



## IMPACT FORM

# Training in designing fabric bags and other fabric products INDIA

*Timely Aiding Society* (TAS) asked Planète Urgence's support to organize a training in design of fabric bags and other handcrafted products. Designing and development of new products will help the organization in terms of future development on marketing of their products. Adopting the changing trends, fashion and designs of the products will provide a regular income to women groups.

### ASSOCIATION AND BENEFICIAIRES

TAS - Timely Aiding Society – works since 1988 with socially handicapped and marginalized women groups.

The organization objectives are the following :

- To give sustainable regular income to the women groups,
- To rehabilitate the socially handicapped women groups.

To achieve this, a tailoring workshop is established in Pondicherry wherein training and production of fabric bags is being carried out. This workshop has 12 women from the underprivileged section society.

The founder, Mr. Rajendiran, trains the women's groups in making these bags. He is often invited as a trainer by several banks who train women's groups from economically weaker sections in skills for livelihoods. He gives training to these groups on designing, producing and marketing bags made from fabrics.

Mr. Rajendiran is always in need of new ideas and designs for making fabric products. He also needs ideas about what will attract foreign customers because many of his products are exported to other countries.

These kinds of ideas about international markets are not easily available in India, and, if available, are expensive to access. Therefore, TAS contacted Planète Urgence to help them adopt the changing trends, fashion and designs of products for the local market as well as for the export which will provide a regular income to women groups. The objective is to attain the designing and development skills through experienced volunteer(s).

### CHIFFRES CLES

1

MISSION

*Company volunteer - Maisons  
du Monde*

12

BENEFICIAIRES

*Women from 40 to 60 years*

8

NEW DESIGNS

*learnt in the training*

2300

NEW BAGS

*made from the designs learnt in  
the training*

483 000

RUPEES

*total income gained*

193 200

RUPEES

*direct profit to women*

## IMPACT

Planète Urgence sent one volunteer in August 2018.

The volunteer made sketches of the products first. Then she used models made of papers to explain the size and dimensions of the products. It was then transferred on fabric and the women were trained to do the cutting of the designs which they later stitched and made samples of the product. She then suggested changes if any and the final product was made. She suggested certain color combinations which would work well in western countries.



*Design proposé par le volontaire – Timely Aiding Society (TAS)*

The Country Representative visited the Partner six months after the mission, and he showed her the products that they had made from the volunteer's designs. The Country representative evaluated the impact by using the indicators set at the time of proposing this project to PU.

### Key Results:

- 1. Technical knowledge on designing and development**, the volunteer trained them in 8 designs, out of which 6 were of bags, one was of a small container to store small things, and one was of a lampshade.
- 2. Exposure to new products and marketing approaches and market trends.** The container

### Project Form IN2ACI– Capacity building for adults

A mission of Solidarity Leave is part of a project implemented by a local partner and established on the basis of previously identified needs. The indicators and monitoring criteria are defined with the local partner. This form presents the impacts of Planète Urgence on the field.

and the lampshade will be launched in the Christmas of 2019 for a client in Germany.

**3. Getting more orders to sustain the livelihood activities of TAS regularly**, out of 6 designs for bags, they have used 4 designs and made  $600 + 650 + 630 + 420 = 2300$  bags in all so far.

**4. Increase in the profit made by the women artisans**, the average price of one bag is 210/- per piece. Thus, total Rs. 483,000/- worth of turnover has resulted from the mission. Out of which the **profit was 40% = Rs.193200/-**



Timely Aiding Society (TAS) will continue to assure employment opportunities to the marginalized women groups in and around Pondicherry. TAS is committed to teach to the community new technical training activities on Designing, Tailoring, Embroidery, Marbling work, etc. Planète Urgence will continue supporting the association to achieve this goal. Also, Planète Urgence supported TAS in a training in market research and pricing of products .