



Empowering Alternative Livelihoods
for
Pupuressa Women

Date: 1st August 2015 – 1st February 2015

Implementing Agency

Women's Development Centre

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Sponsoring Agency

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Acronyms

CBO	Community Based Organisation
CBR	Community Based Rehabilitation
CC	Children's Club
CD	Community Development
EALP	Empowering Alternative Livelihoods for Pupuressa Women
ECCD	Early Childcare Development
FGD	Focus Group Discussion
GBV	Gender Based Violence
NGO	Non-Governmental Organisation
NOW	Network of Women's Organisations
PHI	Public Health Instructor
PRA	Participatory Rural Appraisal
SLCT	Shining Life Children's Trust
SSO	Social Services Officer
STD	Sexually Transmitted Disease
UNPF	United Nations Population Fund
WDC	Women's Development Centre
WDO	Women's Development Officer
WS	Women's Society

1. Details of Implementing Organisation

Name of organisation: Women's Development Centre (WDC)
Address: No. 61, Mulgampola Road, Kandy, Sri Lanka
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Board members and Programme Coordinators

Ms. Shashi Stephens - Chairperson/CEO
Ms. Annie Kurian - Treasurer
Rev. George Stephen - Director
Ms. Pearn Weerapana - Director
Dr. (Mrs.) Sepali Kottegoda - Director

Programme

Finance
Crisis Intervention Programme
Community Development programme
Community Based Rehabilitation Programme

Coordinators

Mrs. Dammika Perera
Mrs. Shanthi Renuka Thilakarathne
Mrs. W.L.A.D. Chandrathilaka
Mrs. Dammika Podimenike

Registration Details

NGO Registration Number: L 21512
Social Service Registration Number: 11/4/5/2080/89
Society Ordinance: S 3266

Bank details

Bank Name: Commercial Bank of Ceylon Ltd

Account Name: Women's Development Centre

Bank Address: No.99 Kotugodella Street,
Kandy
Sri Lanka

Account Number: 1002155501

Swift Code: CCEYLKLX

2. Profile of Implementing Organisation

1. Status

The Women's Development Centre (WDC) became a registered organisation in 1986, following approximately ten years of working with women and children in a more voluntary manner. WDC is one of the leading Women's organisations in Sri Lanka collaborating with several networks and spread over ten different districts.

Since its inception, WDC has engaged with issues of gender based violence (GBV) including domestic violence and violence against children. The organisation has a strong background in empowering women and children by devising a dynamic and holistic approach of prevention, intervention, rehabilitation and advocacy for their development. Empowered women and children enhance the lives of their family members, most importantly the lives of children. Children are the key beneficiaries of all WDC programmes. 70% of the residents in the Crisis Centre Programme are girls below the age of 18 and 75% of the Community Based Rehabilitation Programme are also children (both boys and girls).

The WDC is a pioneer in Crisis Intervention and has directly engaged in intervention work for over 20 years. The WDC runs a Crisis Centre/shelter for girls and women who have faced sexual abuse or are at risk of facing GBV, needing immediate shelter care as the best form of protection. WDC's Crisis Intervention Programme is developed as an alternative model to the detention centres run by the Government. Residents at the shelter go through a counselling based rehabilitation process that prevents them from going into cycles of prostitution, drugs or further abuse. WDC has a long history in Community Based Rehabilitation (CBR) activities. Currently, the WDC runs CBR centres in nine Divisional Secretariats in the Kandy District with day care, pre-schools and other services. The CBR staff provide speech training, behavioural modification, sign language training, physiotherapy and also offer skills training for the differently-abled to be self-supporting in their own communities. The Community Development programme functions largely as the training and prevention arm of the WDC. Community development activities reach rural and poverty stricken populations and supports capacity through various training program memes. Developed as a part of the community development programme, the Network Programme has grown rapidly. The programme now functions as an apex body titled the Network of Women's Organisations (NOW), together with women's forums in 10 districts of the country with over 15,000 women members. WDC formed NOW composed of women's forums with member CBO's in different parts of Sri Lanka to create links between the different ethno-religious groups to respond as a safety net to the direct violence women suffered due to war and the widening gap among them. NOW partner forums are located in Matale, Batticaloa, Vavuniya, Kurunagala, Anuradhapura, Akkaraipattu, Ampara, Nuwara Eliya, Kandy, Galle, Jaffna and Vanni.

Through the network WDC has had remarkable impact in minimising GBV, promoting co-existence and gender empowerment in the midst of emergency, war and rights violations. WDC also implemented extensive emergency relief, rehabilitation and reconstruction activities during and after the tsunami in the areas of Batticaloa, Ampara and Galle. During the war related emergency in the North and East, WDC was among the few local NGO's allowed to carry out immediate relief assistance as well as several welfare centres for IDPs in Vavuniya. The network focuses on GBV and peace building as core issues while

holding CBR, HIV/AIDS, food security and environmental friendly community development as cross cutting issues.

2. Vision

To create a society where women are actively involved, having equal opportunity and access to and control over resources and working in the areas of advocacy and policy influence to their own betterment, their families as well as their communities.

3. Mission

To facilitate and create an environment to strengthen the position of women in society by addressing issues pertaining to them; through organising, raising awareness in the communities, and through building their capacity. The WDC is committed to reducing victimisation, improving opportunities to engage in economic activities, increasing knowledge as well as to mobilise community's inner capacity to provide mutual support to its members.

4. Goal

To create a society where women are actively involved, having equal opportunity and access to and control over their lives. To provide non-judgmental physical, emotional and economic support for women who have experienced physical, sexual or emotional violence and work towards a society free from violence against women.

5. Objectives

- To provide safe and caring intervention for women and children in times of crisis, who have suffered violence or abuse of all types.
- To engage in advocacy and awareness raising to facilitate action at local, regional and national level
- To assist, through WDC programmes, the empowerment and development of vulnerable women and children in order that they may live a full and meaningful life

6. Past and Present Projects

WDC has developed strong links with a variety of organisations including: UNPF; KNH; Diakonia; Kandy Children Centre; Geneva Global; AED; WUSC and; SSI.

WDC is currently conducting two projects with KNH – a Crisis Intervention Programme in Haragama and interventions in ten other districts and a Community Based Rehabilitation Project in the Kandy District. WDC are also conducting a Community Development Programme with Diakonia in the Kandy District. Furthermore, since 2005 WDC have also started two new projects, a Vision Project with SSI in the Kandy District and a Crisis Intervention Project in Vavuniya, Batticaloa and Nuwara Eliya with the UNPF.

7. Previous Programmes in Project Areas

School Support Programme (June 2008 – December 2009)

The Women's Development Centre started this programme with the financial support from the Kandy Children Centre, focussing on street children, to address the root cause of these destitute school going

children. These include street children, together with children of the tea plantation sectors in Kandy and Matale Districts.

The WDC selected these schools with the assistance of the Department of Education and based on our previous work experience in these areas. 40 children were selected with the assistance of school principles and Grama Niladari (GN) in the target schools, to provide support services to continue their studies and also to ensure their nutrition as well as to facilitate the wellbeing of their families.

Most of these children have lost both parents and live with relatives or single parent. According to the information we got from the schools most of the children are good in their school work but they have dropped out of school. Some children have behaviour problems in the class room because of their family background. Parents or the guardians of these children are also vulnerable to various problems pertaining to them, such as unemployment.

1. Activities Implemented

In response to the above conditions WDC, in collaboration with all stakeholders and the Kandy Children's Centre, identified several activities to address the issues identified:

- Provision of dry rations
- Awareness programmes for parents, school teachers and community members
- Skills development training
- Monitoring of children's attendance at school and providing counselling services
- Awareness programme for all children
- Catch up education for selected children
- Provide school materials

2. Results

Following the implementation of the project, several positive results were achieved, including:

- Children's health and cleanliness have improved.
- Children have improved in their health and habits and are healthier and smarter.
- Mothers and children who used to fall ill are healthier
- The children's attendance at school has improved
- The self-esteem of parents has also been enhanced through the project.
- After the awareness programmes parents have taken the initiative to obtain important documents.
- 6 families were able to start small scale home based enterprises after obtaining skills training from the project.

3. Profile of Project Area

3.1. Description of Project Area

Pupuressa

Pupuressa Levollon Tea Estate is located in Doluwa Divisional Secretariat area in Kandy district, in Central Province of Sri Lanka. The estate is managed by the management board of government (Janatha Estates Development Board – J.E.D.B). Levollon estate consists of seven sub-divisions, Levollon Kotasa (Division) (LK), New Forest Division (NF) and Hermitage Division (HK), Colgrain Division (CK), Galvonore Division (GK), Pupuressa Upper Division and Pupuressa Lower Division.

The total number of families is 1098 with 90% of the population being Tamil speaking; there are eight Hindu temples in the area. There are 1077 houses (line rooms) in the area but there are only 643 toilets.

There are three sub divisions in the GK division: GK; GK upper division and; GK lower division. The total population of Galvonore Division is 320 with 80 families. The population of the New Forest (NF) is 710 with 167 families.

4. Project Identification

4.1 Description

Empowering Alternative Livelihoods for Pupuressa Women (EALP) will be an extension of the community development work that Shining Life Children's Trust and Women's Development Centre collaborated on with Pupuressa Tea Estate in their 'Empowering Communities in the Kandy District' project. This will be a six-month sewing training programme for the young, disadvantaged women who are unemployed. Learning how to sew garments such as salwars, uniforms, skirts, sarees and blouses as well as sanitary napkins will generate an income for those sewing. It will also provide a local source of clothing in the Pupuressa Tea Estate.

4.2 Problem being addressed

The Pupuressa community work largely consists of tea pluckers, and labourers at the tea factory or in tea lands for daily wages. There is a lack of skills development training in the area. Livelihood options are limited in Pupuressa as the line housing situation villagers live in leaves no room for home gardening or animal husbandry. Gampha, the local town is difficult to access from Pupuressa as there are few buses and the roads are not secure, this reduces the opportunity for work.

Poverty and a lack of facilities for education combined with a shortage of teachers and a lack of attention and support from parents leads to most of the estate children in Pupuressa Tea Estate dropping out of school at a young age.

4.3 Aim

To increase confidence amongst young, unemployed and disadvantaged women in Pupuressa Tea Estate so they feel empowered to earn money through an alternative to daily wage labour in the tea industry. Sewing will be taught to give an option of a different source of income to young women so they may not feel so pressured to become tea estate pluckers or labourers.

4.4 Description

The project will enable disadvantaged young women from the Pupuressa Tea Estate to be trained in sewing and to contribute to their community in a sustainable way by producing garments and sanitary napkins. Participating women will learn a new skill that will give them another option in their daily lives and may present them with an alternative to daily wage labour in the tea industry.

Training will take place in the community hall owned by the Sathyadoya Organisation. An agreement has been made between WDC and Sathyadoya for this to happen. The EALP Project will provide direct vocational and entrepreneurial skill training to unemployed and disadvantaged young women. These are the target beneficiaries for this project.

The women will be sewing clothes and sanitary napkins for members of the local community to purchase. The geographical location of Pupuressa Tea Estate makes travel time consuming. Providing the community with a local option for garments would be beneficial.

The co-ordinators are Ms. Shyamala Velupillai and Mr. Hudson Jebanayagam will coordinate this project.

4.5 Sustainability of Project

To ensure the project sustainability, SLCT will introduce a self-help group approach for the participants. There will be training on group savings and credit management and family finances as well as savings with both informal and formal banking systems. Participants will also be trained on entrepreneurship skills in order to set up group businesses, with the aim of setting up two Pupuressa sewing cooperatives. SLCT will monitor the progress of the training program and continue to facilitate the activities. After the training has ended, the women will still be able to continue using the sewing machines to make clothes and sanitary napkins in order to sell them to the community if they so wish. The women can choose to be suppliers of sanitary napkins to WDC which would be a sustainable source of income for them. Once the young women have been taught to sew, they can teach others in the future so the skill set can be passed down. If they would like to learn new sewing skills, they will be able to hire a teacher from their group savings scheme. The self-help groups will learn to access other local and available resources in the future as well as establish a committee in order to continue the project. Learning to reach out to government run welfare programmes such as Samurdhi who support low income families living in the estate sector, will be beneficial to the participants. The self-help groups will be overseen by the two project co-ordinators for one year and then gradually phase-out once they are strong enough to join the WDC regional women's forum. At the moment, Vijayalakshmi and Bhavya (from Pupuressa) will monitor the project in the long-term but stage 7 of EALP is for the participating women, within their self-help groups, to plan the sustainability of the project and how to move it forward.

4.6 Monitoring and Evaluation

WDC have two programme officers in the Pupuressa area- Shyamala Velupillai and Hudson Jebanayagam. They will be the community mobilisers on the ground, Vijayalaxmi and Bawani who work and live in Pupuressa. They have worked with SCLT as community mobilisers in the Empowering Communities in the Kandy District project.

This project will be straight forward to monitor and evaluate in both the short and long term. Attendance will be monitored. Having 20 participants means we will have a good understanding of each individual and how they are feeling about the training. In the long-term, we will monitor whether the young women have continued to sew and maintained their cooperatives, whether they are selling garments or sanitary napkins full-time and whether they have a sustainable source of income or if it is supplementing another income. Learning if any of the participants have trained others will be another sign of a successful project.

Having individual case-study information of each participant before EALP begins will help us to see if there has been quantifiable or qualifiable positive change once training has ended and the project ends. Having

base-line data on each woman will make comparing later data reasonably straightforward. Provisions should be made to survey participants one month after the completion phase of the project, as well as six months and twelve months further on. We can create a long-term database of the participants so that we have records.

4.7 How will this project meet with SLCT's objectives?

- This project will be working with a local community to help children that are disadvantaged by poverty, young women in particular.
- Some of the participants may be young mothers or may be earning for their family, which will help to provide support to children in a family centred environment.
- SLCT will be working constructively and collaboratively with a marginalised community.
- Teaching a new skill and encouraging it to be used in an enterprising way promotes sustainable development.
- We are building on the strengths of SLCT in meeting these objectives as well as furthering a good relationship with a community.

5. Activities

5.1 Proposed Activities

1. Select 20 trainees (unemployed young women) and a resource person
2. Signed agreement with the resource person and coordinating committee of Community Hall
3. Purchase sewing machines and raw materials
4. Start sewing training, a minimum of three days per week
5. Formation of two self-help groups made up of trainees
6. Entrepreneurship development training for trainees (entrepreneur qualities, marketing skills and business planning)
7. Development of an action plan for the way forward and sustainability strategies with the self-help groups.
8. Exhibition and awarding of certificates.
9. Monitoring

6. Time Plan

No	Activity	2015 Time							Remarks
		Sep	Oct	Nov	Dec	Jan	Feb	Mar	
01	Selection of 20 trainees (unemployed young women) and a resource person	X							
02	Signed agreement with Resource person and coordinating committee of Community Hall	X							
03	Purchasing of sewing machines and raw materials	X	X						
04	Start sewing training (and continue)		X	X	X	X	X	X	
05	Formation of 2 self-help groups made up of the trainees and regular meetings - Start group savings - Leadership training		X	X	X	X	X	X	10 trainees per group
06	Entrepreneurship development training for trainees (entrepreneurship qualities, marketing skills, business planning)				X				2 day training
07	Development of an action plan for the way forward and sustainability strategies with the self-help groups				X				Establish a committee to continue the project
08	Exhibition and awarding of certificates							X	
09	Monitoring	X	X	X	X	X	X	X	Further follow ups and facilitation to access other resources

7. Budget

No.	Activity	Units	Frequency	Amount	Cost (LKR)	Cost (GBP)	Notes	1st quarter Return	2nd quarter Returns	Remaining (LKR)
1	Selection of 30 trainees and Resource Person	1	1	5,000	5,000	25	Unemployed young women; Travel and Transport	5,000		0
2	Signed Agreement and Coordinating Committee for Community Hall	1	1	5,000	5,000	25	Sathayadohya; Travel and Transport	5,000		0
3	New Sewing Machines	2	1	25,999	51,998	260				51,998
4	Sewing Machine Reparatons	4	1	17,000	17,000	85				17,000
5	Raw Materials	1	1	30,000	30,000	150				30,000
6	Resource Person Fees	1	6	8,000	48,000	240				48,000
8	Hall Rent and Contribution for Electricity	1	6	1,000	6,000	30				6,000
7	Hall Renovations	1	1	20,000	20,000	100				20,000
8	Plastic Chairs (DAC 12)	30	1	915	27,450	137				27,450
9	Plastic Chairs (BIG 122)	6	1	985	5,910	30				5,910
10	Wooden Table	1	1	7,500	7,500	38				7,500
11	Transport for Equipment	1	1	6,000	6,000	30				6,000
12	Transport for Opening Ceremony	1	1	5,000	5,000	25				5,000
13	Formation of self-help groups and Leadership Training	1	6	2,500	15,000	75	Travel and Transport			15,000
14	Entrepreneurship Development Training Resource Person	1	1	10,000	10,000	50	Entrepreneurial qualities, marketing skills, business planning			10,000
15	Food and Refreshments	35	3	200	21,000	105				21,000
16	Stationery	1	1	5,000	5,000	25				5,000
17	Transportation	1	1	8,000	8,000	40				8,000
18	Development of Way forward and action plan	1	1	5,000	5,000	25				5,000
20	Exhibition - certificates	1	30	250	7,500	38	Event and Awarding of Printed Certificates			7,500
21	Tea and Refreshments	1	30	250	7,500	38				7,500
22	Credit Facilities	1	30	1,000	30,000	150	Credit to purchase raw materials at the end of			30,000
23	WDC Monitoring	1	6	3,000	18,000	90	Travelling			18,000

SubTotal	361,858	1,809
Project Management (10%)	36,186	181
Contingencies (5%)	18,093	90
Total	416,137	2,081

Exchange Rate:	200
Date:	
Contingency Rate	5%
PM Rate	10%

8.0 Project Results Framework

Overall aim of the project: is to improve the social and economic outcomes for young women in The Pupuressa Tea Estate, in the Kandy District by enabling disadvantaged young women who have dropped out of school, or who are young mothers to be trained in sewing and to contribute to their community in a sustainable way by producing garments.

Objectives	Activities	Results
To improve capacity of women to promote the long-term social and economic wellbeing of their families as well as communities.	Training in sewing	<p>20 women will have completed a six month training programme and have the relevant skills for sewing garments and sanitary napkins.</p> <p>At least 50% of them should actively be involved in self-employment as a group enterprise.</p> <p>Community will benefit as it will have access to affordable, good quality products.</p> <p>Member families will benefit as their income will increase resulting in greater security and improved livelihoods for children.</p>
To improve the entrepreneurial and business skills of trainees in order to start self-employment.	<p>Entrepreneurship training</p> <p>Marketing skills</p> <p>Group savings</p>	<p>Increased sense of self-confidence</p> <p>Increased knowledge in financial management</p> <p>Increased understanding of group savings</p> <p>Capital from weekly group savings collections</p>

<p>To promote self-help group activities amongst participants in order to establish two co-operatives for their products.</p>	<p>Formation of women's groups</p> <p>Capacity building of the group members</p> <p>Self-help group training through trust building activities</p> <p>Women will organise exhibitions of their products for their community to see</p>	<p>Through peer learning and sharing the women's groups will be stronger</p> <p>Problems and ideas will be shared and solved within their self-help group</p> <p>Evidence of effective use of meeting minutes, agendas and efficient mechanisms to address issues pertinent to this self-help group</p> <p>Economic empowerment through co-operatives</p> <p>Community will identify and see the products created and be able to place orders for their own thus promoting sustainable employment.</p>
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9.0 Logframe

Empowering Alternative Livelihoods for Pupuressa Women Logframe

OUTCOME Improve the social and economic situation for young women in Pupuressa Tea Estate, in the Kandy District	Outcome Indicator 1 Women in the community are supported Planned by SLCT project in EALP project Achieved	Baseline 0	End-Point Milestone 20 women have participated and been	Assumptions 1) Project funding continues 2) Key Stakeholder continues to support the project
Outcome Indicator 2 Women in the community develop a skill to generate financial income	Planned	Source Workshop enrolment; workshop attendance (WDC records)	End-Point Milestone 1) 20 trained women will showcase their products and newly learnt skills in exhibitions, start accessing micro-credit, start self-employment.	
Achieved	Achieved			
Outcome Indicator 3 Women in the community are trained in entrepreneurial and business skills	Planned	Source Workshop enrolment; workshop attendance (WDC records)	End-Point Milestone 0 1) attendance rates for entrepreneurial is at least 85% amongst all participants	
Achieved	Achieved			
Outcome Indicator 4		Source Workshop enrolment; workshop attendance (WDC records)	End-Point Milestone	

Formation of two self-help groups	Planned	0	1) 2 self help groups will be formed 2) group savings in co-operatives 3) 20 trained women in leadership
	Achieved		
			Source Workshop enrolment; workshop attendance (WDC records)
Outcome Indicator 5 Women in the community develop an action plan for future	Planned		End-Point Milestone 0 1) 20 women will have strategies for managing their enterprises
	Achieved		
			Source Workshop enrolment; workshop attendance (WDC records)
OUTPUT 1 20 women have developed skills in sewing	Planned	0%	End-Point Milestone 85%
	Achieved		Assumptions 1) Tea Estate Management continues to support project 2) SLCT identifies appropriate beneficiaries
			Source WDC Attendance and Enrolment records
OUTPUT 2 20 women have attended entrepreneurial training programmes	Planned	0%	End-Point Milestone 85%
	Achieved		Assumptions 1) Project funding continues 2) Key Stakeholder continues to support the project
			Source WDC Attendance and Enrolment records
Output Indicator 2.2 A number of women's co-operatives are formed	Planned	0	End-Point Milestone 2 co-operatives

	Achieved		Source WDC Attendance and Enrolment records	
		Output Indicator 2.3 Women contribute financially to their co-operative on a regular basis	Planned	End-Point Milestone Rs. 4000 collected by each co-operative
	Achieved		Source WDC records	
OUTPUT 3 Women can sell their products using the skills they have learnt and developed		Output Indicator 3.1 20 women have participated in entrepreneurial training programmes	Planned	End-Point Milestone 85%
	Achieved		Source WDC Attendance and Enrolment records	Assumptions 1) Project funding continues 2) Key Stakeholder continues to support the project
		Output Indicator 3.2 Women in the community participating in the project are selling their garments in Pupuressa	Planned	End-Point Milestone 50%
	Achieved		Source WDC records	
		Output Indicator 3.4 Women in the community sell sanitary napkins to the Women's Development Centre (WDC)	Planned	End-Point Milestone
	Achieved		Source WDC records	1) Project funding continues 2) Key Stakeholder continues to support the project