



Don Bosco

## Director's Note

It is heartening to note that women are able to make certain decisions at home and participate more when they are economically empowered. And this has been facilitated when they come together as a group, put their talents and skills into social entrepreneurship and grow in confidence and women power. BREADS has been partnering with Don Bosco projects across Karnataka and Kerala for this transformative project on behalf of the less privileged women.

In this issue of slice, we have some success stories from this project.



With best wishes,

*Fr. Joy Nedumparambil SDB*

*Executive Director*

*BREADS Bangalore*

## News



### DAAN UTSAV

The CSR team of BREADS seized the opportunity to facilitate the employees to reach out to those deserving children and women in society through their generous contributions. The products made by the SHG (Self Help Group) women were displayed to create awareness and to support their small scale business units. The enthusiasm and interest expressed by the employees deserve appreciation... [more](#)



### Endorsing the new potentials – Inauguration of batch 7 and certification of batch 6 students

On 23 November 2018 at the completion of batch 6, the certification and inauguration of the new batch 7 was organised at DB BEST Academy, Bangalore. The function marked the presence of Mr. Rakesh Gajaria, Vice President, Operational Tax Utility, Deutsche Bank, Bangalore, Fr. Joy, Executive Director, BREADS, Fr. Cyril John, Assistant Director, BREADS, Fr. Bince, Administrator, Don Bosco... [more](#)



### Launch of BREADS Annual Report 2017-2018

BREADS released the annual report 2017- 2018 on 02 November 2018 at Don Bosco Provincial House, Bangalore. Fr. Jose Koyickal, Vice Provincial, Bangalore province, released the report and the first copy was handed over to Fr. MK George, Rector, Don Bosco Provincial House, Bangalore. During the past one year BREADS concentrated on strengthening the community for self-sufficiency through grass... [more](#)

## Events

### October 2018

- Started the reconstruction of houses in flood affected districts in Kerala
- Completed the survey on child marriage under the CREAM project
- Conducted leadership training for the leaders of Child Rights Clubs
- Inaugurated the shops to sell the SHG products in Hospet and Chitradurga

### November 2018

- BREADS' Jubilee Celebrations on 23 and 24
- Annual PDO National meet at DB Provincial House on 25 and 26
- Children's day celebrations in all Don Bosco institutions
- Special Gram Sabha exclusively for children in all CREAM projects
- Jugend Eine Welt and Don Bosco Mondo visit BREADS' Projects
- Impact Day at DB BEST Academy organized by Deloitte Company
- Awarding the Champions of Child Rights under the CREAM project
- CSR initiatives at PwC

# Turning tide to realize the development potential



133 million Indians rose out of poverty between 1994 and 2012 (a study by World Bank 2016), an impressive achievement for India to be proud of. While this is worthy of celebration, the success could have been even more spectacular if more number of women had contributed to the existing workforce. The fact that India's rapid urbanization has not yet encouraged women to join the workforce is distressing. But this does not mean that there has been no progress in the economic upliftment of women. There is a gradual increase in the economic participation by women as a result of the strategic designing of programmes at all levels of the society. The attempts by the government and various organizations have definitely succeeded in creating self-sufficiency and freedom to let women walk the path of their choice yet it cannot be denied that the widespread violation of women's rights and discrimination due to the cultural taboos and traditional practices has been a hindrance.

BREADS always dreamt of contributing to the building of the nation with empowered women and its ventures were always directed towards achieving this aim. Today, BREADS can boast more than ever before as we are a step forward to its possibilities with the inauguration of the market facility in three districts, namely **Chitradurga, Hospet (Bellary)** and **Kollam** exclusively to sell the products of high quality prepared by the Self Help Groups.

As a result of participating in EDP and production training under the project, "Sustained Income for Rural Women through Entrepreneurial Activities and Social Empowerment", the women have started viable and feasible enterprises pertaining to their expert area, skills and talents. BREADS is delighted with their achievements and the will to become self-reliant and have showed every positive gesture towards entrepreneurship training, capacity building, production and marketing training provided under the project. Though they were able to succeed in starting micro enterprises or businesses on their own, the marketing of products remained a challenge to the women folk. Hence BREADS created a marketing facility and means to support them to sustainability.

## CHITHRA SHG Marketing Store at Chitradurga

The SHG marketing store was started in July 2018 and officially inaugurated on 4th October 2018. It was an unforgettable day for BREADS and CHITHRA Don Bosco, Chitradurga as the CHITHRA SHG Marketing Store was inaugurated by Mr. Tippareddy, the honourable MLA of Chitradurga. CHITHRA Don Bosco has been playing a big role in social service especially for children and women folk in the district for the last 22 years. The rural women were generously supported through entrepreneurship training, capacity building, awareness, leadership training and finally the result is visible through the CHITHRA Store opened by the SHG women. The women have great hope and expectation from the newly opened store expecting to fetch them stable and decent income progressively. The store will exclusively sell confectionary, homemade curry masala, varieties of pickles, eco-friendly paper plates and tissue paper, incense sticks, handicrafts, fancy and decorative items.





# Turning tide to realize the development potential



## TARUNI at Hospet

When women are considered meek and slow to progress, here is a group of women proving the world that women are capable of more than the mundane chores. These women from Self-Help Group in Hospet who have attended the entrepreneurship training under “Sustained Income for Rural Women through Entrepreneurial activities and Social Empowerment” have opened a new shop “Taruni” at Hospet. The whole purpose of the shop is that the products prepared by the rural women from different SHGs are marketed at a common platform. The Taruni shop was started in August 2018 and officially inaugurated on 4th October 2018 and the event was celebrated as the mark of great accomplishment in the history of SHGs promoted by Don Bosco Hospet. The women who were handicapped by

the limitation of training and had no way forward otherwise have been given the opportunity for the sale and marketing the products by providing suitable support to market the products strategically so that they are able to earn income. The products from different SHGs are collected and marketed here, including sweets, snacks, jewellerys, pouches, cloth bags, wallets, luggage bags, vanity bags and garlands. The shirts and jeans stitched in Bosco Garments Hospet will also be available at the shop for sale. The women may have to struggle initially yet the best efforts and determination will undoubtedly yield them great result and success.

## Healthy Food and Home Care Products - Kollam

The women folk from FCDP (Fishermen Community Development Programme) and TMS (Theeradese Mahila Sangam), Kollam district have always made pragmatic decisions and showed enormous confidence in their ventures. The irresistible zest of these women was visible even in the past to make a way forward to a better life. The women folk did not just remain passive but instead tread forward to become successful entrepreneurs by setting up a shop exclusively for the women groups to sell the home made products prepared by the women folks from self-help groups, thus to a large extent positively addressing the problem of effectively managing the sale and marketing of the products.



Though the market outlet was initiated in the month of July 2018, the official inauguration was organised on 5th of September 2018. The women folk walked into their new venture “Healthy Food and Home care Products”- a shop opened to sell the products produced by the self-help groups. The shop intends to promote the use of homemade products and market the items such as curry masala, home care products, coffee powder, tea dust, cardamom and other spices and textiles. The new endeavour will connect the SHGs in a common platform where the women will be motivated to strengthen their entrepreneurship so as to earn them a decent and stable income.



## A handful of women to burst a common myth- women led business does not grow beyond a scale

Bethsaida- A Self Help Group formed with the help of FCDP and TMS from Snehatheeram Nagar, Kollam meets regularly on Fridays to evaluate its activities. The SHG functions in an organised manner which has helped the women to have a better investment. Fr. Joby Sebastian, Director, FCDP visited the women folk to study the feasibility of the project and motivated the women to think seriously about income generation activities. The discussion resulted in 6 women willingly to come forward and the details of plan were discussed with the Director under the guidance of the SHG Coordinator.

As a result, on 23rd October 2017 the women procured a loan amount of one lakh rupees with the help of FCDP and TMS. The women started wholesale rice trading with the amount received. The SHG group functions in a manner where rice is purchased at wholesale price and sold at retail price. The six group members are assigned three different areas and the marketing of the rice is done in these areas through door to door visits based on orders received. The group has encouraged payment on instalment basis to the customers and the rice are sold in bulk quantities. These marketing strategies have gained them more customers and popularity. The women have succeeded in the venture as they are able to pay the loan instalment of Rs.7000/ monthly and earn minimum Rs.2000/ as their savings. Fr. Joy, Executive Director, BREADS conducted an evaluative meeting with the group and gave suggestions for improvement. Now, the project has almost completed a year and the members are happy to have an earning, permanent job and to be a supporting hand for their family. The Bethsaida SHG members have set the other women an example of success and have become a source of motivation.