

GUJARAT STATE WOMEN'S SEWA CO-OPERATIVE FEDERATION

HIGHLIGHTS

- Matsyagandha writes history - gets its own legal selling space
- 7th Sept 2010, ElaBen Bhatt's birthday celebrated with an award ceremony for Design Sewa's master craftsmen and presentation of a beautiful collection by them
- 17th August 2010, Home Care gets recognition as a Co-operative

CONTENTS

Matsyagandha writes history

Radio Mirchi Express ties up with GSWSCF

Special Feature— Home Care Co-operative Profile

Updates

Skill Trainings

Preetiben Bhatt attends workshop organized by COADY in Canada.



7 godowns under Chamunda bridge as new fish selling place allotted to Matsyagandha Co-op.

The best way to find yourself is to lose yourself in the service of others.

- Mahatma Gandhi

Issue 2

7th December 2010

SAHAKARITA

I am happy to share the 2nd issue of Sewa Co-operative Federation's quarterly electronic newsletter. The first one was widely distributed among cooperators, friends and well wishers.

The last quarter has been eventful with lots of struggles and achievements. We would welcome your feedback to make our co-operative news more meaningful.

- Lalita Krishnaswami

President (GSWSCF)

Matsyagandha Fish Co-operative writes history

Matsyagandha Fish Co-operative writes history. After a struggle that had been going on for almost 9 years now, Municipal Corporation of Ahmedabad has finally allotted 7 godowns, under Chamunda Bridge as official selling space to the Matsyagandha Co-operative.

The women fish vendors are the most neglected and overlooked group among the authorities for years. They were often shunned because they sold fish and were always looked down upon. Suruchiben, Co-ordinator, Matsyagandha Fish Co-op. states that, "Unavailability of proper selling space has been the biggest constraint confronted by our members. This immensely affected their income. They were also mistreated by the male vendors dominating the fish market. Legal allotment of new space has been Matsyagandha's biggest victory against all the prevailing odds."

The inauguration of the new fish market took place on 22nd October 2010. On 19th October 2010, Municipal Corporation's Deputy Commissioner, Asst. Commissioner, Estate Officer and Co-ordinator, Fish Co-operative organized a draw for 52 women fish vendors for the allotment of space in the new market.

We are grateful to Municipal Corporation for allowing Matsyagandha Co-operative to put its board outside the Fish Market along with its own. Water facilities have also been provided to keep the market clean.

This can indeed be seen as Matsyagandha's most significant milestone of its 9-year journey, since its revival.



7th Sept 2010, Smt. Elaben Bhatt's (Founder, SEWA) b'day witnessed a warm unison of Sewa Co-op. Federation's staff, the artisans and Elaben's gracious presence at Design Sewa. It was commemorated with an award ceremony held in the honor of artisans who have contributed to the co-operatives' success for more than 15 years and

Elaben Bhatt's b'day celebrated with Awards Ceremony and an Exhibition at Design Sewa

have now become master-craftswomen as well as designers.

The awardees included Rehemat bibi (blockprinting), Taraben Roopawala (Patchwork), Chandrikaben Waghela (Cut-work), Sairaben Bukhari (Taankawork) and Savitriben Waghela (Aari-work).

Smt. Lalita Krishnaswami, President, Sewa Federation asserted that, "The main

objective with which Design Sewa was set is now being fulfilled. Upgradation of their skills have also helped increase their economic viability.

Besides, it also aims in documenting the new samples being made to ensure that they are in sync with the modern market trends."

The works of these artisans, now master-

craftswomen, were also showcased as a part of the exhibition which was inaugurated by Smt. Elaben Bhatt. She seemed to have been overwhelmed by the initiative taken by Sewa Co-op. Federation on the auspicious occasion.

The collection consisted of works displaying crafts like golden and silver thread work, block printing, hand embroidery and patchwork.

7th Sept 2010 also witnessed the release of first issue of Sewa Federation's Newsletter. The honor was done by Smt. Elaben Bhatt.

Radio Mirchi ties up with Sewa Co-op. Federation

As a part of Diwali bonanza for its listeners, Radio Mirchi announced Mirchi Diwali Express, consisting of a cook, a maid, a home decorator and a holiday planner. The express went on the streets of Ahmedabad and lucky homes got the privilege of either getting their house painted,

get a house makeover or cleaned and also have all snacks made from a master chef.

Radio Mirchi tied up with Sewa Federation For cooking and cleaning services. 2 Cleaners and 2 cooks from the cleaning and catering co-operative participated.

Their participation not only gave them a good exposure but also enabled people across Ahmedabad know about the services provided by the co-operatives of Sewa Co-op. Federation.

The express was on board from 25th October 2010 to 1st Nov 2010.



SPECIAL FEATURE—Home Care Co-operative

On 17th August 2010, Home Care Co-operative finally got its legal recognition.

The idea of forming a Home Care co-op. came into being when members of Safai Mandali were called by customers to take care of senior citizens as well as their children. Frequent need for maids on a daily basis made the Federation think of forming a co-op. which would render

specialized services in areas like child care, patient care, senior citizen care, preliminary cooking and household work.

Women working individually for customers never had regular employment and this greatly affected their livelihood.

Based on survey, the Federation held meetings across different areas of Ahmedabad and women

were encouraged to organize themselves into a co-op.

Spirit of dedication towards their work, reliability and dependability of home managers makes HomeCare the most sought after service-provider among its clients.

They are regularly trained by professionals for technical as well as soft skill upgradation.



Home Care co-ordinator Bharti-ben visiting one of the schools where home managers of the co-operative work.

Updates

1

The president of Sewa Co-op. Federation, Smt. Lalita Krishnaswami has been nominated as a member of National Co-operative Committee on Empowerment of Women of NCUI (National Co-operative Union of India)

2

A group of people from National Co-operative Development Board (NCDB) visited Sewa Co-op. Federation and wanted its assistance to develop women's co-operatives in Nepal. As a follow-up, they sent a group of 12 women from Makwanpur Distt., Nepal for an exposure visit to the Federation.

#3

A group of 10 people from Chhattisgarh State Co-operative Union visited Sewa Co-op. Federation to study its activities.



Group visit from National Co-operative Development Board (NCDB), Nepal.

Skill Trainings in the last quarter

A great number of skill trainings as well as workshops are organized by Sewa Co-op. Federation to build its members' capacities so that they become more economically viable.

	Training	No. of members	Area
1	Stitching	15	Vadaj
2	Bead Work	15	Chamanpura
3	Patch Work	16	Vejalpur
4	Paper Mache I	16	Gomtipur
5	Paper Mache II	16	Gomtipur



Women at Paper Mache workshop being held at Design Sewa.

Updates



Every year Sewa Co-op Federation (GSWSCF) nominates its staff members to attend international workshops for broadening their

horizons as a part of its capacity building regime.

This year Pritiben Bhatt, Co-ordinator, Sewa Kalakruti (a retail outlet for the artisans) attended a training programme on 'Livelihoods and Markets' organized by COADY International Institute.

States Pritiben, "I am very thankful to Sewa Co-op. Federation to have given me this opportunity. There

has been a lot of learning in varied aspects. The major lessons learnt include supply chain analysis, making of a business plan and identification of constraints and opportunities in supply chain mechanism."

Says, Labhuben, MD, Sewa Federation, "Pritiben's leadership skills have been greatly enhanced after her visit to the International workshop".

CONTACT US @

Gujarat State Women's Sewa Co-operative Federation

21/22, Goyal Towers
Nr. Jhanvi Restaurant
University Road
Ahmedabad -

Email:
sewafederation@gmail.com

Phone: 079—26301503
26036937