



**Success Story
of
Paper Carry Bag Production project
For Livelihood and Empowerment of Project Affected Families
of Uttarakhand State**



THDC INDIA LIMITED



SUCCESS STORY OF PAPER CARRY BAG PRODUCTION CENTERS

1. INTRODUCTION

THDC India Limited (THDCIL), a joint venture of the Govt. of India and Govt. of Uttar Pradesh was incorporated as a Limited Company in July '88 to develop, operate and maintain the Tehri Hydro Power Complex (2400 MW) and other Hydro Projects. Ministry of Power, GOI has declared THDCIL as 'Mini Ratna - Category- I' PSU and given schedule 'A' status.

THDCIL is implementing the Tehri Hydro Power Complex on the river Bhagirathi comprising of Tehri Hydro Power Plant (1000 MW), Koteshwar HEP (400 MW) & Tehri PSP (1000 MW). Tehri HPP (1000MW) and Koteshwar HEP (400MW) are operational and Tehri PSP is under construction. The other project under construction is Vishnugad Pipalkoti HEP (444 MW) on the river Alaknanda.

THDCIL has set a bench mark in the Rehabilitation & Resettlement of hydro projects in the implementation of the Tehri Project. The Tehri Project involved construction of one of the highest dams in the world with huge submergence and consequential large scale displacement. The social aspects of R&R of affected population of nearly 15000 families have been handled with a humane and understanding approach towards relocation.

THDCIL has started taking up CSR-CD activities since 2007. THDCIL vision statement includes Commitment to Environment, Ecology and Social Values commonly called the Triple Bottom Line. The scheme addresses the issue of "Community Development" in the neighbourhood area of operating power generation stations where construction has been completed and other business area of Corporation. The scheme sets out the commitment of THDCIL as a company to operate in an economically, socially and environmentally sustainable manner, while recognizing the interests of its stakeholders. CSR is, therefore, closely linked with the practice of Sustainable Development

THDCIL has formulated a new CSR & Sustainability Policy-2013 in line with DPE Guideline, duly approved by Board. The new Policy is effective from 01.04.2013. The company now has a combined CSR & Sustainability Policy in place of existing two separate policies.

CSR activities are focused on short, medium and long term goals with national and international commitments. THDCIL is focusing and has given thrust in various domains viz. Educational, Agriculture and related activities, Environment Management, Health & Veterinary care, Income Generation, Women Empowerment, Infrastructure Development, Welfare Activities etc based on the UN Millennium Development Goals.

For smooth functioning and implementation of CSR activities, THDCIL established a company sponsored NGOs named **SEWA-THDC** under Societies act 1860. To implement CSR activities



effectively, SEWA- HDC has joined hands with different experts and universities like Indian council of Agriculture Research, Modipuram, HNB Garhwal University and Kirorimal college, Delhi University and have signed MOU with Uttarakhand Open University and PHD Chamber of Commerce for well being of communities, promotion of Environment, Health, Tourism, Education, Agriculture / Agriculture Related Activities, Women Empowerment, Capacity Building, vocational Training for village youth, Co-operative Development and other activities for economic strengthening and social up-liftment.

After allocation of the CSR fund out of the profit after tax (PAT); the first challenge before the team was to select the location and authentic partners for successful implementation of the CSR projects for welfare of the Community. The CSR and Social team selected project affected rain fed areas of Pratap Nagar, district Tehri for taking up CSR projects as per policy of the Department of Public Enterprises (DPE), Government of India. The University of Delhi and HNB University were the initial partners to implement the social projects in holistic mode in the project affected villages of Pratap Nagar besides local government and local NGOs. Before implementation of the social projects it was ensured to have a baseline survey/survey reports of the area from reputed experts to decide intervention required in the selected locations/villages.

Acknowledging THDCIL's efforts, the President, Government of India handed over the Scope Gold Trophy in year 2012.

Keeping this spirit high, the team is putting all its endeavours' to further select new community based programmes for welfare of the vulnerable especially the women of project affected and economically marginalized sections. One such programme that has been recently introduced is "Paper Bag Production" for sustainable livelihood and empowerment. The Social Department for last one year was engaged in finalizing the agency for running of this project. Finally M/S T-TBI and its sub agency M/S ISS of Kerala came into contact who gave presentation in front of the entire team of the Social Department and SEWA-THDC in year 2012. The project has started running at five locations as per the MoU ratified by the two agencies; SEWA-THDC & T-TBI. Based on the success rate of the pilot project it will be replicated in other project affected areas/Business area of THDCIL.

2. BACKGROUND OF THE CONTEXT

Uttarakhand formerly known as **Uttaranchal**, is a state in the northern part of the India. It is often referred to as the "Land of the Gods" due to the many holy Hindu Temples and pilgrimage centres found throughout the state. On 9 November 2000, this 27th state of the Republic India was carved out of the Himalayan and adjoining northwestern districts of Uttar Pradesh. The state is divided into two divisions, Garhwal and Kumaon, with a total of 13 districts.

The natives of the state are generally called either Garhwali or Kumaoni depending on their place of origin. According to the 2011 census of India, Uttarakhand has a population of 10,116,752, making it the 19th most populous state in India. Garhwali and Kumaoni are the two main regional languages, whereas Hindi is the most widely spoken language.



3. SITUATIONAL ANALYSIS

i. Education

Education of the young and adult women in the selected project areas is good to average but in want of the opportunities they are unable to utilise their spare time through entrepreneurial activities. For money they are all dependent on their guardian/husbands.

ii. Livestock

Some of the households in the villages have some domestic animal viz. buffalo, Cow & goat, dog.

iii. Livelihood status

Annual income of most of the families from various sources varies from Rs 7,000 to Rs 10,000 only. Considerable percentage of families incur loan regularly, many through mortgage of other assets to the tune of Rs 1,000 to Rs 3,000 to meet expenses of food and other cash needs such as health, festivals, agriculture, purchase of livestock, etc.

iv. Food Security

Some of the families have agricultural land allotted by THDC India Limited under R&R package. Most of the families are purely dependent on employment / daily wages. Agriculture & Employment is considered as the prime occupation in these villages. Families having agriculture land, production from own land supports food need for 5-6 months in a year and they have to borrow or purchase paddy etc. for own consumption for the rest of the time.

v. Agricultural Produces and Marketing

As mentioned earlier, traditional agricultural productions are mostly for self consumption, repayment; but hardly anything is produced exclusively for marketing or generation of cash as per the family needs.

4. ABOUT THE PROJECT "PAPER CARRY BAG PRODUCTION"

The concept behind running of five paper carry bag production centers is to generate awareness, enhance income & skill through social entrepreneurship among the adult and young women residing in villages /sub urban areas. Moreover, Uttarakhand Government has recently banned all kind of plastic bags in the state. Therefore, to meet the demand of paper bag which is an essential item for shop keepers in the near by city and towns, Social Department took an initiative to engage M/s T-TBI and its sub Agency M/s ISS for production of the paper bags of different sizes as per demand.

5. PROJECT LOCATION



The project Paper Bag Production has been initially introduced at five locations Viz. Pashulok, Bhaniawala, Indiranagar, Nandugram in district Dehradun and New Tehri Town in Tehri Garhwal.

6. TITLE OF THE PROJECT

Sustainable Living through Paper Carry Bag Production

7. GOAL

The Paper Carry Bag production has been taken up with a primary goal of Sustainable Livelihood and Empowerment through Social entrepreneurship.

8. MISSION

The mission of the project is “Greener, Healthier and Safest Living”.

9. DURATION

As per stipulated conditions of the MoU, three months have been fixed for complete training including backward and forward linkages. The project has been started from July 23rd, 2013 and will end up in Sep’ 2013.

10. TARGET GROUP & BENEFICIARIES

Project Affected and economically marginalized young and adult Women groups living in the Rehabilitation colonies and in suburban area.

11. OVERALL OBJECTIVE

“To organize young and adult women groups under social obligation of THDCIL / SEWA-THDC in order to enhance livelihood opportunities through enhanced skill & income at their location without migration and exploitation”.

12. MODE

Paper Carry Bag Manufacturing as Pilot Project.

13. PROPOSED ACTIVITIES

i. Institution building and strengthening

- Formation of SHG groups
- Training on credit, record keeping, financial matters to SHG Women



- Social Accountability deliverables through SHG in rural education and water purification

ii. Creation of sustainable paper carry bag production centre for livelihood

- Produces made from Kraft, Mapletho, Art, Duflex , Recycled Paper
- Bags of 4”- 48” sizes made with screen printing.
- Front end link age by ISS vide Pull Strategy.

iii. Communication and documentation

- Clientele demo/walk in rapport/CRM traits
- Team motivation build up
- Trainer Roles within the team
- Logistics & Ledger Maintenance

14. EXPECTED RESULTS

- No. of CBOS and SHGs formed and strengthened which initiates actions
- Domestic financial well being improved
- Established linkage with various NGOs/Shopkeepers
- The managerial skill of SHG women increased
- Employability skill of women developed

15. VALUE ADDITION

Office files & other hand made products out of recycled paper.

16. USP

Backend Infrastructural uniqueness as well Front end market connectivity; produce.

17. IMPACT RATIO

Around 85 Women turned as Entrepreneur out of which around 30 have become Entrepreneur cum Trainer.

18. LEAD TIME INVEST

Not more than 120hrs in total.

19. RESULTANT OUTPUT

5 (five) number self reliant functioning Women SHG's.



20. CALENDAR SPAN

45 days from July 25th 2013; execution & 1yr till July 25th 2013; negotiation.

21. PATH HOLES AS CATALYST:

R& D /Logistics issue, HR strength, Local/Political/bias moves/withdrawal symptoms at source-host-site.

22. WOMEN ENTREPRENEURIAL TALENTS

Paper Measurement, Marking, Creasing, Folding, Glue Works, Eyelet-Tag, Screen Print.

23. ADVANTAGES:

Pull strategy for produce marketing; national & international associates to brand the 5 SHG's.

24. BREAK EVEN TENURE

Not more than 1year from commissioning of project

25. PROJECT STAKE HOLDERS

05 SHG unit members through SEWA –THDC, a company sponsored NGO

26. PROJECT GARDNER

Ideal Safety Systems (ISS) through Technopark – Technology Business Incubator (T-TBI), an autonomous society under IT Department, Govt. of Kerala, registered with TISS.

27. GARDNER COMMITMENT

5.0 lac carry bag orders in one calendar year from the day of commissioning of the project.