

Entrepreneurship Development Programme for sustainable livelihood

“Nettipattam – the Caparison”

Dedication and hard work yield result and are key to a successful life. This is the story of Ms. Remya Suresh, 24 year old entrepreneur from Kollam District of Kerala. Ms. Remya is skilled in making caparison, (*Nettipattam*) the traditional decorative attire for elephants during festivals in Kerala.

Ms. Remya was born and brought up in Tamil Nadu and after her marriage she shifted to Kollam as her in-laws were staying in Kollam for many years. She desired to make a livelihood by her own so that she can support the family. It was at this juncture Remya saw an advertisement in local newspaper about various vocational skill training programmes sponsored by The District Panchayat, Kollam. She approached District Panchayat and decided to join tailoring and embroidery training programme. After successfully completing her training, she joined another course of “Caparison” (Making of *Nettipattam*). With sheer dedication and hard work Remya started doing wonders in the making of “Caparison” she decided to stick on to the business of making of Caparison. It is an innovative craft work and very few knew to make this. Remya took this opportunity and made sample *Nettipattam*. She linked her unit with event management groups, craft sellers in other districts and by doing so she started to sell her products from home and slowly started earning more. The upward trend of sales motivated her to start an enterprise in Kollam and started earning a decent income of around Rs. 12,000 per month.



It was during this time Ms. Remya heard about 20 days Entrepreneurial Development Training programme of Kerala State youth Welfare board and Entrepreneurship Development Institute of India (EDII) in Kollam and she joined the training programme with the hope that training will help her to develop and sharpen her entrepreneurial skill needed to build her business. On asking Ms. Remya said “*EDP training became the reason for my inspiration and built my confidence which I am sure that it will make a difference in my business. It also gave me new friends and ideas.*”

She said, “very recently I got an opportunity to participate in an exhibition at Thiruvananthapuram, organized by Kerala State Youth Welfare Board where I displayed my craft items. It gave me a sense of recognition and pride.....”

Ms. Remya has now decided to expand her craft work in a large manner. As of yesterday she used to buy raw materials from Kollam market for exorbitant rate, but now she is planning to procure it from Thrissur so as to make more profit. For publicity she started giving advertisements in newspapers and local channels. Towards conclusion,



Ms. Remya said "It's a long way to go....my next target is to convert this temporary training center into an established centre of craft learning." She now has the conviction to stand on her own leg and become a successful entrepreneur in future.