

# IITGn makes a difference in lives of marginalised

*Through community outreach, grassroots entrepreneurship progs*

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Will a year ago, Suresh Sanchaniya was a carpenter and that was his only source of income. However, his son, a student at a city-based college told him about an entrepreneurship and skill development workshop to be conducted at IITGn. After attending the workshop, Sanchaniya was inspired to start his own business and now runs a provision store at IITGn campus at Palaj.

"I have not even passed Class X and all I knew was carpentry. However, after attending the workshop, I was not just inspired but had a fair idea of how to utilise my skills and start a business to make a living. The idea to set up this store was accepted by the campus authorities and since past six months I have been bringing in inventory based on students' requirements in the campus," said Suresh.

There are several people of marginalised or underprivileged sections of the society who have now turned to being full time entrepreneurs, thanks to the Community Outreach Programme of IITGn. In fact, spouses of the staff and faculty members of the institute have also taken to entrepreneurship, in a way that women of nearby villages also get employment.

Soumya Harish, coordinator, 'Neev', the grassroots entrepreneurship programme of IITGn said, it is aimed at fostering livelihood generation in nearby villages. "Each participant is made to come up with a business idea which is converted into a model and presented at the end of the 4-5 day workshop," added Soumya. The entire module has been developed in association with a Bangalore-based not-for-profit organisation, iCreate India.

Women of Palaj and Basan villages stitching curtains for the hostels of IITGn. The necessary training was facilitated for them, as a part of the institute's grassroots entrepreneurship programme, 'Neev'



## ENTREPRENEURS PROVIDING EMPLOYMENT TO RURAL WOMEN

Swati Verma and Shraddha Jain have taken to one such initiative with their venture 'Clean It Up'. Currently employing seven women from Basan and Palaj villages, the entrepreneur duo has engaged them in housekeeping services in the staff residential quarters.

"This is unlike the concept of a domestic help. We provide services. Instead of a fixed one person allotted to a house, service is provided on a rotational basis. It ensures regular service and entitles these women to regular leaves," said Swati Verma, co-founder, Clean It Up.



"We conduct workshops on entrepreneurship and skill development. The course module includes sessions on idea generation, market research, negotiation, marketing, cost analysis and income statement among others."

Soumya Harish, coordinator, 'Neev'



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Suresh Sanchaniya, who benefitted from the workshop

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