



# **BASELINE SURVEY Cum NEED ASSESSMENT REPORT**

## **Project Title**

**“Sustainable livelihood of poor women SHG members by providing skill training & establishing rural marts at Guna, Madhya Pradesh”**



**For  
GAIL INDIA LIMITED**

**Prepared by  
WEAL CONSULTING**

**Submitted By**

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## **Section I— About the Organization**

### **1.1 Background of Funding Organization: GAIL**

GAIL (India) Limited is a state-owned natural gas company based in India. It is the largest natural gas processing and distribution company in the country, with a network of over 11,000 kilometres of pipelines. The company is involved in the exploration, production, transportation, and distribution of natural gas, as well as the production of liquid hydrocarbons, petrochemicals, and other related products. GAIL also has operations in other countries, including the United States, Russia, and the United Arab Emirates. The company was founded in 1984 and is headquartered in New Delhi.

As a state-owned company, GAIL India is required to follow the guidelines for Corporate Social Responsibility (CSR) set by the Government of India. Under these guidelines, companies are required to spend at least 2% of their average net profit from the last three years on CSR activities. GAIL's CSR activities focus on three main areas: health, education, and community development. These activities include initiatives such as providing healthcare facilities and services, supporting the education and skill development of disadvantaged communities, and implementing sustainable development programs in the areas where the company operates. GAIL's CSR programs are implemented through partnerships with NGOs, local governments, and other stakeholders.

GAIL's Belief—

“It is in responding to the needs of the people, benefitting communities and protecting the environment that will ultimately determine the sustainability of continued progress”

GAIL (India) Ltd., with a turnover of 7.2 billion US\$ is India's largest natural gas company and ranked as the top gas utility in Asia. But GAIL is more than just a gas company. As a conscious corporate citizen, the organization believes that it has a social purpose. The rigor and strategic thought that drives GAIL to be consistently ranked among the top gas utilities in the world, also drives its CSR initiatives. GAIL's motto statement 'Tomorrow is yours' is also a reflection of the hopes, aspirations and dreams of the many beneficiaries of the CSR initiatives. At GAIL, every year two percent of Profit after Tax (PAT) is earmarked for various CSR programmes of the

Company that are structured to result in effective outcomes. It follows global best practices in identifying, implementing, sustaining and monitoring its CSR programmes to maximize sustainability, scalability and transparency.

### **1.1.1 Strategy and Values**

A CSR strategy is a plan that outlines a company's approach to its CSR programs. A CSR strategy typically includes details about the goals and objectives of the programs, the stakeholders that will be involved, and the methods and approaches that will be used to implement the programs. The purpose of a CSR strategy is to provide guidance and direction for the company's CSR efforts, and to ensure that these efforts align with the company's overall business objectives and values. In alignment with vision of the company, GAIL has published the following information on their website:

“through its CSR initiatives, will continue to enhance value creation in the society and in the community in which it operates, through its services, conduct & initiatives, so as to promote sustained growth for the society and community, in fulfilling its role as a Socially Responsible Corporate, with environmental concern.

Ensure an increased commitment at all levels in the organization, to operate its business in an economically, socially & environmentally sustainable manner, while recognising the interests of all its stakeholders.

To directly or indirectly take up programmes that benefit the communities in & around its work centers and results, over a period of time, in enhancing the quality of life & economic well-being of the local populace.

To generate, through its CSR initiatives, a community goodwill for GAIL and help reinforce a positive & socially responsible image of GAIL as a corporate entity.”

### **1.1.2 Resources for CSR**

A company's resources for implementing CSR activities can include a variety of things, such as financial resources, human resources, and technological resources. Some specific examples of resources that a company might have available for implementing CSR activities could include:

- Financial resources: These could include funds allocated specifically for CSR activities, as well as other financial resources such as grants, donations, and investments that can be used to support CSR programs.
- Human resources: A company's human resources can be a valuable resource for implementing CSR activities. This could include employees who are trained and skilled in areas relevant to CSR, such as sustainability, community development, and social impact.
- Technological resources: A company's technological resources, such as its information systems, data analysis tools, and communication channels, can be valuable assets for implementing CSR activities. These resources can be used to support the planning, implementation, and evaluation of CSR programs.
- Partnerships and collaborations: A company can also leverage its relationships with other organizations, such as NGOs, local governments, and other companies, to support the implementation of CSR activities. Collaborating with other organizations can help to leverage the resources and expertise of multiple stakeholders, and can also enhance the impact and sustainability of CSR programs.

As per the information available on GAIL's official website, "GAIL allocates 2% of the avg. net profit (PBT) of the preceding 03 financial years towards achieving its CSR objectives through implementation of meaningful & sustainable CSR programmes. The same is in alignment with the provisions of Section 135 of the Companies Act, 2013. Further, CSR initiatives at GAIL cover a wide spectrum of welfare and developmental activities spanning across various focus areas and are mostly undertaken in and around our major work centers."

### **1.1.3 Composition of the CSR Committee of the Board**

The composition of a CSR committee in India is determined by the Companies Act of 2013. According to the Act, a CSR committee must be formed by the Board of Directors of a company,

and must consist of at least three directors, including at least one independent director. The chairperson of the CSR committee must be a non-executive director, and the members of the committee should have expertise in areas relevant to CSR, such as social development, sustainability, and philanthropy. In addition to the members of the Board of Directors, the CSR committee may also include representatives from other stakeholders, such as employees, community members, and civil society organizations. The exact composition of a CSR committee will vary depending on the specific needs and priorities of the company.

GAIL has published the following information on their website:

“The present composition of the CSR Committee is - C&MD as Chairman of the Committee, and Director (Business Development) along with 02 Independent Directors as members.

Further, the composition of the Corporate Social Responsibility Committee of the Board shall be notified from time to time, in terms of the provisions of Sub – section (1) of Section 135 of the Companies Act, 2013.”

## **1.2 Background of Implementation Organization: Matrix Society for Social Services**

Matrix Society for Social Services is a not for profit, Non-Government organization, which is registered under Societies Registration Act-1860. They have been working tirelessly since 2003 for upliftment of the underprivileged. Matrix Society has undertaken a holistic approach for overall development of the deprived and underprivileged section. The organization has positively impacted the lives of the marginalized sections of the society by encouraging, enabling and connecting them with the process of development through a people centric approach and also guiding and connecting them to several government schemes and programs.

Over the past 19 years Matrix Society has contributed in the areas of; creation and Capacity Building of FPOs and SHGs, Social and Legal awareness among women and poor, Natural Resource Management, Sustainable Livelihood Promotion among deprived, HIV-AIDS prevention and awareness campaigns among Injecting Drug users, Vocational training and skill development among young and able for better employability, Drinking water and Sanitation programs in rural and urban areas, Female literacy, formal and non-formal education for children deprived of means to education in urban slums and rural areas and capacity building of the social



sector organizations working at the grass root level on various issues in several states in northern and few north eastern part of India. Their programs and activities are designed to reach out to the poor and vulnerable section of the society, women, adolescents and various other disadvantaged people of various socio-economic backgrounds from both rural and urban areas spread across various locations in India.

Matrix Society believes in participatory approach and works accordingly for the effective and sustainable development of people in our project areas. Matrix Society ensures active community participation at every stage of the development process. They actively engage with the people and take into consideration each and every aspect which could be effective in getting the desired results and output. They constantly strive to provide long lasting solutions at the local level, which makes our programs more sustainable for a longer period of time. From problem and need identification to project formulation, and from implementation to monitoring & Evaluation Matrix Society firmly believes that the people's participation leads towards a long-term efficiency, cost effectiveness and self- reliance, at grass root level.

### 1.2.1 Projects/Studies in the Past and Present

Matrix Society has been engaged in health projects, community development, education and capacity building. The projects included skill training, digital literacy, self-help group (SHG) building, health awareness camps, rural development, working for women empowerment etc. In the last 4 years, Matrix Society has either successfully concluded or is part of more than 20 such projects. Some of them are listed below:

Table 1: Similar Projects undertaken by Matrix					
Sr. No	Theme/ Intervention Area	Geographical Area	Project Period (Start-end)	Population Covered	Objective
1	Skill upgradation of terracotta artisans	Nuh, Haryana	2021-22	500 Terracotta artisans	To upgrade skills of Terracotta artisans by organising series of skill upgradation training
2	Skill Development Program	Begusarai, Bihar	2021-2022	Unemployed Youth from the local community	To train 960 Youth by providing them an integrated package of Skill Training on Construction Site work and after training placing them L&T Construction sites

3	Skill Development Program	Mirzapur, Uttar Pradesh	2020-2021	Unemployed Youth both Male and Female from the local community	To train 1000 Youth by providing them an integrated package of Skill Training on Basics of Computer Application, Skill Training on Mobile Repairing, Skill Training on Electrical Home appliances, Skill Training on semi-automatic loom weaving (cotton, poly, muslin), Skill training on Cutting & Tailoring and provide them job opportunity at their door step.
4	Skill Development Program	Mirzapur, Uttar Pradesh	2020-2021	Unemployed Youth both Male and Female from the local community	To train 750 Youth by providing them an integrated package of Skill Training on Basics of Computer Application, Skill Training on Mobile Repairing, Skill Training on Electrical Home appliances, Skill training on Cutting & Tailoring and provide them job opportunity at their door step.
5	Digital Literacy Program	Mughalsarai, Uttar Pradesh	2020-2021	Farmers, Adolescent Youth	To digitally literate 1000 community members
6	Farmers Producer Organisation Program	Nuh , Haryana	2018-2021	8000 Farmers	To Functionalize 8 Farmers Producer Organisation
7	Rail Wire Saathi Program	6 States in India i.e Bihar, Haryana, Uttar Pradesh, Madhya Pradesh, Assam, Arunachal Pradesh	2019-2021	Unemployed Youth	To Functionalize 52 Rail Wire Kiosk in 52 Railway Stations
8	Handholding support to Safai Karmacharies	All over Uttar Pradesh	2020-21	SafaiKarmacharies	Providing hand holding services to NSKFDC
9	Skill Development Program	Jahangirpuri, Delhi	14th Dec - Continuing	Adolescent girls and women ( 900 in numbers)	To provide skill training and provide them job opportunity / exploring establishment of Micro Enterprise
10	Women Empowerment	JJ colony Rohini Sec 3 , New Delhi	June 2018- April 2019	women SHG members	Establishment of Micro Enterprise
11	Digital Literacy cum skill center	Mewat, Haryana	June 2018- Continued	Local Communities	Enhance Digital literacy skill among local communities and skill development.
12	Women rights	Jhangirpuri , New Delhi	November 2017- November 2020	Women	To bring Social, Economic, and Legal empowerment of Women particularly those belonging to the under privileged sections of society
13	Vocational Training cum tutorial classes	JJ colony, Rohini Sec 3, New Delhi	January 2018- continued	Youth and school children	Skill Training and capacity building
14	Women Empowerment	JJ colony Rohini Sec 3 , New Delhi	November 2019- March 2020	women	Women empowerment
15	Non-farm sector promotion	Nuh, Mewat, Haryana	Sep 2017- 2018		Training and capacity building
16	Targeted Intervention among Injecting Drug Users	Delhi	June 2013- Continued	IDUS	providing services to IDUs as per the guidelines of SACS
17	Targeted Intervention among Injecting Drug	Ambala	2020-2021	IDUS	providing services to IDUs as per the guidelines of SACS

	Users				
18	Life Skill Education Programme	Rohini, Sec 6, New Delhi.	2010-2011	School Children	Life skill training among school children
19	Women Self Help Group	Mewat, Haryana	2017-2018	Women	Formation of SHG
20	Financial Literacy Program	Mewat, Haryana	2016-2017	Women	Beneficiary saving bank account have to be opened
21	LEDP	Mewat, Haryana	March 2016-2017	SHG Women	Capacity building and training
22	Skill Training	Dhansa New Delhi	December 2017-continued	Youth	Instilling positive aspirations amongst children and youths and motivate them towards better future.
23	Skill Training	Mewat, Haryana	December 2010-February 2011	Women	Skill training to women (Stitching and Hand Embroidery)
24	Village Development Programme	Mewat, Haryana	2012-2014	Villagers	Awareness Programme (govt. scheme and agriculture)
25	Skill Training	Mewat, Haryana	2011-2012	Women	Skill training to women (Stitching and Hand Embroidery)
26	Village Development Programme	Mewat, Haryana	Mar-12	Villagers	PRA Activity
27	Skill Training	Mewat, Haryana	2018-2019	Women	To provide integrated package of job oriented training at the door step of interested trainers making them self-sustainable and thereby increasing the family income.
28	Women Self Help Group	Mewat, Haryana	June 2012-2013	Women	Formation Of SHG
29	Integrated Dairy Development	Mewat, Haryana	2014-2018	Women	Dairy Development
30	Self Help Group	Nuh and FirozpurZirka Mewat, Haryana	June 2012-2013	Women	Formation Of SHG
31	School Awareness Program	19 districts of Haryana	One Year (2014)	School teachers and students	To train school teachers and students on health and hygiene along with modern techniques of teaching methodology for teacher
32	NFE School at Construction site	Gurgaon & Jhajjar district of Haryana	Two Years (2010 to 2012)	Childrens of construction side worker	To provide educational support to the children of the workers of the construction site those who are being away from education system
33	SHG Formation & Linkages	Jhajjar , Haryana	Three Years (2011-2014)	Women	Women empowerment through self help group formation and linkages

### 1.3 Governing Body

Governing body of Matrix Society consists of 10 active and highly experienced and qualified rural development professionals with 8 male and 2 female members. Six governing body members are full-time active working executives of the organization. Governing body members have a 10-25 years' experience in the development sector with national and international exposure. Six of the ten members have hands-on experience in working with international donor organizations. Further, the governing board is experienced in community development, health,

education, agriculture and horticulture, micro finance, livelihood promotion, capacity building, research, feasibility study and participatory rural appraisal.

#### **1.4 Baseline Research by — WEAL Consulting**

WEAL Consulting is a consulting firm with a specialized focus on the development sector, working for the well-being of individuals, groups and organizations through education and action. Having a multidisciplinary team of professionals with pragmatic understanding of social realities and clear perception of social development processes, WEAL supports diverse development interventions across the country. They specialize in the design, synchronization, and enablement of organizational and community development/research. WEAL partners with an array of clients to reach new frontiers and cross uncharted organizational territories. Further, they work across various sectors in both the private and public domain and focus on strategy, research, organization, and change.

##### **Core Team:**

Prof. Sanjai Bhatt, Department of Social Work, University of Delhi was the principal investigator of this study.

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##### **Data Collection Team:**

Vivek Kumar Sharma, Kanhaiyya Bairagi

## Section 2: The Study Background, Approach and Methodology

### 2.1 Background of the Project

GAIL has partnered with Matrix Society for Social Services, which is a civil society organization that has evolved its identity as autonomous non-profit organization registered under Societies registration Act-1860 and undertaken holistic development of the deprived and unprivileged poor section of the society, which positively impact the lives of the



poor and marginalized sections of the society by encouraging and enabling them to participate in the process of development through a people centered approach.

In continuation to its above endeavor, GAIL and Matrix Society is going to implement a Skill development and entrepreneurship creation project in Guna District, Madhya Pradesh among the marginalized women. The primary focus of the project is to steer the marginalized women towards economic self-reliance and hence inculcate the sense of social and financial empowerment among them.

The project aims at providing skill development training, creation of self-help groups, followed by helping them in search for appropriate employment opportunities, starting their own entrepreneurial enterprise under this project Matrix Society is going to establish production centers for production of goods in which women are being trained and for proper marketing and selling of the products produced we are going to establish rural mart, and thus attaining socio-economic self-reliance. The project will also work among the community to sensitize different community stakeholders to facilitate this endeavor and help them towards a self-reliant life.

## 2.2 Background of the Project Area

Madhya Pradesh is a state located in central India. As of the latest census, the population of Madhya Pradesh is approximately 75 million. The state is predominantly rural, with over 75% of the population living in rural areas. The main languages spoken in Madhya Pradesh are Hindi and local dialects such as Bhili and Gondi. The state has a diverse economy, with major industries including agriculture, mining, and manufacturing. Madhya Pradesh is also home to a number of important cultural and historical sites, including several UNESCO World Heritage Sites.



Guna, the gateway of Malwa & Chambal, is located on the northern-eastern part of Malwa Plateau between river Parbati and Betwa. Mathematically the District is situated between the latitudes 23°53' N and 25°6'55' N and longitude 76°48' 30''E and 78°, 16' 70''E. The western boundary of the District is well defined by the river. In the beginning of 18th century Chanderi was the part of Malwa and the remaining portion of Guna formed the part of Raghogarh State. Later on Raghogarh was split into three states of which Garah and Dharnawada State among the three claimants of Raghogarh family.

After the great revolt of 1857, Guna district thus passed under the control of Gwalior State with Raghogarh as its mandatory chief. An assistant to the resident of Gwalior was posted at Guna which remained an English cantonment after the year 1860. Although Guna was de jure a part of Gwalior State, but because of its British cantonment, it was considered expedient to locate the district headquarter there. Bajrangarh, about 6 miles from Guna enjoyed that privilege. In 1897 the midland railway constructed the rail route passing through Guna. After independence on 28th May 1948, Guna became the part of Madhya Bharat as one of its 16 Districts subsequently as a result of State on the formation of new Madhya Pradesh in 1956 Guna district became a part of it. The important tourist destinations of the district are the Bisbhuji Temple, Bajrangarh, and the Fort of Bhadora.

The district of Guna has a total population of 8,38,926. The scheduled caste (SC) population of the district is 15.55% while 15.37% are from scheduled tribes (ST). The district has a literacy rate of 63.22%. Literacy rate among men is 76.57% while among women is only 52.53%. Further, there are 91.2 women per hundred men. The following table represents more statistics on public administration, education institutions, hospitals etc of the district:

<b>Table 2: Guna Basic Public Institutions' Information</b>		
<b>S. No.</b>	<b>Information</b>	<b>Number</b>
1.	Number of Tehsils	8
2.	Nagar Palika	2
3.	Police Stations	16
4.	Primary Schools	1239
5.	Middle Schools	1009
6.	Higher Secondary Schools	154
7.	ITIs	14
8.	Polytechnique Institutes	1
9.	Mahavidyalaya	12
10.	Primary Health Centres	18
11.	Community Health Centres	5
12.	Secondary Health Centres	119
13.	Childbirth Centres	24

Guna has a perfect balance between agriculture and industrial developments. The farmers of the district produce rice, sunflower, wheat, sugarcane, oilseeds and maize. The district is industrially developed as well, with industries like National Fertilizers Limited, Gas Authority of India and Deepak Spinners within its area. Apart from this, local artisans are skilled in doll/toy making, floor carvings, wall paintings, textile

weaving, woodcraft, iron craft etc. Recently, Indian Railways announced that it is going to promote local artisans by providing them with stall spaces on railway stations and an opportunity

**स्थानीय प्रोडक्ट को बढ़ावा देगा रेलवे, भोपाल स्टेशन पर मिलेंगे एंटीक पीस**

भोपाल @ पत्रिका. रेलवे अब वोकल फॉर लोकल को बढ़ावा देने के लिए काम कर रहा है। इसी क्रम में रेलवे बोर्ड के निर्देश पर 'एक स्टेशन, एक उत्पाद' योजना के तहत भोपाल मंडल के स्टेशनों पर भी लोकल आइटम मिलेंगे। भोपाल के अलावा रानी कमलापति, होशंगाबाद, इटारसी, हरदा, विदिशा, गंजबासौदा, बीना, अशोक नगर एवं गुना पर एक-एक स्टॉल लगाए जा रहे हैं।

रेलवे स्टेशनों पर राष्ट्रीय डिजाइन संस्थान द्वारा डिजाइन किए गए स्टॉल स्थापित किए जा रहे हैं। इसी कड़ी में भोपाल मंडल के 10 स्टेशनों (भोपाल, रानी कमलापति, होशंगाबाद, इटारसी, हरदा, विदिशा, गंजबासौदा, बीना, अशोक नगर एवं गुना) पर 'एक स्टेशन, एक उत्पाद' का एनआईडी डिजाइन के अनुरूप स्टॉल स्थापित किया गया। इस योजना के तहत स्थानीय उत्पाद एवं व्यापार को प्रोत्साहन देने के लिए रेलवे स्टेशनों पर एक स्टेशन एक उत्पाद योजना लागू की गई है। इस योजना का उद्देश्य स्थानीय उत्पादों और प्राचीन दुर्लभ कलाकृतियों को बढ़ावा देना है।



to showcase their skills. This further enhances the scope of entrepreneurial ambitions for local artisans across Madhya Pradesh.

The need assessment was conducted at Shriram Colony in Guna Block which was acquired in 1983 by Madhav Rao Sindhia ji. There was a lack of resources (such as drinking water, electricity, roads etc.) in the colony at the time of its foundation which has gradually developed to 37 wards at present accommodating 25,000 households, covering a population of around 2,00,000. At present, there are 10 private hospitals, 1 government hospital housing 150 beds.

### **2.3 Need of the Assessment**

A baseline survey is proposed to create benchmark indicators for assessing the progress and impact of the skill development project and for selection of rightful beneficiaries through proper survey and research. A baseline survey is proposed to (also) gather basic demographic information and also to understand the different social dynamism in the villages as cues to formulate the program strategies.

There has been a proliferation of private and government run technical institutions which specialize in vocational training. However, in spite of the efforts, the number of unemployed youth, especially women, is constantly increasing. Many of the youth trained in such vocational institutions are also unemployed or end up with underemployment. The main problems of these vocational education institutions include outdated courses lacking market orientation, long duration of courses and unaffordable fee structure, poor performance in terms of placements, dropout youth with low education not eligible, networking with potential employers totally missing, no focus of life skills like spoken English and communication skills and focus on theory and not on practical skills.

Hence, there is an urgent need for a unique and innovative market driven approach for identifying and imparting training in specific areas which have scope for gainful employment. Employability is assured after the training as it is a demand driven training and prior consent is sorted from the potential employer. Going by the huge potential, the program spread should be even in all regions and states of the country so as to ensure replicability. The present initiative is to provide gainful and sustainable employment to rural youth through intensive training in specified market driven skills. The training or capability building modules do not limit



themselves to skill training but will also address issues like personality development, on the job training for hands-on experience etc. Each training module will be tailor made and attuned to the market demand. The potential employer will be motivated to give trainees the opportunity for hands-on experience.

The current need is to look for avenues and options which have both backward and forward linkages. Besides imparting skills there is strong need for personality development, hand holding for confidence building and facilitation to ensure proper placement and employment.

## **2.4 Objectives of the Need Assessment**

The project by Matrix Society is primarily designed to steer the marginalized women towards economic self-reliance and hence inculcate the sense of empowerment among them. Self-reliance is simply being independent, which is being able to depend on oneself without assistance from others. According to Ralph Waldo Emerson (1803-1882), “self-reliance is an essential part of which is to rest one’s present thoughts and expressions rather than those people or of one’s past self.” Economic self-reliance is used to determine the health of an individual or population. Quantifiable self-reliance calculations are used to determine an individual or community’s financial independence.

This baseline survey, hence, was aimed at understanding the level of ‘self-reliance’ that the women can perceive to wield in their life, which included gathering information on their demographic profile. This would be further analyzed to understand the best ways to provide them with sustainable economic opportunities using local resources in Guna.

More specifically, the baseline survey was aimed at gathering the following information:

- Demographic profile of the women
- Women’ perception of decision making
- Women’s perception about barriers
- The meaning of self-reliance for them
- Understanding of Economic self-reliance
- Awareness and perception about availability of training facilities for skill development in the vicinity of their locality
- Education and Skill Training Requirements

- Reaction of family and community on the concept of achieving self-reliance for the women

## 2.5 Methodology of the Study

The methodology of a research study refers to the approach or methods that are used to conduct the study. The methodology section of a research study typically includes a detailed description of the research design, the sampling design, the data collection methods, and the data analysis techniques that will be used. The methodology section is an important part of the research study, as it provides information about the steps that were taken to ensure the validity and reliability of the study's findings.



This need assessment was conducted as an activity of GAIL (India) Limited in partnership with Matrix Society for Social Services, a not-for-profit agency established in 2003. The activity was conducted in Guna Block of district of Guna, Madhya Pradesh. A needs assessment was developed to determine the skill training program needs of women from marginalized communities in the district, using a survey to collect the data. As per the world bank low skills perpetuate poverty and inequality, the working assumption being that skill training can bring about the desired result of sustainable livelihood alternatives.

The survey instrument was composed of closed- and open-ended questions that assess skill training needs of the women, preferences of content and format of skilling programs; and demographics of the respondents.

An FGD guide was also developed to collect qualitative data on perception of women about decision making, barriers, self-reliance, economic reliance, skill training and family support.

Further, an open-ended interview schedule was developed to understand the opinion of various stakeholders such as government officials, funding agency representative, implementation agency representative, community leaders etc. on the importance of self-reliance for women.

## 2.6 Sampling Design

Table 3: Sample Size		
Respondent	Method	Sample Size
Marginalized Women	Survey	426
Marginalized Women	FGDs	5x10=50
Other stakeholders	Interviews	10
Total		486

A sampling design is a plan or strategy for selecting a sample from a population for the purpose of conducting a study. A sampling design specifies the method that will be used to select the sample, the sample size, and the sampling frame, which is the list of individuals or units from

which the sample will be drawn. The sampling design is an important aspect of the research process, as it determines the representativeness and reliability of the sample, and ultimately affects the validity and generalizability of the study's findings. Different sampling designs can be used depending on the research question and the specific characteristics of the population being studied.

For the baseline survey, we covered the women from marginalized communities. A total of 426 respondents filled the survey questionnaire that was given to them during door to door visits in Shriram Colony in Guna Block of the district. Further five FGDs were conducted including 10 participants in each group. These groups were into two parts, one part comprised 2 groups of adolescent girls who have no prior experience of getting skill training or any job experience. The other part, comprised of three groups of adult women who either have prior experience of working, have been provided some kind of skill training or have been associated with community welfare programmes in some ways. Further, 10 interviews were conducted with members of the community in leadership roles (3), DGM at GAIL facility in Guna (1), Director at GAIL Facility in Guna (1), CSR representative of GAIL (1), representatives from NRLM office (2), district committee data officer (1) and representative from Yojna Vibhag (1).

## **2.7 Ethical Considerations**

Four important fundamental principles of Integrity, Objectivity, professionalism with due care, and confidentiality were followed at all stages of the study. Respondents were assured that their responses will not be shared in the form which can reveal their identity and can harm them in the short or long term. While selecting the units for the study, the research team has avoided any form of discrimination; the principle of fairness was practiced. This followed the respondent's right to informed consent. Before starting the interaction, respondents were informed about the purpose, process, and intended use of outcome in policy and program management.

### **Section 3: Findings from the Baseline Survey**

This baseline survey was aimed at establishing the underlying justification for implementation of this project by extensively researching and surveying the area and understanding demographic profile, socio-economic dynamics and most importantly the level of 'self-reliance' that the women can perceive to wield in their life, which included gathering information on their demographic profile and economic dependence/independence. This would be further analyzed to understand the best ways to provide them with sustainable economic opportunities using local resources in Guna.

During our field visits and data collection and personal interaction at ground level we found that the socio economic condition of women are not at par with the standards which could be termed as self-reliant or independent. Women are largely involved in household works are contributing very less financially in their family. This is not because they are not willing or capable but they are not getting enough opportunity and training to master their skills and monetize those skills at commercial level. Several women have shown interest in programs like this and the SHG concept and functioning model has attracted their attention to an extent where they were happy to find like-minded women in their groups and also the collective efforts and working has made them more comfortable to attain their goals.

The project which aims to form Self Help Groups and provide skill development and capacity building training, followed by helping them in search for appropriate employment opportunities, and starting their own entrepreneurial journey. Under this project Matrix Society is also going to establish production centers for production of goods in which women are being trained and for proper marketing and selling of the products produced we are going to establish rural mart, and thus attaining socio-economic self-reliance. The project will also work among the community to sensitize different community stakeholders to facilitate this endeavor and help them towards a self-reliant life.

These types of CSR programs can have a positive impact on communities in rural India. These programs can help improve the quality of life for people living in the communities where the people are less educated and a little intervention like this could change their lives in a better way. For example, CSR programs might involve providing access to clean drinking water, improving

sanitation facilities, building schools or healthcare centers, or providing training and employment opportunities. These programs can also help to improve the overall economic development of a community, which can in turn lead to better social and environmental outcomes.

CSR programs can help to promote gender equality in communities by providing access to education and training opportunities for women, promoting women's empowerment and leadership, and addressing gender-based violence and discrimination. For example, a company might sponsor a program to provide training and support for women entrepreneurs, or support initiatives to educate girls and young women about their rights and how to protect themselves from gender-based violence. These types of programs can help to create a more inclusive and equitable society, where women have the same opportunities as men to participate in economic and social activities.

Guna a Tier-3 city which is evolving rapidly, during this assessment we found the people to be of developmental mind-set and are willing to take on whatever opportunity they will get to evolve. A project like this will have a far reaching impact on the people of Guna and will encourage more people to join in future.

**3.1 Demographic Profile of the Respondents**

Socio-demographic data for any sample represents its characteristic features and speaks out their way of looking at a particular issue, problem or an issue in a particular manner. A demographic profile is important in a study because it provides information about the characteristics of the population being studied. This information can be useful for understanding the context in which the study is taking place, and can help to identify any potential biases or limitations in the study. For example, a demographic profile might include information about the age, gender, race, and income of the study participants. This information can help to determine whether the study is representative of the broader population, and can also help to identify any potential disparities or inequalities that may need to be taken into account when interpreting the results of the study.

Table 4: Education of the Respondents	
Education Level	Percentage
5-8	56.10
9-12	36.39
Graduate	7.28
Post Graduate	0.23
	100

Since the project is focussed around self-reliance of women, all the respondents from the sample of potential beneficiaries were women. A majority of the respondents (56.10%) have only primary education. Almost one third of the respondents have the highest education from class 9th to 12th, while only a minority (7.27%) of the respondents were graduates.

<b>Table 5: Gross Earnings of the Respondents' Families</b>	
<b>Gross Earning of the Families</b>	<b>Percentage</b>
<15000	1.41
15001-30000	1.17
30001-45000	64.08
45001-60000	12.68
60001-75000	3.76
75001-90000	7.28
90001-105000	6.57
>105000	2.35
Did not Disclose	0.70
	<b>100</b>

Further, most of the respondents (80.75%) have family members between 4 and 6, close to 13% of the



respondents have families greater in size than 6 as well. Only 5% of the respondents have family members from 1 to 3. A whopping majority (95%) of the respondents have only 1 to 2 family members earning in their family. While 4% of the respondents have 3 to 4 earning members in the family, only 1% have 5 to 6 members who earn. It is interesting that a majority of these families (64%) have monthly income from Rs 30,000 per annum to Rs 45,000 per annum. While 12% of the families earn between Rs 45000 per annum and Rs 60000 per annum, only a few (2.34%) families have income more than Rs 1,05,000 annually. Lastly, the respondents were found to have access to services like AADHAR, Ayushman Card, benefits from Chiranjeevi Yojna, Bank Saving Accounts etc.

### **3.2 Perception of Decision Making:**

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions. Using a step-by-step decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and

defining alternatives. It is difficult to say what the general perception of women is on decision making, as this can vary depending on the cultural, social, and political context. In some societies, women may be perceived as having equal decision-making power as men, while in others, women may be seen as having less influence or authority when it comes to making decisions. In many cases, gender stereotypes and cultural norms can influence people's perceptions of women's ability to make decisions, with some people holding the view that men are better suited to making decisions than women. However, it is important to note that these perceptions are not based on any inherent differences between men and women, and that women are just as capable as men when it comes to making decisions.

On the question of education, the respondents of the study agreed, because of the various reasons they cited, they don't have a choice or power to decide when it comes to making decisions on how much they want to study or if they want to continue further education. One respondent said,

“ghar ki stithi aisi thi ki mere mata pita mujhe aage padha nahi paaye, agar paisa hota to shayad main aage padh bhi leti”.

The decision-making ability, however, is boosted once these women grow out of adolescence to adulthood and start earning wages from menial jobs on a day-to-day pay basis. One respondent further added,

“roz jitna kamaate hain usmei bas guzar basar ho paati hai, ab hum padhe likhe bhi zyada nahi hain, isliye agar humein silayi kadhayi jaise kaam ki training mil jaaye to hum khud apna kaam shuru karke accha kama paenge”.

### **3.3 Perception of Barriers**

A host of structural, social and financial barriers prevent women from having quality education and employment opportunities. These barriers are often permeated at both family and community levels. We asked our respondents about key questions on access to education, child marriage, sense of freedom, family pressure, safety in the community and employment opportunities.

On the question of access to education respondents reported that their education is dependent on their household income. The families with low gross family incomes are unable to provide good higher education to their girl child. The respondents reported if there is a male child in the family



first preference of education and quality food is given to them. Further, they believe women are expected to marry off and go to their in-laws in future, therefore education is of less importance to them. This is further corroborated by married respondents who believe not having enough education was a setback in their lives. One of the main reasons for them to be economically self-reliant is to financially support their family and ensure smooth education of their children, both male and female.



While child marriage, according to participants of our survey, is not practiced anymore, child labor still persists as a main problem. Women reportedly engage in household activities at an early age, which becomes a major challenge for their education even if they are enrolled in a school. This further permeates the feelings of dependence among them as they have no freedom as well as choice to pursue their dreams. Married women see responsibilities towards their family as the biggest barrier in their growth. At the same time, they feel empowered at the thought of getting an opportunity to learn skills that will provide them financial security and independence. On the question of security, respondents have agreed they feel safe both at home and in the community and do face security issues even at late hours.

On the question of employment opportunities, women have reported lack of opportunities for the skills they possess. This restrains them from pursuing avenues in big cities where employment opportunities are ample. They believe they could use skill training in trades which are locally in demand and are better off than the unpaid household work or low paying daily wage work that they do.

### **3.4 Meaning of Self Reliance**

In most societies gender-specific responsibilities, constraints and limited access to resources accentuate the hazard vulnerability of women. The most obvious gender effects are associated with poverty. As a result of the economic inequality, single-women and women-headed households are much more likely to be poor. Sex-role stereotypes and expectations profoundly influence the daily lives of women and men and are likely to be accentuated in times of crisis.

Throughout the world women bear most of the responsibility for meeting the daily needs of family members, particularly dependent children and elders.

The respondents understand the importance of independence and self-reliance in life. Self-reliance to them is nothing else but economic independence. They believe financial security consequently brings prosperity to a family which leads to overall happiness. One respondent said, *“hamari saari tension paise ko lekar hoti hai, khaane k liye paisa chahiye, padhne k liye paisa chahiye, ghar kharch paise se he to chalta hai, koi beemaar ho jaaye to bhi paisa chahiye, paisa hai to marad bhi khush hai, bacche bhi khush hain, main bhi khush hoon, yahi ‘self-reliance’ hai mere liye”*. Further,

respondents also feel they have more decision-making power if they are earning their own money which gives them freedom to purchase things, eat food of their choice and sometimes travel as well. One respondent said, *“ab kuch khana hai bahar ka to apna paisa hai, kisi se nahi puchna, rishteydaari mei bhi ghoom aao, koi kuch nahi kahega ki kyu ja rahe ho”*.

On the question of self-defense, respondents sounded a little shaky as they believe it is the duty of their husbands/fathers to protect them. They feel they are adequately equipped to defend themselves in less serious situations. In grave situations they can always call their family or even the police for help. One respondent said, *“chhoti moti dikkat se to khud he sulajh lete hain, baaki ab to police ki helpline bhi hai”*.

### 3.5 Awareness and Perception About Availability of Training Facilities for Skill Development:

Awareness about skill development programs in the region becomes important because these programs can provide individuals with the skills and knowledge they need to participate fully in the economy and society. In marginalized communities, individuals may face barriers to accessing education and training opportunities, which can limit their ability to secure good jobs and improve their economic well-being. By raising awareness about skill development programs,



community members can learn about the opportunities that are available to them and can make informed decisions about how to invest in their own skills and knowledge. This can help to promote social and economic inclusion, and can also help to reduce inequality and poverty in marginalized communities.

The government of Madhya Pradesh (MP) has been running its flagship program on Self Help Groups (SHGs) in Madhya Pradesh since 2018. As part of this program the government aims to create SHGs of women from select families in rural areas of MP. This program has the potential to significantly boost sustainable means of livelihood for these families. So far in Guna district alone 250 SHGs have been created with the help of both private and public organizations and by the government's own efforts.

The respondents were not aware about any such government programs but they did have knowledge of other skill training programs run by either private, public or non-profit organizations. The assessment team found that they have been previously engaged with other training and welfare programs. But the results of these programs were not sustainable and collapsed as soon as the funding agencies pulled out their support.

Further, the demands of the marginalized families have been reported by the respondents to be largely unmet. The available data on the impact of these programs that have been previously brought to an end, clearly shows there is a need for reimagining welfare/CSR programmes. The assessment found such data was available both with the government and non-government agencies. However, the respondents believe these programs only provide temporary opportunities and they have no long-term expectations from them.

Table 6: Information on SHGs in Guna		
Block	Target SHGs	Progress
Aaron	38	19
Bamori	58	46
Chachoda	42	44
Guna	224	91
Raghogarh	38	50
Grand Total	400	250

One respondent said, *“sir jab tak programme chalta hai tab tak to sahi hai, phir baad mei vahi pehle jaisa sab ho jata hai”*.

### 3.6 Need of Skill Training

Due to gender role socialization, women often lack the precursory experiences in mechanical manipulation and technical training afforded men. The findings of this need assessment point in the direction of urgency to provide various professional skills to women of Guna. The need assessment revealed numerous topics on which the respondents would like to receive training and identified preferred formats for skill training events.

The respondents expressed interest in a broad range of production, management, life-skill, and marketing skills that are not available locally to them. When asked about the kind of skills they think would be an asset to their overall development, respondents reported that their skill level is maximum either in household work or working in agricultural activities. Therefore, they emphasize on being trained in skills such as tailoring/embroidery (53.05%), beauty-parlor (30.75%), manufacturing and food packaging (7.27%) and toy making (8.92%), as it would help them start a business in products that are locally in demand or jobs that are locally available. Consequently, they would be able to financially support their families leading to their overall development.

Table 7: Need for Skill Training	
Skill Training	Percentage
Food	7.28
Manufacturing/Packaging	
Beauty Parlor Skills	30.75
Tailoring/Embroidery	53.05
Toy Making	8.92
Grand Total	100

Further, respondents reported that their skill level is minimal in skills such as marketing (100%), communicating (93.89%) and increasing productivity (91.54%). Interest in attending a workshop, demonstration, or other educational event to develop skills, if offered, ran high as all the respondents showed affinity to them. The skills that respondents want to develop most over, if given an opportunity, include marketing products, engaging in manufacturing and packaging industry, stitching and embroidery, parlouring and increasing their work productivity.

Upon the question of interest in working in the roles conventionally reserved for men, such as equipment maintenance (1.17 %), equipment operation (2.34%), building infrastructure (2.34%), pest management (3.52%), and maintaining environmental health (1.64%), the respondents showed little interest. The respondents also expressed a preference for a secure and healthy

learning environment where basic needs such hygiene is taken care of. The respondents expressed hands-on and participatory workshops and seminars conducted by experts from various backgrounds.

Young respondents reported that they would be more comfortable in skill training that emphasizes hands-on, interactive learning, networking and peer teaching to use direct markets, to consider themselves in supporting roles for their families and to make full use of digital platforms available. In interactive learning contexts, trainees can form relationships with potential colleagues and guides who can provide advice, support, and information in the future. Recent research has shown that small businesses have greater financial success when they are engaged in learning networks with other businesses.

On the question of availability, respondents reported mixed preferences for the time of day that training events are scheduled. However, they also agreed that their families are supportive as long as they are learning skills which would enable them to secure earning jobs and availability would not be an obstacle. Respondents agreed that as long as the training is not scheduled in late hours they are comfortable in joining classes on a regular basis. When asked if they would also be comfortable in joining classes from home, respondents pointed out the issue of available digital resources as most families own only one smartphone for the entire family.

Women are often responsible for childcare or are engaged in menial household jobs in addition to their work at their own home. In such cases, women responded that their families were supportive (89.20%) and in some cases (10.80%) even if they were not, they were sure they would be able to manage between work and training classes.

### **3.7 Reaction and Support of Family and Community**

Gender role socialization influences technical skill training by creating the perception that certain outdoor adventure activities are not considered as seriously for women as they are for men. The gender-based stereotypes caused by this socialization have both descriptive and prescriptive elements. They not only describe differences in women and men but they also prescribe how women and men should behave at home, in the outdoors and in the workforce.

Various administrative officers from government agencies were quite receptive to the idea that organizations are now working to make women more reliant. This is further reflected in their actions and work that they are doing to make women feel safe outside their homes. Special women helpline 1091 as well as emergency ambulance service 108 has been active in Guna for a long time now. Further, accessing government websites for various activities such as claiming welfare benefits, looking up for useful information on the government welfare schemes, filing grievances etc. has become easier and smoother. The district has its own information website and can be reached at [www.guna.nic.in](http://www.guna.nic.in). The health centers have become more accessible to the public, especially to women. However, there is only one health center available per 7435 persons, only 24 public childbirth specialty clinics in the entire district of Guna.

The respondents have reported that their families are receptive to their participation in these programs mostly for financial reasons. And since most women in the vicinity are participating in them, the community has gradually become accepting of the changes over years.

### 3.8 Observations of Need Assessment Team

1. There are social evils which exist till date such as untouchability, early marriage, dowry practice, electricity theft etc.
2. Indra Awas yojna has been infected with corruption. 'Kuttis' are being provided to people in exchange for bribes.
3. BPL, Old Age Pension, PM Arogya Nidhi Card have been implemented here.
4. Childbirth is institutionalized. People prefer to seek medical care rather than opting for deliveries at home.
5. People have been observed sitting idly and doing nothing which might have led to an increase in cases of petty crimes such as burglary, car theft, chain snatching etc.
6. People are being provided welfare benefits, consequently they don't see it necessary to work. They have become comfortable at home and don't want to migrate to other regions for work.
7. Government has started Sanjeevni clinic through public private partnership (PPP) mode.



8. There is a demand for incense sticks and different types of flowers due to heavy rush on local religious sights (e.g Hanuman Tekdi, Buddhhe Balaji etc.)
9. The famous city of Chanderi is in close vicinity to Guna, which can be a preferred site for business and employment opportunities.
10. Potable water is readily available.
11. Impact of COVID-19 pandemic on local business has been immense. A lot of businesses had to start from scratch.
12. Both vegetarian and no-vegetarian foods are preferred along with consumption of alcohol.

## **Section 4: Recommendations**

Based on our findings from the needs' assessment, we offer the following recommendations to Matrix Solutions and other such agencies who would like to pursue programmes aimed at making the women of Guna self-reliant and creating sustainable employment & business opportunities for them.

### **Implications for the Funding Organization: GAIL**

There can be several implications of CSR activities for corporations. One potential benefit is that CSR activities can help to improve a company's reputation and image in the eyes of consumers and the general public. This can lead to increased trust in the company and can also help to differentiate the company from its competitors. Additionally, CSR activities can help to improve a company's relationships with the communities where it operates, which can lead to better cooperation and support from local stakeholders. This can also make it easier for the company to obtain necessary approvals and permits for its operations. GAIL should:

1. Engage in consultation with local leaders and community members to better understand the needs and priorities of the people in Guna. This could involve holding public meetings, conducting surveys, or setting up focus groups to gather feedback and input.
2. Develop partnerships and collaborations with other organizations, such as NGOs and government agencies, to ensure that CSR programs are well-coordinated and that the resources and expertise of multiple stakeholders are leveraged to achieve the desired outcomes.
3. Monitor and evaluate the impact of CSR programs on the communities where they are implemented, and use this information to make adjustments and improvements as needed. This could involve conducting regular surveys or focus groups to assess the impact of the programs, and incorporating feedback from the community into future CSR activities.
4. Communicate openly and transparently about the CSR programs that GAIL is implementing in Guna. This could involve regularly updating the community on the progress of the programs, sharing information about the impact they are having, and inviting feedback and input from community members. By being open and transparent



about its CSR activities, GAIL can help to build trust and confidence in its efforts to support the community.

### **Implications for Implementation Organization: Matrix**

The implications of a CSR project on an implementation partner can vary depending on the specific nature of the project and the relationship between the implementing company and the partner. Some potential implications of this project on Matrix could include:

1. Reputation and credibility: Success of this project will enhance Matrix's reputation and credibility, by demonstrating its expertise and capabilities in the areas of social development and sustainability.
2. Networking and collaboration: This project will provide opportunities for Matrix to network and collaborate with other organizations, such as NGOs, government agencies, and other companies. This will help it to expand its reach and impact, and can also provide access to new resources and expertise.
3. Capacity building and skills development: This project will provide opportunities for Matrix to build its capacity and develop new skills. This will include training and support in areas such as project management, stakeholder engagement, and impact assessment.
4. Funding and resources: This project will provide funding and other resources to support the Matrix's activities. This will include financial support, technical assistance, and access to equipment and facilities.

Overall, the implications of this CSR project on Matrix will be positive, providing it opportunities to enhance its reputation and credibility, build its capacity and skills, and access new resources and collaborations.

Further, Madhya Pradesh, like many other states in India, faces significant challenges when it comes to women's development. Women in the state often face discrimination and inequality, with lower levels of education, employment, and political participation compared to men. Additionally, women in Guna are also likely to experience gender-based violence and other forms of discrimination. To address these challenges and promote women's development in the state, a number of interventions and programs are needed. These could include— (i) Providing access to education and training opportunities for women, to help them acquire the skills and

knowledge they need to participate fully in the economy and society, (ii) Supporting women's entrepreneurship and economic empowerment, through initiatives such as business training and support, microfinance, and access to markets, (iii) Addressing gender-based violence and discrimination, through initiatives such as awareness-raising campaigns, support services for victims, and legal and policy reforms, and (iv) Promoting women's political participation and leadership, through initiatives such as mentoring and training programs, and supportive policies and regulations.

Overall, a comprehensive and integrated approach is needed to address the challenges and promote the development of women in Guna. This will require the support and collaboration of various stakeholders, including government agencies, civil society organizations, and the private sector. Given below are some additional recommendations:

1. The families, especially marginalized families, must be educated on the importance of providing further education to their children. Avenues and platforms should be created for women who would like to pursue higher education but are unable to do so due to lack of financial support.
2. Women should be given extensive entrepreneurship training which boosts their self-confidence, leadership skills, communication skills, marketing skills, work productivity, negotiation skills etc. Training modules on these can be clubbed with all other skill training programmes.
3. Skill training programmes can be focussed around trades which are locally in demand. We suggest training modules for beauty parlor skills, tailoring and embroidery, toy making, manufacturing and packaging of various products.
4. The intervening agency should facilitate women through workshops, hands-on education, and interactive formats at schools, community centers, skill training centers as well as homes.
5. The intervening agencies must recognize that women may face barriers such as communication gap, health issues, lack of support from families and community, bad time management as a result of household responsibilities etc. and work around the issues accordingly.

6. The intervening agencies must create convergence activities for the women to network with each other, women from similar SHGs, government agencies (department of women and child welfare, department of health, department of agriculture and forest reservation etc.) and other such agencies that might be relevant for their work.
7. The intervening agencies should make proper utilization of GAIL's Skill Development Center situated in GUNA. It can be used for further skill training of women with higher education and willingness to work but who are limited by resources to pursue their dream outside the city.

## **Appendix II: Tools of Data Collection**

### **1. FGD Tool:**

- i. What are some of the significant unmet needs of the community?
- ii. How often are community meetings held?
- iii. Are there other groups and associations active in the community?
- iv. Do you get enough support from your family and community leaders for employment, education, freedom to speak etc.?
- v. How are the decisions made on the issues that affect you in the community?
- vi. What are perceived roles of the women and children in the community?
- vii. What are some of the key issues you would like this programme to address?
- viii. How do you cope up with these issues now?
- ix. If we cannot provide support to everyone, what is the best way to deal with that?
- x. What is the best way for us to inform you about our decisions? What expectations do you have from us?
- xi. Are you able to manage your monthly rations? Elaborate.
- xii. Is child marriage prevalent in the community?
- xiii. Do you agree young girls should have higher level education?
- xiv. Do you prefer boys to study more than the girls?
- xv. What is your perception about decision making? Do you have decision making authority at your home?
- xvi. What does self-reliance mean for you? Do you think economic independence will make you more self-reliant?
- xvii. Are you aware of any other such programmes that are active or previously have been active in your community? What do you think about them?
- xviii. Do you think there are social, economic or political barriers that are an obstacle in your overall development?
- xix. What kind of skill training do you expect us to give you? Please mention some the skills that you would like to acquire? Please talk about the medium of interaction, medium of skill training etc.
- xx. Please tell us more about the challenges you face on everyday basis and ways in which you deal with them.

## 2. Survey Questionnaire:

- i. Name:
- ii. Age:
- iii. Father's/Husband's Name:
- iv. Contact Number:
- v. Caste:
- vi. Education:
- vii. Number of Family Members:
- viii. Number of Earning Members in the Family:
- ix. Gross Family Income:
- x. Do you have access to AADHAR? (Y/N)
- xi. Do you have access to AAYUSHMAN Card? (Y/N)
- xii. Do you have benefits from Chiranjeevi Yojna? (Y/N)
- xiii. Do you have access to any other welfare schemes? Mention.
- xiv. Do you have a bank account? (Y/N)
- xv. Which bank do you have your bank account in? Mention.
- xvi. Do you have savings in your bank account? (Y/N)
- xvii. Do you have any insurance policies? (Y/N)
- xviii. What type of schools do you children study in?
  - a. Government
  - b. Private
  - c. Both
- xix. Would you like to have training on the following subjects?
  - a. Tailoring/Embroidery (Y/N)
  - b. Beauty Parlour Skills (Y/N)
  - c. Manufacturing and Food Packaging (Y/N)
  - d. Toy Making (Y/N)
  - e. Marketing (Y/N)
  - f. Communication (Y/N)
  - g. Increasing Productivity (Y/N)

- h. Equipment Maintenance (Y/N)
- i. Equipment Operation (Y/N)
- j. Building Infrastructure (Y/N)
- k. Pest Management (Y/N)
- l. Environment Health Maintenance (Y/N)

### **3. Interview Guide**

- i. What is your employment type? What is your roles in the development of this community?
- ii. What do you think have been some of the most successful interventions and approaches in your communities?
- iii. What in your opinion makes a community stronger?
- iv. What according to you are some of the best ways that you have adopted to make women more visible in their roles in development? Are there any government or CSR projects active in the region?
- v. How has it been to coordinate the different partners working towards women empowerment? What challenges does this cause?
- vi. What role do you think civil society/non-governmental organizations should play in empowering women and making them self-reliant? What value do they add? What their positive contributions? What negative aspects do they bring?
- vii. What is your perception on self-reliance, decision-making, and economic independence of women?
- viii. What support do you provide to ensure safety of women in the community?
- ix. Do you know about GAIL and its welfare projects in Guna? Do you know about Matrix Society?
- x. Do you think creation of Self-Help Groups in the past or present has the potential to change socio-economic status of the women?
- xi. Do you think these initiatives are more accepted by the families and community members now?
- xii. Is there anything else you would like to add? Your comments are welcome.

## Appendix II: Pictures from Field Visit











## अब महिलाएं चलाएंगी उचित मूल्य की राशन दुकान

भोपाल (राज्य ब्यूरो)। मध्य प्रदेश में महिलाओं को रोजगार उपलब्ध कराने के लिए सरकार अब स्व-सहायता समूहों को राशन दुकानों के संचालन का काम भी देगी। साढ़े तीन हजार उचित मूल्य की राशन दुकानें समूह की महिलाएं चलाएंगी। इनसे समर्थन मूल्य पर उपार्जन का कार्य भी कराया जाएगा। इसके लिए खाद्य एवं नागरिक आपूर्ति विभाग ने प्रस्ताव तैयार किया है। इस पर निर्णय सोमवार को मुख्यमंत्री शिवराज सिंह चौहान की अध्यक्षता में होने वाली कैबिनेट बैठक में लिया जाएगा। बैठक में इसके अलावा 18 अन्य प्रस्तावों पर विचार होगा।

प्रदेश में 26 हजार 63 उचित मूल्य की दुकानों के माध्यम से एक करोड़ 11 लाख परिवारों को प्रतिमाह सार्वजनिक वितरण प्रणाली के अंतर्गत खाद्यान्न वितरण किया जाता है। 2760 राशन दुकानें ऐसी हैं, जिनमें अलग से विक्रेता नहीं हैं। इनमें दूसरी दुकानों के विक्रेताओं द्वारा खाद्यान्न वितरण किया जाता है। इसमें समय लगता है और उपभोक्ताओं को परेशानी का सामना करना पड़ता है। मुख्यमंत्री जन सेवा अभियान के दौरान मुख्यमंत्री को समय पर राशन वितरण न होने की शिकायतें भी मिली थीं। इसके आधार पर तीन जिला खाद्य आपूर्ति अधिकारियों के विरुद्ध कार्रवाई भी की गई। राशन वितरण में आ रही परेशानी का पता लगाने के लिए दुकानों का निरीक्षण भी कराया गया। समस्या के स्थायी समाधान के लिए अब तय किया गया है कि दुकानों के संचालन का जिम्मा ग्रामीण आजीविका मिशन से जुड़े स्व-सहायता समूहों को दिया जाएगा। इसमें प्राथमिकता उन दुकानों को दी जाएगी, जहां वर्तमान में विक्रेता नहीं हैं। इसके अलावा उन दुकानों के संचालन का काम भी समूहों

- मुख्यमंत्री की अध्यक्षता में आज होने वाली बैठक में रखा जाएगा प्रस्ताव
- संचालन का जिम्मा स्व-सहायता समूह संभालेंगे

### पिछड़ा वर्ग के बेरोजगारों को दिलाया जाएगा प्रशिक्षण

प्रदेश में पिछड़ा वर्ग के आर्थिक रूप से कमजोर बेरोजगार युवाओं को प्रशिक्षण दिलाकर विदेश में रोजगार दिलाने सरकार योजना प्रारंभ करेगी। इसके लिए पिछड़ा वर्ग तथा अल्पसंख्यक कल्याण विभाग ने प्रस्ताव तैयार किया है। इस पर कैबिनेट द्वारा निर्णय लिया जाएगा। योजना के अंतर्गत चयनित युवाओं को कौशल विकास और विदेश में प्रचलित भाषा का प्रशिक्षण दिलाया जाएगा। प्रथम वर्ष में 200 युवाओं को तीन से पांच साल के लिए जापान भेजा जाएगा। स्वदेश वापसी पर भी उन्हें रोजगार दिलाने में सहायता की जाएगी। योजना में पचास प्रतिशत राशि राज्य सरकार लगाएगी और इतनी ही राशि लाभार्थी युवा को लगानी होगी। इसके लिए उसे 75 प्रतिशत तक ऋण मध्य प्रदेश पिछड़ा वर्ग तथा अल्पसंख्यक वित्त विकास निगम के माध्यम से उपलब्ध कराया जाएगा।

को दिया जाएगा, जहां प्राथमिक कृषि साख सहकारी समिति, उपभोक्ता भंडार या अन्य संस्थाएं उपभोक्ताओं को समय पर सेवाएं उपलब्ध नहीं करा पा रही हैं। विभागीय अधिकारियों ने बताया कि समूहों द्वारा संचालित की जाने वाली दुकानों में प्राथमिकता के आधार पर विक्रेता महिलाएं रखी जाएंगी। यदि कहीं महिलाएं तैयार नहीं होती हैं तब वहां पुरुषों को भी रखा दिया जाएगा। संस्था से धन, गैर-कालिदास अन्न उपार्जन के उपार्जन का कार्य भी करवाया जाएगा।



