



MISSION SWAYAM-SIDDHA

Empowering Women through Self-Reliance

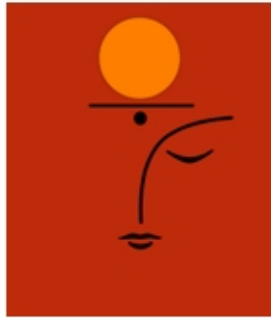
A Social Initiative of

Powai Bengali Welfare Association

**Registration No: F 31786
12A, 80G, CSR1 and
Darpan Registered
Organisation**

I. About Mission Swayam Siddha





MISSION SWAYAM SIDDHA

Empowering women through self reliance

Mission Swayam Siddha (MSS) is a social initiative of the Powai Bengali Welfare Association, Mumbai. Its objective is to empower economically and socially less advantaged women through harnessing their latent capabilities and putting these to productive use. MSS is born out of the belief that empowered women can be dynamic promoters of social transformation.

Since 2007, women artisans associated with this initiative have received vocational training in painting, embroidery and stitching to produce exquisite handcrafted products that include bags, pouches, home decor items and jewellery. Their skill and dedication blend perfectly to create each piece, especially for you!!

Your support of MSS artisans will go a long way to help them in achieving their dream of becoming Swayamsiddhas.

Faces of Mission Swayam Siddha



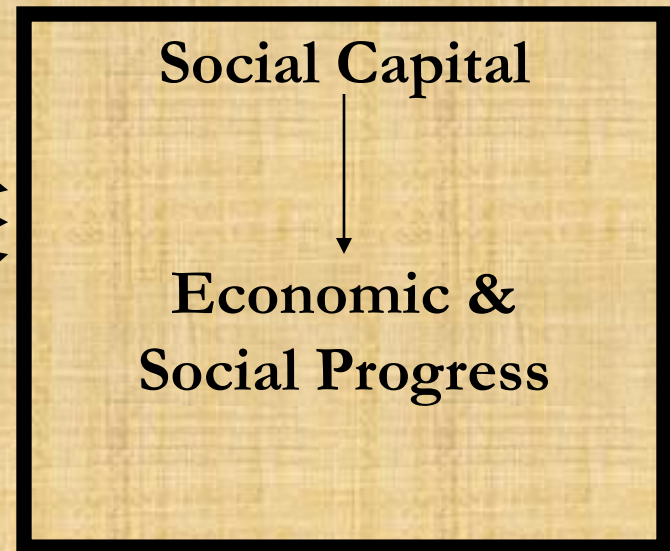
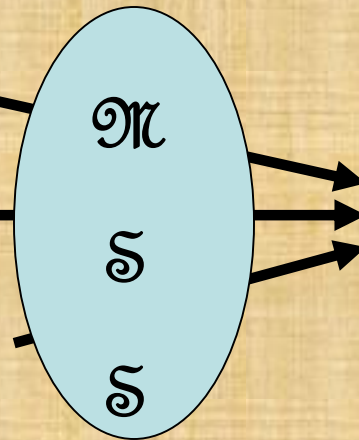
The Mission

- ***The Mission :***
 - **Empowering Women through Self-Reliance**
- ***Targeted Beneficiaries :***
 - **Economically and Socially Disadvantaged Women in Society**
 - **Grassroots approach – started in July 2007 with neighbourhood in Powai, Mumbai.**

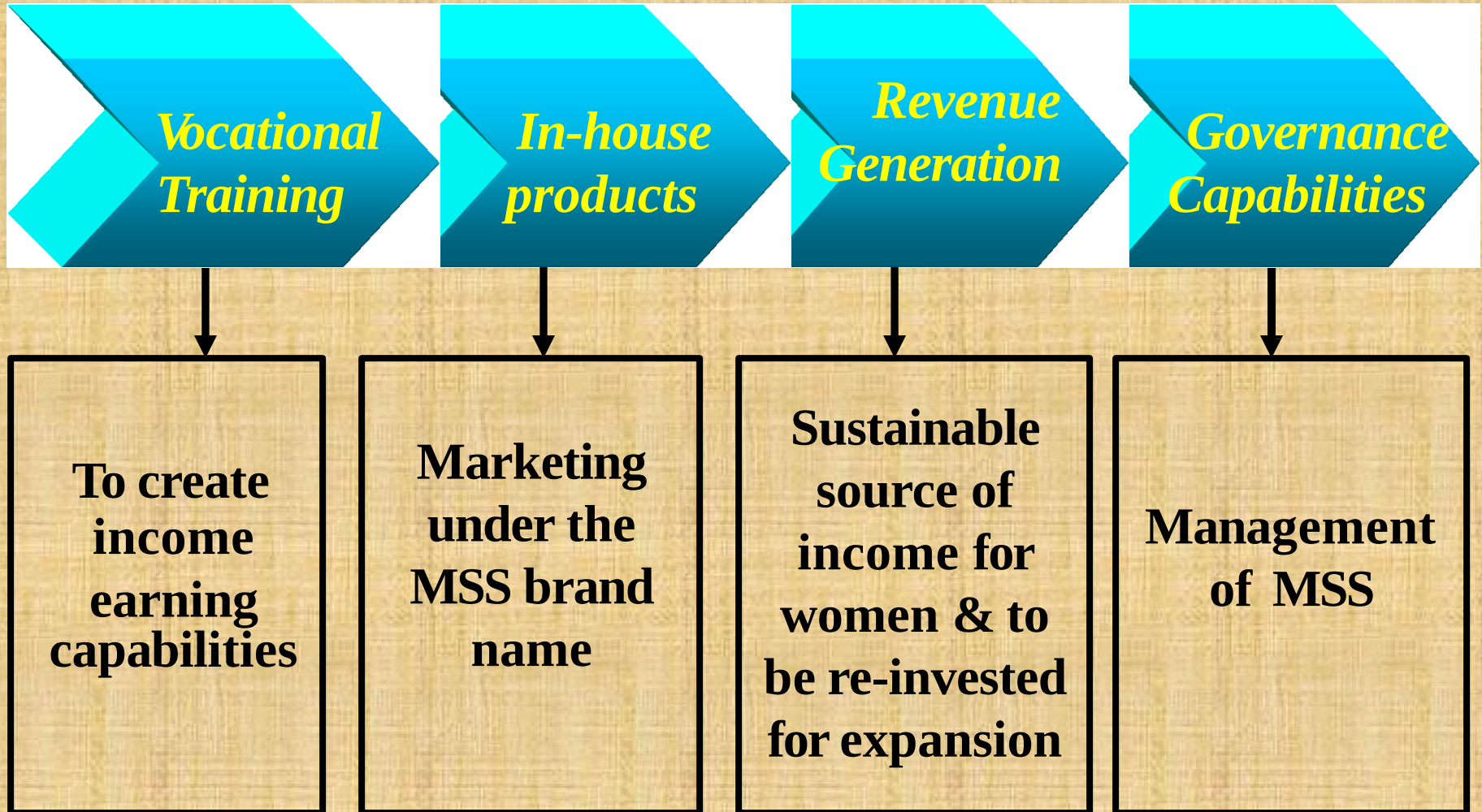
Why Mission Swayam-Siddha : The Objectives

- **Belief:** Women not as “passive recipients of help,” but as....“*dynamic promoters of social transformation*”.....

- **Education**
- **Employment**
- **Ownership Rights**



Core Programme of MSS



Profile of MSS Trainees

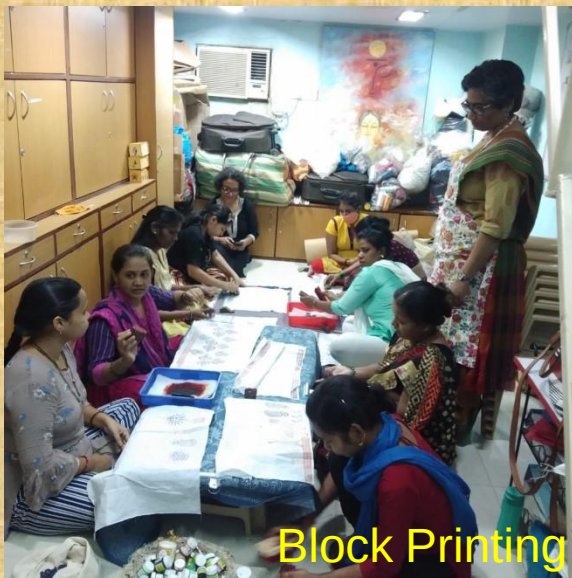
- Inducted from different chawls around Powai.
- Majority homebound, never ventured out on their own before joining MSS.
- Belong to both local and migrant families with base in villages.
- Time used for training: 3 pm – 6 pm when the children are away at school, spouses are at work and no household chores to run.
- Most joiners are from households around the poverty line.
- Trainees onboarded after several rounds of confidence building exercises with them and immediate family members, regarding the benefits of empowerment through vocational training.
- Criterion for joining MSS: no basic skill required, only motivation to become economically empowered and the commitment to learn.
- Some trainees recruited technically illiterate.
- Majority of the trainees had no exposure to crafts, embroidery or painting and had to acquire the skills from scratch including simple measurements.
- No exposure to basic education and knowledge of basic health and hygiene.
- No exposure to banking transactions.

MSS Operations



- ✓ Inception: July, 2007
- ✓ Small batch size around 20 at a time.
- ✓ Continuous upskilling of women trainees in embroidery, painting, stitching and jewellery making.
- ✓ Training Programme : five times a week at MSS workshop
 - ✓ Recruitment of additional trainees (basic module)
 - ✓ Advanced training of existing trainees (advanced module)
- ✓ Senior trainees work as trainers of basic module
- ✓ Focus on depth of learning and increased income earning capacity and social skills
- ✓ Batch size is a combination of new recruits and retention of existing trainees who choose to continue with MSS for stability and increased income earning opportunities.
- ✓ Source of income: Stipend depending on the level of training and making charges of MSS products and fees for other services rendered

Training and Production



MSS Trainees at Work



MSS Activities



- Exhibition and Sale of Products at Corporates
- Public Exhibitions
- Corporate Orders
- Retail Sales



Exhibitions



II. Select Highlights of the MSS Journey



INTERNATIONAL COLLABORATION



Year 2016: MSS
collaborates with
International jewellery
brand Isharya



At ISHARYA, the empowerment of women is high on our priority list. Meet Mission Swayam Siddha - a non-profit organization in India whose goal is to empower women economically by offering vocational training and give them opportunities to lead a better life. We recognized the incredible workmanship of the MSS women and asked them to handcraft our our new Arinna collection. The result? Sparkly Turkish golden thread intricately woven into gold-plated organic shapes and embellished with freshwater pearls creating statement pieces that not only look beautiful but also have a beautiful story behind them.

COMMISSIONED INSTALLATION



*The journey of MSS trainees to become economically independent acquired a larger meaning in 2024, when MSS was chosen to participate in “**Swadheen**,” a retrospective exhibition to pay homage to the life and times of Padma Vibhushan Shrimati Jankidevi Bajaj, who was a freedom fighter, a social reformer, and a proponent of Gandhian values. MSS was commissioned to make an embroidered wall installation on Khadi.*

DIY WORKSHOPS IN CORPORATES



International Women's Day 2024 celebrations through DIY workshops conducted by MSS trainees at HDFC Ergo offices in Mumbai

III. MSS: TRANSFORMATIVE JOURNEY TO SELF RELIANCE



MSS : The Benefits till Date



- For All Trainees
 - Product Skills
 - Service Skills
 - Soft Skills
 - Enterprise
 - Self-confidence & Self-worth
 - Generation of additional income
- Past trainees
 - Employed in services
 - Employed in businesses
 - Self-employed
- Continuing trainees
 - Continuous skill upgradation and engaged in production and training
- Transition from low skill/low value to high skill/higher value production

MSS: Significant markers of self reliance



- **Financial autonomy:** every trainee trained to open and operate an individual bank account where all payments from MSS are made. This has enabled trainees to have control over how their income is spent.
- **Employment:** Once homebound, post MSS exposure, seeking employment outside MSS that include working as service staff in schools, boutiques and retail outlets.
- **Enterprise:** Small entrepreneurial ventures like opening a food outlet along with working at MSS; home based business leveraging skills acquired at MSS.
- **Soft skills:** With no exposure to the corporate world at one point of time, MSS women have developed the skill set to independently manage exhibitions at corporates and other public exhibitions, including billing and interacting with customers.
- **Investment in health and education of children:** Being aware of the benefits of learning and the limitations arising from lack of formal education, MSS women are keen to ensure that their children attend college and break out of the poverty trap.
- **Agency and breaking the traditional mould:** A significant social advancement where MSS women have developed agency and a sense of self worth with explicit encouragement from parents, in-laws, spouses and children.

Some voices of MSS trainees



- On what independence and empowerment mean:
- **Kiran:** represents personal transformation and empowerment. Before joining MSS seventeen years ago, her life was confined by traditional roles and limitations. MSS helped her discover and use her skills more effectively
- **Manju:** freedom of speech and personal expression. MSS has provided her with opportunities to engage with diverse people through corporate exhibitions, boosting her confidence and enabling her to voice her opinions and ideas.
- **Archana:** deeply tied to financial and personal independence. By managing her household expenses and supporting her son, she experiences freedom in making life choices on her own terms.
- **Asha:** involves practical empowerment and financial self-sufficiency. MSS's support in managing banking transactions and saving money has given her a sense of control and contentment, allowing her to handle her finances with confidence and independence.
- **Rekha:** freedom to pursue her own interests, supported by her husband. MSS allows her to explore and learn new things at her own pace, embodying the essence of personal empowerment and self-determination.
- **Manisha:** proactive approach to learning and self-improvement that has not only boosted her confidence but also inspired her to engage in entrepreneurial activities (by joining Bhachat Ghat Community for Women Enterprise).
- **Kismati:** translates into the independence she gained from basic English learning sessions at MSS and in her ability to sign her name. The income she has earned at MSS is dedicated solely to her personal expenses and gives her financial autonomy and self-sufficiency.

MSS: Transforming lives

HINDUSTAN TIMES, MUMBAI
THURSDAY, OCTOBER 22, 2015

More power to women, say CEOs on Durga Puja



HT Correspondent
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MUMBAI: In the backdrop of an 18-foot idol of goddess Durga, 17 chief executive officers (CEOs) from leading corporate companies gathered at the Powai Sarvajanan Durgotsav, Hiranandani Gardens, Powai to discuss the issue of women empowerment in India.

For the past 10 years, the Powai Bengal Welfare Association (PBWA) has been organising Durga Puja on a grand scale attracting a crowd of one lakh people every day.

"Ma Durga is a symbol of woman power, therefore we decided to invite CEOs from various multinational corporates to use the occasion of Durga Puja as a platform to discuss issues relevant to women at large," said Prateek Bhattacharya, spokesperson, PBWA.

"It is great to see that people are putting the issue of women empowerment on the table and discussing it. People need to understand that it is crucial to empower girls at a very young age so that they



■ 17 CEOs gathered at the Powai Sarvajanan Durgotsav, Hiranandani Gardens to discuss women empowerment.

grow up to be emotionally and financially independent," said Shukanti Ghosh, CEO India, APCO Worldwide.

The PBWA has been running a non-governmental organisation (NGO) called Mission Swayam Siddha (MSS) for the past eight years that aims at empowering underprivileged women.

"We invite women from various chawls and teach them vocational skills such as jewellery-making, candle-making and making corporate gifts," said Shantanu Sen, co-founder,



MSS Trainer Kiran receiving certificate of training , 2018.

MSS Trainee Manisha attending to customers at the (American Club for International Women (ACIW) Charity Mela, 2024.



MSS Trainee Pushpa teaching bag making at HDFC Ergo, 2024

MSS Trainee Meena speaking at the CEO Power Walk at Durgotsav, 2015

IV. Support for MSS



Support for MSS

- Opportunity to showcase its products through exhibitions at office/housing societies/community and other events.
- Corporate gifting
- Individual gifting
- Adopt a trainee

Contact



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- **Call:** 9920618320 /+919870237869
- **Visit:** MSS Office/Workshop :1033 Heera Panna Mall, Hiranandani Gardens, Mumbai



Thank You!