

**An Initiative of WBSULM by developing Entrepreneurship
Development of SHGs from waste materials by producing
environment friendly Bio- Degradable Products**

An workshop was organized at SUDA Conference Hall on – Entrepreneurship Development of SHGs through product manufacturing from waste materials and producing bio-degradable products on 5th of July 2019 . 11 SHGs and ALF members from 7 (Seven) CMMU participated in this meeting . It is an initiative by SMMU under SM&ID component to meet the Entrepreneurship Development through waste management Two Non – Governmental Organization (NGO) participated in this work shop .

The detail project duration , strategy for roll out of the project , beneficiary selection , marketing strategy and phasing of the project was discussed with the 2 (Two) organization in presence of Additional Mission Director, NULM and SMM- SM&ID on 11th of July 2019.

Decisions of the meeting :-

1. Project tenure will be 6 (Six) months
2. SHGs will be come under direct Skill Training for 3 (Three) months
3. Raw materials for the Skill Training will be provided by the organization
4. Direct marketing linkage will commence from the last month
5. Organization will have buy back arrangements after 3 months of the skill training
6. Linkage to be established between buyer and seller after 6 (Six) months

Total time period of the Project : 6 months (3 months for Skill Training & 3 months for Mentoring & Marketing)

SL. NO	Month	M-1	M-2	M-3	M-4	M-5	M-6	M-7	M-8	M-9	M-10	M-11	M-12
	Activity	June	July	August	September	October	November	December	January	February	March	April	May
1	Meeting With Skill Agency at SMMU Level												
2	Sharing concept with CMMU & SHGs												
3	Submission of proposal by Organizations												
4	Scrutiny of the proposal												
5	Sanction of the proposal												
6	Meeting with CMMU and Agencies for the piloting of the Project												
7	Piloting the project												
8	Installation of machine												
9	Skill Training												
10	Mentoring												
11	Linkage with market												
12	Withdrawal of the Agency from the Programme												
13	SHGs to start marketing with motive of self-sustainability												
14	SHGs to started profit making												

The details of the organizations are as follows :-

1. KOLKATA SOCIETY FOR CULTURAL HERITAGE 43, Saratpally, Garia, Kolkata 700084, WEST BENGAL INDIA , Contact- 91 84799 72824
2. SN Greenovation Services LLP , No- 284, 1st Floor , 5th Main Mahalakshim layout , Bangalore – 560086 , Contact No- 9972454205

ULB Participation :-

7 (Seven) CMMU representatives with 4 (Four) SHGs members from 2 (Two) Groups participated in this meeting . The two respective NGOs elaborately presented their business strategies and marketing policies regarding women entrepreneurship development, producing environment friendly bio- degradable products.

Participating ULBs

- 1) Dum Dum ,
- 2) Barasat ,
- 3) North Barracpore ,
- 4) Bidhanagar ,
- 5) Contai ,
- 6) Baruipur ,
- 7) Kolyani

Detail Project proposal of the organization :-

Sl No	Products name	Organization Name	ULB Name	Number of Beneficiary	Total Project Cost (Including beneficiary cost)	Beneficiary Investments	Income per head per month
1	Paper plate making	Kolkata Society for Cultural Heritage	Contai	20	3,29,000/-	2,45,000/-	4,725/-
2	Paper Bags		Dum Dum	20	1,25,600/-	41,600/-	4,200/-
3	Bamboo made products		Baruipur	20	1,43,600/-	59,600/-	4,320/-
4	Coconut waste products		Kalyani	20	1,55,200/-	71,200/-	4,260/-
5	Cloth Waste Products		Barasat	20	1,28,800/-	44,800/-	4,440/-
6	Bag/ Folder from waste cloth	SN Greenovation Services LLP	North Baracpore	24	1,70,400 /-	86400	2600/-
Total	6 products	2 Agency	6 CMMU	124	1052600	5,48,600	

1. The Projects will be started with Two different Agencies - Kolkata Society for Cultural Heritage and SN Greenovation Services LLP
2. Kolkata Society for Cultural Heritage has to be engaged 5 (Five) ULBs (Contai / Dum Dum/ Baruipur / Kalyani/ Barasat) with the products - Paper plate making / Paper Bags / Bamboo made products / Coconut waste products/ Cloth Waste Products
3. SN Greenovation Services LLP has to be engaged in 1 (One) in North Baracpore municipality
4. At least 11 SHGs and 1 ALFs with 124 members will be benefited by this initiative
5. Total Project Cost (Including Beneficiary Contribution) is ` 1052600 (Ten Lack fifty two thousand six hundred only)
6. Total Beneficiary contribution of this projects ` 548600 (Five lack forty thousand six hundred)
7. Monitoring Cost for the Kolkata Society for Cultural Heritage is ` 312240 (` 7322 per beneficiary cost for five ULB) and ` 205500 (` 12062.5 per beneficiary cost for one ULB) for the organization SN Greenovation Services LLP
8. So Total Project Cost ` 1021740 (` 504000 + ` 517740) (ten lack twenty one thousand seven hundred forty rupees .

Comparative Report of Eco-Friendly products vs available products in the market

Sl no	Item to be produced	Material to be Used	Pic	Item currently in use for same /similar Material used	Pic	Effects
1	Paper plate	Waste Paper		Tharmokol Plate / Plastic Plate		This will help to reduce Tharmokol / Foam / plastic usage for our daily utility products.
2	Paper Bags	Waste Paper		Plastic		Paper Made Bagss is eco friendly and will help to reduce plastic uses for our daily utility .
3	Bamboo made products	Bamboo		Metal/ Plastic		Bamboo Made Products is eco friendly and will help to reduce metallic uses for our daily utility .
4	Coconut waste products	Coconut		Metal / Plastic		This will help to reduce plastic / Metal usage for our daily utility products
5	Cloth Waste Products	Waste Cloth		Metal / Plastic		This will help to reduce plastic / Metal usage for our daily utility products
6	Bag/ Folder from waste cloth	Waste Cloth		Plastic		This will help to reduce plastic / Metal usage for our daily utility products

The steps to be followed :-

- 1) **Capacity Building**
- 2) **Cluster Development**
- 3) **Social Inclusion for Beneficiaries**
- 4) **Customer Management**
- 5) **Direct Market Linkage**
- 6) **Promotion & Marketing**

Conclusion :

10. Project Cost for the two organizations : `1021740 (Ten lack twenty one thousand seven hundred forty rupees) only .
- Beneficiary Contribution : Rs.5,48,600 (Five lack forty eight thousand six hundred only)
 - Piloting ULBs : 6
 - Beneficiaries : 124
 - SHGs involved : 11
 - ALF involved : 1
 - Time Period : 6 months

Based on the proposal of 2 (Two) organizations may be selected for this initiative and we may engage 124 members from SHGs and 1 ALF for the piloting of the project .

Proposal submitted for your kind approval and signature .

S. P. Dm . 15.7.19
SMM-SM&ID

~~AMD~~

Management of solid waste is one of the biggest challenges facing urbanisation across the country. We too are up against an uphill task. The reusable waste and the bio degradable waste are the two broad areas to be managed at all cities and towns of the state. A number of initiatives have been planned by the Department with SUDA as the Nodal Agency for effective management of Solid Waste. Convergence with Self Help Groups in making of articles/ items out of reusable waste has been planned as one of the initiatives which would bring an incremental income to the members of the SHGs and on the same time the reusable waste can be better managed. This is a kind of a win-win model.

Making of (1) paper plate making, (2) waste cloth tailoring, (3) bamboo made products, (4) coconut waste products (5) cloth bag/ folder & (6) paper bag has been successfully demonstrated by 2 (two) NGOs and outlets have been put up at Echo Park.

As a pilot initiative we have identified 11 (eleven) SHGs & 1 (one) ALF to produce these products. Select good SHGs, representatives from the CMMU of 6 (six), SMM SM& ID and representatives from 2 (two) NGO's had an interaction at SUDA on the 5th July, 2019.

The SHGs mapped with producing the different items from reusable waste placed in the table below :

Sl. No	ULB	SHG Name	SHG Product	Resource NGO	Expected Production per SHG per day
1.	Contai	Tarini Palli - ALF	Paper plate making	Kolkata Society for Cultural Heritage	35000
2.	Dum Dum	Netaji najrul Aikya, Kholisha Kota-I SHG	Paper Bags	Kolkata Society for Cultural Heritage	400
3.	Baruipur	Shilpokola - SHG , Maashakti TCG ,	Bamboo made products	Kolkata Society for Cultural Heritage	40
4.	Kalyani	lahari SHG	Coconut waste products	Kolkata Society for Cultural Heritage	40
5.	Barasat	Palas SHG , Genash SHG	Cloth Waste Products	Kolkata Society for Cultural Heritage	29.6
6.	North Baracpore	Hari Sara SHG, Purbachal SHG	Bag/ Folder from waste cloth	SN Greenovation Services LLP	80

The detail proposals submitted by NGO's may kindly be seen.

The TOR of the NGOs includes

- (1) Imparting comprehensive training (both practical & theory) to all members of the SHGs tagged with the activity.
- (2) The raw material required for the training will also be provided by the NGO.
- (3) The entire produce by the SHGs would be bought back by the NGO imparting the training to the identified SHGs both during the training & mentoring period of 6 (six) months.
- (4) Onsite mentoring of the SHGs during production of the items.
- (5) Linking of SHGs with buyers beyond 6 (six) months.

The total cost to the project is ₹ 1052600 (Rs. ten lakh fifty two thousand six hundred) only may be charged against the interest accrued under the NULM.

Most importantly, the entire produce will be on a full back to back buy back arrangement of the entire produce by the select groups. The products to be produced will substitute certain existing products made of plastic which are non bio-degradable. The detail comparison at page-3/N.

This may be approved as a pilot initiative and if we succeed we may then scale up involving many other SHGs. Presently we have 54000+ active SHGs in the state.

We would document the onsite training of SHG members, production, mentoring at site, marketing and sales and put it on the table as a maiden initiative. This is understandably a greenfield initiative in the State and we have a long way to go. This would reduce/ substitute use of plastic items.

The project may kindly be approved wherein 11 (eleven) SHGs & 1 (one) ALF would be trained to produce different items from reusable waste.

Director, SUDA

Chandran
AMD 15/07/19

AMD (NULM)

X | Training cost- Analysis may be provided.

sdg 16/7

S. Parvitha

X- Above.

Chandran
16/07/19

Query at page-6/N.

The training cost analysis for the project as submitted by the 2 (two) NGOs is as per the table below.

SI No	Activities	Kolkata Society for Cultural Heritage (KSCH)	SN Greenovation Services LLP	Total cost as per KSCH	Total cost as per LLP
1	ULB	5	1	5	1
2	Duration of skill training	6	6	6	6
3	Beneficiaries	100	24	100	24
4	Trainer Cost	14000.00	14000.00	42000.00	84000.00
5	Monitoring Cost	312240.00	205500.00	312240.00	205500.00
6	Total Cost			732240.00	289500.00
7	Per Beneficiary Cost			7322.40	12062.50

The proposal as detailed at page-1-6/N may kindly be approved.

Director

Pranab
17/07/19
AMD

Discussed with SMM (SMKD).
May revise accordingly.

DDP 18/7

AMD

~~S. K. S. SMM
Pranab
18/07/19~~

Based on the above note , revised proposal with revised budget has been placed here .

The detail of the project cost is as below :

Sl No	Product name	Organization Name	ULB Name	Number of Beneficiary	Duration (Months)	Raw material Cost per month for Two months @ per month cost	Trainer Cost (for four months) @ per month cost	Monitoring Cost for four months	Over all contingency (for four months)	Total Cost
1	Paper plate making	Kolkata Society for Cultural Heritage	Contai	20	2+4 = 6 months	6000	14000/-	34400	4992	79392
2	Paper Bags		Dum Dum	20		3000	14000	34400	4992	79392
3	Bamboo made products		Baruipur	20		4000	14000	34400	4992	79392
4	Coconut waste products		Kalyani	20		4000	14000	34400	4992	79392
5	Cloth Waste Products		Barasat	20		6000	14000	34400	4992	79392
Total Cost									Rs/- 396960	
Sl No	Product name	Organization Name	ULB Name	Number of Beneficiary	Duration (Months)	Raw material Cost per month	Trainer Cost (for four months) @ per month s for 3 months	Transport Cost for 6 months @ per month cost	Marketing Support (for four months) @ per month cost	Total Cost
6	Bag/ Folder from waste cloth	SN Greenovation Services LLP	North Baracpore	24	3+4 = 6 months	Nil	14000	7250	15000	145000

The meeting of the Union Secretary MoH&UA with the Chairperson of the ULBs along with other officials is likely to be held at Rabi Tirtha on the 5th of November 2019.

We have a number waste to products and eco friendly items are being made by SHGs. We may showcase select products at a kiosk suitably located at the venue.

1. **Product List** : List of Waste Products
2. **Sales Team** : List of Sales team to man the kiosk
3. **Collection of the Products** : All selected products for the day may be requested to submit the all products on 31st of October at SUDA during 10am to 2pm .

List of Waste to Products :

Sl. No.	ULB	Name of SHGs	Name of SHG Member	Submitted Products (Containing raw materials)
1	North Dum Dum	Shahid Khudiram Sarani by 4	Purnima Kundu	waste flower vas
2				Wall hanging
3				Bottle waste flower vas
4		Vidyasagarpally 1	Arundhuti Bal	Pen Stand
5				Flower Vas
6				Tray
7				Container
8				Planter
9				Lamp Shade
10	North Barrackpore	Harishava 2	Susmita Das	Pen Stand
11				Double Pen Stand
12				Flower Vas
13	Bidhan Nagar	Rabindrapally Khushi SHG 6	Aparna Basu	Bags
14				Table cloths
15	Barrackpore	Sai Samarpan SHG	Debjani Roy	Bag

NOTE SHEET

16				Blouse
17				Jacket
18				Table Lamp Shades
19	North Barrackpore	Palta 6 No. Scheme 2 TCS	Soma Das	Wallhanging
20	New Barrackpore	Office Block North	Lekha Moitra	Box Bags
21				Utility Bags
22				Other Bags
23				Penstand
24		Majlishpara	Sanchita Bhowmik	Glass
25				Paper mask
26	Balurghat	Nyay	Vashwati Roy	

Sales team to man the kiosk :-

Sl.No	ULB	Name	SHG Name	Contact Number
1	Habra	Sathi Chhetterjee	Annapurna SHG	7001310267/7432892813
2	Habra	Sima Roy	Satadal SHG	8348042537
3	Habra	Srabonti Das	Banipur char mondir SHG	6296331548
4	Habra	Shikha Das	Vivekananda SHG	8927121294
5	Habra	Shraboni Dey	Milani Club SHG	9851520038

We may issue a letter to submit the all selected products at SUDA on 31st of Oct 2019 during 10am to 2pm .

Proposal submitted for your kind approval and signature .

S.P. Das . 23.10.19
SMM-SM&ID

~~AKD~~

Notes at page-9/10/N.

We may approve :

- (1) To organize an exhibition cum sale of waste to products of select SHGs as per list mentioned at page-9-10/N. A kiosk measuring approximately 10ft. X 10 ft. may be set up at the venue of the meeting with all ULBs where Hon'ble MIC, UD & MA Department along with Secretary, Ministry of Housing & Urban Affairs, Govt. of India will remain present.
- (2) The kiosk will be manned by a small sales team of 5 (five) SHG members as per the list mentioned at page-10/N.

Approval may kindly be accorded.

Director/SUDA

Chandhan
AMD 23/10/19.

This would be only a display kiosk with selected items. One brochure may be developed on waste to handicraft products.

AMD 23/10/19

Chandhan
24.10.19

AD(JC)

S. Parvati SMC

Total Cost for the Piloting the projects in different 6 municipalities would be Rs /- 542460 (five lac forty two thousand four hundred sixty rupees) and it is the SULM

contribution . Proposal submitted with revised poroposal for your kind approval and signature .

S.P. Dm.
8.9.19
SMM-SM&ID

~~AMD~~

Further discussed with Director, SUDA, we have received a revised proposal from both the NGOs.

The revised budget for training of a total of 100 (one hundred) beneficiaries in the following products has been proposed by **Kolkata Society for Cultural Heritage** for a total cost of ₹ 3,96,960 (₹ Three Lakh Ninety Six Thousand Nine Hundred & Sixty) only.

- (1) Paper plate making
- (2) Paper bags
- (3) Bamboo made products
- (4) Coconut based products
- (5) Cloth based products

The 2nd NGO, S N Renovation Services has proposed for training of 24 (twenty four) beneficiaries in production of Bag/ Folder from Waste Cloth at the total amount of ₹ 145000 (₹ One Lakh Forty Five Thousand) only.

Both the above project may be approved as a pilot initiative and expenditure may be charged out of the interest fund of DAY-NULM.

Director

Rondhron.
AMD 06/08/19

May discuss tomorrow.

ADP 27/8/19

~~AMD~~