



SAMAAN SOCIETY Initiative

Samaan Social Development Society

Supported by: WE4HER and Mediamint

Transformational role of women through non-traditional livelihoods and empowerments

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MARCH 31, 2025

SAMAAN SOCIAL DEVELOPMENT SOCIETY

Email: samaanmp@gmail.com, Phone: +91 8889884676, Website: www.samaansociety.org

A glimpse of the project's goals and achievements

Sn.	Indicators	Targets	Achived
1	Enrolment of women in training	30	34
2	Drop out	---	03
3	trainee completing training	25	31
6	Placement of trainees	22	23

A glimpse of the Activity under the project

Sn.	Indicators	Numbers
Community Mobilization Activity		
1	Total number of settlements covered	15
1	Focused Group Discussion	06
2	Door to door contact campaign in settlements	12
4	leaflet distribution	4500leaflets
5	Banner display in settlements	25 Banners
Training Activity		
1	Technical training	02 batches
3	Assembly of trainees (to review and plan learning)	06
4	Empowerment Trainings	02
5	Main Exam	02
Placement Activity		
1	Contacting potential employers	22 employers



1

Community Mobilization Activity

Community mobilization serves as the key tool for engaging women in mechanic and electrician training, enabling the program team to connect with the broader community, with a special focus on women. These activities are designed to foster direct interaction and build meaningful



dialogue with the community. As part of the program, a range of initiatives were carried out, including focused group discussions, door-to-door outreach in local settlements, camps, anganwadi visits, and other efforts aimed at creating lasting connections and spreading awareness.

Community mobilization activities were launched across 15 settlements in Indore, home to communities from socio-economically disadvantaged backgrounds.

Focused Group Discussions: Small groups of 10 to 15 women gathered for discussions where they were introduced to various training and employment opportunities. These sessions not only provided valuable information but also motivated women to join the programs and explore new paths for empowerment.



Door-to-Door Outreach:

Program workers took a more personal approach, visiting homes in the settlements to share details about the initiative. During these visits, women who showed interest in the training programs were personally invited to attend the training centers, ensuring no one was left behind.

Alongside these activities, extensive mass communication efforts were undertaken, including the distribution of pamphlets and the display of banners, ensuring that information reached every corner

of the settlements.

2 Training

This program aimed to train women as mechanics and electricians, with a powerful vision to reshape societal norms and challenge entrenched gender stereotypes. By opening doors to non-



traditional employment, the initiative seeks to break down the barriers that the gender narrative and employment-related biases create, which often stand as major obstacles to achieving gender justice. The program's core goal is not just to provide women with valuable skills, but to empower them by connecting them to industries that have historically been male-dominated, while fostering leadership skills that enable them to become change-makers in their communities.

This project saw the participation of 34 enthusiastic trainees across 2 batches during the reporting period. While 3 trainees dropped out, an impressive 31 successfully completed their training. Of those who finished the program, 31 women were trained as mechanics.

Monthly Assembly:

Every month, dynamic discussions took place to reflect on the trainees' progress, a forum known as the "assembly." A total of 6 assemblies were



held, offering trainees a platform to share their hands-on experiences, technical insights, and the challenges they faced as they honed their new skills.

Exposure Visits:

As part of the experiential learning process, 2 exposure visits were organized to give trainees a firsthand look at potential workplaces. These visits took them to leading industry players such as Hero



Service Centre and Yantrika Service Centers, where they learned about the real-world application of their training and gained inspiration for their future careers.

Empowerment Training:

In parallel with the technical training, empowering sessions were conducted to enhance personal and professional growth. These sessions covered a diverse range of topics aimed at building



confidence and self-reliance, including:

1. Communication Skills
2. Market Analysis and Strategies

Final Exam: Upon completing the training, a practical-based final exam was held by ITI College in Indore. All trainees successfully passed the exam,

demonstrating their newfound skills, and were awarded certificates to mark their achievement and readiness for their next steps in the workforce.

3

Placement

Placement is the third stage in this program journey starting with community mobilization. After



completion of training, the target is to have placements at various service centers and garage. Also, technical support is provided to the trainees who want to start their own business.

The placement coordinator has contacted several service centers and arranged for placements. After the training is completed, interviews for the trainees will be conducted, and they will be provided with jobs

The placement coordinator has been busy building strong relationships with service centers, ensuring a wide range of placement opportunities. After training wraps up, interviews will be conducted, matching trainees with the right job roles, and paving the way for a smooth transition into

Placement Related data at a glance		
Sl.	Indicators	Numbers
1	Contact with employers	22
2	Placement of trainees	23

employment. This stage not only connects trainees to job opportunities but also fosters independence for those eager to create their own business ventures.

1. Contact with service centers:

22 service centers in the city communicated with the HR manager. We told them about concept of this program and asked to employ to women trained as mechanic. Among the service centers contacted were –

1. Chandan TVS .
2. Akash TVS Showroom
3. Indian Oil Petrol Pump
4. Chandan TVS
5. Khandelwal E – Vehicles Pvt . Ltd
6. Rajpal Honda
7. Tata Motors
8. Shyam Honda
9. Dalma Electric Raw Vehicle Pvt
10. Yamaha Service Center
11. Hero Service Center
12. Raz Suzuki
13. Razing Suzuki
14. Spaars Vehicles Pvt. Ltd
15. Devendra Motors (Kinetic Green)
16. Shree Shyam Enterprises
17. Yantrika Service Centre
18. S.K. Interposes
19. Shri Bala jee enterprises
20. Shyam Sangam Group
21. Shri Nakoda Sales crop
22. Aniket Solution Pvt. Ltd.

Case Study

Case Study 1 : Sangeeta katariya

Sangeeta Kataria's life has been a journey of struggles. From her childhood, she saw hardships as her parents worked as labourers, barely managing to cover the household expenses. There were times when Sangeeta, her siblings, and the rest of the family had to sleep hungry. They also faced challenges with clothing and lived in inadequate housing.

After her marriage, life did not improve. Her husband was an alcoholic who often abused her. Unable to bear the abuse, Sangeeta returned to her parents' home. Determined to care for her children, she worked tirelessly, taking up labour jobs in factories and doing domestic work in households to provide food for her family.

Despite her hard work, her income was insufficient to lead a better life. She realized that getting

Sangeeta Kataria

Age : 34 Year

Education : 5th

Category : ST

Training Trade: Mechanic

Employer Name : Khandelwal E Vehicle

Monthly Salary : Rs 10,000

a skill could help her secure a better job. When Sangeeta learned about the free training program offered by Samaan Society, she decided to join and began her training.

After successfully completing her training,

Sangeeta secured a job at Khandelwal E-Vehicle, where she now earns a monthly salary of ₹10,000. Previously, her income from domestic and labour work was only enough to arrange meals for her family. However, with her steady salary, she is now moving toward a better quality of life.

Today, Sangeeta is self-reliant and no longer has to depend on others for support. Her children no longer need to work, as she is able to provide for their needs and education. ■



Case Study 2 : Payal Girwal Bander

Payal Girwal lives with her parents and three siblings. Her father and brother run a toy stall on Mhow Road, while her mother stays at home. Although the family manages their household expenses with her father and brother's earnings, Payal wanted to work to cover her own expenses and become self-reliant.

Since the family's income came from daily earnings, Payal completed her education in a government school to avoid financial strain on the family. Wanting to be independent, she initially worked in a factory, but the workload was high, and the income was low. She decided to learn a new skill to secure a better job.

When Payal learned about the free mechanic training program offered by Samaan Society, she decided to join, thinking it would help her learn and eventually find a job. Alongside her studies,



Payal completed the mechanic training. Afterward, she secured a job at Shyam Sangam Corporate House with a monthly salary of ₹11,000. ■

Payal Girwal Bander

Age : 23 Year

Education : Graduation

Category : ST

Training Trade: Mechanic

Employer Name : Shyam Sangam Group
(Corporate House)

Monthly Salary : Rs 11,000 /-

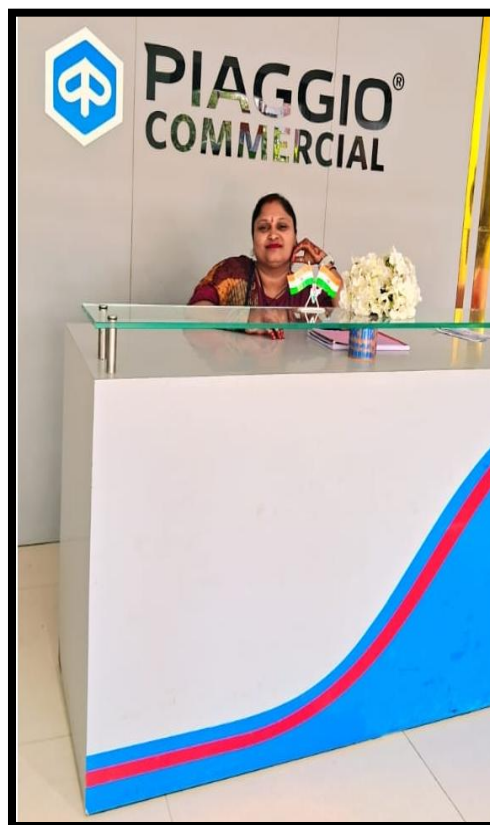
Case Study 3 : Maya Prajapat

Maya Prajapat has faced struggles at every stage of her life. Initially, she fought for her education, and after marriage, her husband lost his job, which brought many difficulties at home. Despite these challenges, Maya never gave up. She also started facing health issues, and when nothing seemed to improve, she decided to start working herself.

Unable to find a suitable job, Maya even worked as a cleaner. However, her health deteriorated, forcing her to quit that job. Later, when her husband started working again, the family's situation improved slightly.

When Maya learned about the training program offered by Samaan Society, she felt that learning mechanical skills could open up job opportunities for her. She completed three months of mechanic training through the program. The organization then arranged an interview for her at Sparsh Vehicle

Private Limited, where she was hired with a monthly salary of ₹14,000.



Maya Prajapat

Age : 32 Year

Education: Graduate

Social Category : OBC

Training Trade: Mechanic

Employer Name: Sparsh Vehicle Private Limited

Monthly Salary : Rs. 14,000/-

Now, many of Maya's problems have been resolved. Her job has significantly reduced the financial burden on the family, and her husband is also employed again. Maya is very happy with her work, as she now holds a respectable and stable job. ■

Case Study 4 : Rani Chouhan

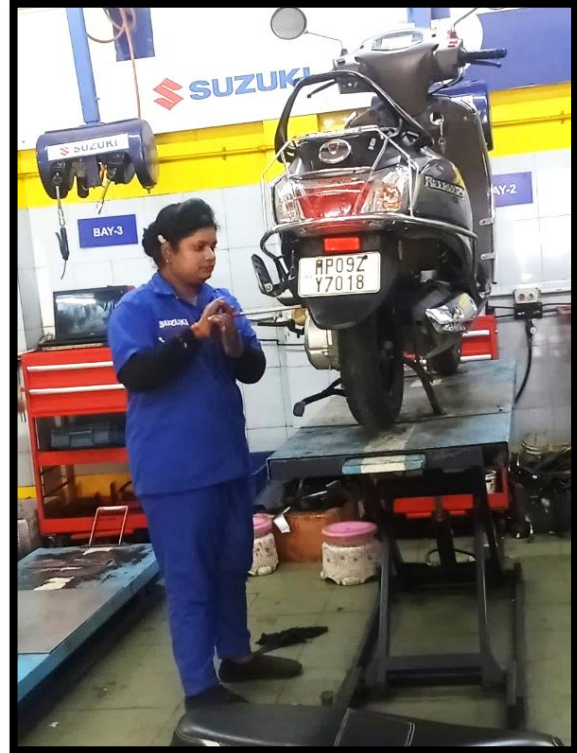
Rani Chauhan lost her parents at a young age. Her mother passed away due to a wrong injection, and her father succumbed to alcoholism. Rani and her siblings were raised and educated by their aunt and uncle.

After completing her studies, Rani wanted to work, but her family did not approve. Growing up without parental support, Rani had always been a quiet and reserved person. When she received a flyer about Samaan Society and learned about their training program from an Anganwadi center, she wanted to join. However, fear of venturing out alone held her back.

Eventually, when her neighbor joined the program, Rani decided to enroll as well. Initially, the idea of becoming a female mechanic seemed strange to her, but she admired how Samaan Society provided women with opportunities to

step out and learn new skills. Traditionally, women were confined to their homes, but this training opened doors to independence.

Rani completed her training and wanted to secure a job to further develop her skills and eventually open her own garage. When Samaan Society informed her about a job opportunity,



Rani Chouhan

Age: 30 Year

Education: Graduate

Social Category: OBC

Training Trade: Mechanic

Employer Name: Razing Suzuki

Monthly Salary: Rs. 9,000/-

she discussed it with her family. After some persuasion, they agreed. Rani interviewed with Rising Suzuki, where she demonstrated her servicing skills and was offered a job. She now earns a monthly salary of ₹9,000.

Rani's goal is to save money and eventually start her own business. Samaan Society has paved a path for her, and Rani is determined to follow it and achieve her dreams. ■