

## Case Study- 5

Area- Skill & Livelihood Development

Beneficiary Name- Mrs. Maina Sargara

Hasband Name- Mr. Mukesh Sargara

Location- (Rangaswamibasti) Chanderia

A beautification training program for women and girls of Chanderia was inaugurated by the President of Birla Chanderia on 26 September 2020 under the Birla CSR activities. Under this program, training is being given to the beneficiaries with the objective of making them a professional beautician. According to market demand and present fashion, the beneficiaries are



being proficient in every technique of beautification work. At the same time, apart from technical training, beneficiaries are also being continuously trained on entrepreneurship and leadership development. It is the result of these efforts being made for the last two months that girls learning beautician courses are getting established as entrepreneurs and earning income even before the completion of the course. Here we are talking about one such woman, Mrs Maina Sargara, who is 19 years old. Every part of training has been learned with full devotion and faith by Maina and has started using the skills being learned.

On the occasion of Karva Chaith and Diwali, Maina went to the house of the people to provide services mahandi and make eyebrows. The customer was very happy with Maina's work and soon the mouth publicity of Maina's skill got spread in the surrounding area. Now every day Maina gets 1-2 customers calls for work. Maina has earned a net income of Rs 3000 in the last one month. This is a major achievement at the level of training. More than 12 girls of beautician training have started earning income through home delivery while walking the path of Maina. Maina is very happy with this initial success and wants to start her own beauty parlor soon after learning other training components.