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### Director's Message

Life is always on the go. We need to learn how to adapt to the challenging situations that the pandemic throws at us. Marginalised societies are especially at a disadvantage: health issues caused by COVID leading to livelihood and income scarcities, which affect basic living conditions of food, clothing and shelter, making them even more susceptible to health issues. WELivE is one of BREADS' strategic interventions that supports these communities, building resilience especially among the women, to improve their family's nutritional levels and generate additional income for their living. WELivE's multi-pronged interventions are adapted to individual contexts to ensure that the women have the best chance at succeeding in their ventures. Read on to find out more...

## Promoting Livelihoods through WELivE

Women Empowerment through Livelihood and Entrepreneurship (WELivE) is an initiative by BREADS Bangalore, to enhance the entrepreneurial and life skills of 2000 women in semi-rural/rural areas, to promote livelihoods and to increase their sources of income. With the goal of economic upliftment and empowerment, WELivE focuses on capacity building, skill development and various income generation activities such as organic kitchen gardens, livestock and poultry rearing, small fisheries and small-scale entrepreneurial ventures related to these operations. The programme is functional in the districts of Kannur, Wayanad, Alappuzha and Kollam in Kerala and the districts of Yadgir, Chitradurga, Davangere and Ballari in Karnataka.

There are numerous success stories that demonstrate the versatility of both the initiative as well as the women who are its beneficiaries. One of the latest ventures is *Ruha's Kitchen*, a seafood restaurant near the Alappuzha NH Bypass approach road, which came into existence as a result of the

combined efforts of the WELivE Alappuzha team and five women entrepreneurs. It was inaugurated on 7 July 2021 by Mr. P.P Chitharanjan, MLA of Alappuzha, Kerala.

The WELivE team in Alappuzha noticed the tender published in newspapers about a seafood restaurant scheme by *Theeramythri*, a Kerala government-affiliated income generation programme (IGP), wholly supported and funded by the Fisheries Department's Society for Assistance to Fisherwomen (SAF). This programme across 9 districts of Kerala exclusively encourages women from the fishing and farming communities to engage in alternative self-employment for their social and economic emancipation. Recognising a valuable opportunity, the WELivE team encouraged the women groups from the Mangalam fishing community to make use of the scheme. Mrs. Mercy Sebastian, Mrs. Kochu Thressiya, Mrs. Alphonsa, Mrs. Gracy Michael and Mrs. Anila Josy were the five enterprising and capable women who took up the challenge as a team, never giving up despite facing hindrances to actualise their business venture.



WELive Alappuzha constantly motivated this group in their journey, facilitating meetings with the local Fisheries Department, EDP workshops and production management trainings, handling the application and banking process for the group, while introducing WELive to relevant authorities. They also helped the women find the ideal location to lease a space and set up infrastructure, while providing input on marketing strategies and trends. And *Ruha's Kitchen* was born!

As described, WELive provides support and various trainings to build the capacities of the budding entrepreneurs who are usually women without much education or exposure to the financial and business systems that regulate entrepreneurial ventures. These trainings are vital in building skills and confidence in the women, empowering them to take risks into the unknown worlds of business enterprise. The local self-help groups are also support structures in this journey.

Trainings	Beneficiaries
Group dynamics, Leadership skills & Conflict management	707
Finance management, Accounting & Banking methods	409
Credit sources, procedures & documenting skills to avail credit	306
Production methods & Marketing skills for products (2 workshops each)	261
Organic Farming & Kitchen Garden Training (3 modules)	160

*Maria Garments* in Alappuzha is the entrepreneurial journey of three friends. Rosemary, Mini Jackson and Thressiya Lansikutty were initially inclined to start a catering service, but after their EDP and skill development trainings, these pragmatic business-women reassessed their options and decided to start a garments business.



*Maria Garments* came into existence with the WELive grant support plus their individual seed capital investments. The enthusiastic trio travelled to the Broadway Wholesale Market in Kochi to purchase their first load of assorted readymade garments. Their marketing strategies involved door-to-door sales/deliveries, advertising on social media platforms and pre-orders from friends and relatives. They calculated their profit margins and priced their products below local market rates to ensure decent profits. To attract more customers and increase outreach within their community, they added the option of instalment purchase, which was effective. Within the first week of their business, demand from customers slowly increased and great progress was noticeable in their income generation programme.

The ladies believe:

*"If you are committed to creating value and if you aren't afraid of hard times, obstacles become utterly unimportant. A nuisance perhaps, but with no real power."* – Candice Carpenter

## Promoting Sustainability through WELivE

A remote village in Kollam district in Kerala, the Edackad community is mostly engaged in subsistence farming using regular pesticides and chemicals. Therefore, the farmers in the area had only a vague idea about organic farming and its advantages over conventional farming methods.



Under the WELivE programme, 60 women from 5 self-help groups were educated on the consequences of chemical pesticides and fertilisers on vegetables and fruits. Besides receiving vegetable seeds and suckers, they were trained on preparing organic manure, fish and egg amino acid, vermicompost and panchagavaya. These products ensure good soil fertility and higher productivity, which would lead to better food security among the rural community. The women are to give back a minimum amount of good quality seeds and suckers to the SHGs, which would then be distributed to other community members, ensuring the propagation of organic farming systems in the whole village. The impact envisaged in this community is sustainable living conditions for these 60 families in Edackad, and the reduction of toxin-induced diseases caused by chemical farming.

Besides promoting 500 organic kitchen gardens, WELivE also supports other initiatives in Kerala such as fish and poultry farming. In Karnataka, 200 rural women are being supported to purchase 3 goats/sheep each to generate sustainable income through livestock rearing. The parallel focus is to capacitate these women to also efficiently manage SHGs, handle finances and avail credit from formal sources.



## WELivE

Women Empowerment through Livelihood and Entrepreneurship

### WOMEN'S MICRO ENTERPRISES

#### TAILORING & GARMENT MANUFACTURING



- Tailoring units: 31
- Sale of garments: 34

**65 Women Empowered**

#### FARMING



- Poultry farming: 29
- Quail farming: 5
- Sheep farming : 6
- Fish farming: 5
- Mushroom cultivation & Rabbit rearing: 6

**110 Women Empowered**

#### FOOD PROCESSING



- Coconut oil processing: 4
- Confectioneries: 31
- Pickle & batter making: 9
- Restaurants & eateries: 27
- Spice powder preparation: 2

**73 Women Empowered**

#### OTHER BUSINESSES



- Candle making: 16
- Soap & Sanitiser making: 29
- Provision stores: 18
- Beauty parlours: 7

**70 Women Empowered**

## Successful Completion of CREAM II

Child Rights Education and Action Movement (CREAM), BREADS Bangalore's flagship programme for promoting child rights in 10 districts of Karnataka has successfully completed the second phase (2016-2020) of its implementation. The third phase of the programme now extends to 20 districts in the state. As part of the documentation of CREAM II learning and assessment, three reports were published by BREADS, detailing the programme's activities, its impact, and its evaluation.

Click to read brief summaries of these reports:

- [CREAM II Programme Report](#) • [CREAM II Impact Report](#) • [CREAM II External Evaluation Report](#)

## COVID-19 Emergency Relief

The COVID-19 pandemic has had a profound impact on lives and livelihoods around us. BREADS continues to respond actively to help individuals, families and communities during the second wave of COVID 19. Although the number of COVID cases have reduced considerably, there are still many who require assistance.

COVID 19 Emergency Response - BREADS Bangalore		
As on 7 August 2021		
Type of Relief Activity	Unit	Outreach
Distribution of cooked food	Persons	22236
Hygiene + preventive kits	Kits	4470
Dry ration kits	Kits	9394
COVID-19 Care Help Desks	Desks	18
Counselling (online / in-person)	Persons	3256
Assistance for COVID-19 treatment	Persons	60
Assistance for COVID-19 testing	Persons	3680
Assistance for vaccination	Persons	4122
Awareness on vaccination / prevention / etc.	Persons	3000
Blood donation drives	Drives	8
Infrastructure provided for quarantine	Beds	150
Infrastructure provided for vaccination	Structures	3
COVID Warriors' support	Volunteers	112
Ambulance service	Vehicles	1
Oxygen support (concentrators)	Persons	112
Mobile oxygen unit	Vehicles	1
Mobile clinic	Vehicles	1
PPE Kits	Kits	705
Medical Kits	Kits	10699
Sanitary Materials	Persons	50
Masks	Masks	5200

## Calendar

### July

- Release of CREAM II Programme and External Evaluation Reports by the Provincial, Sacred Heart Province, Bangalore.
- Vaccination drives and camps for migrant workers in Wayanad and Kasaragod districts, Kerala.
- Distribution of ration and safeguarding kits to ASHA workers, cemetery and crematorium workers in Bangalore.

### August

- Release of the KISMAT study report, *The life and Labour of the Interstate Migrants in Kerala*, in Thiruvananthapuram by the Minister for Road Transport, Motor Vehicle and Water Transport, Kerala.
- Inauguration of the 15<sup>th</sup> Skill Training Batch in DB BEST Academy, Lingarajapuram.
- COVID relief activities in Karnataka and Kerala.

## BREADS NEWS



### Ration & Medikit distribution to Burial workers, Kalpalli

22nd July 2021 was a busy day for BREADS Bangalore as we distributed ration and medical safeguarding kits to 28 families...[more...](#)



### Vaccine Drive at DB Chitradurga

Don Bosco Chitradurga and Don Bosco Degree College, Chitradurga, organised a COVID-19 Vaccination Drive programme ..[more...](#)



### Coconut Oil Mill-Income Generation Program by WELivE Alappuzha

Yet another Income Generating Program- Nadham Coconut Oil, Mangalam, was facilitated by WELivE Alappuzha, under the WELivE Project by BREADS Bangalore..[more...](#)



### BREADS helps DB Bhadravati with Covidcare Medical Kits

BREADS Bangalore extended its support to Don Bosco Bhadravathi by providing Covid care medical kits, which were then handed over to Siddhartha Trust,..[more...](#)