

Institute of Psychological and Educational Research - IPER

IPER-KEIP Project on Slum Development

Market Survey of KMC Ward 74

Name of the NGO:

Institute of Psychological and Educational Research (IPER)

1. Local Information

Name of the Businessman: Mr. Arun Ghosh
Type of Business: Manufacturer and wholesale supplier of ladies readymade garments like nighty, skirts, blouse, etc.

Name of the Business; Tailoring
Bubai Dresses
Registered Office: 4/a Durgapur Lane, Kolkata - 700027

- a) Place of Business: Chetla
- b) Population of the ward
- c) No. of Markets and distance: Matiabruze, Harishahat, Howrah, Chetlahat, Gariahat, Asansol, Behala Market
- d) Nearest Bus Stand: Durgapur Bridge
- e) Transport System: Bus, Auto, and Taxi etc.
- f) Electric connection available on his own
- g) He keeps some of his machines in his house and other at production place

2. Information on Business

- a) He wants to do export job work in near future.
- b) Similar business enterprise exists in the locality.
- c) Details are not available.
- d) It needs Rs10-15 thousand at the initial stage.
- e) He produces cheap nighty market price of which varies from Rs.50 to Rs.60 and generally Rs.5 can be earned per piece.
- f) Too much competition in selling the products, the situation is getting tougher day by day; bribe has to given to the police on transit as a result carrying cost is getting higher.
- g) According to him future of the industry is poor.
- h) Yes, labour is available in the locality.
- i) Initially he trained unskilled labours.
- j) Possible markets for collecting raw materials are Burrabazar and Matiabruze. Possible markets for selling the finished products are Harishahat, Howrahhat, Chetla Hat, Gariahat, etc.
- k) For purchase of Raw materials and for selling of product Truck, Lorry, Matador, Tempo etc. are used.

3. Information on Market

- a) Marketing opportunity is there but there is some risk factor also of loss at the initial stage.
- b) Yes, information on market has been judged.
- c) No, because there is no such big production houses.
- d) Arrangement of generally wholesale marketing but credit marketing is also there.
- e) Normally money is realized by 15 days but in some cases it takes long time to realize the money.
- f) There is no objection about the quality of the products.

4. Capital

- a) Raw materials are available from Matiabruz, Burrabazar, Bakhrabat.
- b) Some kind of raw materials like velvet, etc are being imported from Japan, Korea, Bangladesh, in Matiabruze.
- c) Yes, information on availability of cheap and quality materials has been obtained
- d) Mentioned above

5.

- a) Full round sewing machine is easier to use. Market price is 103 machine Rs.3, 000, local machine Rs.3, 000.
- b) 103 machine is faster than the other and it also saves manual labour.
- c) It is generally purchased from Burrabazar.
- d) Yes electricity is available.

6.

- a) Yes. Skilled labour is available.
- b) In case of labour wages if demand and supply chain is good then a skilled labour can earn upto Rs.50/60 per piece in case of nighty, churidar, skirt, blouse, etc..
- c) 2 or 3 person from his locality. Mohan Dutta from 82 is one of them.
- d) Yes, he received co-operation from local people.
- e) Yes, training is required there.

7. No, there is no pollution hazard from this industry.

8. Risk factor is there. Some amount of money may remain unrealized from the market.

Some overall Suggestions

- When business starts some sort of information should be kept in mind such as when raw materials have to be bought in case of cloth sheet a whole ream of cloth sheet of the same design is to be purchased. At the initial stage very small amount of profit may be earned
- Margin of profit depends upon production.
- In case of ladies garments like nighty etc. profit of Rs.3-5 per piece may be earned in the wholesale market.
- He also informed that men's readymade garments are easily available in local market but the market of female garments is still very promising.

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Market Survey of KMC Ward 90

1. Local Information

The major business professed by women in Ward 90, is tailoring and stitching. WIF (Women's Interlink Foundation) an NGO has been working in this area for several years.

2. Information on Business

A number of young girls undergo training in the training center run by WIF several girls also undergo training at Karma Kuthir and Jadavpur Community Polytechnic.

3. Information on Market

Those who run business in this trade they say that they have no specific market. They prepare their products according to the orders that mostly come from the local area. The income is high during major festivals like Durga Puja, Poila Baishak, Id, etc.

One of those who run this business is Mrs. Sarbani Choudhury. She makes women's dresses and supplies them to a middle-man who pay her Rs. 90- 100 for each piece she prepares. The rates of embroidered dresses are high and ranges between Rs.120 -130.

The payment is prompt. According to Mrs. Choudhury young girls can carry on this business and earn substantially.

Ms. Rumpa Ghosh's family earns by stitching and decorating Punjabis. They procure raw materials from Burrabazar and prepare the products at their home and sell them at the whole sale rate at Gariahat.

There are girls like Ms. Sakuntala Das of Cluster 32, Ms. Ranu Bera of Cluster 32, Ms. Pinky Roy and Ms. Sabitri Baidya from Cluster23 who have the required training in tailoring and are interested in marketing petticoats, frocks, blouse, etc.

Although they earn a little by door to door sale they are interested to expand their business.

However constraint of space and money is a major impediment for them. Also they do not have any idea about marketing.

There is no pollution hazard from this industry.

A few Glimpses of the work in Ward 90



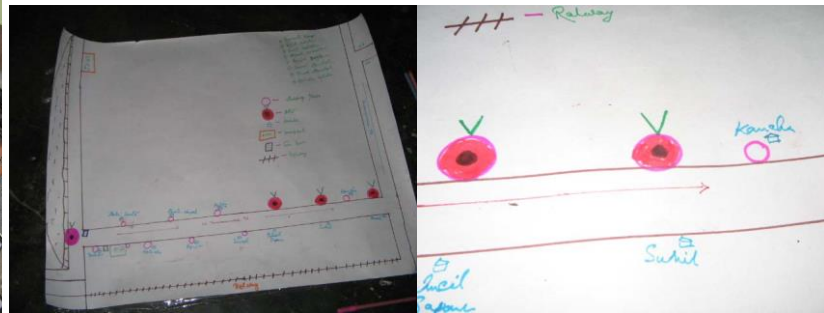
Garbage Dumping Point Mapping



EDP Meeting



7th February 2006



Identification of Garbage dumping Points by the Adolescent Group in Cluster 32, Ward 90



User Group Meetings

A few Glimpses of the work in Ward 74



A garbage dumping point



After 15 days comparatively a cleaner place



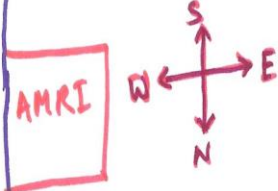
FLC Meeting in Progress



Meeting on garbage Disposal



**EDP Meeting
at Alipore Junior Club
Cluster 42**

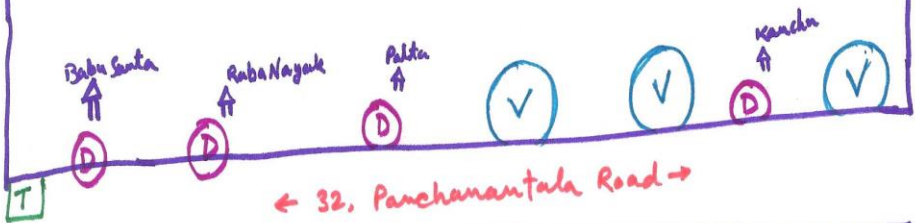


7.2.06.
29, Pally Serak Sangha

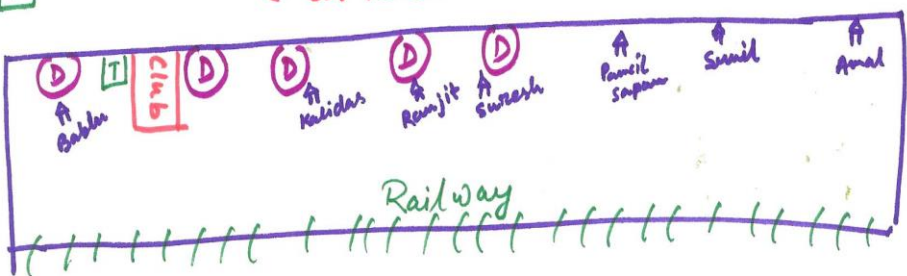
- (V) = Vat
- (D) = Dumping place
- [T] = Tea Spot
- ↑ = House

Dhakuria Bridge →

Panchanantala Road →



← 32, Panchanantala Road →



23

22





- ⓕ = Factory
- = Pit (gully)
- F = Field
- ≡ = Jajhri
- V = Vat
- U.A.V. = Un-authorized vat