



APPAREL DESIGN & FABRICATION



A FENA FOUNDATION AND
ADHARSHILA INITIATIVE

EFFORTS TOWARDS COMMUNITY MOBILIZATION



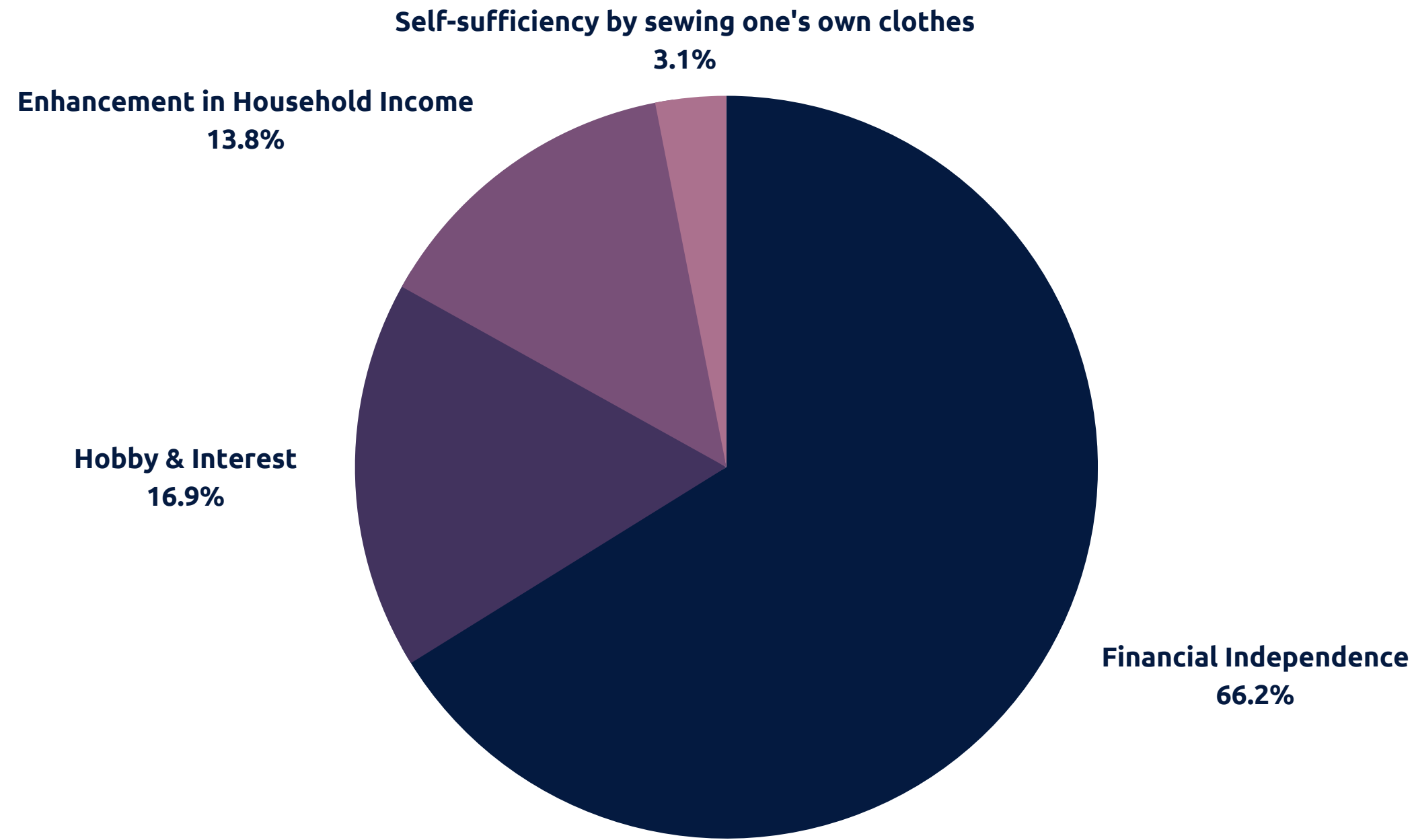


EXPOSURE VISIT TO GARMENT TECHNOLOGY EXPO

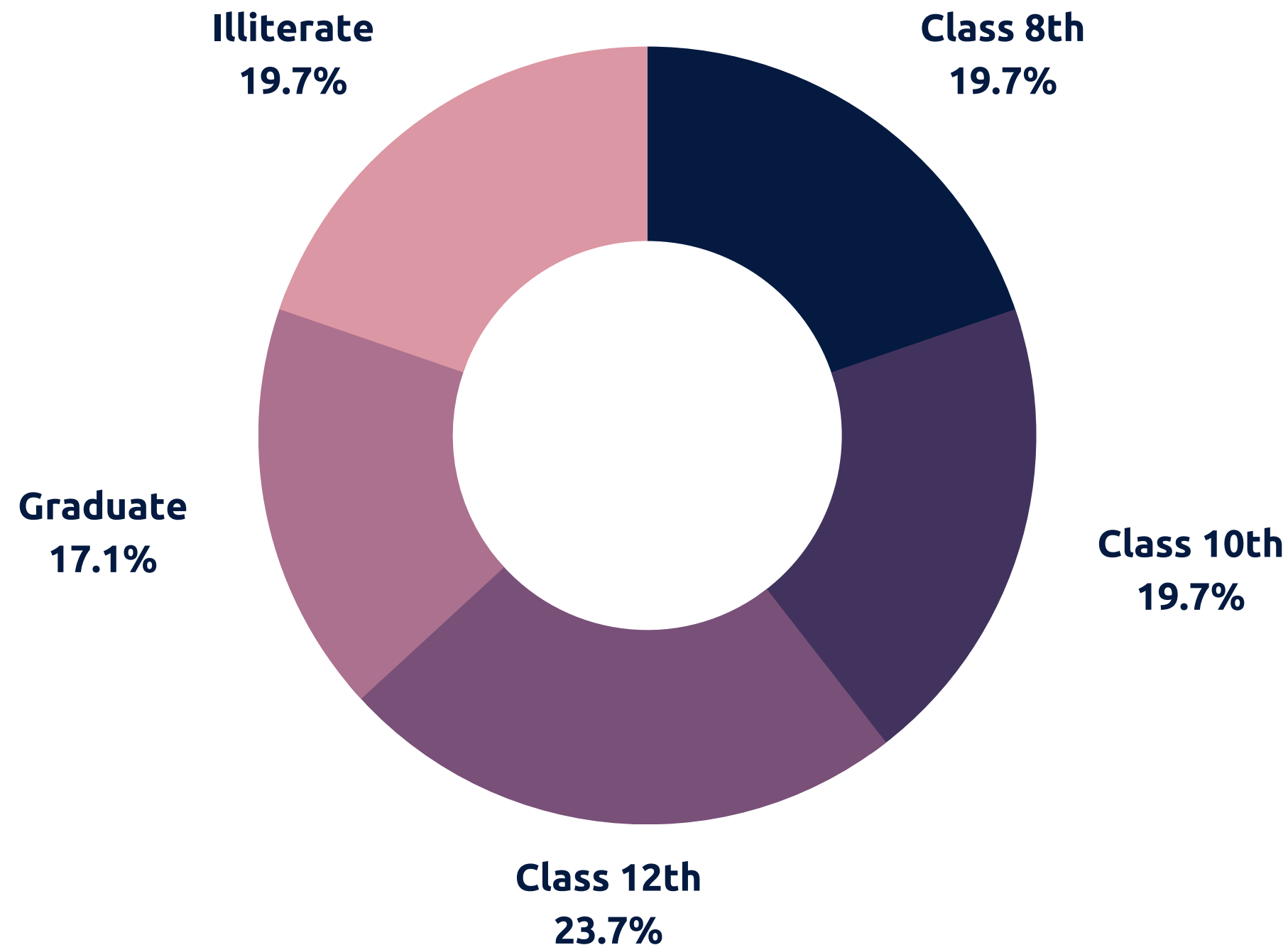


Beyond the classroom learning it is important to understand the current trends in the fashion arena and incorporate the same in the future to enhance the marketability of the products designed.

STUDENTS' OBJECTIVES FOR JOINING THE TRAINING PROGRAM



STUDENTS' EDUCATIONAL QUALIFICATIONS: AN OVERVIEW



- The comprehensive vision behind the training program is spreading the outreach of skill education and enabling individuals to adopt a sustainable and dignified livelihood, irrespective of barriers pertaining to educational qualification and age.
- In this purview, individuals with a myriad of educational backgrounds have successfully undergone the training program.

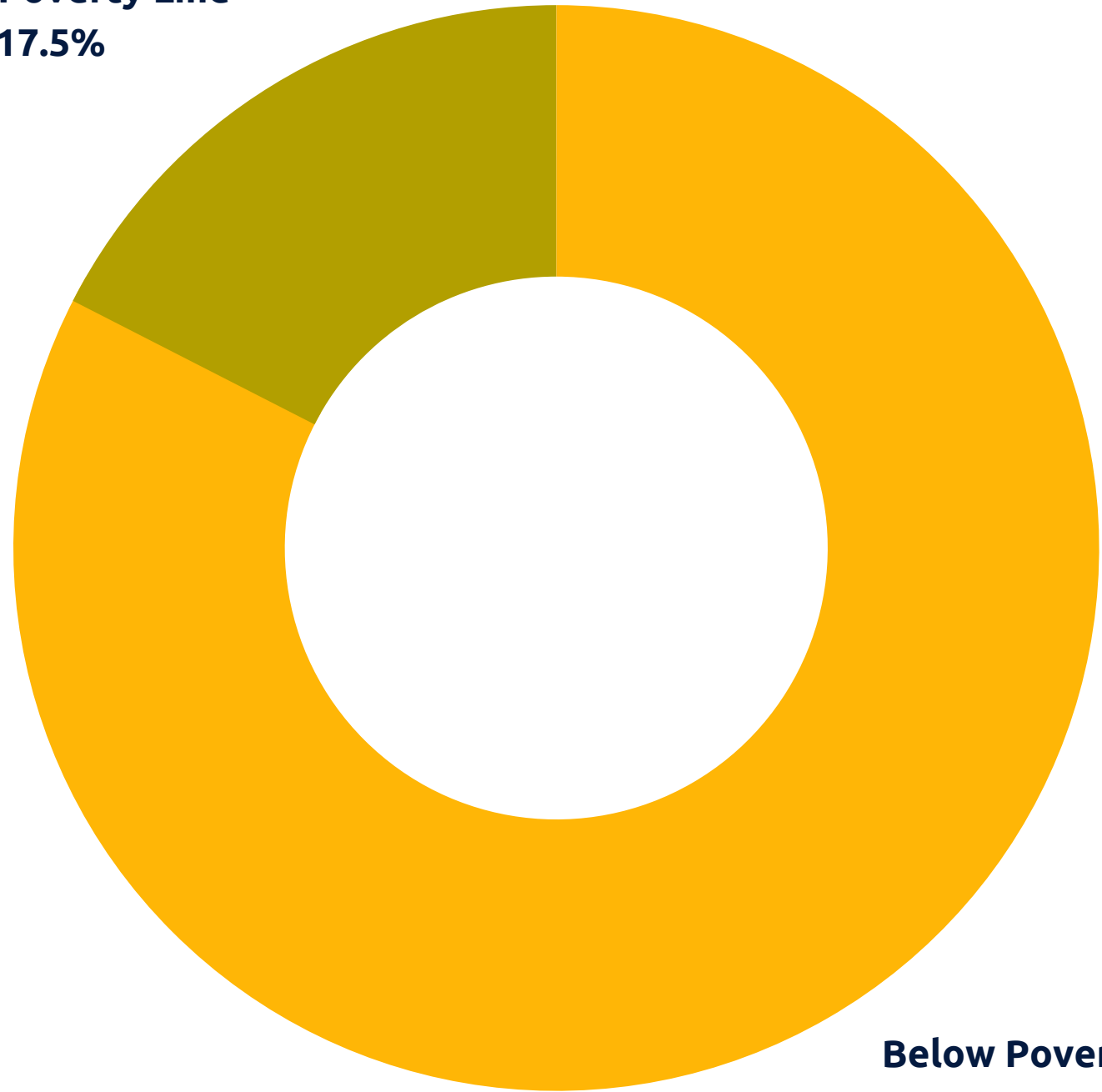
MISSION

Fena Foundation, Adharshila and MasterG together have created a positive paradigm shift in the lives of women through Apparel Design and Fabrication skilling program enabling them to earn a dignified decent livelihood.



FINANCIAL CONDITIONS

Above Poverty Line
17.5%



Below Poverty Line
82.5%

- To break the perpetual chain of generational poverty, the students have been skilled paving way for a dignified livelihood.
- To cement the belief that the students can go beyond the hereditary job roles.



VISION

To empower women with apparel design and fabrication skills and enable them to market their products by developing a holistic education ecosystem with end to end solutions.





Problem 1

Lack of **market exposure**

Problem 2

Lack of **digital education** integrated with skilling

Problem 3

Lack of **training on real world skills**



Solution 1

**Educational tour to
apparel fashion
market**

Solution 2

**Specialized chapters as a
part of Beyond
Academics curriculum**

Solution 3

**Mock marketing
sessions as a part of the
training programs**

SNAPSHOTS OF TRAINING



IMPACT CREATED

SNAPSHOTS OF TRAINING



PATTERN MAKING & SOWING

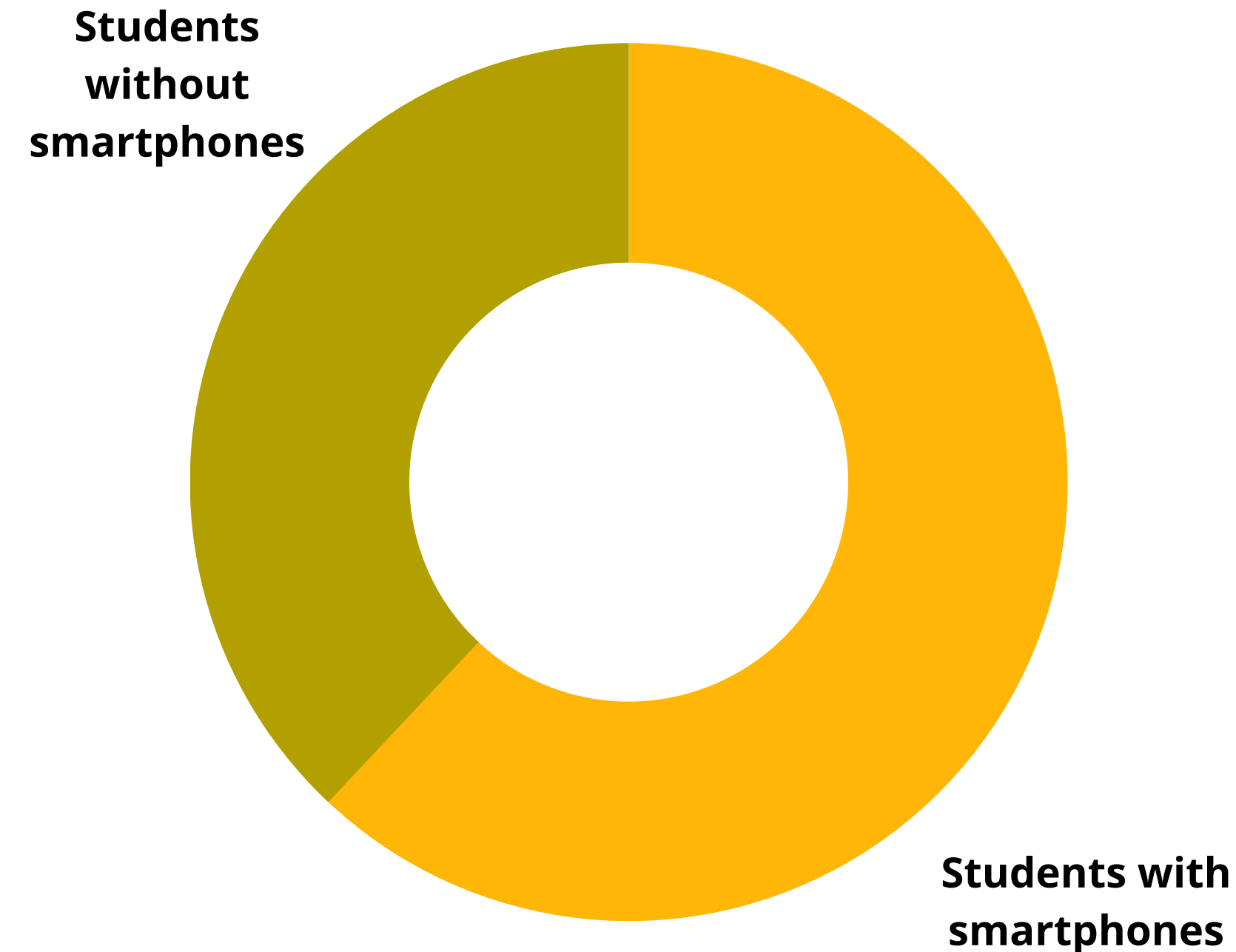
670 WOMEN TRAINED

SINCE 2015

LIVELIHOOD GENERATION

59%

IMPACT OF STUDENTS' ONLINE RESEARCH



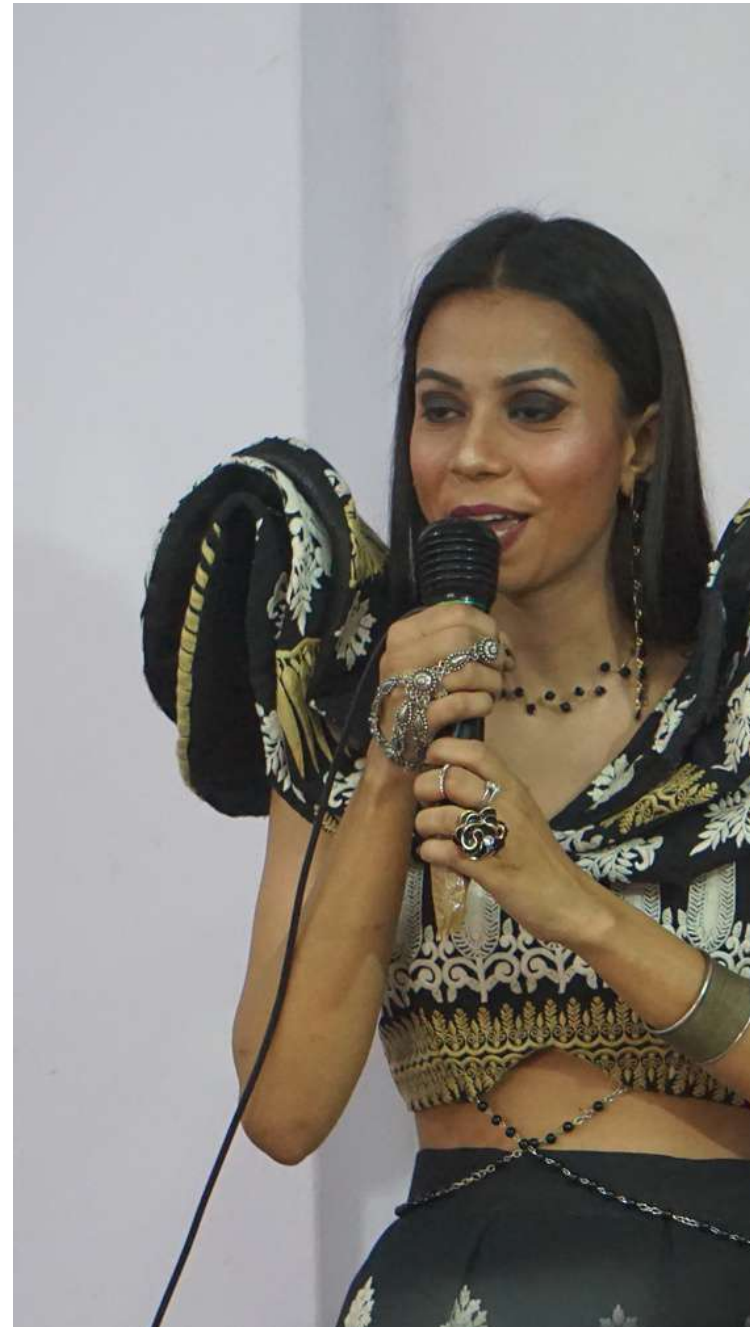
Purpose & Benefits of Online Research:

- **Tech Enabled:** The students have become tech-savvy and digitally sound.
- **Basis of Online Selling:** Online research has opened a gateway to a plethora online selling platforms for the students.
- **Leveraging Social Media:** The students utilise social media platforms for marketing their products and networking with peers.
- **Self-confidence:** Online research has instilled a sense of self-confidence among the students with enhanced knowledge and technical know-how.
- **Enhanced Inquisitiveness:** Along with knowing newer aspects related to their field of study, the students are more keen to learn more which enables them to take initiatives for the same.

OVERVIEW OF THE ADF BASIC PROGRAM IMPLEMENTATION

485

Students



128040

Hours of
Training
Imparted

SOCIETAL IMPACT

01 No societal barriers

Beyond providing skill education, our training centres act as a platform where folks cutting across religion, age, educational background, financial background come together to be empowered

03 Creation of safe social space

Beginning from the registration process, we assure them of their privacy about all that they share with us, by this we establish a sense of trust and inclusivity with all the students.

02 Digital Education and confidence building

A new hope is instilled in the minds of students as they step out of home and look at the societal happenings through a new lens. As a part of the curriculum we provide them digital education which not only helps them in research but also helped them help their children to attend online education.

04 Financial empowerment

During the process of learning, we provide them opportunities to work on Live Industry Projects which provide them earning opportunity and also align their work with the Industry standards. While they learn, they also get orders from their neighbours which help them take care of the fee.

OVERVIEW OF THE ADVANCED ADF TRAINING PROGRAM IMPLEMENTATION

185

Students



24420

Hours of
Training
Imparted

**MASTERG PLAYED A PIVOTAL ROLE TO ALIGN
THE SKILL TRAINING TO THE INDUSTRY
STANDARDS IN VOGUE**

**MASTERG
CONTINUES TO
INNOVATE &
ALIGN WITH
THE NEEDS OF
THE FASHION
INDUSTRY
FURTHER
ENHANCING
THE LEARNING
OUTCOMES OF
STUDENTS**

Fashion Show

- For students to don and showcase their **line of garments**.
 - Invite local manufacturers , community and boutique owners
 - to **market** the products **manufactured** by the students.
 - to get absorbed in the **real world** market.
-

Education Tour

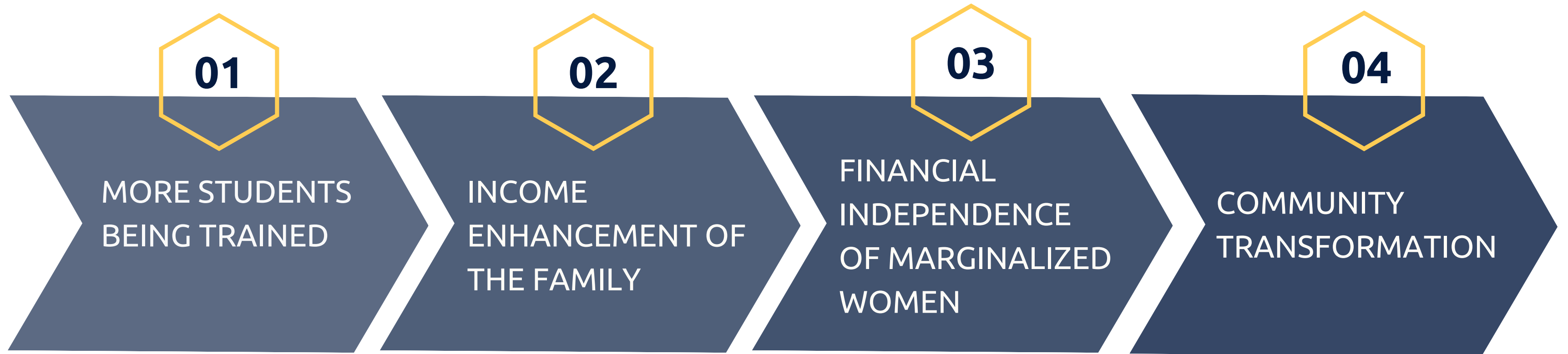
- Exposure visits are important to understand the current trends in the fashion arena and incorporate the same in the future to enhance the marketability of the products designed.
-

Mock Marketing Session

- Two/three groups of students will **visit the local market** with **patterns, sketches** and **garments** made by them and meet with tailors and boutique owners.
 - They will seek for **outsourced orders** and will also enquire and **learn** about the prerequisites of setting up a boutique.
-

WAY FORWARD

CONTINUED SUPPORT WILL LEAD TO..



ANNUAL FASHION SHOW



CAPTURING MEMORIES
ANNUAL CERTIFICATE DISTRIBUTION CEREMONIES
&
FASHION SHOWS
IN RETROSPECT- A JOURNEY THROUGH THE YEARS

INSTILLING A SENSE OF PATRIOTISM



**Students
celebrating
Independence
day**



CERTIFICATE DISTRIBUTION CEREMONY

Fena - Adharshila Centre For Skill Development



ANNUAL CERTIFICATE DISTRIBUTION CEREMONY



MR. MANORANJAN (AGM-HR, FENA PVT.LTD)

MR. RAVI SRIVASTAVA (A.M. - HR, FENA PVT.LTD)

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**BY HON'BLE JUSTICE DEEPAK VERMA &
DR. NIRMAL SINGH RANA (A.V.P. - HR, FENA PVT.LTD)**

ANNUAL FASHION SHOW



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MRS. GAYATRI JOLLY AGRAWAL (CEO, MDPL)

MR. NAUSHAD ALI (DESIGNER)

MR. ASHOK KUMAR KHANDELWAL (DGM,FINANCE AND ACCOUNTS, FENA PVT.LTD)

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DR.NIRMAL SINGH RANA , A.V.P - HR, FENA PVT.LTD**

SUCCESS STORIES

1

The financial and psychological jolt after the pandemic has been extremely difficult across societies, especially families that hail from the lower strata of the economic spectrum. The story of Nishi encompasses her journey of overcoming the fear and uncertainties that the pandemic brought. Nishi was determined that she would not let it deter her she would re-emerge from the obstacles like a Phoenix.

Masterg and Daughter enabled Nishi to avail dignified and sustainable employment through apparel skill training. Nishi has got an opportunity as a trainer to impart skill training to students at Pune, Maharashtra.



Munawar is a bright and young woman, who wants to break every barrier in her life to acquire knowledge and skills. Her sheer quest for education and dogged determination to achieve her goals led her to break the shackles of obligations perpetuated by patriarchy and societal norms. She acquired MasterG's apparel skill training program in collaboration with Fena Foundation as the CSR Partner and Adharshila Trust as the Implementation Partner. Owing to her talent and the expertise she gained, she is also on her way to imparting those skills and insights as a trainer to the students of one of our centers at Nabha, Punjab. Munawar gradually traversed from being a keen learner and budding talent to a trainer with utmost grit.



My name is Jyoti, and I am thrilled to share my experience of completing a fashion designing course with Adharshila. In my family, there are three members, and my husband works a private job to support us. However, managing household expenses with a growing family has often proved to be challenging. On top of that, my primary responsibility is to take care of our 11-year-old daughter, making it difficult for me to seek employment outside the home. However, I am determined to become self-reliant by utilizing my skills in sewing and working from home.

During the fashion designing course at Adharshila, I had the opportunity to learn various valuable skills, including stitching and pattern-making. These skills have not only increased my knowledge but also opened doors for me to progress in this field. With the guidance and support of Adharshila, I have gained confidence in my abilities and aspire to establish a successful career in fashion designing.

I am incredibly grateful to Adharshila for the immense support they have provided me. One significant milestone in this journey of empowerment is receiving a sewing machine from Adharshila. This machine has greatly enhanced my scope of work and has given me the necessary tools to excel in my chosen field. I am now able to explore various avenues, take up sewing projects, and contribute to the financial stability of my family.

I want to express my deepest thanks to Adharshila for their unwavering belief in my potential and for providing me with this life-changing opportunity. Their support has not only empowered me but has also given me the chance to shape a better future for myself and my family. I am excited about the prospects that lie ahead, and I am committed to making the most of this opportunity.

Once again, I wholeheartedly appreciate the support, guidance, and sewing machine provided by Adharshila, and I am determined to maximize my potential and achieve great things in the field of fashion designing.



My name is Divya, and I consider myself incredibly fortunate to have a family of seven members. My husband works as a ward boy in a hospital, and we have always faced financial constraints. Despite the challenges, I have always harbored a deep passion for sewing. However, due to the financial circumstances surrounding my family, I was unable to afford a sewing machine after getting married.

Understanding my situation and recognizing my dedication to sewing, Adharshila, with their unwavering support, provided me with a sewing machine. This act of kindness has been truly life-changing for me and my family. With this machine, I can now channel my passion for sewing into a means of financial support. It not only empowers me to contribute to my family's well-being but also provides a brighter future for my children.

I am overwhelmed with gratitude towards Adharshila for their generosity and belief in my abilities. They have played a significant role in making my dreams a reality. With their support, I am confident that I can utilize this sewing machine to establish a sustainable livelihood for myself and provide a solid foundation for my children's future.

Once again, I express my heartfelt thanks to Adharshila for their invaluable support and for opening doors of opportunity for me. I am eternally grateful for their assistance in transforming my passion into a means of empowerment.



My name is Nisha, and I feel immense pride as I share my journey of completing a fashion designing course at the Jaitpur Center. In my family, there are five members, including my husband who works a private job and earns a monthly income of 15,000 rupees. We also have a young, two-year-old daughter whose health often remains poor, making it financially challenging to sustain our family solely on my husband's income.

Given the young age of our child, it was not feasible for me to seek employment outside the home. However, I was determined to contribute to our family's financial stability. This led me to undertake a fashion designing course, which not only allowed me to work from the comfort of my home but also provided me with the necessary skills to support my husband in managing our household and meeting our child's medical needs.

Throughout the course, I dedicated myself to learning various skills, including stitching, pattern-making, and costing. These skills have equipped me with the capabilities to design and create garments, opening up new avenues for earning income and building a secure future for our family. I am incredibly grateful for the opportunity to have acquired these valuable skills through the course.

Moreover, I am delighted to share that I have been shortlisted to receive a sewing machine. This invaluable resource will further enhance my abilities and empower me to take my fashion designing aspirations to new heights. With a sewing machine at my disposal, I can expand my work and contribute significantly to our family's financial well-being.

I would like to express my sincerest gratitude to Adharshila for providing me with this life-changing opportunity. Their support and belief in my potential have brought me closer to achieving my dreams and securing a better future for my family.

Thank you once again for making it possible for individuals like me to pursue our passions and achieve economic independence.



My name is Sapna, and I am writing to share my success story since enrolling in Adharshila's fashion designing course. Coming from a family of six, my husband, who works as a driver, shoulders the responsibility of providing for our household. However, as our children grew older, I realized the importance of supporting my husband in this challenging situation.

It was through my landlord that I first learned about Adharshila and their fashion designing program. Fueled by a shared desire for personal growth and financial independence, my landlord's daughter-in-law and I decided to seize this opportunity. Little did we know just how transformative this decision would prove to be.

Throughout the course, we delved into a vast realm of new knowledge and skills. Not only did we learn the art of fashion designing, but we also acquired valuable techniques to ensure impeccable finishes in our work. Adharshila's dedicated team of professionals provided us with unwavering guidance and support, nurturing our talents and igniting our creative spirits.

Today, I stand with pride and newfound confidence, equipped with the skills necessary to contribute to my family's income. Thanks to the training opportunity granted to us by Fena Foundation, Adharshila, and MasterG, I can now pursue a meaningful livelihood and achieve financial independence. Moreover, I am honored to have been shortlisted to receive a sewing machine, which will further empower me to bring my dreams to life.

I wholeheartedly express my deep gratitude to Fena Foundation, Adharshila, and MasterG for believing in our potential and offering us this life-changing opportunity. Their unwavering support has not only transformed my life, but it has also empowered me to make a positive impact on the lives of those around me.

Once again, I extend my sincerest appreciation for making our journey towards self-reliance and empowerment a reality



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CERTIFICATE DISTRIBUTION CEREMONY



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Adharshila thanks



***for its continuous support
in helping us
empower women***
