



CEC

2020













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The corona COVID-19 pandemic lockdown posed enormous challenges to economic activities across the globe and also India. Large scale retrenchment in manufacturing units (some even closed now), mass exodus of migrant workers played havoc in the country.

Inspite of the most difficult year of covid pandemic, I am pleased to present our "ICECD Newsletter" in keeping with our vision to create an "Entrepreneurial Society". We look to a sustainable development agenda for 'people, planet and prosperity', with gender equality and women's empowerment at the core of our activities. ICECD is rising to this challenge and building upon a history of achievements at socio economic level. We recognize that our success is founded on partnership be it with Government, Corporate, Non-Governmental Organizations, Academic Institutions.

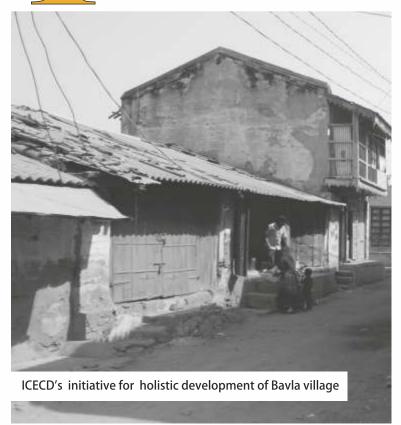
When working with these populations, we have strengthened our relationship with the women, men and children through social, economic and political development initiatives. One of the key interventions this year was in association with Corporates and spread its umbrella to the sectors like entrepreneurship development, education, employment, upgradation of Panchayati Raj, formal education, adult education, adolescent and youth development. ICECD is greatly indebted to our Corporates like Amazon Cares, Tata Group, Bajaj Group and many more. Ultimately, all our entrepreneurial work is directed towards changing lives, and helping women and girls achieve their economic independence. In Gujarat, Rajasthan and Uttarakhand, women and men were educated/trained and facilitated to become entrepreneurs, and reached out to more than 50 villages in these states with investments ranging from Rs. 15000 to over one lakh per person.

This year's report provides insights that demonstrate the institute's impact from the national to the individual level. This included increase in safety initiatives, increase in research based activities, and working with its partners, in the role as catalyst, supporter and leader for an entrepreneurial world.

ICECD strongly commits to collaboratively setting new norms, delivering well-targeted programmes, and enlisting game-changing partners within the country and abroad to accelerate the pace of change.

A DEVELOPMENT REVOLUTION:

Through Holistic Village Development:



CECD joined hands with 'Amazon Cares', the CSR wing of the online shopping giant Amazon India with the mission to bring about the holistic development of selected villages of Gujarat.

5 villages of Bavla taluka namely Bagodara, Shiyal, Gangad, Bavla, and Rupal were selected to start this very enriching journey of 'Holistic Development of Villages'. ICECD's interventions for this includes focussed developmental mediations in the areas of Health, Education, Environment, Entrepreneurship, Self reliance as well as capacity building of the local governance (panchayat). This approach and interventions were so effective, that the project further scaled up in 4 more villages of Daskroi Taluka namely Jetalpur, Miroli, Vasai, and Lambha. Here are some insights into this journey of holistic development of villages where we work.



Entrepreneurship and Livelihood

Entrepreneurship Development being ICECD'S forte is one of the key areas of interventions. Focussed training has been imparted to more than 190 men and women of the community which has led them to become self employed or find job work within their village. Becoming self reliant has improved their socioeconomic status and given them the motivation to grow their businesses thus improving their standard of living. The project has empowered more women than men, thereby also setting in motion social reforms within the villages. More than 70% of these men and women earn anywhere between Rs 2,000 to Rs 15,000 per month in their villages and are contributing to their family's well being. Some have been linked with banks for loans and are thus a part of the mainstream economy.





Capacity Building of Panchayati Raj Institution (PRI)

Capacity building training of the PRI was undertaken in the villages of Bagodara, Shiyal, Gangad, and Rupal of Bayla Taluka. PRI training was the most crucial component for 'Holistic Development of Villages' since it would have an impact on all other aspects of human and village development. The training encompassed topics like management of village funds, village development plan preparation, rights, and duties of the Sarpanch, and every Panchayat member, types of villages, and village level committees to be prepared for efficient management, frequency and requirements for holding gram panchayat meetings, etc. The training helped the PRI members become aware of their roles, rights, responsibilities, and duties. They became aware of the gaps in the current village management and started proactively participating in various activities of the village management. The impact of this was seen in the form of improved participation of the Panchayat members in the activities of the schools and anganwadis, PHC center, and gram sabha. The knowledge they gained from the training also enabled them to proactively link more people to the existing government schemes like that of Swatcch Bharat Yojna, Pradhan Mantri Aavaas Yojna, Pandit Deendayal Aavaas Yojna, etc. It has also acted as a catalyst in accelerating the projects related to village cleanliness and infrastructure development related to laying paver blocks, availability of cool drinking water in school, digging bore wells, laying down gutter lines, and digging garbage pits.







Education

It is essential that quality education is made available to the children of rural areas to give them the opportunity to compete with their urban counterparts. Keeping this in mind various interventions, competitions, and awareness programs were undertaken in the Anganwadi and schools of all the 9 villages of both Bavla and Daskroi Taluka. Adolescent Girls Awareness programs: This program was undertaken with the aim to create awareness amongst the girls about the physical, emotional, and psychological changes taking place at this age so that they could deal with the changes in a better way. They were also taught about hygiene measures to be undertaken during menstruation and critical yet tabooed topic like sexual abuse was discussed. The girls were checked for malnutrition signs, weak eyesight, and use of tobacco by a doctor, and they were encouraged to ask questions during the session. In case of malnutrition or weak sight, the principal was informed and necessary linkages were created.

- Within a period of 3 years, more than 1300 girls between the ages of 13-18 years from all the 9 villages were covered under the program.
- An average 32% of girls showed decreased paleness related to anemia by end of the year
- 32 girls stopped consuming tobacco by the end of the year.
- 80 of the girls were diagnosed with weak eyesight and were linked to Bareja eye hospital
- The number of girls showing awareness related to menstrual hygiene and the use of sanitary napkins increase by more than 50%.



Career Counselling: This program created awareness among the children about the various careers available to them under various streams of education. They were also guided as to how to select a career suitable to them based on their aptitudes, interest, and personality. This program introduced the rural children to various careers which they did not even know existed and motivated them to study harder and aim higher.

- More than 1300 students of standards 7th-12th benefitted from the program.
- 90% of the students said that they gained a better understanding regarding various careers.
- More than 25% of the students showed a shift in their career goals after the program.



Digital Literacy: Under the digital literacy program within 3 years, 332 children from 5 different schools of Bagodara, Shiyal, Gangad, Lambha, and Jetalpur villages have been equipped with basic computer and MS Office knowledge. The aim was to equip them with the skills required to succeed and compete in this 21st century. 20 selected teachers from various schools were also covered under the Digital Capacity Building program so that they could learn the basics of computer and MS Office and impart digital knowledge to the remaining students of the school.

A step towards Digital India



Training of Anganwadi Workers: In order to improve the learning and health of the Anganwadi children, special training was given to the Anganwadi workers and helpers. The training aimed to create awareness amongst the Anganwadi workers about the various physical, emotional, intellectual developments of various phases between the ages of 0-6 years. It also aimed to improve the attendance of the children in the anganwadis by organising various contests like fancy dress, sports, and healthy baby. Parents- teachers meetings were conducted to highlight the importance of Anganwadi education and vaccination amongst the rural parents. All the activities and events organised for the benefit of the Anganwadi children were very well received by the Sarpanches, Anganwadi workers, and helpers, Anganwadi children, and also their parents.

- ICECD has imparted training to 74 anganwadis workers and helpers to date.
- The attendance in aganwadis which was at an average of around 75% in Bavla taluka increased to around 94% within 2 years.
- More than 1,000 students between the ages of 3 to 6 years from all the 9 villages participated in a sports competition held by ICECD and more than 650 children participated in fancy dress competitions. The events were attended by the sarpanches and the children and parents participated with a lot of enthusiasm and joy.
- The participation of parents in Parent's-Teacher's Meetings which was around 25% 30% before the beginning of the program increased to around 70% within 2 years.
- The number of malnourished children falling under the Red and Yellow cards also showed a notable reduction.



O



Environment

The component of Environment has a direct impact on the health of the villagers. Many health problems are directly related to poor community hygiene, poor drainage system, water accumulation at various places, fewer trees in the village, etc. In order to improve the environmental conditions in the village the below mentioned interventions were undertaken:

• 'Tree Plantation Drive' was undertaken in all 4 villages of Bagodara, Shiyal, Gangad, and Rupal whereby each year 100 trees were planted in each village. The sarpanches, school principals, teachers, students, and other village dignitaries were invited to be a part of the plantation program to help spread awareness within the community, across all age groups.

People were encouraged to create soak pits and kitchen gardens outside their houses in order to utilise the kitchen waste and waste water in a productive way and also maintain cleanliness in their surroundings.



Health

Malnutrition and other communicable diseases are widespread amongst children of all age groups of India. This is mainly due to a lack of awareness and availability of adequate health care facilities in rural areas. Approximately 10,000 people from the community, men, women, and children, were covered through the various under mentioned interventions undertaken in all the 9 villages of Bavla and Daskroi talukas:

- * Free General Health Check up Camps were organised in all 9 villages over 3 years. Total 2089 people from the community, across age, caste, and gender underwent the check up through the hands of an MD Physician. Need based medicines were distributed Those in need of further treatment were linked to existing government schemes through CHC and government hospitals.
- Free Eye heck up camps were organised in various schools as well as within the community.
- Healthy Baby competitions and Women's Health exhibitions were organised throughout the 4 villages of Bavla taluka to address the issues related to malnutrition, immunization, and create cancer awareness. The program received tremendous response from the Sarpanches, the Anganwadi workers, and the women of the villages. This contest led to creating health awareness and reduction in malnutrition cases in the children









• Special Covid-19 awareness programs were implemented for spreading awareness related to preventive and curative measures related to Covid-19 during the pandemic. Free masks were distributed and pamphlets containing preventive and curative measures as per Ayurveda and Ministry of Ayush were circulated to all the households with the help of the sarpanches, anganwadi workers, and asha workers. Banners were put up in all villages highlighting the importance of preventive measures like social distancing, use of masks, and hand wash.

Besides the above, various awareness programs like that of Hand Wash rally in the villages and Anti-tobacco awareness program within the community were very well implemented by ICECD in the villages and were very well received by the sarpanches as well as the people of the villages.

Over and above these ICECD also undertook the distribution of 'Food and Hygiene Kits' during the pandemic in order to help 900 families of all the 9 villages who were financially impacted during the pandemic. Women of Bagodara, Bavla, and Dholka villages who knew stitching were looped in the 'Mask Making Activity' by ICECD which helped them earn money during the pandemic as well as constructively contribute towards fighting against the virus.

Successfully implementing the above mentioned interventions, and more in the villages has helped ICECD progress from undertaking projects initially aimed at Socio-economic development of villages to undertaking projects aimed at Holistic Development of villages today.



Safety Awareness:

Over the years the number of road accidents and resulting deaths are on a rise due to various reasons. Also, the number of underage children driving vehicles is on the rise, especially in rural areas. In order to check this rise knowledge about Do's and Dont's in order to create awareness about Road Safety signs, rules and regulations and safety measures were created amongst school, college children and within the community. During the 3 years, approximately 2,000 people were covered through the awareness program. A follow-up survey showed that 60 college students started wearing helmets post the awareness program.

Creating Technopreneurs ICECD BULLETIN



CREATING TECHNOPRENEURS

unique program rol
Entrepreneurs in the field
of Fashion Technology with the Ministry of Science & Technology New Delhi.

Prof. (Dr.) N.R. Sheth, Vice Chancellor of Gujarat Technical University inaugurated this program specially designed for science and technology graduates.

This program equipped the students with Inputs of Fashion Technology in Garment making and Entrepreneurial Competency Development which facilitated 50 participants to start their businesses and create employment opportunities for over 160 persons in the field of Fashion Technology. Exposure to the Garment industry as well as structured inputs on technical and business management aspects enhanced the capacity of the participants to successfully launch their businesses. Focused mentoring was given to each participant to enable them to start and sustain their enterprises.

These participants have started their enterprises such as trading of Garments and Accessories, Dress Designing and Dress Making – ranging from Children's wear to Men's and Women's Indo-Western Outfits and of course Traditional and Wedding collections.



COLLEGE STUDENTS EXPOSED TO ENTREPRENEURIAL CAREER OPPORTUNITIES





CECD trained a new cadre of professionally trained faculty to identify, select, motivate and train technical students for taking up careers in entrepreneurship in their institution.

It is crucial to expose young students to entrepreneurial career opportunities because our education system, as well as social culture, does not orient us towards entrepreneurship. 132 Faculties of over 25 colleges, 15 government polytechnics, and 6 universities were trained by ICECD to impart entrepreneurial education to a minimum of 100 students each year to start their start-ups, thereby creating a multiplier effect and spreading the entrepreneurial culture. These programs were extremely well received and many of them started Business Incubation Centres in their respective colleges which included Ratnamani College of Pharmacy, Modi College of Pharmacy, R.C. Technical Institute, C.P. College of Agriculture, Pandit Deen Dayal Petroleum University, Silver Oak Group of Institutes, G.H. College of Engineering, N.V. College of Pure & Applied Sciences, SAL College of Engineering, Pacific College of Engineering, Government Engineering College (Modasa), PES Modern College of Science, S.P. Phule University. (Pune) and Gujarat Technological University This is a very well received Faculty Development Program (FDP) creating a huge learning experience for the faculty across Gujarat and Maharashtra.

Dr. Hina Shah Gives Her Expert Guidance at The Faculty Development Program At ICECD

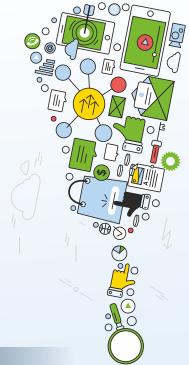


DIGITIZING RURAL ENTREPRENEURSHIP:

A Needs Assessment For Lighting Asia India-IFC towards the possibility of digitizing Entrepreneurship.

Development Module For Rural Areas.

ICECD over the years has trained thousands of experts and organizations across the globe to further train entrepreneurs in varied geographies. Adding to that ICECD had done a pilot Training of Trainers (TOT) program with Dharma Life in 2015 to train entrepreneurs in the business of solar lights. Post these over 1000 rural entrepreneurs have been trained by them. To address some challenges that they were facing in terms of time and resources, they were considering conducting virtual training which would



help to increase reach-out and make it cost effective. Dharma Life and International Finance Corporation (IFC) sought ICECD's expertise to conduct a Needs Assessment and propose a relevant and cost effective training solution to address the challenges. ICECD worked on this project which involved cost analysis, assessment of learning approach as well as analysis of technical considerations in the process of digitizing the Entrepreneurship Development Module.



LIGHTING UP INDIA WITH IFC



CECD collaborated with IFC-Frontier Market to train women in entrepreneurship. A Training needs assessment of women in Rajasthan was carried out and an entrepreneurship development program was specially designed and implemented.

IFC South Asia Cross Cutting Advisory services has a focus in MSME development through (a) Training Needs Assessment (TNA), (b) Content customization and development, (c) Training of Trainers, (d) Business skills training delivery to their Associates and client staff. Within this broad spectrum, IFC has promoted the Lighting Asia/ India program. The objective is to promote the value and presence of modern off-grid lighting amongst the 400 million off-grid population in rural India. Currently, over 90% of the off-grid population is in rural India, and people there rely predominantly on kerosene, which is expensive, inefficient, polluting, and dangerous.

Hence, IFC has aimed to address this issue by supporting the growth of solar lighting manufacturers as well as other stakeholders like distributors of clean energy products (Associates).

IFC is supporting Frontier Markets who are one of the Associates.

strengthening the supply chain through targeted interventions with the various stakeholders. ICECD has worked with IFC in the past and knowing our strengths brought ICECD into the project. This assignment is focused on developing Entrepreneurs (SJS) of Frontier Markets. The SJS is "Saral Jivan Sakhis" who are members of the federations of SHG groups and members set up under the NRLM project of the Government of India. These federations are between 2 to 6 years old and have over 90 thousand households as their members.

The aim was to develop this large women's group by supporting the growth of solar lighting manufacturers as well as other stakeholders like distributors of clean energy products. ICECD assessed the training needs of the women and designed a need based special training manual for the 5 days training program. 79 women were trained by ICECD expert trainers in 3 demonstrative 5 days modules under the pilot program.

training module designed by ICECD. Most of the women were under 40 years of age, some with infants in their arms. The focus of this design was to prepare potential women to learn about FM products (solar products) and how to market and sell them. It included developing the requisite knowledge, skills, and attitude to build successful businesses. The ICECD programs taught these women to - understand the products, how to consolidate the resources, motivated them to start businesses, and taught them how to manage sales as well as

As ICECD also designed tools for participants selection and a special TOT (Training of Trainers) was organized for a team of Frontier Market in Ahmedabad. The team later implemented these learnings at Dhaulpur, Dhaulpur District, and Naugaon, Alwar District at the grassroots level.

Fathepur-Rajasthan on the path of Socio Economic Development

Women Entrearm until

Development

Training Program

WEDP training batch

Light up with solar power

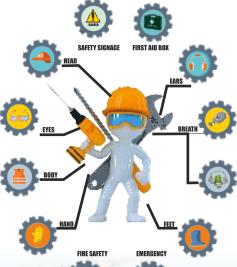
Women celebrate for the lightning of the village



RAISING THE BAR FOR INDUSTRIAL SAFETY

Over the years ICECD's work in the field of industrial safety has been applauded and appreciated, be it the automobile sector, the chemical industries sector or be it with the ITIs of the country. To reach out to more industries with training interventions, ICECD has now been registered with DISH (Directorate of Industrial Safety and Health). Our registration number is DISH/A/2017/1925. This registration now allows ICECD to conduct safety training in the areas of 2 wheeler, 3 wheeler, 4 wheeler, CNC operator, Instrumentation, Electrical, Ship breaking, and Welding.

ICECD trained a set of trade instructors teachers from their skill centers located in pan India. The general objective of this project was to sensitize and create awareness of minimum mandatory safety standards for trainers. It is also to improve awareness and create receptivity towards strengthening safety skills and to build a safety culture on the industrial shop floor.



The trade subjects taught were relevant in the context of total industrial safety for which ICECD designed the teaching material comprising of various aspects of Teaching Safety – at orientation level, for detailed general safety and specific to various trades. The Training of Master Trainers was implemented at Delhi for the 16 trade teachers instructors who represented trades like welding, electricity, painting and decoration, instrumentation, and CNC.



PARTNERING IN DEVELOPMENT





ith the objective to liaise, network, and collaborate ICECD had planned "NGO Connect"- a one day seminar where 42 participants from 36 NGOs of Gujarat and Rajasthan participated. It was held at the ICECD campus. The seminar brought about a promise for better partnerships and capacity building of the NGOs to be able to do better.



Along with awareness of opportunities and collaboration, it also opened doors for participating NGOs towards learning key skills to be able to work successfully at national international levels.

The seminar discussed and deliberated on how to develop knowledge and skills required for a well managed, people oriented Nongovernment organization. It also deliberated on successful experiences of planning need based innovative development programs, creating a wide impact for disadvantaged groups at a sustainable level.

This seminar provided enabling environment to promote an exchange of ideas and experiences and helped in building links and networking among NGO functionaries. It also built on the sensitivity towards the needs of disadvantaged people and thus facilitated the creation of relevant and innovative development plans for various NGOs of Gujarat.

Representatives from various organizations participated in this event to share their views on socio-economic situation and development need with higher focus to income, education, health, and others.



A RAY OF HOPE: FOR RURAL ENTREPRENEURS OF MAHARASHTRA

Assessment Study for Cherie Blair Foundation for Women (CBFW) to design, develop and deliver effective training support for small scale women entrepreneurs in the state of Maharashtra, India.

100 existing rural women entrepreneurs were taken up as a sample in Pune district of Maharashtra. Their current status and training needs were identified through this study and topics for training were identified for their capacity building.

Based on the Needs Assessment Study, ICECD designed and developed an "Enterprise Development Curriculum" and teaching material for the existing rural women entrepreneurs of Maharashtra to manage and grow their business successfully. This detailed curriculum was comprehensive and participatory, which was further used by the Cherie Blair Foundation for Women (CBFW) to develop these rural women entrepreneurs to enhance their incomes through business.





A WAY OUT OF DESPAIR FOR 600 RURAL WOMEN OF RAJASTHAN





CECD along with JBGVS (Jankidevi Bajaj Gram Vikas Sanstha) set on a mission to identify and develop more than 600 women of Rural Rajasthan to become independent entrepreneurs and mainstream economic partners.



With a mission to include the rural women into mainstream economic activities, ICECD along with Bajaj Auto, began the pilot project to develop 100 rural women of Sikar to start their micro enterprise and become self reliant. ICECD having assessed the needs of the rural women in Sikar initiated the Women Entrepreneurship Development Programs (WEDPs) which would develop these women as entrepreneurs to initiate and manage their micro enterprise. Out of the 100 rural women trained, more than 60% started their businesses and also created new employment and investment within their villages. These businesses included a variety of manufacturing and service oriented enterprises like tiffin services, laundry,

mehndi cone making, kirana stores, cloth bag manufacturing, snacks, and food processing besides garment and specialized ladies items. These women started earning from Rs. 5000 to 40,000 a month and an evident transformation took place as they became more confident and started contributing to the family income.

Looking at the measurable impact on the communities of Sikar, this project was further scaled up to develop 500 more rural women of Sikar to start their micro enterprise and become self reliant. ICECD has initiated the Women Entrepreneurship Development Programs (WEDPs) in more villages of Sikar and 500 such women will be developed by end of 2022.



LEADING WOMEN OF UTTARAKHAND TOWARDS SELF RELIANCE



CECD initiated a pilot project in Udhamsingh Nagar- Uttrakhand, imparted entrepreneurial training to 100 women. 68 women became successful entrepreneurs and the rest would establish their ventures soon.

68 women out of 100 have started their business. The remaining women have now got the knowledge, skill and ability to become self reliant. Whenever they overcome challenges like finance, social issues, family issues, etc., they will have the ability to start their own viable business in future. The outcomes and impact at the end of the training program were as under:

The women who lacked self confident and who had not ventured out of their houses were now confident that they can go to the market alone in order to purchase material for their business.

The women who spent their entire day doing household chores and/or raising children started to manage their time and responsibilities more efficiently so that they could give time to their business.

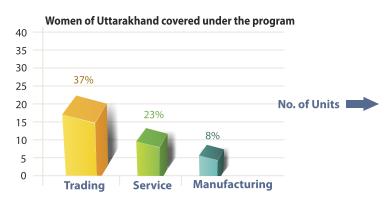
The family of most women showed a willingness to support them in their venture and were counseled by ICECD whenever needed.

The women displayed improved decision making capacity during the market visit when they brought money and they themselves decided the product they wanted to purchase in order to start their businesses.

The women at the end of the 21 days training showed improved confidence and renewed hope. They were hopeful that they would become successful entrepreneurs and could share the financial responsibilities of their family.



The units established by these women pan across Manufacturing, Trading and Service sectors and range from footwear, jewellery, garments to food/snacks/ restaurants, cosmetics and even mehendi cones and bangle making.



The investments range from Rs. 1000 - Rs. 2.5 lakhs, while the total investment created till date by them is approximately INR 14 lakhs.



Director Dr. Hina Shah was invited as the TEDx Speaker to address the theme "Canvassing Destinies" on 6th January 2019 at GCET, Vallabh Vidyanagar. The speech was extremely well received and the applaud and appreciation were truly heartwarming.

KEYNOTE SPEAKER AT PACC 2019 CONCLAVE



Dr. Hina Shah was invited as a Keynote Speaker on the 7th edition of Project Managers, Architects, and Consulting Engineers Conclave (PACC -2019) organized by the Fire and Security Association of India (FSAI) held in Dubai on 28th September 2019. She addressed the topic "Women as Business Boss - A path towards Financial Independence & Security". She was also recognized for her remarkable contribution to society for uplifting the unprivileged women and empowering them socially, psychologically, politically, and economically.

A PROMISE MADE

MOU With Silver Oak Group Of Institute

MOU With Bjvm College, Vallabh Vidyanagar

ICECD and I-SCALE Innovation Foundation (IGNITE), Silver Oak Group of Institute (Silver Oak) entered a Memorandum of understanding (MOU) to jointly promote Innovation based Entrepreneurship and support Start-ups at various stages of their entrepreneurial journey, thus helping in developing an effective ecosystem.



ICECD and B.J.Vanijya Mahavidyalaya (BJVM), Vallabh Vidyanagar entered a Memorandum of Understanding (MOU) to conduct Entrepreneurship Development Programs for women and students, Life Skill Training for students, Slum women empowerment, and Tree Plantation Drive.



ADDRESSING THE TECH START-UPS



Dr. Hina Shah was invited as Speaker at Empower 2018 held at International Convention Centre, BSE, Mumbai. Empower 2018 was held to identify women entrepreneurs in the technology domain & impact domain, leveraging technology for social good, and will be supporting 30 women entrepreneurs -15 Tech startups and 15 Impact Tech startups who are making a social impact using technology. Indian Clearing Corporation Limited (ICCL), a wholly owned subsidiary of BSE Ltd. (BSE), was the industry sponsor for the program along with the Department of Science and Technology (GoI), Government of Quebec, and Amazon Launchpad as supporting partners.



BOOK RELEASE



ICECD came up with a book on one of the interesting interventions by ICECD towards economically rehabilitating widows, and the opportunity of replicating this across the country and globally.