

Skill Development And Enhanced Livelihood Opportunities Through Apparel Making & Embroidery Trainings KVK, Kampasagar, Nalgonda District

K. Veeranjanyulu, G. Krishnaveni, G. Lakpathi, Dr. P. Rajanikanth

Abstract: It is evident that through Apparel making & Embroidery training program there is about 151.6% gain in knowledge among the Trainees. It is evident that from the study on Apparel making and Embroidery Training given by KVK, Kampasagar every trainee has become an earner of supplementary income. The beneficiaries got hands on experience during the training program and started individual units in their respective villages and also got employment in the nearby apparel companies. The KVK is offering necessary technical support during the follow up visits. There is good demand for Apparels. The Apparel making & Embroidery has given a boost to livelihoods of rural women and giving supplementary income and additional employment especially to house wives.

Index Terms: Training, Apparel making, Embroidery, supplementary income, KVK, Kampasagar, Rural women, employment

1. INTRODUCTION:

Apparel industry in India has registered a phenomenal growth during the last four decades making India, one among the world leaders in Apparel production. Though the apparel Industry development in the country has taken a quantum jump in the last three decades. The Apparel making & Embroidery is significantly contributing to the nutritional and livelihood generation amongst rural poor and women. Nalgonda District is having a Total population is 3,488,809. Out of Total population Male and female were 1,759,772 and 1,729,037 respectively. In 2001 census, Nalgonda had a population of 3,247,982 of which males were 1,651,990 and remaining 1,595,992 were females. There was change of 7.41 percent in the population compared to population as per 2001. In the previous census of India 2001, Nalgonda District recorded increase of 13.88 percent to its population compared to 1991. The initial provisional data released by census India 2012, shows that density of Nalgonda district for 2012 is 245 people per sq. km. In 2001, Nalgonda district density was at 228 people per sq. km. Nalgonda district administers 14,240 square kilometers of areas. Average literacy rate of Nalgonda in 2012 were 64.20 compared to 57.15 of 2001.

If things are looked out at gender wise, male and female literacy were 74.10 and 54.19 respectively. For 2001 census, same figures stood at 69.23 and 44.68 in Nalgonda District. Total literate in Nalgonda District were 2,001,019 of which male and female were 1,160,757 and 840,262 respectively. In 2001, Nalgonda District had 1,595,643 in its district. With regards to Sex Ratio in Nalgonda, it stood at 983 per 1000 male compared to 2001 census figure of 966. The average national sex ratio in India is 940 as per latest reports of Census 2012 Directorate. In 2012 census, child sex ratio is 923 girls per 1000 boys compared to figure of 952 girls per 1000 boys of 2001 census data. In census enumeration, data regarding child under 0-6 age were also collected for all districts including Nalgonda. There were total 371,735 children under age of 0-6 against 455,958 of 2001 census. Of total 371,735 male and female were 193,266 and 178,469 respectively. Child Sex Ratio as per census 2012 was 923 compared to 952 of census 2001. In 2012, Children under 0-6 formed 10.66 percent of Nalgonda District compared to 14.04 percent of 2001. There was net change of -3.38 percent in this compared to previous census of India.

2. PROCEDURE FOR PAPER SUBMISSION

2.1 Review of Literature

Margaret Biswas (1985), The study made it clear that a lot of emphasis should be placed on women education, not in the formal sense but in the sense of creating awareness of issues involved in it. Mishra and Hossain (2000) Role of Krishi Vigyan Kendra in diffusion of farm and allied technology among farmers of Kalahandi district, Orissa, In their paper an attempt has been made to assess the effectiveness of Krishi Vigyan Kendra, Kalahandi on diffusion of farm and allied technologies among the trained farm families in the adopted villages. The Kendra since its inception in 1994 has conducted training programmes for farm families on crop production, horticulture, plant protection, agricultural engineering, animal science, fishery, extension education and home science. Besides these, it has held front-line demonstrations on oilseeds and pulses, and demonstrations on other crops and allied activities and on-farm testing for farmers and farm women. Out of the

- K. Veeranjanyulu, G. Krishnaveni, G. Lakpathi, Dr. P. Rajanikanth
- Scientist, Programme Coordinator, Krishi Vigyan Kendra, Kampasagar, Acharya N.G Ranga Agricultural University, A.P, India
- E-MAIL veerukvk9@gmail.com

total number of trained farmers in the year 1994-95, 100 farmers were successful after training. Government of India, New Delhi (1976), the growth of employment Manpower requirements, training and education facilities etc. are studies by a team of experts with reference to Nalgonda district. Manu Juliana (2004) in Training and Development techniques for improving organizational performance for Ghanaian firms was five fold. First, to describe selected successful models of training and development as they may apply to firms in Ghana. Second, to describe selected methods of needs assessment for training and development programs for employers and employees. Third, to identify selected managerial techniques those contribute to lost productivity and morale. Fourth, to selectively assess what business skills are most essential for successful career. Fifth, the results of this study suggest recommendations for developing a comprehensive plan (model) for the creation of effective employee training and development program in Ghana. This study was conducted by engaging in comprehensive review and critique of the existing literature on training and development models. Mathew (1986) in Women in informal Sector concluded that a significant section of working women in the country were engaged in informal sector occupations under most apprehensive working and living conditions with no legal protection. Sudhakar (2004) based on the growing needs of employment opportunities at village level the importance of vocational training programs organized at KVK were stressed in Annual Zonal Report of KVK. Mamgain and Awashti (2001), till a few years ago, most studies on skills training, work and employment have confined themselves basically to describing policies and programmes which were implemented by the government. Most studies mentioned the relatively low coverage, quality and efficiency of the Indian vocational training and education as well as the apprentice system in Technology and Training for Informal Sector: Need for new initiatives. Kumar (1996) and Hussain(1997) in Impact of farmers training programmes of Krishi Vigyan Kendras on knowledge and adoption of improved practices of rainfed groundnut in Ananthapur district of A.P reported that trained farmers had significantly higher knowledge than the untrained farmers.

2.2 Final Stage

Training and Dress Designing in KVK, Kampasagar:

Since 2010 three batches of young women hailing from around 30 villages, have taken training in this Centre. They have been supplied sewing machines also for their sustainability.

Modus Operandi

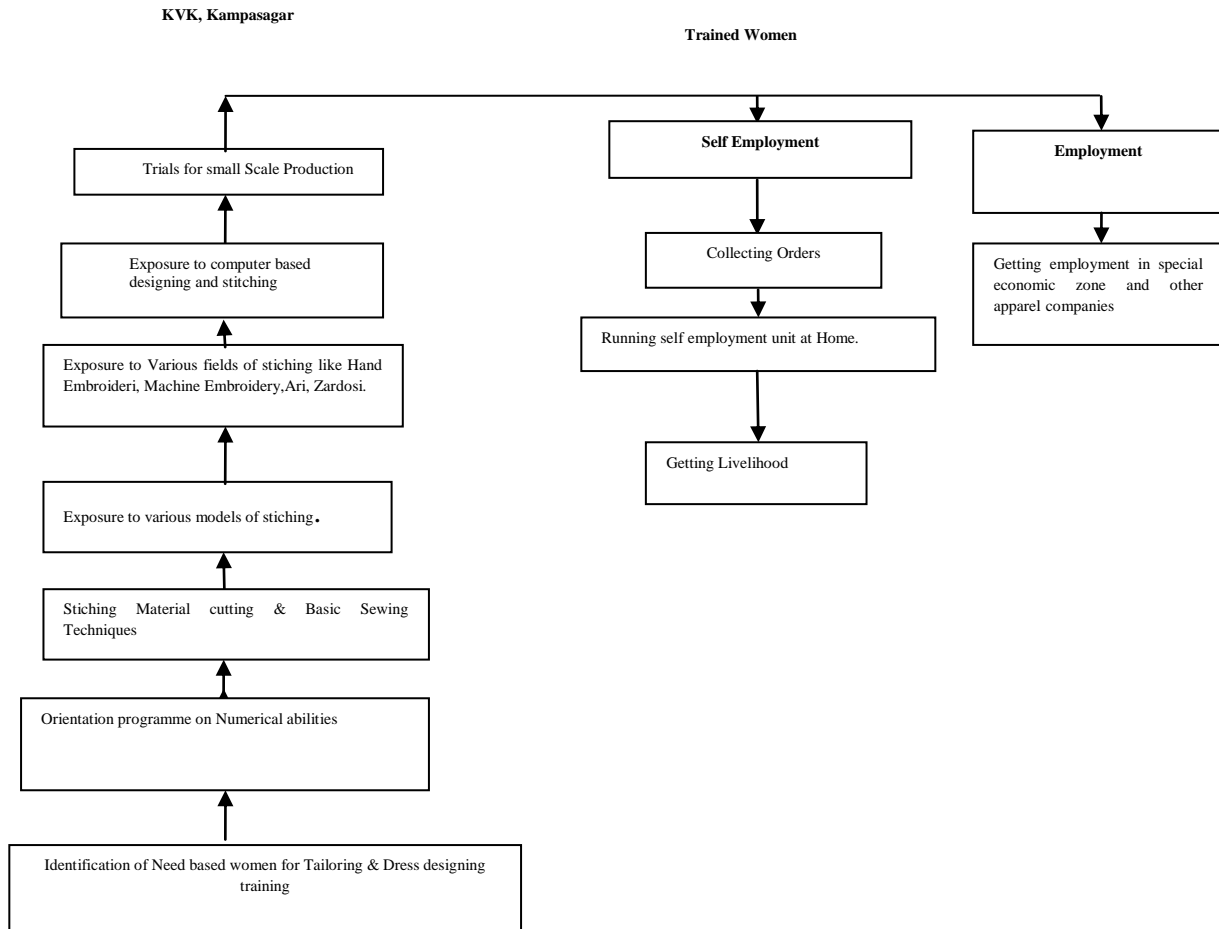
Initially KVK will Identify Need based women for Apparel making & Embroidery training. After Identification KVK has conducted Orientation programme on Numerical abilities for taking measurements. After Orientation Trainees exposed to Stitching Material cutting & Basic Sewing Techniques. After Cutting Trainees will be exposed to Various models of stitching. Then trainees will be exposed to various fields of stitching like Hand Embroidery, Machine Embroidery, Ari, Zardosi. After these processes trainees will undergo training on computer based designing and stitching. The finally trainees will go Trials for small scale production.

Self Employment

After getting trained from KVK, Kampasagar trainees are collecting orders from local people and stitching the dresses. They are running the unit at home. By running the unit they are getting their livelihood.

Employment

After Training trainees are applying for jobs in apparel multinational companies in nearby special economic zone and getting employment.



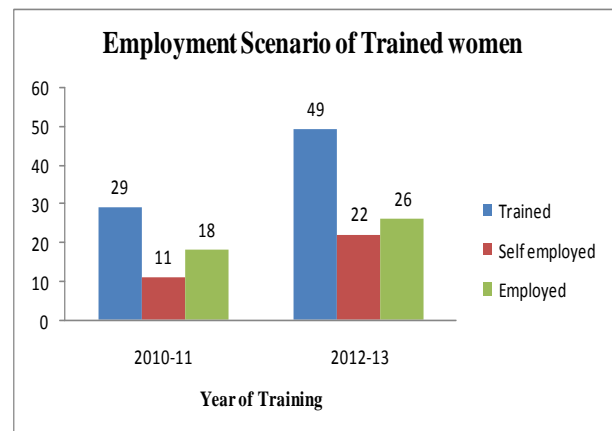
Kampasagar in Apparel making & Embroidery and Employment Scenario

Title	Year	Batches	No. of Women		
			Trained	Self Employed	Employed
Tailoring, Dress designing and Handy craft	2010-11	1	29	11	18
Tailoring, Dress designing and Handy craft	2011-12	1	42	18	24
Tailoring, Dress designing and Handy craft	2012-13	1	49	23	26

Table 1: Batches undergone Training at KVK, Kampasagar

Three batches of young women hailing from around 30 villages, have taken training in this Centre. Trained Women got employment in the Melanz Company in the “Apparel Park” of Gundlapochampally, located 150 km away from KVK centre. They are getting a minimum salary of Rs. 6000 /- per month. The researcher had selected 118 trained women for study. The rest of women have received sewing

machines, through the well wishers of Kampasagar and are having their own income generation programme at their residence. They are earning a minimum amount of Rs. 4500 /- per month sitting right in their own villages.



In the present batch there are 32 girls from tribal belt undergoing training challenged children are also receiving this training and are setting up their own income generation programme in their own houses earning Rs. 3500 /- per month. The KVK is offering necessary technical support during the follow up visits. There is good demand for Apparel making & Embroidery. The Apparel making &

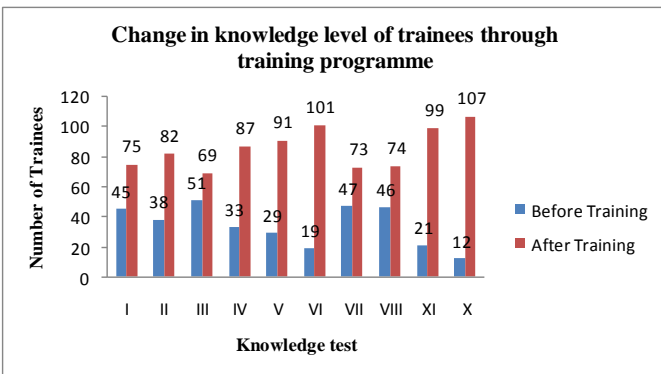
Embroidery has given a boost to rural women and giving supplementary income and additional employment especially to house wives.

Knowledge level of Trainee in Apparel making & Embroidery Training

Question No.	Before Training	After Training	% increase in Knowledge
I	45	75	66.7
II	38	82	115.8
III	51	69	35.3
IV	33	87	163.6
V	29	91	213.8
VI	19	101	431.6
VII	47	73	55.3
VIII	46	74	60.9
XI	21	99	371.4
X	12	107	791.7
Total Score	341	858	151.6

Table 2: Knowledge level of rural women on Apparel making & Embroidery Training

It is evident that through apparel making and embroidery training program there about 151.6% gain in knowledge among the total Apparel making & Embroidery Trainees



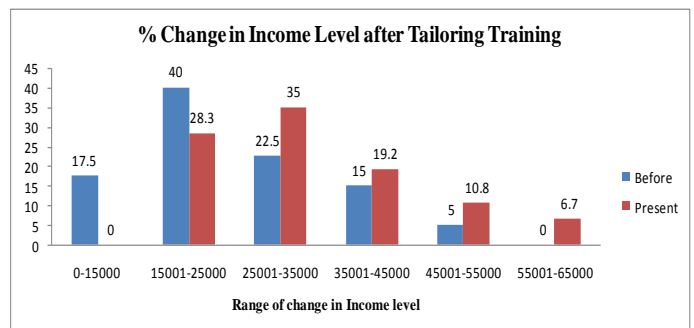
Knowledge level of rural women on Apparel making & Embroidery Before and After Training

Percentage Change in Income Level After Training

S.No	Range of change in Income Level/year	No. of Beneficiaries		% Percentage	
		Before	Present	Before	Present
1	0-15000	21	0	17.5	0
2	15001-25000	48	34	40	28.3
3	25001-35000	27	42	22.5	35
4	35001-45000	18	23	15	19.2
5	45001-55000	6	13	5	10.8
6	55001-65000	0	8	0	6.7
	Total	120	120	100%	100%

Table No3: percentage change in income level before and after training

It is evident that from the above Table in Apparel making & Embroidery Training given by KVK, Kamasagar every trainee is an earner, (28.3%) trainees are earning between 15001 to 25000, (35%) trainees are earning between 25001 to 35000, (19.2%) trainees are earning between 35001 to 45000, (10.8%) trainees are earning between 45001 to 55000 and (6.7%) trainees are earning between 55001 to 65000.



Conclusion:

It is evident that through this training program there about 151.6% gain in knowledge among the Apparel making & Embroidery Trainees. It is evident that from the above Table In Apparel making & Embroidery Training given by KVK, Kamasagar every trainee is an earner. The beneficiaries got hands on experience during the training program and started Individual units in their respective villages and also got employment in the nearby apparel companies. The KVK is offering necessary technical support during the follow up visits. There is good demand for Apparel making & Embroidery. The Apparel making & Embroidery training has given a boost to rural women and giving supplementary income and additional employment especially to house wives. Three batches of young women

hailing from around 30 villages, have taken training in this Centre. Trained Women got employment in the Melanz Company in the "Apparel Park" of Gundlapochempally, located 150 km away from KVK centre. They are getting a minimum salary of Rs. 6000 /- per month. The researcher had selected 120 trained women for study. The rest of women have received sewing machines, through the well wishers of Kampasagr and are having their own income generation programme at their residence. They are earning a minimum amount of Rs. 4500 /- per month sitting right in their own villages.

References:

- [1] GOI. 1976. Government of India, National Employment Service, Ministry of Labour, Directorate General of Employment and Training, 'Area Skill Survey, VSKP'. New Delhi: The Author.
- [2] Kumar SP. 1996. A Critical analysis of the training programmes conducted by Krishi vigyan Kendras. Bangalore: Ph.D thesis, UAS.
- [3] Mangain R.B and Awashti, I. C. 2001. Technology and Training for Informal Sector: Need for New Initiatives. : In Kundu and Sharma (eds).
- [4] Manu Juliana, S. 2004. Training and Development techniques for improving organizational performance for Ghanaian firms: The Graduate School University of Wisconsin-Stout.
- [5] Margaret Biswas. 1985. Margaret Biswas. Economic and Political Weekly.
- [6] Mathew, P.M. 1986. Women in Informal Sector. Economic and Political Weekly.
- [7] Mishra, S .N; Hossain, M .M. 2000. Role of Krishi Vigyan Kendra in diffusion of farm and allied technology among farmers of Kalahandi district, Orissa. Indian Journal of Agricultural Economics 6(3): 251-254.
- [8] Sudhakar, N.2004. Based on the growing needs of employment opportunities at village level the importance of vocational training programs organised at KVK were stressed. : Annual zonal report of KVK.