

## Sustainable Entrepreneurship

A Participatory Capacity Building and Skills Enrichment  
Training Program for Women from Marginalized Backgrounds  
in Kashmir

(Project Savera)



In Collaboration With

Department of Social Work  
(University of Kashmir - NAAC Accredited A+)

Tata Boeing Aerospace Limited  
(TBAL)



# Vision

Mool builds integrative, regenerative, peaceful and just lifestyles, communities and societies.

# Mission

Mool is a charitable trust working for sustainable socio-economic transformation in Kashmir through participatory action research, capacity building and knowledge sharing programs.

Mool inspires and empowers individuals and communities to build local resource based, environment-friendly and independent livelihoods.

# Values

Sustainability | Self Sufficiency | Inclusivity | Participation  
Equality | Truth | Justice | Wellbeing | Freedom |  
Responsibility

Mool is a charitable trust also Registered u/s 12 A A& u/s 80 G (5) (vi) of the Income Tax Act

# Index

1.1 Introduction	04
1.2 The Focus	05
1.3 The Genesis	06
1.4 Participants	06
1.5 Methodology	07
1.6 Coming Together	08
1.6.1 Self Assessment & Outcome	09 - 10
1.6.2 Entrepreneurial Mindset	11
1.6.3 Business Planning	12
1.6.4 Natural Soap Making	13
1.6.5 Handicrafts   1.6.6 Stitching & Design	14 - 15
1.6.7 Consolidation	16
1.6.8 Dairy and Sheep Farming	17
1.6.9 Conclusion	18
1.7 Impact   1.8 Way Forward	19 - 22
1.9 Acknowledgements	23 - 25
1.9.1 Execution Team from Mool	26
2.0 Media Coverage	27

## 1.1 Introduction

Mool organized and facilitated this livelihood generation training program for women from difficult familial and economic backgrounds between February and May, 2022 at Sagg Eco Village, Ganderbal. The program included twenty women with a significant number from Pahari and Pashto speaking families from Waliwar area in the region.

Supported by Tata Boeing Aerospace Limited, the program was organized in consultation with the Department of Social Work, University of Kashmir.

Over a span of ten capacity building workshops and a concluding event, these women were trained in knowledge, skills, and resources required to start and lead small scale eco business units. The trades included dairy and sheep farming, handicrafts including sozni, knitting and stitching & design, and natural soap making.

Participants were trained in the mindset, personal capacities, and skillset they would require to transform their business ideas into practical initiatives for their economic wellbeing, and that of their families and communities.





## 1.2 The Focus

The focal point of each training remained them as individuals and the skills these women would require to reflect on their passion, set goals, achieve targets, and keep going. Development of personal capacities, such as an entrepreneurial mindset, self confidence, communication, design thinking, and self care was integral to the program curriculum.

Participants also interacted with experts from institutions and organizations related to their trade of choice including from the Sher-e-Kashmir University for Agricultural Sciences and Technology (SKUAST), Iqbal Memorial Trust and Sakhawat Centre Jammu & Kashmir, and the Directorate of Handlooms and Handicrafts. Participants will continue to benefit from the training and mentorship programs run by these institutions as they induct their own ventures.



They also had an opportunity to meet entrepreneurs who have made a mark in these trades, and learn from their experiences – both of successes and failures in the field.

Participants also interacted with faculty, Department of Social Work, KU, during the many consultation visits organized to exchange learning and reflect on progression of the program. These interactions added to their enthusiasm and overall spirit.

Given the faculty's vast experience with such interventions on ground, participants found the ideas and practical advice shared meaningful.

## 1.3 The Genesis

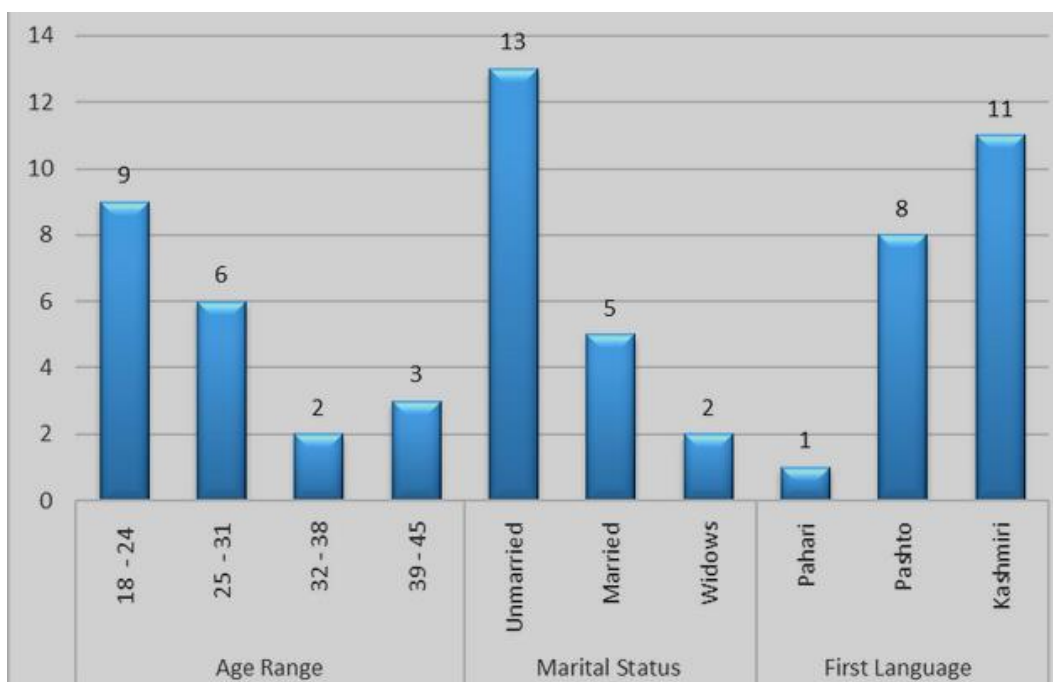
The program was conceptualized in consultation with the Department of Social Work and TBAL in the fall of 2021. With KU, this project added a new chapter to our long term collaboration for participatory capacity building work.

With TBAL's support and overall idea for the backdrop, Mool began to prepare the ground in January 2022. The process gained momentum in early February with two major parallel threads to the work – participant mobilization and curriculum development.

Weaving in recommendations from civil society groups, local non-for-profit organizations and our own network, a group of twenty women were recruited for the program based on the eligibility criteria which laid a special emphasis on their zeal to learn and use the experience to start independent eco business ventures.

## 1.4 Participants

An incredible group of women from diverse background were selected for the program. The following table presents some background details about them.



## 1.5 Methodology

The program used a participatory and practice-based learning environment. To make learning experiential, participants engaged in reflective conversations, discussions, QnAs, group work, activities, exercises, homework, and a field tour.

Also, the interactions with experts and resource persons not only answered the many technical questions participants had about their trade of choice but also proved a source of inspiration. It also helped generate a rich pool of mentors for their journey ahead.



The initiative drove programmatic support from The Sagg Eco Village Academy, Ganderbal.

## 1.6 Coming Together: The Training Workshops

The trainings began in March 2022. Facilitated by Dr. Shaheena Parveen, Program Coordinator at Mool, the first workshop included a detailed introduction and an orientation session about the program.



Participants came in with many questions about the structure and objectives of the program.

Many were keen to know the other participants. It was also the first time they would share space with women from different linguistic and ethnic backgrounds. Some, however, exhibited reservations to engage at first.

As the day progressed, the interactions and activities comprising the introduction and orientation sessions helped to shift that energy and create a common ground. Participants got to know each other and the team of facilitators. The process brought ease to their engagement.



## 1.6.1 An Indepth Self-Assessment

In this workshop, participants also took part in a comprehensive self-assessment designed to help them conceptualize the trade of their choice. The assessment included a participatory group conversation followed by a few exercises. In an activity, for example, each participant paired with a partner to brainstorm and outline their business ideas.



Participants also recorded their responses to an open ended questionnaire about their goals in life, including their financial goals, the knowledge they have, and the skills they would need to develop to establish a successful livelihood venture. In the process, they mapped their interests, ideas, skills, and resources to plan their business proposals and anchor their learning.



## Outcome

The following trades emerged from this process:

Choice of Trade	Number of Participants
Dairy Farming	05
Sheep Farming	01
Handicrafts including Sozni and Knitting	02
Stitching and Design	04
Stitching and Design with Natural Soap Making	08

Except for natural soap making, many participants already possessed elementary knowledge and skills in their trade of choice. They now required advanced training to expand the venture and magnify the impact.

The outcome from the assessment exercises informed the design of the program and helped align it with participant needs, interests, and resources. The subsequent workshops were organized on personal and business development skills participants would need to plan, organize, initiate, and build a venture. They also took part in practical exercises to familiarize themselves with hard skills in their trade of choice; many learnt how to operate the basic equipment required.



The day also included a detailed ecological tour of Sagg Eco Village which was facilitated by Dr. Shaheena Parveen and Ms. Lubna Rafiqi, Program Facilitator at Mool.

## 1.6.2 An Entrepreneurial Mindset

In the program, participants were coached in entrepreneurial mindset. Facilitated by Mr. Fayaz Ahmad Dar, Founder and Chief Consultant at Mool, the training began in the second workshop. Participants were trained in this imperative personal capacity to help them formulate their goals, including financial goals, and the plans to achieve them to build a successful life.

The women learned about the characteristics that encompass such a mindset, such as focus, grit and perseverance, and the means through which they can develop the same.



They also charted a prayer based on a set of affirmations to help them rise above the limiting beliefs and experiences they have had in their lives.

In a follow up session later, participants would learn about the conscious and subconscious parts of our mind, and their respective functions in our lives. Several time tested ideas and formulae were shared to help them master these two parts of the mind, develop efficiency, and achieve high level success!



### 1.6.3 Business Planning

These sessions were followed by learning about the basics of business and financial planning facilitated by Ms. Lubna Rafiqi. In this workshop, participants brainstormed the product/service they would like to build and turn their ideas into a profitable business.

In another group activity, they also formulated lists of the required tools, equipment, and materials they would need to operate the business.



Following this, participants were trained in basic record keeping such as maintenance of daybooks, ledgers, and other accounting tools necessary to track the input-output equation in their trade of choice.

They also learned about facets like branding and marketing as important strategies to grow their ventures.



## 1.6.4 Natural Soap Making

In the third workshop, participants learned about natural soap making from Ms. Aanisha Youssef, Head – Natural Foods and Products at Sagg Eco Village Pvt. Ltd.

Ms. Youssef began with explaining the science behind this craft including about the ingredients used and their properties, proportions, and the underlying mechanisms behind the process. This was followed by a practicum.



Participants were divided into four groups and guided, step by step, to prepare the soaps. The task created great energy during the session. Participants brought tremendous enthusiasm and reverberance to the process.

## 1.6.5 Handicrafts

The workshops on handicrafts were organized in collaboration with the Directorate of Handlooms and Handicrafts, Jammu and Kashmir. The resource persons included three Assistant Handloom Training Officers, Dr. Aubid Bashir, Mr. Farooq Ahmad and Ms. Parveena Akhtar, and two Craft Instructors - Mr. Syed Murtaza Shah and Mr. Gh. Hassan Ganai. In particular, they discussed the various opportunities for elementary and advanced skills training at the Directorate which participants can utilize to set up small scale business units in the crafts of their choice.

They also discussed schemes at the Directorate, for example the Artisans Credit Card Scheme (CCS) and the Micro Unit Developing Refinancing Agency (MUDRA) Scheme under which participants can avail subsidized financial assistance to set up a business unit.



In both the workshops, participants became aware of the procedures for registration with the Directorate, including for advanced training in sozni and knitting.

The opportunities for outreach, including participation in exhibitions organized by the Directorate far and wide, were also shared with the participants which can help them expand and grow their businesses.

## 1.6.6 Stitching and Design

The next workshop was organized in collaboration with the Iqbal Memorial Trust and its philanthropic wing – Sakhawat Centre Jammu & Kashmir. The Centre facilitates quality education, social transformation and empowerment of individuals and families from underprivileged backgrounds.

Three resource persons from the centre – Ms. Rabea Bukhari, Coordinator, Women’s Wing, and Master Trainers Ms. Shahnaza Bano and Ms. Sheba Bano facilitated this particular workshop. Ms. Rabea discussed the overall program at the centre and the procedure for enrolment, advanced training, and networking.



This was followed by a practicum on stitching and design. Participants were divided into two groups. The trainers demonstrated the procedures and methods to operate the equipment for basic garment designing. They also shared about the tools they use to market their products and the procedures for record keeping.

The resource persons also discussed the challenges they had to navigate and overcome, especially as women folk, as they established their own business units. This answered the many questions participants had about what it takes to be an entrepreneur in the context that we live in.



## 1.6.7 Consolidation: The Learning this Far

Based on the learning so far, participants reflected on their goals again including their financial goals. Dr. Parveen facilitated this process of reflection. Participants revised their business proposals and plans. The task helped them incorporate their learning and newer ideas to the products/ services they want to bring about and also to the branding, marketing, and sales strategies they had outlined for ventures.

Participants also engaged in practice-based sessions on strategies for outreach. They began with brainstorming a name for their brand/ venture. This was followed by a practicum on digital marketing; participants learned about platforms such as Facebook, WhatsApp Business, and Instagram and their operation to help expand one's business. This was followed by an activity based session on effective communication and problem solving strategies to help participants strengthen these skills.





## 1.6.8 Dairy and Sheep Farming

The next workshop covered dairy and sheep farming. The first session was facilitated by Dr. Parvaiz Reshi, Scientist - Animal Nutrition Mountain Livestock Research Institution, SKUAST- K. Dr. Reshi discussed various facets to the trade and also shared his expert opinion. The areas covered included, for example, the breed that participants can consider to obtain stock, and the best practices and procedures for care, nutrition, breeding and milking. Participants also learned about the common diseases that may occur to the stock and the methods for prevention and care.



This was followed by a field visit to an integrated farm system unit in Ganderbal. The main stock in the farm comprised of cows, sheep, country chicken, and a horticulture farm. The founder of the unit, Mr. Ishfaq, M.Sc Zoology, facilitated the tour and also shared the knowledge and experience he has accumulated over the years of establishing, operating, and expanding this business.

## 1.6.9 Conclusion

In the last workshop, participants were able to culminate their learning into comprehensive business proposals and plans which they had developed over the course of this program. The proposals were submitted to Mool.

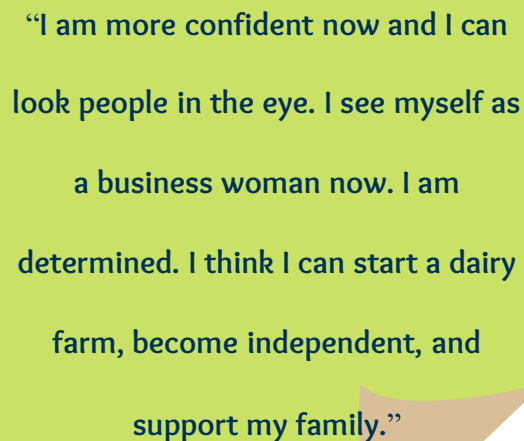
They also designed their next steps to initiate, establish, and expand the ventures, including for advanced training in their trade of choice. They were also given certificates of participation towards the end.



## 1.7 The Impact

Overall, the program played a catalytic role in participants' confidence to get started, build their ventures, and keep going. It helped them develop a positive mindset and see themselves in new light. In their journey with us, they were able to reimagine themselves as business women armed with knowledge, skills and resources to build their individual identities, lead self sufficient lives, and contribute to their families and communities.

Reflecting on the experience, participants had to say the following:

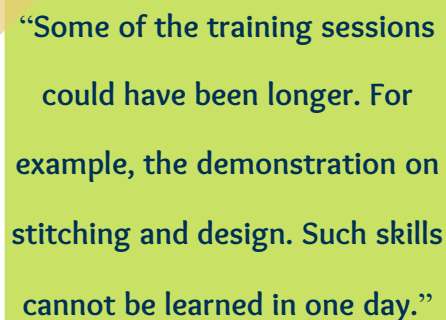


“I am more confident now and I can look people in the eye. I see myself as a business woman now. I am determined. I think I can start a dairy farm, become independent, and support my family.”

The program, inevitably, created a safe space for reflection; it helped build mutual solidarities and some strong friendships for life among these women even though they came from diverse ethnic and linguistic backgrounds. Participants discussed the interface between womanhood and entrepreneurship to the core. It helped them understand what it takes to navigate the gender specific sociocultural dynamics pertaining to any independent initiative for change.

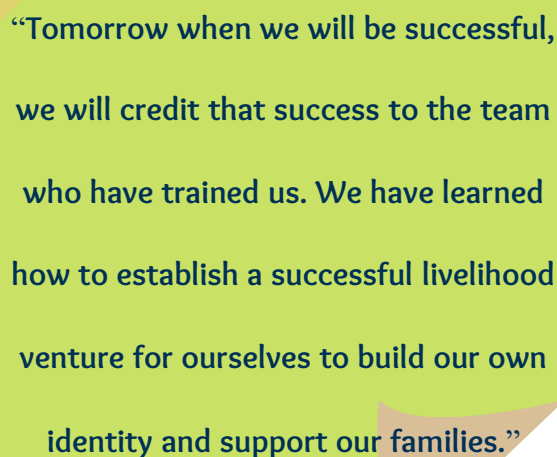
They also had an opportunity to learn from each other, and from women who have tread unconventional paths to establish their livelihoods and create an impact.

Given program resources, some of the training sessions could have been planned more comprehensively where participants would also have been able to acquire advanced skills in their trade of choice. As one participant also reflected



“Some of the training sessions could have been longer. For example, the demonstration on stitching and design. Such skills cannot be learned in one day.”

Nevertheless, participants see the technical knowledge and skills gained in business planning and development as a valuable tool in their journey ahead. Many among them realize that they have a long way to go but feel more anchored to take the next step!



“Tomorrow when we will be successful, we will credit that success to the team who have trained us. We have learned how to establish a successful livelihood venture for ourselves to build our own identity and support our families.”

While commenting on the impact, Dr. Javaid Rashid, Assistant Professor, Department of Social Work, University of Kashmir, shared

“This program will go a long way in the lives of these twenty women. It has been greatly enriching throughout. We want more collaborations of this sort with Mool.”



## 1.8 Way Forward

The concluding event brought together all stakeholders – participants, Mool, and the Department of Social Work, KU, to share final reflections on the program and design a way forward.

Participants discussed the progress with their business proposals. Many among them have laid a foundation for their ventures and begun to network with other resource organizations and institutions for further financial and programmatic support. This includes the Sakhawat Centre J & K, Directorate of Animal Husbandry, and local farmers and entrepreneurs.

Participants will continue to follow up with these institutions and network with others for further support. Many have also acquired equipment and started the work. For example those who opted stitching and design have procured machinery and are seeking advanced skills training in the venture.



The faculty from the Dept. of Social Work, Dr. Shazia Manzoor, Dr. Aadil Bashir, Dr. Saima Farhad, and Dr. Javaid Rashid shared some strategies participants can utilize in their journey ahead. For one, the group can stay connected and seek support within as well. The department will also invite the group to join training programs or events they may further benefit from. Depending upon their resources, Dr. Shazia also suggested Mool to include participants in its future programs for participatory capacity building for a sustained engagement.

In his concluding remarks, Mr. Fayaz Ahmad Dar congratulated participants for successful completion of this program and for the learning that has taken place. He appreciated them for moving forward by going for advanced training and seeking further support.

Mr. Dar suggested that the group can also reconvene for reunions at Mool to keep the connection strong. About their association with the organization, he reiterated “This is a big step for your life ahead, and the beginning of your relationship with us. Please get in touch and talk to us if you need to discuss anything with respect to your workplans or otherwise, or if you need any further help. We hope you will take advantage of this opportunity.”



## 1.9 Acknowledgements

An amazing group of people, places, institutions, and organizations came together to bring about this program. We would like to acknowledge and thank them with all our heart!

- The women for whom the program was designed.

Serial	Name	Location
01	Ms. Jameela Yousf	Lar
02	Ms. Nusrat Nazir	Wahid Pora
03	Ms. Nasreena Ali	Lar
04	Ms. Sabreena Rasool	Watlar
05	Ms. Nighat Nisar	Watlar
06	Ms. Mehmooda Bano	Wahid Pora
07	Ms. Heena Khan	Chanthan
08	Ms. Tabassum Bano	Chanthan
09	Ms. Refat Rashid	Watlar
10	Ms. Mehak Naz	Chanthan
11	Ms. Hameeda Bano	Wahid Pora
12	Ms. Afrooza Bano	Repora
13	Ms. Shafaqat Rameez	Chanthan
14	Ms. Shabeena Shameem	Chanthan
15	Ms. Mumtaza Bano	Chanthan
16	Ms. Shakeela Bano	Chanthan
17	Ms. Nazima Nazir	Lar
18	Ms. Sahiba Bano	Chanthan
19	Ms. Mehvish Fayaz	Chanthan
20	Ms. Nazira Nazir	Lar

Thank you to each one of you for sharing your time with us. You brought your best selves to the program despite the challenges you struggle with! Your trust in us and openness to ideas shared have nothing but reassured us about our mission.

We applaud you and wish you all the best!

- The consultation team from the Department of Social Work, University of Kashmir.

Name	Designation
Dr. Shazia Manzoor	HOD and Associate Professor
Dr. Aadil Bashir	Senior Assistant Professor
Dr. Wakar Amin Zargar	Senior Assistant Professor
Dr. Saima Farhad	Senior Assistant Professor
Dr. Javaid Rashid	Assistant Professor
Dr. Sarafraz Ahmed	Assistant Professor

We would especially like to thank Dr. Shazia Manzoor and Dr. Javaid Rashid for their instrumental role in bringing about this collaboration. Thank you for your ideas and suggestions along the way!

Also thanks to Dr. Aadil Bashir, Dr. Wakar Amin Zargar, Dr. Saima Farhad, and Dr. Sarafraz Ahmed for being a part of the many consultation meetings we had.

- Our gratitude to the Tata Boeing Aerospace Limited (TBAL) for their affable and timely support for the program. We would especially like to thank Ms. Srikruti Gentela for coordinating and overseeing it at their end.
- Special thanks to the team at Sagg Eco Village for their support and services for the program.



- Many thanks to all our resource persons and their institutions for sharing their knowledge, expertise, and ideas with the participants. We are glad many among you continue to mentor the participants in their particular ventures. Thank you!

Name	Affiliation
Dr. Parvaiz Reshi	Scientists – Animal Nutrition Mountain Livestock Research Institution, SKUAST – K.
Dr. Aubid Bashir	Assistant Handloom Training Officer Directorate of Handlooms and Handicrafts Jammu & Kashmir
Ms. Parveena Akhtar	Assistant Training Officer Directorate of Handlooms and Handicrafts Jammu & Kashmir
Mr. Syed Murtaza Shah	Junior Crafts Instructor – Sozni Directorate of Handlooms and Handicrafts Jammu & Kashmir
Mr. Gh. Hassan Ganai	Senior Crafts Instructor Directorate of Handlooms and Handicrafts Jammu & Kashmir
Ms. Aanisha Youssef	Head, Foods and Products Sagg Eco Village Pvt. Ltd.
Ms. Shazima Khan	Senior Executive Sagg Eco Village Pvt. Ltd.
Ms. Rabea Bukhari	Coordinator, Women’s Wing Sakhawat Centre Jammu and Kashmir
Ms. Shahnaza Bano	Master Trainer Sakhawat Centre Jammu and Kashmir
Ms. Sheba Bano	Entrepreneur Srinagar, Kashmir
Mr. Ishfaq Ahmad Bhat	Entrepreneur (Integrated Farming System) Ganderbal

- Last but not the least, everyone who contributed in one or the other way. For example, in participant mobilization, program logistics, facilitation, or outreach.

**Gratitude and Best Wishes!!!**

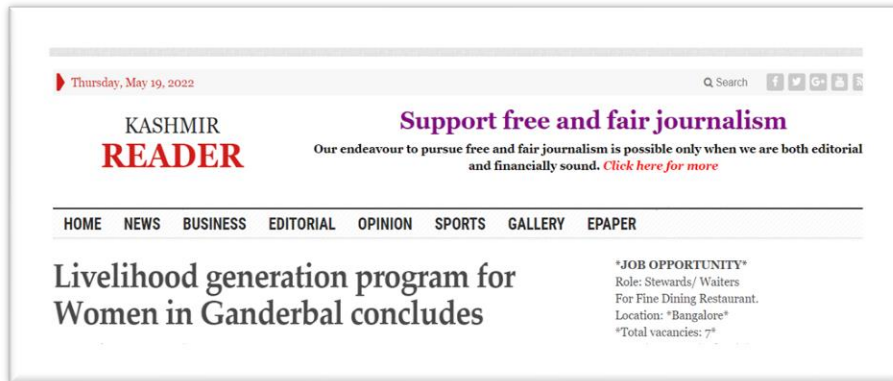
### 1.9.1 Execution Team from Mool!

Name	Designation
Mr. Fayaz Ahmad Dar	Founder & Chairperson
Dr. Shaheena Parveen	Executive Director
Ms. Lubna Rafiqi	Programs Facilitator
Mr. Sajad Qadir	Programs Facilitator
Mr. Sarhad Rashid	Trainee
Ms. Abida Akbar	Trainee (Masters in Convergent Journalism) Central University of Kashmir
Mr. Irshad Ahmad Bhat	Trainee
Mr. Mohmad Kamran Dar	Trainee

# 2.0 Media Coverage | Some Glimpses

a. Kashmir Reader | April 04 2022

<https://kashmirreader.com/2022/04/04/livelihood-generation-program-for-women-in-ganderbal-concludes/>



b. The Kashmir Monitor | April 08 2022



c. Rising Kashmir | April 03 2022

## Livelihood generation training program for women concludes in G'bal

Ganderbal, April 03: Mool Sustainability Research and Training Center concluded its livelihood generation training program for women at Sagg Eco Village, Ganderbal.

The program trained twenty women including a significant number from Pahari and Pashto speaking families from Waliwar area in the region.

Supported by Tata Boeing Aerospace Limited, the program was organized in collaboration with the

Department of Social Work, University of Kashmir.

The program trained and supported these women in getting the knowledge, skills, and resources required to start and lead small scale eco business units around dairy farming and handicrafts including sozni works, knitting and stitching & design, and natural soapmaking.

Over a span of ten capacity building workshops, participants were trained in the mindset, personal

capacities, and the skillset they would require to transform their business ideas into practical initiatives for their economic wellbeing, and that of their families and communities.

In the beginning, participants took part in a comprehensive assessment to map their interests, ideas, skills, and resources; the process also helped them conceptualize the trades of their choice.

The subsequent workshops focused

on personal and business development skills needed to plan, organize, initiate, and build their ventures.

Participants were trained in basics of business and financial planning, product and brand development, marketing and outreach, sales and accounting, and customer relations. The focal point of each training remained them as individuals and the personal capacities they would require to master these areas, achieve their targets, and keep going.

d. Kashmir Observer | April 04 2022

<https://kashmirobsrver.net/2022/04/04/livelihood-generation-training-program-for-women-concludes/>



# Get in Touch!

Please share your thoughts, ideas, and questions with us.

We would love to hear from you, and are looking forward to collaborate and co-create!

## Mool Sustainability Research and Training Center

C/O Sagg Eco Village, Watlar Wuder, Lar, Ganderbal, Kashmir - 191201



9622565003



[moolsustainability@gmail.com](mailto:moolsustainability@gmail.com)



[www.moolsustainability.org](http://www.moolsustainability.org)

