an elegant, green and vibrant campus where all the students and staff will live, study, learn and play in the tradition of an ancient Gurukul, a university where latest courses would be taught by the best faculty, where most modern library, laboratories would be available, where the students will be nurtured to grow into high quality professionals, dedicated citizens and good human beings. To develop the architectural concept of the university campus, a competition was held among reputed architects. The finalized concept envisages a campus of modern buildings in harmony with surrounding hills and will have five schools – **School of Technology, School of Management Studies, School of Education Studies, School of Legal Studies and School of Journalism** with Library, hostels, faculty residences, staff quarters, indoor games, auditorium, administrative block, play ground etc.

**(f) Community Services**

The establishment of Maharaja Agrasen University will bring a quality institution of higher education to Himachal Pradesh and enhancement in enrolment of higher education among the youth of the Himachal

Pradesh and neighboring areas. The university will also vigorously carry community programmes like adult education, literacy campaign, awareness creation regarding alcoholism and drug addiction, tree planting, water harvesting, use of solar power etc. and will have close interface with local community and people of Himachal Pradesh. The University aims to become a catalyst for improvement in education and social and economic life of people of the neighboring areas particularly Himachal Pradesh.

### **(III) Seva Sahayog**

Seva Sahayog is a star project of **Sewa International** which aims at engaging socially conscious corporates, groups and individuals with NGOs of matching interests.

The NGOs in Seva Sahayog network are those, who have demonstrated a sound and robust record in grassroots work, but lack resources such as technology, finance and human resources - to take their work to the next level. The SS network aims at effectively channelizing these resources to the NGOs.

The core team of SS is composed of volunteers highly placed in IT and other corporate entities. They have grass roots exposure with various NGOs in various sectors and have worked dedicatedly for development initiatives. Seva Sahayog is thus powered with unique skill set of deep understanding of grass roots realities and a clear vision of the role corporate Bharat can play to support community initiatives. Seva Sahayog is largely a volunteer-run organization with adequate professional staff backup and well-equipped office set up centrally located in Pune city.

#### **School Kit Drive**

**Seva Sahayog** "School Kit" drive aims at providing schoolbag + notebooks + drawing book + compass/geometry box to needy students and educational aids and laboratory equipments to needy schools.

Seva Sahayog volunteers had visited few financially limited schools, where the students lack the infrastructure to study. As per the survey conducted, most of the students can't afford the basic things needed for their education. The reasons were many; parents being away from the children, virtually unemployed parents, single parents with a financial crisis, children without parents, family below poverty line etc. SS volunteers had discussions with teachers and volunteers of VOs working in slums and came up with a list of basic requirements under the School Kit Program. After explaining the detailed plan of this program to the VO persons, they responded enthusiastically, and we quote: "This is going to be the best help at this moment for these children and we will co-operate whole heartedly to make this activity a big success". SS through its strong tie-ups with NGOs and good sponsors has made a concrete plan to initiate the School Kit Program and aid these schools.

Other than Pune, drive is now active in Mumbai and Nashik also.

## **NGO initiative to distribute school kits gets bigger**

TIMES NEWS NETWORK

Pune: It has been three years since a group of youth came together with the intent of 'connecting India to Bharat'. Simply put they wanted to connect the corporate India to NGOs that work at the grassroots level, and Seva Sahayog, as the group is called, does exactly this. "We get two communities together on one platform where the corporates can financially help the fund-starved NGOs," says Shailesh Ghatpande, a member of Seva Sahyog.

From among its varied activities, the school kit programme has received the best response from denizens, especially IT professionals. "Though we had distributed school kits in 2007, but it was on a much smaller scale. We realized that to reach out to more children, the activity needs to be carried out on a much larger scale. We then conducted a survey to find out the number of children who really need such kits," Ghatpande explains, adding that the survey results really surprised them. "Over 50,000 students in the city needed such kits," he adds.

"Next year, we approached corporates in the city and made the kit-collection programme a part of their corporate social responsibility activity wherein employees can sponsor one such kit at only Rs 200. In fact, some of our volunteers also spread the word at their workplaces," Ghatpande says.

The kit, comprising of about 10 notebooks - as per the class requirements, a pencil or a geometry box and a school bag actually cost anything between Rs 280 to Rs 325 in the market. "But we spoke to the manufacturers and they agreed to sell it at a lower price," he adds.

Last year, the NGO distributed these kits to over 3,000 students through various NGOs working in the field of education like Nihar, Swaroop Wardhinee and Surajya Prakalp, among others.

"This year we plan to distribute about 10,000 kits through the same NGOs. It has been two weeks since we launched the drive and we have another two weeks before the next academic year begins," says Ghatpande, adding that they have already crossed the halfway mark to 10,000 and hope to collect the remaining by June 7. The group has been assembling these kits every Sunday for the past two weeks.

"The happiness that a child experiences on getting new things on the first day of school is incomparable and is something that all of us have experienced. It is something that even the underprivileged should experience and hence our drive," says Ghatpande.

## Beneficiaries of School Kit Drive

### Information of recipients

- ❖ **Chaitanya Mahila Mandal** runs night-shelter and informal school for children of Sex Workers in Budhwar Peth. Children get a safer and healthier environment at this shelter, while their mothers are busy.
- ❖ **Bharatiya Stree Shakti Jagran** is an all-women organization running Self-Help Groups in economically weaker sections of Pune city. The kits are going to children of women participating in these groups.
- ❖ **Swaroop Wardhinee** is a very well-known organization in Pune, which aims at identifying 'talent' in the slums and grooming the talent by enhancing physical, academic, and character-building inputs.
- ❖ **Bhatke Vimukta Vikas Pratishthan** is working for development of Nomadic and Denotified (declared criminal during British rule) tribes. These tribes do not have any land or home for generations. They often face police harassment for suspicion of thefts. No address, no ration card, no voting rights – rather no recognition of existence; this is their plight. This organization runs a residential school for children of these tribes.
- ❖ **Astitva Pratishthan** runs schools for children of Sugarcane harvesting labour. Thousands of families migrate from Marathwada to harvest the cane. Children drop out of school every year for this migration of 5-6 months. This org runs bridge-schools at the harvesting site, known as sakhar-shala (sugar school). Kits are sent to the residential school recently started by this org.
- ❖ **Samrasta Punarutthan Gurukulam** run by famous social worker and Marathi writer Girish Prabhune works for the development of nomadic tribes, especially the Pardhi tribe. Kits are sent to the residential school of Pardhi children.
- ❖ **Mata Balak Utkarsh Pratishthan** runs a formal school in the drought-prone Sangola Taluka of Solapur district. Kits are sent to the needy children identified by the teachers.
- ❖ **Surajya Prakalp** runs education support centres, study-rooms (Abhyasika), women's SHGs, and many other activities in eight slums in and around Yerawda. Children in the Abhyasika have received the kits.
- ❖ **JiJai Shikan Mandir** is a school in Jahangir Nagar area of Pune located in an economically weaker settlement. All the children in this school have received kits.

- ❖ **Meghalaya Hostel** run by Vikas Sadhak Vahini is a free hostel for girls from Northeastern states. The girls are selected by organizations in the northeast and are provided enabling environment free of terrorism and insurgency.
- ❖ **Nihar** is an NGO in Hadapsar running education activities for slum children.
- ❖ **Agarkar School** is a formal school run by New Education Society. The teachers identified needy students (Girls on priority) as recipients of the kits.
- ❖ **Maharashtra Education Society (MES)** runs many colleges and schools in various parts of Maharashtra. Schools in semi-urban/rural region around Pune have a majority of students coming from the labour class. These children – as identified by the teachers – are receiving the kits.