



NABARD

Footprints in Bihar



NABARD RO PATNA

District: Muzaffarpur

Zari Work – A social enterprise Enembroidary Garment Sector in Govind Maniphulkaha Village of Muzaffarpur under NABARD'S RNFS policy

Zari Embroidary is a high social impact business model in garment / apparel sector with financial support from NABARD.

The timeliness adherence was the key determinant in successful implementation of project, being it at the stakeholder's level or at funding agency viz NABARD's level. The project was implemented in two phases i.e. Training phase and Full Implementation Phase

Utmost care was taken at each of the implementation stages and the progress of the project was very closely monitored to rule out any sorts of financial / managerial inefficiencies.

The project focused on improving economic status of Women SHGs from socially excluded communities and minority populations.

Quality was assured as a non-negotiable component in new RNFS support. Thus support from their own expertise fresh training inputs in techniques, management coupled with latest machines were procured. 'Scoping Exercise' brought out apt leadership and entrepreneurial quality among various stakeholders namely SHGs and facilitating channel partner.

During implementation of the pilot phase (in short span of merely 6 months), the social enterprise generated Rs.3,43,345 net profit for the enterprise.

At present, about 30 women SHGs are associated with this enterprise promoting on the brand name of Lakshmi. Most of these women youth are now experts in embroidery. AGYVS, the NGO, has been successful in setting up a social enterprise in Ornamental garment sector and it anticipate this enterprise to be indent organization run in a sustained manner by adopting all business principles.





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