

Case Study

Mili Juli Ladies Tailors

2013

The 'Mili Juli Ladies Tailors' shop is situated in Kutichaur, a remote village in Bijauri VDC, about 6km from Tulsipur, the capital of Dang District. The shop was founded by five young women, 16-20 years old, who recently completed a M4NH-supported vocational training course with 12 older women living in their VDC. After completing the practical training in August, the five women decided to rent a small room in the centre of their village and to handle all the production, marketing, and finance for their new business as a team. From the project they received 10,000 NPR as start-up capital and their families supported them with an additional 40,000 NPR so that they could purchase 5 sewing machines, a cutting table, an





electric iron, cloth, thread, buttons and catalogues with sewing patterns.

Since the five women started their business, they had full order books given that there was an extraordinary high demand for winter clothes and wedding dresses in Kutichaur village. As a team they could earn 20,000 NPR, almost half of their initial investment. Their lives have changed dramatically. Apart from being able to sustain themselves and support their families, the five young Dalit women are working in a job they love and have achieved dignity and respect among their community.

All the five business owners highlighted that they were extremely happy that the short, practice-oriented training was delivered close to their village so that they could regularly participate in training sessions without travel burdens. Moreover, they stressed on the usefulness of the 'Business Knowledge and Vision' curriculum and business start-up funds that enabled them to gain foothold in the world of work. They are already thinking about expanding their business and investing their profits in purchasing fabric, so that customers can get cloth and tailoring at the same shop. This will in turn increase profits for the 'Mili Juli Ladies Tailors'. Their biggest hope for the future is that soon at least two of them will be able to attend a training that will give them the skills to tailor shirts and trousers for men so that they can serve even more customers.

One of the owners reported: "Tailoring is very convenient for us as we can work in our own village. As soon we have completed our household tasks, we can come to our workshop and sit down at our sewing machines in order to sew clothes for customers in our village. Like this, we can earn between 180 and 250 NPR from a women dress or 450 NPR from a children's dress."