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Ports and
Logistics

Overview of Women Empowerment Initiatives at Vizhinjam

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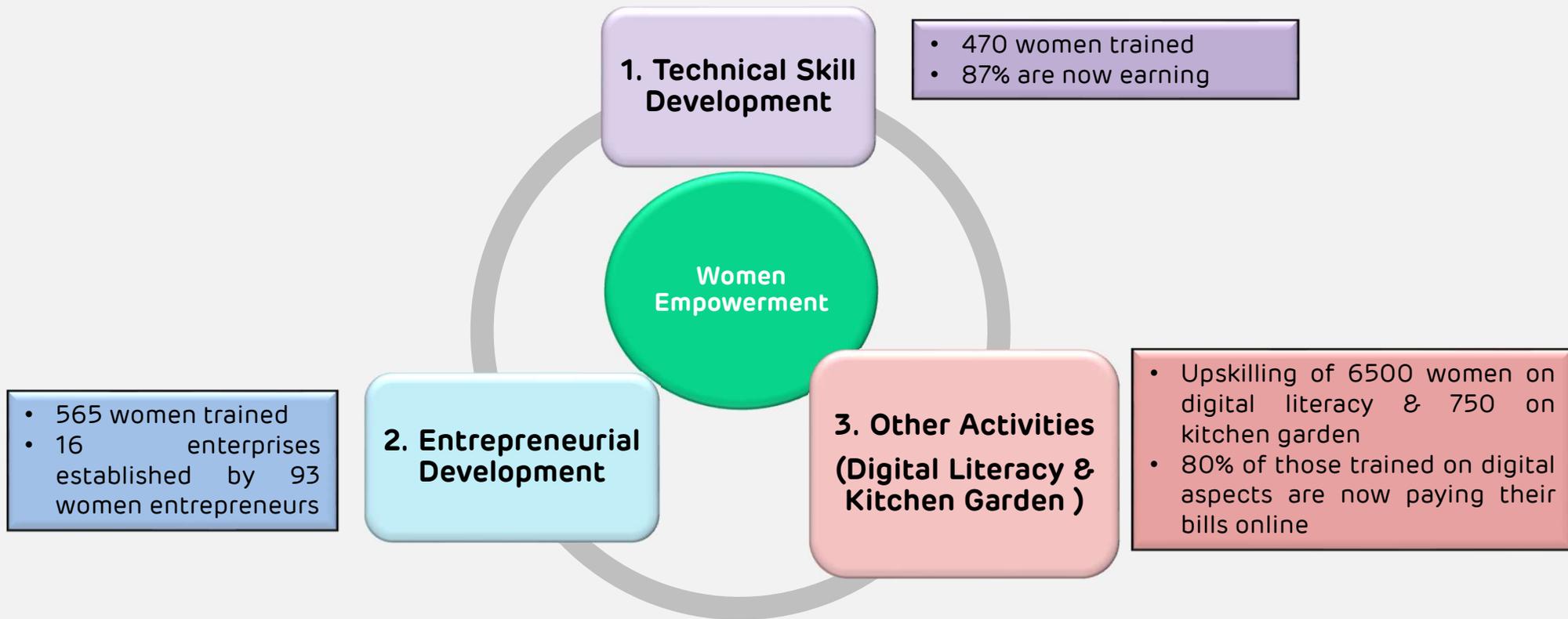
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 1. Technical skill development
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Vizhinjam's profile & livelihood snapshot of the residents

- ❑ Vizhinjam is a zone in Thiruvananthapuram, the capital city of Kerala, where APSEZ is developing a green field port
- ❑ With this area being under-developed, the Adani Foundation is executing CSR activities targeting ~12,000 families in the area
- ❑ Livelihood source of these families is primarily fishing (5000 families); small businesses (1000 families); and other sources (6000 families)
- ❑ Adani Foundation has been working on women empowerment, primarily through livelihood creation, given their challenges of -
 - Single earning member (80% women are housewives)
 - Seasonality of earning (fishing is only possible for 8 months in a year)
 - High alcoholism rate and family disputes



Three interventions for women empowerment



1. Technical Skill Development (10-11 weeks per batch)

S. No.	Course	Course Duration (Hours)	Women trained (Nos)	Trainee employed (%)	Average monthly income	Employment sources
1	Retail Trainee Associate	320	47	75%	8-12K	Shopping malls, Customer Care Centers
2	Beauty Therapist	340	111	100% (40% salaried + 60% self employed)	13% earning 10K & 47% earning 3-5K (60% self employed)	Beauty Parlours, Cosmetic Retail Shops, Mobile Beauty Units
3	Tailoring	340	75	100% (self employed)	3-5K	Self Employed (Stitching ladies' and kids' dresses)
4	Data Entry Operator	440	113	72%	8-10K	Shopping malls, BPOs
5	General Duty Assistant	420	124	90%	2-16K	Hospitals, Patient Care Centers
	Total		470			

3. Other Activities for Women Empowerment

1. Digital literacy

- 6500 women trained on digital literacy, of which
 - 80% are using online platform for paying utility bills
 - 70% are using digi locker for storing documents
 - 20% are exploring e-commerce & online shopping
 - 10% are going for advanced courses to up skill

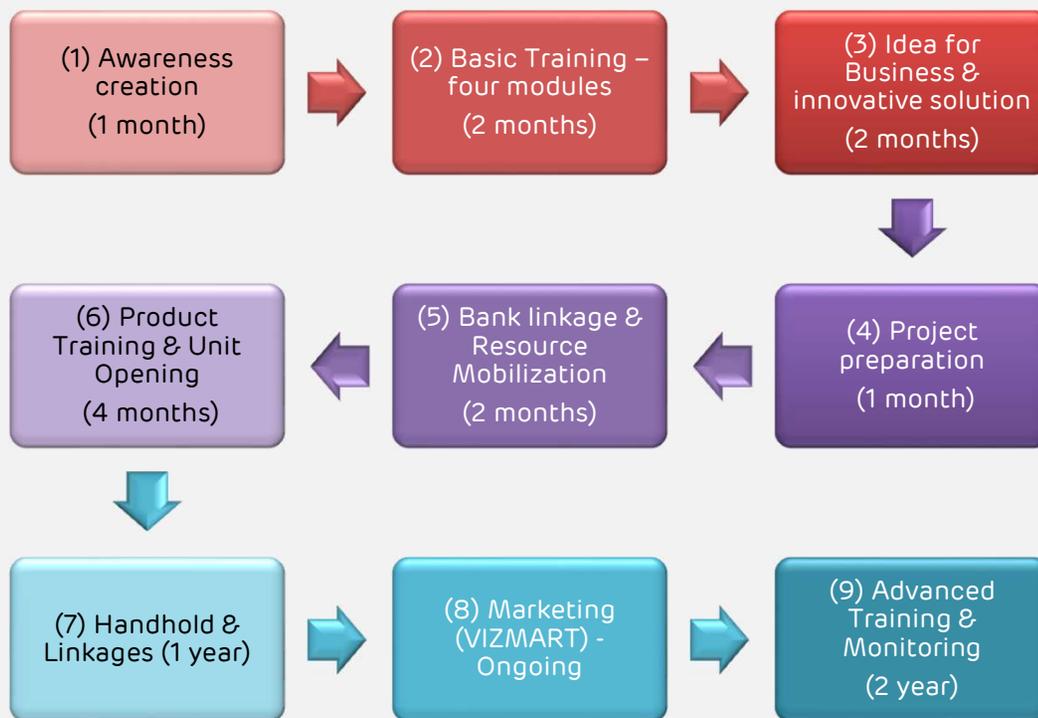
2. Kitchen Garden

- Project on kitchen garden started in 2020 is now extended to a total of over 750 homes
- Women are provided training on growing vegetables, clearing vegetation, selling etc.
- Monthly savings to households from kitchen gardens are estimated at Rs.700-900

3. Hygiene & Sanitation

- Hygiene and sanitation education to 140 girls

2. Preparing Women Entrepreneurs (11-12 months training per batch)



- 565 women trained on five modules of business management
 - self-management
 - cash management
 - debt management
 - ideas to business and leadership.
- Under a brand named '**VizMart**', **93 trained women** have successfully established **16 business ventures**
- Businesses established include a Cleaning company, Poultry unit, Cafe, Organic products, Laundry unit, etc.
- Combined revenue of these 16 businesses was INR 91.5 lakhs in FY21

A case study on an entrepreneurial venture by the name '**Clean 4U**' is included in this PPT

Business units launched/supported by trained entrepreneurs

- Vizmart and other businesses that were established from 2017 to 2020.



VIZMART

Some of the business units

- Clean4U
- Poultry units
- Harbour canteen Unit
- Shreebhadrha Big Shopper unit
- Prime Events
- You, Me & Tea café shop
- Agro clinic
- Vegetable shop
- Frozen days Juice & Ice cream
- Thattukada unit



Conclusion

- From 2016-22, the Adani Foundation has spent ~Rs 23 crore on various CSR initiatives in Vizhinjam
- Women empowerment has been a key focus area for the foundation, that have guided initiatives such as technical skill development, coaching on business management, digital literacy, and kitchen gardens
- These initiatives have resulted in livelihood creation for 500+ women as either entrepreneurs, employees or self-employment -
 - Over 90 women successfully have created 16 business ventures
 - 270 women got jobs as data operators, customer care rep, retail associates, patient caretakers, etc.
 - 150+ women are now self employed as tailors, beauty therapist, and some other activities
- Enabling 6500 women to pay the utility bills online from the comfort of their homes
- Monthly savings of Rs.700-900 per family from kitchen gardens

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Case Study on Preparing Women Entrepreneurs
'Clean 4 U'

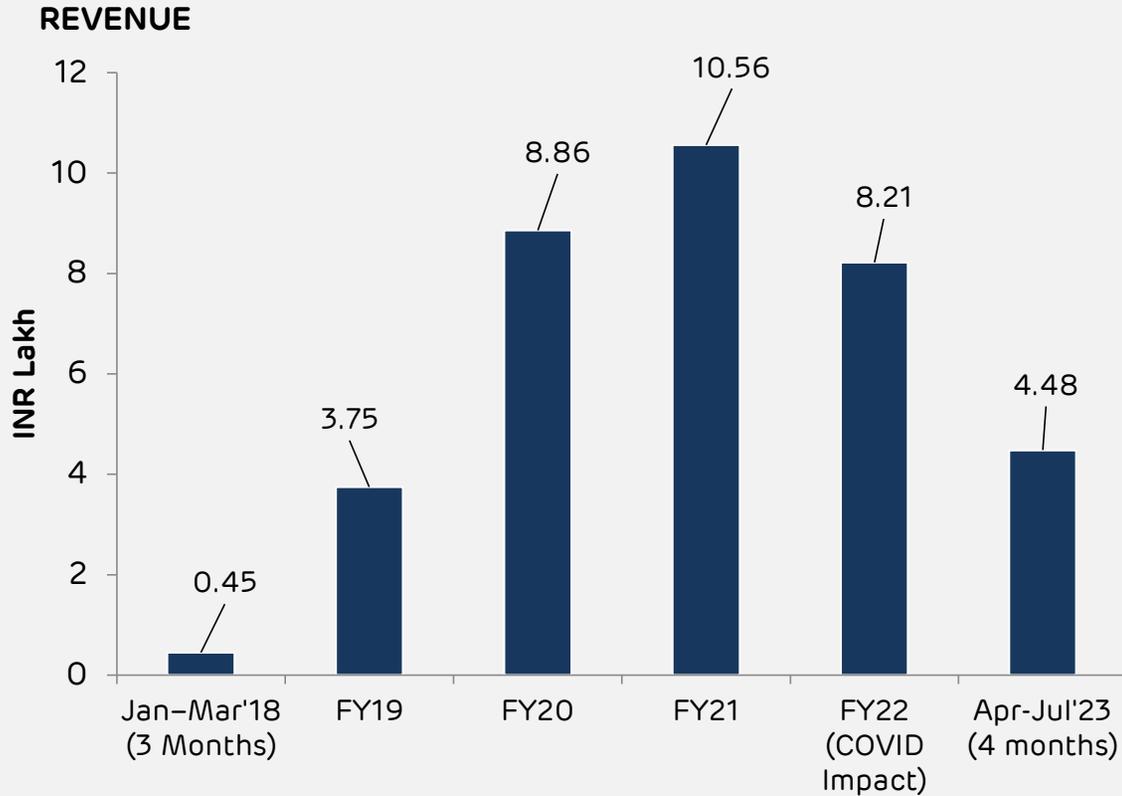
Clean 4 U – Incubating the Venture



Funding of the business			
Sl. No.	SOURCE	% OF TOTAL	AMOUNT (in Rs.)
1	Beneficiary Contribution	10%	55,867
2	Subsidy from AVPPL	25%	1,39,670
3	Subsidy from VISL	25%	1,39,670
4	Bank Loan	40%	2,23,470
TOTAL			5,58,677

- Started by 3 women entrepreneurs.
- Employing 8 men and 22 women from BPL families
- Amongst these women many are widows

Clean 4 U – Business Performance



- Income has increased every year (after excluding for the Covid impact)
- Promoters' monthly income has increased from 5K in FY19 to 10K in FY23
- Employees are paid Rs.500/- per day and work for 10 to 15 days per month
- Initial loan of Rs.2,23,470 closed in 3 years
- Second loan of Rs.89,000/- for procuring four wheeler was also repaid in 1.5 years
- The beneficiaries have also availed health insurance

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Annexure

Technical Skill Development - Summary Pictures

Kitchen Garden



Self Employed Tailors



Beauty Therapist



Technical Skill Development - Summary Pictures

Retail Trainee Associate



General Duty Assistant



Data Entry Operator



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Growth
with
Goodness

Thank You

