

VAROSHA

2015



“We make a living by what we get, but we make a life by what we give.”

Sir Winston Churchill





Sonar Alo

An established and successful project of VAROSHA

Sonar Alo, one of the well-established projects of VAROSHA, added another feather in its cap. VAROSHA has proudly launched a new center under this project in Kandak-pur, a small village in S 24 parganas. In fifth year of its operation, this project is an example of great result through proper direction and successful management. VAROSHA appreciates ongoing supervision and management of our valuable partner HVR.

Project is well known in the area for its good work of helping women and girls to achieve economic self-sufficiency and thus earning self respect and dignity.

The new branch in Kandak pur, along with other two centers in Kumrokhali and Ukila makes it VAROSHA's largest center of Women economic self sufficiency.

This center continues its Pasta making effort that has been validated as a sustainable business for village women.

Currently this center is training women and girls in Needlework, Mechanized Embroidery, tailoring, fabric painting, fabric printing. This diverse abilities of Sonar Alo has helped it be on the map for many boutiques in South and Central Kolkata.

Their products were displayed in Chicago during last two Durga pujas and made an enormous impact on the people who saw it.

There will be a major display of the VAROSHA made products during 2015 Mahalaya celebration in Banga Bhaban in September 2015.

Several vendors have established ongoing business relations with Sonar Alo center for many products like ladies garments, children garments, designer saris, shawls etc.

In just over four years, 'Sonar Alo' has become one of the proud examples of what VAROSHA is doing to help disadvantaged women and girls in India.

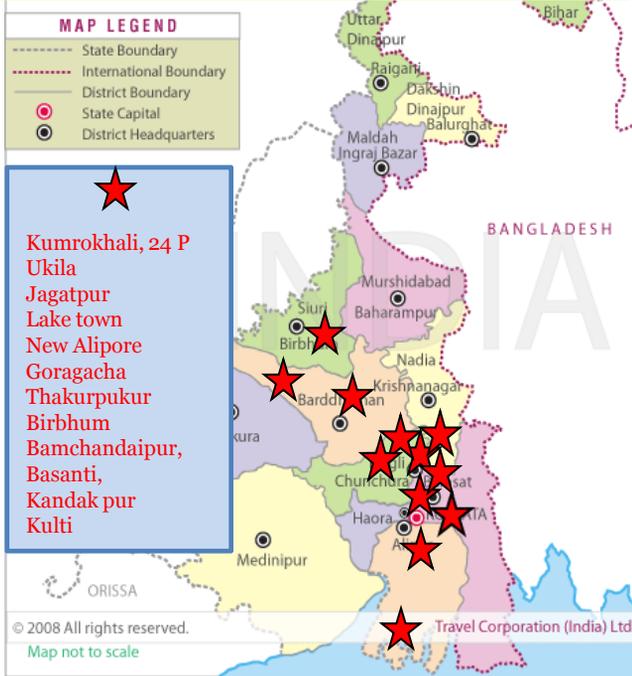
Only if we understand, can we care. Only if we care, we will help. Only if we help, we shall be saved."
– Jane Goodall



VAROSHA sites



2015



Along with regular Jori work on saris, this center has started preparation in applying Jori work on other fabrics to make other clothes like salwars, kamijs, kurtis etc.

They are experimenting with applying these techniques on other durable items like bags and slippers.

VAROSHA, under its VIJOY program, has begun to provide financial and material help to trained individuals toward starting their own enterprises. Candidates have been selected.



Jorir Alo

Thakur-pukur

Thakur-pukur, the center of Jorir Alo, stepped into its third year.

Our fullest effort in this center is to convert it in to a 'Business center' from a Training center. It is a complex effort, however, VAROSHA is slowly and steadily moving at that direction.

We sincerely hope and believe that by end of 2015, Jorir Alo, Thakurpukur, will truly be a business center. From that point on, VAROSHA will get out of funding to run a Training center and will spend a nominal amount to operate a self sustaining Business center.

If and when that moment comes, the women of this minority community will prove that a little push, a small help and some reasonable hope can change many backward community in to a proud environment of 'women economic self-sufficiency'.

Ashar Alo

Jagatpur/ Salt lake

We always consider this entity of VAROSHA as one of most challenging but a very satisfying effort of VAROSHA. Beneficiaries of this projects are also proving the fact that small support and help can change many adverse situation in to a very satisfying results. The objective was to bring women who have lost their respect, dignity and honor due to economic hardship and other social exploitation back into the community.

Partnering with HVR, VAROSHA launched two projects under "Ashar Alo" in Jagatpur and Salt Lake.



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Thirty women who were forced into the dark side of the society are proudly learning four major trades: fabrics painting, fabrics printing, soft toy making and tailoring, and are able to live with respect and dignity in the society.

Soft toy making, Fabrics printing and painting are self sustaining since beginning of 2015. Forty five women are already out of learning mode and are earning respectable money to stay away from their past mistakes. They have been replaced by new girls.

Transition from learning mode to earning mode validated the fact that exit plan that VAROSHA has envisioned on all these projects are realistic and achievable.

Alor Sparsha

Mushroom & Beej Prkalpo of Birbhumi

VAROSHA Beej Prkalpo (Mushroom seed initiative) in Birbhumi is a fully sustainable project, initiated and completed under VAROSHA initiatives.

VAROSHA has completely transferred all equipment, tools and other resource to the local ladies and exited from the project.

All reports indicates the fact that the initiative is running successfully and are improving upon their own past achievements.

Local villagers are continuing farming mushroom and are earning reasonable amount based on their utilization of space and effort. This effort was started in 2011 and is successfully sustaining in Birbhumi.

Success of Beej Prkalpo is encouraging and helping many of Mushroom farmers who left due to lack of seed availability and are returning to start farming again. This synergy is very valuable for the disadvantaged community of that part of the world.

VAROSHA wishes to go back and start new projects when Birbhumi calms down and environment is conducive to start new projects.



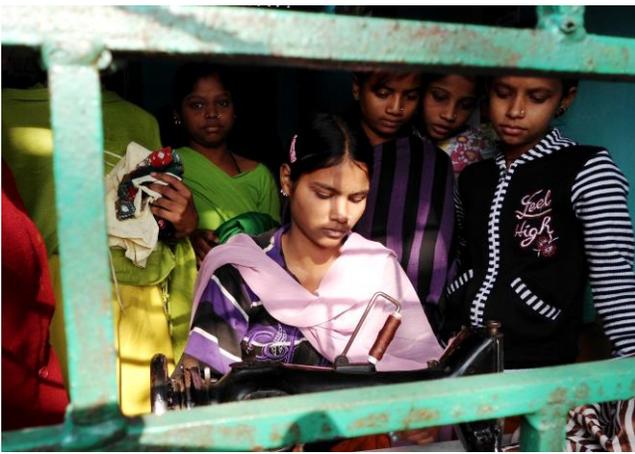
Puber Alo

Dipto Alo, Jibon Alo and Tailoring

One small project in one of the unknown slum called Goragacha has become one of the largest project under VAROSHA .

Women economic development through child development, this effort is touching end to end in multiple slum environments.

Goragacha, where VAROSHA started this effort is on its way to be a self-sustained project .VAROSHA will exit from there by the end of 2015. Other than small existence of VAROSHA, all aspect of the business center will be managed by slum girls. Process is hard and some time painful but it is also a very satisfying effort to see a group of young girls from a slum picking up a center and converting it to their 'own business center'.



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Goragacha effort, when transferred to the girls will represent the true model of VAROSHA.

We truly believe that these girls will succeed and will show rest of the world what a small support and help can do. Handing over the operation will be a memorable event.

Dipto Alo

Future of the nation

Dipto Alo, in its current form is little over two years old. It is VAROSHA's proud initiative of establishing Child development centers in slums. Fifty children of these two slums come to these centers every day after school. In these centers they learn the important aspects to be successful in real life. They learn English, Math and Computer skills.

Result of this center has surprised parents and organizers alike. Effects are not only on to the students but parents are being encouraged and inspired by the result .

Slum kids are learning to speak in English. They are getting proficient in everyday math to be successful in anything they do and then finally, they are getting proficient in computer. Whole world is now open to them. They are coming out from the dark environment of slum and fast becoming a global citizen



Three dedicated teachers along with a lunch mother are provided by VAROSHA for each center.



VAROSHA provides a nutritious meal to every child every day.



Jibon Alo

A children academy



One and a half year old Children's Academy in Natun Para is validating its name of Jibon Alo. It is truly delivering shine to their lives.

The academy trains and teaches performing art like singing, dancing and acting along with creative art forms like painting, drawing and craft work. To slum children.

The children are already showing their talent and are competing with the children from affluent community. Recent success in state-wide competition validates that fact.



Two dedicated teachers are not only training them in different art forms but also exposing them to the outside world of performance.

Children of Jibon Alo are being encouraged to participate in many festival and competitions . They are bringing awards and accolades from all part of the greater Kolkata area.

Aranyer Alo

VAROSHA Aqua-culture/fisheries/productive farming

VAROSHA's 'Aranyer Alo' project has brought economic lights to the villages of Sonakhali and Khulna.

Neglected and rejected lands that were not suitable for any productive farming are being converted by local villagers for Aqua-culture ,Fish-farming and selective agriculture through VAROSHA's and HVR's organized planning , training and support.

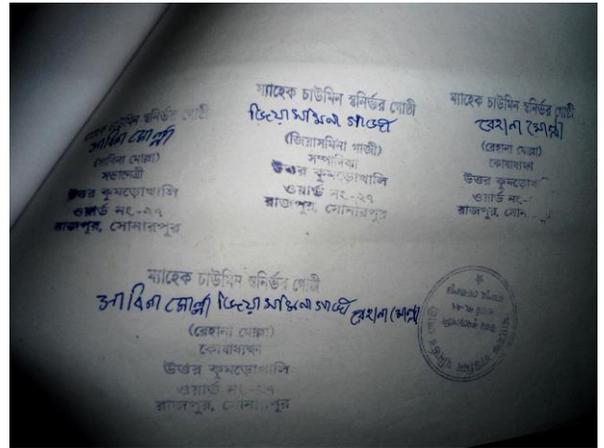
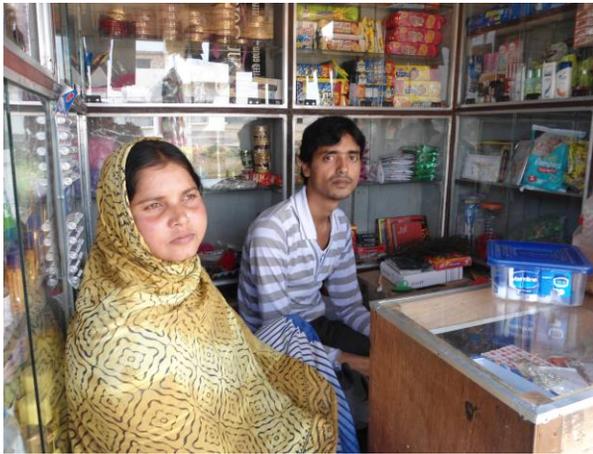
Since inception of the project, several new plots have been converted to fish farms or productive farming. Multiple new initiatives are in place for 2015 to make these lands more productive. Utilizing the banks of the ponds for suitable environmentally hardy vegetables farming and for goat farming bringing economic success

Harvesting of fish and produce have already started and VAROSHA beneficiaries are already making a reasonable earning.



VIJOY

'Masum Jewelry, Jori & Cosmetic house' opened its door with the support of VAROSHA-VIJOY. Interest free loan is helping not only in Tailoring and Jori area but are helping rural entrepreneurs.



VAROSHA – Unique achievements

- **Mahek Chow Mein Swanirvar Gosti**
- **Sonar Alo Swanirvar Gosti**

Beneficiaries of Two centers of Sonar Alo validated the fact that economic self sufficiency is not just having ability to earn money but to be able to sustain and stabilize the financial ups and downs. Ability to manage finances in difficult time is part of economic self sufficiency too.

In light of that, Chow Mein production team, under the supervision of HVR completed all necessary training to form a Cooperative financial trust of their own. Objective of the effort is to form a common fund through fixed individual contribution by each member each month. Fund can be used by individual members on their difficult times or needs. This fund and its charter has been established following all State and banking regulations.

Fund is being managed and operated by the officers, elected by the beneficiaries among themselves. Local bank has recognized and accepted this organization as an official entity and supporting it through all banking supports. Deposits, ongoing borrowing, appropriate refunds are all going smoothly .

Replicating the same plan and process , as learned from Chow Mein group, Sonar Alo Fabrics group has formed their own Trust fund and started operating under the similar process. This Trust fund is also moving smoothly

VAROSHA – New and Future projects

Health-care / physical therapist:

Extensive survey and field inspection indicated the fact that though there is a very high need exist in this area but a sever shortage of skilled individuals available in this particular field in Kolkata area.

Little to no trained services are very easily available with a reasonable charge. Also , highly trained professional help is available with a very high costs but there is a vacuum in the middle for a reasonably trained Health-care provider with physical therapy and good Health-care skill.

Riding on this opportunity, and through the professional and organizational support of our valued partner HVR, VAROSHA is launching “ Health-care/Physical therapist” training program in Lake town location from July 2015.

Program will train suitable women in standard Health-care aspect of basic care , along with B/P measurement, Temp. measurement, Injections and regular day to day ongoing support. Project will not stop there.....It will also teach them basic Physiotherapy training so that they can be more wholesome in providing end to end in-house services that consumer will like and love.

All market inspection indicates that upper middle class to affluent older population in that part of the world is growing rapidly and the demand of this services will increase rapidly.



