

Case study: Channapatna cluster



Firdaus Nausheen, a young woman from Channapatna, India, embarked on a transformative journey when she joined a local initiative focused on making Channapatna toys. With a supportive family behind her, Firdaus began her employment journey with enthusiasm and a determination to excel. Her story is not just about personal growth but also sheds light on the broader impact of skill development initiatives on empowering women in rural areas.

Firdaus found an opportunity for skill development through a training program provided by Tisser and LTI Mindtree. This program equipped her with the necessary skills and knowledge required for crafting Channapatna toys. Over the course of three months, Firdaus underwent rigorous training, gradually honing her abilities. Structured training provided her with comprehensive knowledge about crafting Channapatna toys, while a supportive work environment allowed her to collaborate with her peers, receive guidance from experienced craftsmen, and enhance her skills. Additionally, flexible working hours enabled her to balance her work responsibilities with her personal commitments. Through dedication and practice, Firdaus significantly improved her crafting skills, enabling her to complete piecework independently. This newfound skill brought financial independence, contributing to her family's stability and earning her recognition within her household.

Firdaus transformed from a jobless girl to a confident and empowered woman, recognized for her contributions to her family and community. She plans to continue working, encouraging other women to join similar initiatives, and emphasizing the benefits of skill development and financial independence. The provision of new products daily ensures continued employment opportunities for Firdaus and her peers, contributing to their long-term sustainability and fostering socioeconomic empowerment in the community.