

Partnership for Change Empowerment to Women Artisans in Mega Clusters

EPCH conducts Awareness Seminars in 6 craft clusters



Jodhpur, Jaipur, Narsapur, Bangalore, Delhi, Kolkata

15th to 29th March 2017

The basic objective of these workshop/seminars on partnership for change and empowerment to women artisans was to create awareness as well as empower women engaged in the handicrafts sector by offering them, basic knowledge of working procedures and laws protecting women. Each seminar was aimed to educate the women crafts persons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the six mega clusters with an intention to empower woman artisans with special focus on legal and information communication technology, literacy in order to invest in human resource development of woman artisans, their knowledge skill and competencies leading to human creativity and entrepreneurship which are critical determinants of economic growth and social development. The resolve was to familiarise woman artisans about gender differences, awareness of laws against exploitation of women and other information on the provisions available in the legal laws, labour laws, personnel laws, property laws, etc. A handbook titled, 'Embrace the Change - An initiative for Women Empowerment' authored by the expert faculty at the seminars, was distributed to all participants.

The seminars/workshops were conducted with expert faculty like Dr. Charu Wali Khanna, Former Member, National Commission for Women (NCW), a leading women's rights lawyer and former Member Executive, Supreme Court Bar Association (SCBA); Mrs. Jyotika Kalra, eminent lawyer of Supreme Court of India and women's rights activist; Mr. Upendra Sai, expert in Developing Emotional Intelligence and Information Technology Empowerment; and Mr. Shiv Khanna (with background in the corporate world of finance), who has volunteered for assisting marginalised sections of society.

Initiating the seminars and sharing their experiences in the handicrafts industry were prominent EPCH member exporters from the regions and coordinating the programme's proceedings were EPCH officials. Handicrafts Promotion Officers from the regional Office of Development Commissioner (Handicrafts) detailed about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community and urged the participants to make use of the same.

The speakers highlighted the fact that empowering a woman leads to empowerment of her entire family as she is

the base of her family. Empowerment of women will provide more improved workforce to society so it is necessary to understand the power as well as potential of women and urge them to make themselves independent and a central power of their families as well as their country. Group discussions were conducted to bring forth the facts required to empower women for the betterment of society. All the seminars had two sessions each.

Session 1: Understanding difference between Gender and Sex

In the first session, the faculty initiated an all inclusive activity with a general discussion with the participants. Women artisans were provided with content material on understanding the difference between gender and sex from a fresh perspective. They were made to understand that apart from the physical difference between males and females, the society defines their roles based on social norms, perceptions, cultural beliefs and religious beliefs. Because of this, most of the time women are given less important roles to perform and men are given more important ones. Women are restricted to



15th March 2017: International Lace Trade Centre, Narsapur

This was marked with the presence of Mr. K N Tulasi Rao, prominent EPCH member exporter from the Narsapur cluster; faculty - Mrs. Jyotika Kalra and Mr. Upendra Sai; and Mr. L Manoj Kumar, HPO, O/o DC (Handicrafts), Vijayawada, Andhra Pradesh.





15th March 2017: Common Facility Centre, Jodhpur

This was marked with the presence of Ms. Usha Jangid, prominent EPCH member exporter from the Jodhpur cluster; faculty - Dr. Charu Wali Khanna and Mr. Shiv Khanna; and Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur, Rajasthan.



the four walls of their homes and only men perform roles and responsibilities outside. The discussion on the 'biological factors why a daughter is born' was taken very positively by the participants and they declared that the next time when they come across a situation where a woman is blamed for giving birth to a daughter, they will sensitise people about how the man is responsible for his child's gender. Thereafter, women's hygiene was discussed and it was emphasised that women should not feel ashamed of something that signifies their strength. In fact, they must feel proud about it. The faculty also detailed on the following :

- The basic laws dealing with the women related legislations, like Factories Act which provide for provision of separate toilet, separate restroom, etc.
- Introduction of marriage laws, adoption laws, maintenance law; Dowry laws

- Gender specific violence against women like stalking, outraging the modesty of the women, voyeurism, etc.
- Introduction about protection of women from domestic violence act, sexual harassment of women at workplace, etc.

The participants responded very actively and shared their views that parents get their younger children married just to get rid of the responsibility. Participants also chorused a declaration that they will not accept dowry in their sons' marriage.

At the end of the first session, a group activity was conducted to help the participants share their problems (practically) which they face from society. Participants raised few questions after the group activity, which was addressed by the faculty and she suggested effective solutions as well.

Session 2: Emotional Intelligence and Information Technology empowerment

Gender Partiality in Society

The second session was facilitated by an expert in emotional intelligence and information technology empowerment. During his presentation he discussed:

- Enabling women artisans integrate in modern economic system through understanding of information technology
- Gender parity in social and economic space
- Developing the ability to become agent of social change
- Enabling access to internet based records and information

He explained how women can promote their social groups as well as small scale business through social media.

The expert explained about the gender partiality existing in society through three aspects:

Challenge : Around the world nearly 98 million girls are not in school. Globally, 1 in 3 women will experience gender-based violence in her lifetime. In the developing world, 1 in 7 girls is married at the age of 15 or early, with some child brides even as young as 8 or 9 years. Each year more than 287,000 women, 99 percent of them in developing countries, die from pregnancy and childbirth related complications. While women make up more than 40 percent of the agriculture labour force, only 3 to 20 percent are landholders. In Africa, women-owned enterprises make up as little as 10 percent of all businesses. In South Asia, that number is only 3 percent. And despite representing half the global population, women comprise less than 20 percent of the world's legislators.

Opportunity : Women account for one-half of the potential human capital in any economy. More than half a billion women have joined the world's work force over the past 30 years, and they make up 40 percent of the agriculture



16th March 2017 : "Kanha", Jaipur

This was marked with the presence of Mr. Lekhraj Maheshwari, ex-Chairman and Member-COA, EPCH and prominent EPCH member exporter from the Jaipur cluster; faculty - Dr. Charu Wali Khanna and Mr. Shiv Khanna; and Mr. Kishan Lal, HPO, O/o DC (Handicrafts), Jodhpur, Rajasthan.





16th March 2017 : Hotel Southern Star, Bangalore

This was marked with the presence of Mr. K L Ramesh, Regional Convenor, South-EPCH and prominent member exporter from the Southern region; faculty - Mrs. Jyotika Kalra and Mr. Upendra Sai; and Mr. P Sashidhar, Assistant Director, Regional Design & Technical Development Centre, O/o Development Commissioner (Handicrafts), Bangalore.



labour force. According to the World Bank, countries with greater gender equality are more prosperous and competitive.

An extra year of secondary school for girls can increase their future earnings by 10-20 percent. Girls with secondary schooling are up to 6 times less likely to marry as children than those with little or no education. And countries that invest in girls' education have lower maternal and infant deaths, lower rates of HIV and AIDS, and better child nutrition. When women participate in civil society and politics, governments are more open, democratic and responsive to citizens. When women are at the negotiating table, peace agreements are more inclusive and durable. And simply by empowering women farmers with the same access to land, new technologies and capital as men, crop yields can be increased by as much as 30 percent, helping to feed a growing population.

Strategy : Gender equality and women's empowerment isn't a part of development but the core of development. Progress cannot be delivered in a vacuum. For societies to thrive, women and girls must have access to education, healthcare, and technology. They must have control of resources, land, and markets. And they must have equal rights and equal opportunities as breadwinners, peace-builders and leaders.

Feedback /Question –Answer Session

This session was open for all participants to ask any doubts if they have related to topic covered during seminar or share their feeling how this seminar will impact their lives. All the participants participated actively and shared their views. All the doubts were cleared by the faculty.

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25th March 2017 : Rajiv Gandhi Handicrafts Bhawan, New Delhi

This was marked with the presence of Mr.R K Malhotra and Mr.Ravi K Passi - COA members and prominent member exporters from the Delhi region; faculty - Dr.Charu Wali Khanna and Mr.Shiv Khanna; Mr. A K Kureel, HPO, O/o DC (Handicrafts), Delhi; Mr. Viney Shu, member exporter, EPCH, from the Delhi region; and Mr.Rajesh Rawat, Joint Director, EPCH.



29th March 2017 : EPCH Regional Office, Kolkata

(Below) : This was marked with the presence of Mr.O P Prahadka, Vice Chairman, EPCH and prominent EPCH member exporter from the Kolkata region; faculty - Dr. Charu Wali Khanna and Mr.Shiv Khanna; and Mr.S. K. Gupta, Assistant Director, O/o Development Commissioner (Handicrafts), Kolkata.

