



# SHATTERING CEILING

“INSPIRING STORIES OF WOMEN”



*The Journey of Women who Navigated  
Tough times and Bounced Back*

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# INTRODUCTION

**E**mpowering women means enabling them to be economically productive, politically active and take independent informed decisions in matters that affect them. It also means a process by which women acquire self-worth, power and control over their own lives, and ability to make strategic choices to effect positive changes in their family and society.

Women have always been marginalized and relegated to the status of subjugated class in the Indian society. It is evident that they should be organized and motivated to end their subordination, hence a convincing need to recognize the diverse roles they play such as reproductive, productive and community management. The need to deliberate for evolution and development of women as entrepreneurs by providing them with motivation, skills and opportunities is more compelling today than ever.

The '**Women Empowerment Programme**' jointly conceived and implemented by FVTRS (*Functional Vocational Training and Research Society*) Child Fund, with the support of City Bank made an earnest effort to journey with women from marginalized communities to transform them from '**Chance Entrepreneurs**' to '**Proficient Entrepreneurs**' through the EDP (*Entrepreneurship Development Programs*) project.

Those women from marginalised communities who had started small businesses for mere survival without any specific goals were identified, properly recognized and motivated through EDPs as part of a strategy to develop them as proficient entrepreneurs.

This document highlights the journey of 1408 women from the city of Bangalore, Mysore and Mangalore who participated in the project by capturing "**signs of change**" among women who have transcended challenges and transformed themselves into independent and competent entrepreneurs. It illustrates their stories with their success & challenges; testimonies & aspirations; innovations & expansions; and more.

## MESSAGE

### Women empowerment; fostering hidden potentials

**H**istory tells us that there is an unceasing inequality and vulnerability faced by women in all fields. Today women are craving for equal respect and rights from their partners and family, but they have to go a long way to achieving this because of deeply rooted patriarchal culture and traditions in the society, which has been always a male-dominated one.

However, women have special strengths like potential to learn quickly with her inborn abilities, her persuasiveness, style of problem-solving, willingness to take risks, capacity to motivate people etc. We tried to identify such hidden potential of women, which has gradually been changing with the increasing sensitivity to their role and economic status in the society. The project actually nurtured the inbuilt potentials of women in a systematic way so that they were able to bounce back and establish their identity in the society.



**Mr. Felix D'Souza**  
Executive Director



# MESSAGE

## Women entrepreneurs; an emerging economic force

**W**omen are becoming a promising economic force today. Women entrepreneurs are actively participating in all the segments of the economy, which are more than 25% of all types of business. Government and Civil Society cannot afford to ignore this fact. Democratic economy in the days to come will be balanced by the participation of both men and women at an equal platform.

Thus, it is important to empower women to take up leadership roles in economy by asserting their rights through building women entrepreneurship programs.



**Mr. Jimmy Mathew**  
Lead Executive



# FROM HOMEMAKER TO ENTREPRENEURS

- the stories of their transition

**E**ntrepreneurship plays a major role in the overall development of a society. In comparison to other countries, women entrepreneurship is extremely low in India, especially among low-income groups. They assume domestic responsibilities and childcare as their primary responsibilities. They aren't too eager to alter their roles because of fear of social backlash.

For establishing self-esteem and recognition in society, women should be encouraged to become entrepreneurs, particularly in developing countries like India where their economic status is extremely pathetic. The social and economic development of women is necessary for the overall economic advancement of any society.



## FVTRS

- Nurturing Entrepreneurs; Empowering Women

**S**ince 1993, Functional Vocational Training and Research Society (FVTRS), has been in the business of promoting vocational skill training and entrepreneurship development among marginalised communities across India.

As of 2022, FVTRS has supported 147,820 youth to acquire vocational skills and entrepreneurial development of which 72% are gainfully employed. About 60% of the beneficiaries are women.

FVTRS has promoted 435 master trainers across the country that have the expertise to provide training on market study, business planning, business development, behavior and management skills.



# COVID 19

## - Impact on Women-led Businesses

**W**hen COVID-19 hit and lockdowns were at their peak, some businesses became more vulnerable than others. Those led by female from low-income group had to struggle much harder than others to keep their business afloat.

There's a delicate balance between operating successfully and struggling to stay afloat – and it can be threatened by even the most minor setbacks. The pandemic hit many small businesses hard; and it is reported that women from marginalised communities have been disproportionately affected.

Many small and community businesses run by women direly needed support and guidance to survive in a tough and unprecedented economic landscape.



## A TIMELY RESPONSE

### - Women Entrepreneurship Development Project

**F**VTRS was quick in recognizing the social and economic priority of providing women from lower income groups with essential support they need to navigate through the tough times of pandemic.

In collaboration with ChildFund, a project was initiated to galvanize women-led small businesses impacted by COVID-19. Together, they identified 1408 most deserving beneficiaries in 3 cities of Karnataka (*Bangalore, Mysore and Mangalore*) who needed support to restore their fading livelihoods.

An enabling environment was created to bounce back and re-start their enterprises, through a process of training, financial assistance, handholding and other follow-ups.

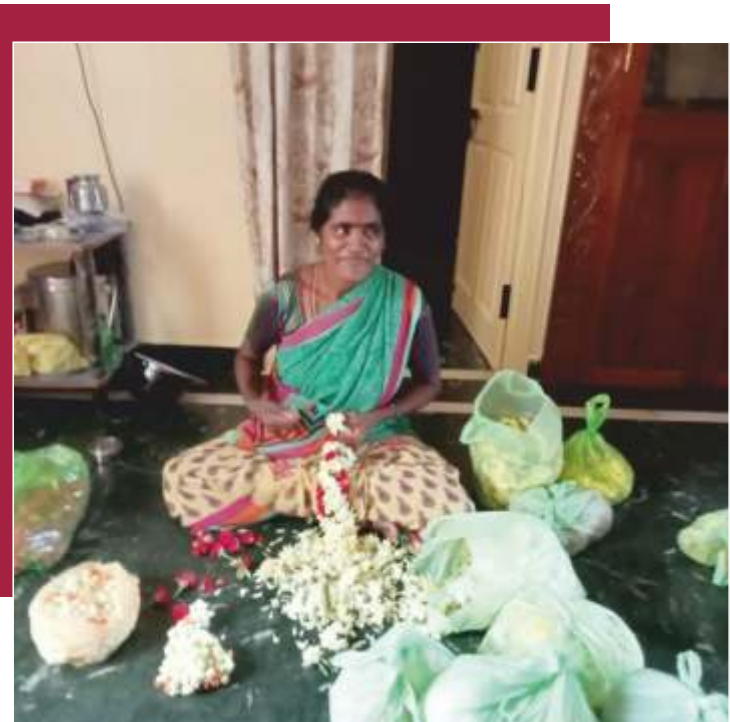


# THE PROJECT

The project was launched in November 2021 and concluded in March 2023.

## Key features of the project

- ★ Micro level market study to understand the scope for the business and its viability
- ★ Training conducted by the master trainers
- ★ Time-tested syllabus and modules followed (included branding process)
- ★ Post training support: registering with MSME, managerial training; follow-up and hand-holding; grading and special support to weaker participants etc.
- ★ Starting business in their own vicinity; arresting migration
- ★ Access to financial assistance from SHGs
- ★ Opened bank account and digital transaction
- ★ Visibility of product through exhibition and outlets
- ★ Common interest groups are formed as a platform to support, share and motivate the women entrepreneurs





## PROJECT LAUNCH

The project was launched on 5th March 2022 for the first batch of 200 women from Bangalore out of 1,408 selected from Karnataka, a southern Indian state for empowerment through this programme. They were given a seed money of Rs. 12,000/- each for their entrepreneurship.

The Municipal Councilor of Ramamurthy Nagar ward in Bangalore city, **Ms. Shantha Krishnamurthy** inaugurated the programme and wished the women all the best for their empowerment process through entrepreneurship development programs. ***“Through this initiative, we hope to empower more women from the poorest wards and slums of Bangalore”***, she said in her inaugural address.

Similar launching ceremonies were also held in Mangalore with 208 women entrepreneurs on 26th March 2022 and in Mysore with 400 women on 29th of March.

All of them were given the seed money of Rs. 12,000/- on the same day. Another 800 women from different locations in Bangalore were inducted on 23rd and 25th of March 2022.



# PROJECT IN ACTION

with Entrepreneurship Development Training



# UNIQUE SELLING POINT (USP)

A Distinguished Feature of the Project

Over the years, FVTRS has created a unique aspect that distinguishes from other actors in the field. This exclusive characteristic is what keeps FVTRS firm and an important factor for success of this project:

- ★ .Initiating micro level market study to understand the scope for the business and its viability
- ★ Training conducted through skilled and experienced master trainers who have journeyed with FVTRS
- ★ Use of time-tested syllabus and module, including branding process
- ★ Post training supports like registering with MSME, managerial training; follow-up and handholding; grading and special support to weaker participants etc.
- ★ Emphasis on starting business in their own vicinity; this also arrests migration
- ★ Sourcing the financial support through SHGs so as to enable access to additional financial assistance from SHGs
- ★ Opening bank account for all the participants and initiating digital transactions
- ★ Visibility of product through exhibition and outlets
- ★ Forming common interest groups as a platform to support, share and motivate the women entrepreneurs.



## Effectiveness

These result-indicators are evident to assess the degree to which the project was successful in producing the desired outcomes'.

- ★ .Optimum utilisation of financial resource; the funds were channeled through SHG with bank transfers
- ★ 100% retention; no dropout of women from the programme
- ★ Most women availed loan from SHGs in addition to the financial assistance given by FVTRS
- ★ Around 80% women re-started their old business, 20% made expansions as well as diversified their business



## Key Takeaways

Some of the significant inferences that serve as 'takeaway' from this project are:

- ★ The programme has inculcated entrepreneurial traits/attitude in women, including managerial, financial and marketing skills
- ★ It has aroused the entrepreneurial behaviour of women in their day-to-day activities
- ★ It has helped them to change their outlook and expand their ventures/enterprises
- ★ It has given a shape and hope to their dreams and ideas in the form of expansion and innovations

# IMPACT OF THE PROJECT

The intention behind measuring impact of this project is to justify its investment, ascertain its value and examining its alignment with both practical and strategic needs of women empowerment. From that perspective, the following points indicate compliance with women empowerment process;

- ★ Economic independency, self-reliance and positive esteem are quite visible among women, which has enabled them to face and navigate through difficult situation
- ★ It has enabled women to have access to a better quality of life and attain a balance of power inside and outside their home
- ★ Women are beginning to participate in the process of decision-making not only at family level but also in larger social platforms
- ★ This has led to a tendency of feeling secured and protected from discrimination and gender-based violence
- ★ This has kick-started the post pandemic economy, depended a lot on the ability to unlock the choked pipeline of women's talent. The inter-sectionality of gender and entrepreneurship has received much attention in recent years, but there has been less progress when it comes to offer solutions with a gender lens
- ★ This project has understood the importance to acknowledge the gender dividend and the socio-economic potential women hold the key to
- ★ The project is delivering a spiral effect wherein the trained women mentor potential and early stage entrepreneurs. This will create a pipeline of future women entrepreneurs from marginalised communities
- ★ We could see many trained women are '**leaders in the making**' and becoming visible to create role models for young girls

## PROJECT CONCLUSION

The project was officially closed on March 3rd 2023 in Bangalore, by recognizing and felicitating women entrepreneurs who have demonstrated exceptional skills, abilities and outstanding achievements in their respective businesses.

The event comprised of sharing of testimonies and awarding of certificates for selected women for their contributions to the field of entrepreneurship and honoring of distinguished guests like:

**Dr. Rajeswari R.**, *President of AWAKE,*

**D. L. Krishnamurthy**, *Skill Development Officer*

**Ms. Sakina Baker**, *CSR Head of BOSCH*

**Dr. Thomas Scaria**, *Director of Ecolink*

**Mr. Manjunath**, *Senior Specialist Livelihood at CFI*

**Mr. Ambrose Christy**, *Development Consultant*



## SIGNS OF CHANGE

Success stories about women who journeyed in the project

**W**omen continue to face challenges ranging from lower personal financial assets to gender discrimination and social taboos. This project has enabled women to move out of this perception. Women have proved that they are equivalent to males, or even better, when it comes to starting or running a profitable business.

Below is an illustrative list of some of the female entrepreneurs who've defied norms, taken risks, faced obstacles and demonstrating success.



## MS. ALAMELAMMA



**A**lamelamma, aged 36 years, was a small time tailor lives in TC Palaya, Bangalore, stitching clothes in the neighborhood. She dreamt of educating their children, as she herself could not continue schooling beyond 10th grade.

Her dream was shattered with the onslaught of the Covid19 pandemic and the announcement of lockdown, leading her family in to a miserable situation.

Alamelamma attended the EDP training conducted by FVTRS and gained knowledge on systematizing her business. ***“The training has helped me to gain knowledge, skills, confidence and become competitive”***, asserted Alamelamma.

With the financial assistance of Rs. 12,000/-, she fixed an electric motor to her sewing machine and revived her tailoring business with new energy. She also availed a loan of Rs. 30,000/- from the self-help group to start a retail business of ladies dress material and sari sales.

From an average monthly income Rs. 3000/- during COVID19, Alamelamma has now increased her monthly income to Rs. 15,000/-. ***“The EDP initiative by FVTRS restored my dreams and gave a ‘second life’”*** says Alamelamma. She said that the programme was not only useful with inputs on strategies to improve her business; “but also motivated me to restart my business with new energy and vitality”, she said.



## MS. SUMA



Suma, aged 33 years has studied till eighth standard. She lives in Mysore with her husband and 2 children, one of them is a physically challenged child dropped out of school.

Suma was engaged in fruit and vegetable vending, in addition to taking care of the physically challenged child. With the meager income, it was very difficult to manage the family.

COVID and lockdown further put their lives in miserable situation. The family managed to survive by taking petty loans from family and friends, and repayment of loan was a vicious circle. However, the EDP training of FVTRS came as a permanent solution to their problem.

***“The motivation, marketing skills and financial assistance helped me with determination to re-start my business”,*** she says. She hired a room on rent and set-up a shop subsequently.

The shop is open from 6 am to 9 pm and Suma has expanded her customer base. She is now getting a regular income to manage the family and able to take care of their basic needs.

## MS. GEETHA



This plan has increased her customer base. Further, the EDP training helped her with customer-friendly attitude and financial planning.

***“I have a stable business with regular income with which I can manage my family”***, says Geetha. Her husband too assists in the business and Geetha is a proud entrepreneur now

**G**eetha aged 44 years was doing readymade garment business in Mangalore. Her husband was working abroad and she was taking care of her two children.

The Covid situation affected the family and Geetha's husband lost his job. The garment business too stopped due to the lockdown, leaving the family hopeless.

The EDP training given by FVTRS gave Geetha and her family a new hope. With the motivation and financial support, Geetha restarted her business. She used the money to buy garments from wholesale dealers and sold for retail price in the neighborhood for a profit.

She sells clothes on installment basis, which puts buyers on a comfort zone and at ease.

## MS. MEJI



**M**eji is a widow aged 36 years old living in a rented house at Mysore with two children. Meji manages to take care of her family by earning a meager income through tailoring.

Meji was confronted with tremendous challenges arising from lockdown restrictions. Her income from tailoring was stopped and her family was struggling to survive.

The EDP training restored confidence in Meji as she saw rays of hope in re-starting and improving her tailoring business. With the motivation and financial assistance given by FVTRS, Meji purchased a new sewing machine and started embroidery work on stitched blouses and other ladies garments.

Embroidery work is the value addition she has given to her old business, which has good market demand. Meji also used the EDP skills to market her products and increase her customer base.

Meji has increased her earning from Rs. 3000/- per month before lockdown to Rs. 15,000/- post EDP training. She is also planning to further diversify her business by introducing artificial ornaments to match the saree works. **“Now I dream big”**, said a confident looking Meji.

## MS. NETHRAVATHI



Nethravathi from Bangalore is 31 years, used to do home based catering along with her husband, which fetched them about 500/- per day. The work was tedious with more than 10 hours work comprising of purchasing material, cooking, supplying to different places, washing etc.

The lockdown was a severe hit on their small business which was completely stopped.

The EDP training motivated her to start a small shop where she cooked 50 meals per day and supplied to a nearby company. In the spare time, she also sold vegetables and snacks.

With the financial assistance of Rs. 12,000/- Nethravathy purchased a multi-purpose stove with stand and gradually started offering diversified services and

scaled up her business to a small outlet, which now earns her more than 30,000/- per month.

Nethravathi has transitioned from being a necessity entrepreneur to an opportunity entrepreneur. ***“I have also employed a cook and a helper to assist me, and I have become an employer too”***, said Nethravathi. She now dreams of further expanding her catering business and employ more staff from low-income families as an expression of solidarity.

## MS. RAJESHWARI



Rajeshwari is a flower seller lives in Mangalore. In 2013 she lost her husband and since then is the sole earning member of the family. Her aged father, 3 children and a deserted younger sister are her dependents. She takes care of the family with the meager income coming from the flower sales.

When lockdown happened, Rajeshwari was still hopeful, thinking that it may be lifted in a couple of days. But as the lockdown period extended, she lost all hopes. Moreover, with no work in hand, no income to take care of the family she was going crazy. That is when the EDP training came as a ray of hope.

After attending the training, Rajeshwari decided to start a business and came out with a business plan of launching a saree sales business.

With the financial support of 12,000/-, she purchased clothes from the wholesale market and sold it at retail price for a profit. She also revitalized her flower business. Together she was able to manage the business because the EDP gave her insights of systematizing and strategic planning. She uses social media to advertise her products and hence has a wide range of customers.

On an investment of 15,000/- she is able to make a profit of 5000/-. She is planning to upscale this business by taking loan and increasing her investment. ***“I had always thought of doing well in business, but never thought it would happen so early in my career”***, says Rajeshwari who thanked FVTRS for instilling hope and confidence in her with training.

## MS. RUDRAMMA



Rudamma, aged 40 years is a widow and takes care of four members in her family - three daughters and an aged mother.

Rudamma was running a small banana business on the street side in Bangalore. She took over this business from her grandmother who was a street vendor. Since Rudamma grew up with her grandmother, she got into this business.

She studied only till primary school and has no other skill or ideas. Amid the sweeping economic distress triggered by the pandemic, Rudamma found very difficult to manage the family. With the business stalled and no income, her hopes of future was bleak. During these difficult times, the EDP training and financial support helped Rudamma to gradually recover her hopes

and start anew. Inspired by the motivation and insights given in the training, Rudamma restarted her business with better planning.

***“I was doing a single fruit business, after the training I started selling seasonal fruits of different varieties on the basis of market demands. I have made the fruit stall bigger and appealing so that customers get attracted”***, says Rudamma.

In addition to the 12,000/- given by FVTRS, Rudamma availed a loan of 20,000/- from the SHG and invested in the business. She reinvests the profit to increase the business and claims of earning around 20,000/- each month. She is dreaming of expanding her business by purchasing a fruit cart. She is also hoping to approach the BBMP for a concrete shop to be rented so that her business can grow.

## MS. SWARNA



Swarna aged 31 years, was making home-based multigrain powder and selling it among known contacts in Bangalore city. She has a dream of becoming a successful entrepreneur but since she comes from a poor family in a slum, the neighbors made fun of her business idea.

The EDP training was a great motivating factor to Swarna who says that it fueled her entrepreneurial spirit. After attending the training, she was able to make a feasible business plan. She has registered with MSME and procured a license.

The financial assistance of 12000/- was used to attend a Khadi training and purchase raw material. Now Swarna has started preparing organic cosmetic products (soap, lip balm etc.) and initiated

online sales through Amazon. The EDP training has inspired her to be innovative in marketing. She is also keen in maintaining quality products and making it chemical free.

Swarna is current making a profit of 10,000/- a month and hopes to increase it gradually. She plans to start a production unit and give employment to young girls from low-income families.

***“My neighbors who were mocking at me initially are now able to see the change and envy me. I want to pursue my dreams”***, says Swarna.

**MS. LATHA**

Latha aged 40 years lives with a family of 4 members in Mysore. Her husband deserted her 4 years ago. Latha is now responsible for taking care of her 2 children and 2 siblings. She was maintaining the family with small level business of selling flowers for the past 10 years. On a daily basis she invested 500/- per day and sold the product for 700/- making a profit of 200/- a day.

The income from this business was not sufficient to take care of the family. Further the lockdown severely affected this business putting their life at bleak.

When Latha heard about the EDP training, she was hesitant to attend, thinking such training was meant for those who are educated. But members

encouraged her to attend and she found it amazing. The training gave her confidence and determination to restore the business. With the financial assistance, she invested in purchasing raw material and re-started her flower business.

Latha is now investing Rs 3000/- per day and gets a dividend of Rs 2500/-. Besides this, she is also selling snacks in the evening. Latha is now able to take care of all household expenses while giving education to her sons.

***“Earlier, I too was dependent on my parents and took loans from them frequently. The training has inspired me to be independent and take responsibility for my family. I am living a life with respect and dignity”, says Latha.***



## Ms. Gurudevi



**G**urudevi, 27 years lives with her husband and two children in a rented house at Mangalore. Her husband is a construction worker who lost job during the lockdown.

Without a job and income, Gurudevi was struggling to lead the family through the hard times.

***“I heard about the EDP training with pleasant surprise which gave me hope and assurance”,*** says Gurudevi.

She attended the training and got motivated to start a small business. With the business techniques and financial assistance of 12000/- Gurudevi started a petty shop of selling food grains.

She invested the money in buying bulk products from the wholesale and then packs them in small quantities to sell on retail. She is selling different varieties of grains in the local market and makes reasonable profit on it

## Ms. Jebbin Taj



**J**ebbin Taj aged 46 years is a widow living in Mysore with her aged mother and 2 children. For the past 10 years, Jebbin makes a living by preparing and selling pappads at home.

During COVID and lockdown, her small business came to a complete halt and Jebbin was struggling to manage the family. Jebbin got the information about EDP training from the members of Organization for Development and Pece (ODP) and attended the training.

***“The training helped me to re-think on improving the business with better strategies, by enhancing the business”,*** said Jebbin. Since she was residing in a slum, not many customers came to buy her products.

The training however helped her to keep clean work environment, building customer rapport and maintain quality. She used the financial support to purchase raw material and re-start her business. Now her business is thriving with a bigger customer base with an average income of Rs. 7000/-per month.

### Ms. Bibijan



**B**ibijan, aged 42 years suffers from slip disk and unable to move. She is a deserted woman and is the only earning member in the family. She lives in Ramamurthy Nagar, Bangalore

Bibijan was managing a Water Cans supply business and confronted with overwhelming challenges arising from lockdown restrictions. The EDP training motivated her to expand the business with new marketing skills and customer-friendly attitude.

She invested the financial assistance of Rs. 12,000/- to purchase additional water cans and expanded her cliental list. Before the lockdown, Bibijan started selling about 200 water cans per month which brings an average income of 6000/- per month. Now she has a wider customer base and sells more than 500 cans per month with an income of 15000/-per month.

Bibijan is now on the up and says that ***“I am feeling empowered to resume my business. The assistance given by FVTRS has helped me increase my customer reach.”***

### Ms. Stella



**S**tella, aged 33 years is a beautician from Bangalore , attached to a beauty parlor and providing home beauty services. She earned about 12,000/- per month.

She faced financial difficulties after having to stop home visits during the lockdown. The loss of income affected the basic family routine of paying rental, school fees for children etc.

The EDP training by FVTRS, which she attended has rejuvenated her self-confidence and motivated her to re-start the business. With the financial assistance, she invested additional money and purchased ***'beauty products'*** and professional make-up instruments.

Stella is now been able to start her own business afresh. She works as an independent beautician earning about 30000/- per month. She is also planning to avail a loan from SHG and start a beauty parlor soon.

***“The EDP training has improved my communication skills and helped me to develop business strategies”***, asserted Stella.

### Ms. PV Lakshmi



Lakshmi aged 46 years lives in a rented house with her husband and 2 children. They migrated to Mysore from Hospet and the subsequent lockdown hit their livelihood. They were managing to run their family with petty loans from neighbors.

The EDP training was an eye-opener for Lakshmi and she came up with the idea of starting a home-based food product preparation.

With the training, she was instrumental in registering her start-up with the Food Department. ***“Now I am a successful business women preparing and marketing home made products like Rava idli mix, Ragi Dosa, masala kadale, kodubale, and many other items”***, said Lakshmi. She makes a profit of about 15,000/- per month.

The training and financial assistance not only helped her to see through the tough times and start a business, but also gave confidence to lead a dignified life. ***“I hope to transform this small business into a large-scale enterprise in the future”***, she asserted.

### Ms. Abhirami



Abhirami from Mysore is 28 years old married woman. She has studied till 10th grade. She lives with her husband and two children who are physically challenged. She runs a petty shop to make a meager income to support her family including taking care of their physically Challenged children.

The COVID19 and lockdown badly affected her business and the income was stopped. Managing the family was a hard task and she was at loss about their future.

Since Abhirami is a member of ODP SHG group, she got the opportunity to attend the EDP training. The training not only gave her the confidence to start the business but also helped her with financial assistance for investment. She has now equipped her shop with home utilities and booming with her business. She is now able to earn about 4000/- to 5000/- a month from her small business.

Abhirami now has instilled confidence in herself and dreaming of expanding her business with all the skills and strategies learned during the EDP training.

## TESTIMONIES

*Initially my neighbors were making fun about my idea of starting a business, but now they see the change and are becoming envious. I want to pursue this dream.*

*.... Swarna, 31 years, Ramamurthy Nagar*

*I am lucky to get the 12,000/- during the most difficult time to restart my business. Even family members and friends hesitate to trust with money, but FVTRS came forward to help us. So thankful*

*.... Alamelamma, 36 years, AKG Colony*

*I live in a slum and people were hesitant to buy products from me. The training helped me to be disciplined including clean work environment. People see a change now and come forward to buy my products.*

*.... Jebbin, 46 years, Gousia Nagar, Mysore*

*I want to expand my business and give jobs for more women/girls like me who are facing difficult times. Thanks to FVTRS for the timely help provided to me and my family.*

*.... Nethravathi, 31 years, K.R Puram*



## VOICES OF VALUE ADDITIONS...

- ★ The training helped me to become more competitive in the market
- ★ I am properly maintaining accounts in a book and able to see the income, expenditure and profit
- ★ I don't depend on male members to provide for my family
- ★ Business has helped me to regain my dignity and identity
- ★ I am confident and bold to take my business to next level
- ★ It has improved my leadership and communication skills
- ★ I want to keep my product chemical-free and build trust among customers
- ★ I want to expand my business and give employment to many girls like me



## CONCLUSION

Promoting entrepreneurship and livelihood activities are essential mechanism of any strategy to facilitate women empowerment. The pandemic had put women entrepreneurs at higher risk of business closure. But this collaborative project has had positive impact on the livelihood of the recipients and their families, helping them to recover from the pandemic.

As time changes, the rise of female entrepreneurs in India has shown that women in business are capable of matching the success of their male counterparts.

Especially in a country that is deeply patriarchal in several areas, it's not just difficult but challenging for female entrepreneurs. Women here are still considered to be emotional, less ambitious, and not supposed to lead an initiative and turn it into a profit-making business.

Increasing economic opportunities for women from marginalised communities is an important key to accomplishing the vision for development set forth in the UN SDGs.

The financial support and guidance provided by Child Fund India & CITI Bank is greatly acknowledged and their support has brought everlasting changes to the life of 1408 marginalized families.

The success of the project was the result of concerted efforts by EDP master trainers, the FVTRS team, project staff, and many other like-minded stakeholders, and their contributions cannot be measured with words.

# PROJECT IN ACTION

A Photo Gallery





## FUNCTIONAL VOCATIONAL TRAINING AND RESEARCH SOCIETY

No. 86, 3rd Cross, BDS Layout,  
Dr. Shivram Karanth Post, R.K. Hegde Nagar, Bengaluru - 560 077

Phone - 080 2846 5795 / 2846 5215  
email us - [director@fvtrs.org](mailto:director@fvtrs.org), visit us - [www.fvtrs.org](http://www.fvtrs.org)

