



ACTIVITY REPORT

2011-2012

AASHA BORA FOUNDATION

HEAD OFFICE

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ACTIVITIES FOR THE FINANCIAL YEAR-2011-2012

MARKETING ASSISTANCE TO ARTISANS

Aashaa Bora Foundation has been over the years providing market linkages to various artisans and craftsmen in the North East Region. Due to resource limitations, the access to domestic and foreign markets is not commensurate to the potential of artisans in the region. The organization has sponsored many artisans for international shows and exhibitions. Today many artisans are managing small enterprises/units/industry.

On 02.04.2011 Aashaa Bora Foundation tied up with Greenwood Weaving Centre & Boutique for marketing of all handloom and handicraft products made by artisans affiliated with the foundation.

This intervention has benefitted artisans of the following crafts:

- Handloom Artisans
- Handicraft Artisans – Tribal Textiles
- Knitting and Embroidery Artisans
- Candle making Artisans

MOBILE/ TV REPAIRING PROGRAM

The mobile phone has changed our world. Rarely is a teenager without one. Most adults also rely upon one. The features allow us to carry small computers in our pockets. Hence the organization felt the need to initiate a Mobile/TV repairing program on a regular basis.

This program aimed at persons who were interested in repairing minor and major handset problems and in setting up their own mobile phone repairing and service centers. This programme was also open to those students who have done ordinary level and advanced level examinations.

From 20.04.2011 to 29.04.2011 a Mobile/TV workshop was conducted for beneficiaries from Sonapur, Dist – Kamrup (M), Assam at our Field Office – Near Forest Range Office, Sonapur. A total of 15 students attended this training.

The main components of the Training Programme were – starting with the fundamentals of television's form and function and then tackling more advanced topics. Advanced classes focused on techniques using TV testing equipment, which is a vital component to troubleshooting. Toward the end, classes focused on advanced theory for repairing, analyzing and servicing televisions involving circuit work and voltage examination, along with understanding special effects and features of modern television sets.

COMPUTER APPLICATION TRAINING

Enhancing our computer skills is a lifelong process. Whether we are beginners or have used computers for years, improving our computer skills will benefit us both professionally and personally. Recognizing this fact, Aashaa Bora Foundation launched its Computer Application Training Programme for educated unemployed and disadvantaged children of Sonapur area.

This Training was conducted from 02.05.2011 to 11.05.2011 at our Assam at our Field Office – Near Forest Range Office, Sonapur, Dist – Kamrup (M), Assam. This training was attended by 15 students (12 male, 3 female) from Sonapur and its adjoining villages like Jugdol, Korsia, Patorkuchi & tepesia. The Resource Person for this programme was Mr. Biswajit Talukdar, IT Consultant from Guwahati, Assam.

The practical, introductory computer applications class trained the students to use a wide range of computer application programs. Students practiced using Microsoft Word, Excel and PowerPoint. They created presentations and text documents, practice using command keys and formatting material for ease of reading. Occasionally, the training also focussed on typing, requiring students to get their typing speed up to a certain number of words per minute, usually around 40- 45.

VOCATIONAL TRAINING TO MINORITY COMMUNITIES

Industry related vocational training for Muslim minorities is very essential for their economic growth. Ethnic minorities of North East India have been denied access to various vocational trainings for their economic development. Therefore the organization decided to initiate a process where in students from the minority communities in Dimoria Block, Sonapur, Dist – Kamrup (M) could get access to training facilities.

The Computer Application Training Programme run by the organization was extended for the minority students. A ten day training workshop was organized at our Field Office – Near Forest Range Office, Sonapur from 06.06.2011 to 15.06.2011 for 18 minority students from village – Samata adjoining Sonapur town.

TRAINING ON KNITTING & EMBROIDERY



Sewing, Knitting & Embroidery belong to that category of artwork, which is potentially one of the best options of vocation. We have a team of professional trainers, who give formal training to needy students. So far as sewing, knitting and embroidery are concerned we train them in such a manner that they can put imagination into the work of

Art and make sufficient earning. We impart education of self-dependency to our students so that they can earn their own livelihood when they grow up.

In continuation of our support to the women of Meghalaya, the organization conducted training on Knitting & Embroidery for 15 women from 11.07.2011 to 20.07.2011 at St. Mary's Convent, Laitumkhrah, Shillong, Meghalaya.



Besides teaching, we also gave them the required raw materials. Care was taken to improve the competence of each student in her preferred art. . We trained them for cutting, sewing, embroidery, hamming, making bed sheets and cushion covers besides sewing full dress.

All the trainees appreciated the training they received from qualified dress makers. Today most of these women are using their skills and supplementing their family incomes. Young girls here have gained an excellent reputation for high quality garments.

SEMINAR & TRAINING PROGRAMME ON MEDICINAL PLANTS

A two-day seminar on 'Distribution, cultivation, conservation and use of medicinal plant' concluded at Greenwood Resort, Madhavnagar, Khanapara, Guwahati-781022, Assam. (05.08.2011 to 06.08.2011)

President of the organization Mrs. Aashaa Bora said that although Ayurveda is being promoted in foreign countries, the situation is not the same in India. She also spoke about the use of Medicinal plants in the treatment of chronic diseases and other diseases.

The seminar was attended by a host of dignitaries and local farmers. The seminar was well received and later on the participants planted saplings of various medicinal plants like - Neem, Tulsi, Amla and Aloe vera in the vicinity.

WORKSHOP ON GINGER & TURMERIC CULTIVATION

In North East region ginger is grown as rainfed crop while in other parts of the country it is grown both as rainfed and irrigated crop. It is rotated with French bean or soybean, which not only improves the physical condition of the soil but also give additional income to the farmers. Similarly, turmeric is useful as a dye, with varied uses in drug and cosmetic industries. It is used medicinally for external application and taken internally as a stimulant.

A workshop was conducted at Greenwood Resort, Madhavnagar, Khanapara, Guwahati-781022, Assam. (21.09.2011 to 22.09.2011). The workshop highlighted the growing pattern for ginger and turmeric prevalent in the region - By March-April when the rhizomes sprout, they are taken out and planted in the fields. In the plains ridge and furrow planting system is observed in ginger fields. Dr. Aashaa Bora, President of the organization conducted this workshop and it was attended by 20 members.

AGRICULTURE DEVELOPMENT PROGRAMME

We have been actively engaged in a range of agricultural and rural development activities, with a specific focus on women and youth. Socio-Economic Development within the agricultural sector, poverty reduction and improvement in the quality of rural life, especially for the poorest and most vulnerable has been one of the primary objectives of the organization.

On 11.10.2011 an Agriculture Development Programme was organized at our Field Training Centre, Tetelia, N.H. 37, Sonapur, Dist – Kamrup (M) Assam for 32 local farmers. At the end of the programme seeds and saplings were distributed to the farmers. Mr. Mukul Dev, J.E, Deptt. Of Agriculture, Govt. of Assam addressed the farmers on the various schemes of the government for their socio economic development.

FISHERY DEVELOPMENT PROGRAMME

The economy of Assam, the major state of the North Eastern Region is predominantly an agrarian economy with more than 85% of the population living in rural areas. The Fishery sector contributes a meagre 2% of GSDP to the state economy.

Sustainable utilization of the available water resources will help to generate employment opportunities to thousands of unemployed youth and also contribute towards the narrowing the gap between supply and demand in the state. Even today the state is dependent on outside states for meeting the local demands.

A Fishery Development Programme was organized at our Field Training Centre, Tetelia, N.H. 37, Sonapur, Dist – Kamrup (M) Assam on 07.11.2011. A total number of 22 farmers owning fisheries in Tetelia village were provided raw material procured from Morigaon district of Assam.

SHGs ORIENTATION & UPGRADATION PROGRAMME

The concept of Self Help Groups (SHGs) has emerged in as a model to alleviate poverty and improve overall conditions of the rural poor, especially rural women. In India, the increasing number of SHGs every year shows its potential; however, sustainability of it has always been questioned.

Therefore, a study was conducted with women SHGs of Village – Dhemai, Sonapur, Dist – Kamrup(M) Assam to understand the functioning pattern and sustainability of the groups. These groups are involved in diversified activities like weaving and embroidery, tailoring, preparation of sweets and snacks, pickles and juice, handicraft, poultry and piggery. However, all the SHGs more or less adopted the same activities, indicating competitive market and that resulted in marginal profit within a geographically confined locality.

Programme Consultant of Aashaa Bora Foundation, Mr. Rajnish Chetia conducted this training from 02.12.2011 to 03.12.2011. The main highlights of the orientation training were as follows:

- Maintenance of proper records/books of accounts
- Establishment of financial & marketing linkages
- Quality control and Pricing of goods & services

MAHILA SAMRIDHI YOJANA

This programme was launched in the month of January 2012 with the main objective of providing Micro Finance to women entrepreneurs from tribal and backward class engaged in the handloom and handicraft activities. Most of these women supplement their family income through weaving activities. Under this program small loans with a nominal interest were provided to women beneficiaries both directly and through Self Help Groups (SHG's).

The amounts were utilized for purchasing of thread and improvement /up gradation of existing looms in their households. The said amounts were to be utilized within a period of three months from the date of disbursements. The target area was Madhav Nagar, Khanapara, Guwahati, Assam. The total number women who benefitted from this program were 25.

FREE COACHING FOR BPL STUDENTS

Aashaa Bora Foundation has been annually sponsoring the education of many children besides providing free coaching for Below the Poverty Line students. In pursuance of this objective, 26 children from BPL families from Sonapur, who were to appear for their Class X Board Exams, were provided free coaching in the subjects – Maths, Science & English. The coaching was held from 28.01.2012 to 03.02.2012 in the Field office, Near Forest Range office, Sonapur, Dist – Kamrup (M), Assam.