

Under the Guidance of
Prof. and Dean Himadri Sinha

PRESENTED BY :- KRISHNA RATHORE – 0029 MBA DM 02 IIHMR UNIVERSITY , JAIPUR

BRIEF HISTORY VISION AND MISSION

Udyogini, a non – government organization based in Delhi. It came into existence in **1992** with the aim for having a solution for women empowerment through entrepreneurship need to go beyond credit and they should have access to build knowledge and capacity in various ways. As it helps to empower women those who are socially and economically marginalized women by providing skills and training. Udyogini has done this by providing Business Development Schemes (BDS).

Udyogini means **women entrepreneur with a vision of rural women** can build their productive skill to become knowledgeable entrepreneurs and create their income and manage their small micro-enterprise where it helped women to set up their own micro-enterprise through the Women Enterprise Management Training Outreach Program (WEMTOP) which was initiated and funded by the World Bank.

Vision :- Foster gender equality by improving socio – economic status of women to fully participate in decision making in domestic and public sphere

Mission :- Provide customized quality business development services to enable women to enhance their income, access better education, and health services for their children with a special focus on girls

ABOUT THE PROJECT

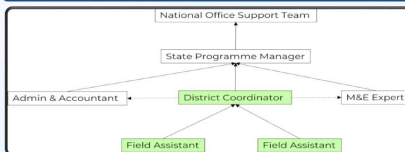
- In the recent past, Madhya Pradesh has initiated and attracted a few big-ticket investment from behemoths like Cadbury, ITC, Indigo and Unilever etc. The government has also called civil organisation to join in this cause. Udyogini is one of them to work and reduce the existing problems faced by the farmers in the agriculture sector.
- The project is intended to take place in the Dewas block of the Dewas district of Madhya Pradesh. Out of all the available options, the potato has been selected to study the existing issues, thereby identifying the much-needed intervention.

Objectives of the Project

- Reduce food wastage along the potato value chain
- Ensure better price realization for the potato growing farmers through aggregation, value addition, grading and packaging.



ORGANOGRAM OF ORGANIZATION



SWOT ANALYSIS OF MIS

STRENGTH

- Functional linkages with organisational and institutions.
- Suitable policies and administration.
- Trained manpower.
- Strong commitment and accountability.
- Efficient in community mobilization.

WEAKNESS

- Poor control mechanism
- Lack of welfare measures about employees.
- Lack of own demo farms and lab facilities with required equipment.

SWOT

OPPORTUNITIES

- Location specific demand driven services.
- Effective mass and social media utilization.
- Utilization of natural resources.

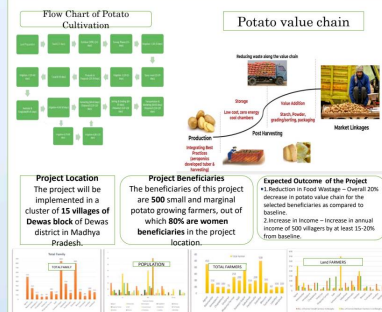
THREATS

- Frequent change in donor policies and areas of work.
- Change in govt. policies as new government forms.

PRACTICAL EXPOSURE VS THEORETICAL UNDERSTANDING

- Practical exposure** can often lead to a deeper understanding of a concept through the **act of doing and personal experience**.
- Theoretical understanding** can often lead to a deeper understanding of a concept through seeing it in context of a greater whole and **understanding the why behind it**.
- Where theory is often taught in the **ideal of a vacuum**, the practical is learned through the **reality of life**.

PROJECT FINDINGS



LEARNINGS AND VALUE ADDITION

- Effective communication** within organization and communication out of organization.
- Community participation** in whole project cycle, decentralization on project activities can be helpful for effective, efficiency project implementation.
- For smooth project implementation and reaching estimate project target goals and activities, **stakeholders' assessment, SWOT analysis** plays an important role.
- Every stage of implementation of the project activities is the best field of **learning by doing**.
- How to get fieldwork experience/collect data in an **environment unknown** for me.
- Understand what is like to work in a professional environment.

USEFULNESS OF INTERNSHIP

- Increase self-confidence** in the workplace while developing an expanded network of associates and professionals
- Cultivate adaptability and creativity** in a dynamic world.
- Gain exposure to real-world problems** and issues that perhaps are not found in textbooks.

CHALLENGES OF SUMMER INTERNSHIP

- Time constraints:** NGOs and development work is huge field and require more time to touch all of the part of development works.
- Lack of availability** of some colleagues to share their knowledge with interns.
- Disrupted weather**
- Communication** in most remote/isolated area.
- Tendency to hide real information** for getting support.

SUGGESTIONS FOR ORGANIZATION

- Organization should not depend on donor fund.** They should diversify their activities to Micro finance, income generating activities, cost sharing for organization sustainability.
- Staff's involvement** in decision making process in organization and project encourage staffs to committed and ownership on organization.
- Potato peel can be used as fertilizer.** (thrown potato)
- Regular Supervision and monitoring**, adequate assistance from different level can enhance the quality of activities
- Ensure timely accomplishment** especially in early recovery and emergency response project.