







# **SUSTAINABLE** DIGNITY AND PRIDE

DANTEWADA, CHHATTISGARH

**Dannex, an innovative venture in Dantewada District is making women financially independent and earning them respect in their community.**

**B**lessed with bounties of nature and abundance of forest, the traditional means of earning livelihood for the tribal population of Dantewada region have mostly been agriculture, horticulture and minor forest collection. These traditional means were hardly sufficient to sustain a family, causing poverty, social dilemmas and health problems.

**There was an urgent need to innovatively approach the multiple needs to engage people in sustainable livelihood activities, market their traditional skills and to train people to adopt modern way of approaching markets and seeking linkages for profit.**

Some of these initiatives till now were aimed at making their earn more, providing them market access and making the people adopt modern way of doing business.

## **DANTEWADA NEXT**

In a situation of adverse developments worldwide due to the pandemic, the Administration introduced a whole new means of sustainable earning to the people of Dantewada by a new initiative called Dannex (Dantewada Next), a garment making unit.



## STEPS TAKEN

Tribal women in the region are gifted artisans and can learn skills quicker.

Training of women for using the industrial sewing machines and stitching, by professional trainers was conducted.

The first fully functional garment factory was inaugurated in Haram village on 31st January 2021, with 130 industrial machines in a well-designed modern campus.

## CHALLENGES

Non availability of skilled manpower

Huge operating cost

Migration of trained staff

Higher lead time of products

## SOLUTIONS

Market leaders were called to visit Dannex.

Professionals started volunteering for training and collaboration.

Further expanded to 3 more locations in quick succession.

Administration stepped in to sponsor the capital cost on machines and infrastructure.

With innovative ventures at the doorstep, migration of workers is almost nil in the District now.

Market leaders in garment industry came forward to invest in the venture.

Dannex has entered into a long term MoU with established brands.

Works on a TOT (Train Operate Train) module which ensures regular skill enhancement of the workers.

