

# **Apparel Making : Supporting and Empowering Women through Home-Based Artisan Business and Craftsmanship**

**Presented by: Hsu Myat Lin Naing**

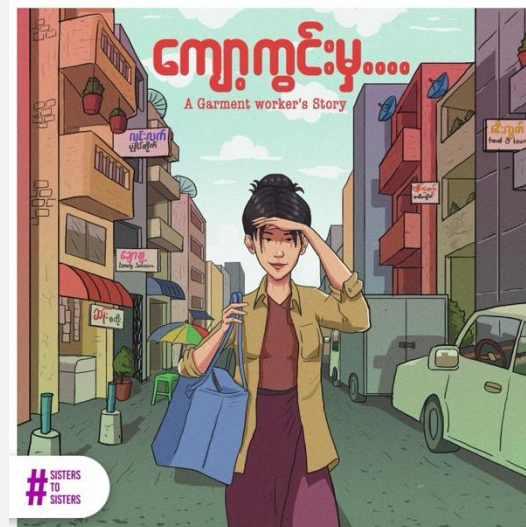
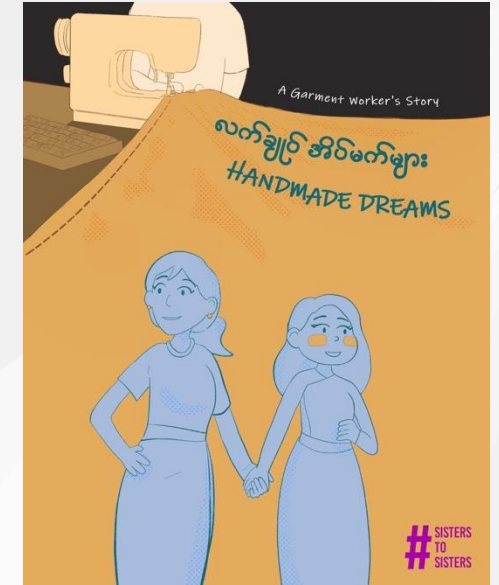
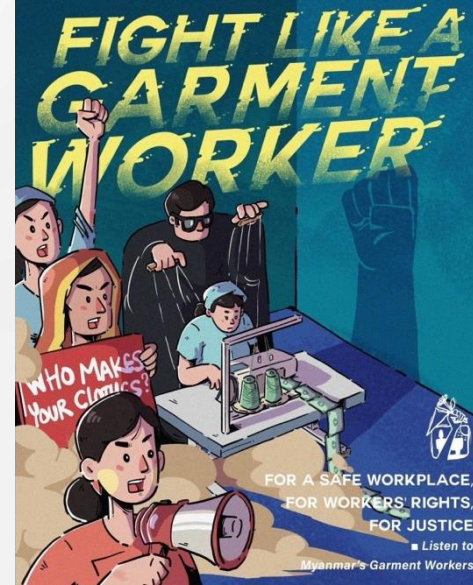
# Garment Workers and Unemployment Rate in Myanmar

- The pandemic and the political instability in Myanmar could lead to 25 million people, which is nearly half of Myanmar's population, living below the national poverty line by early 2022, according to the United Nations Development Program (UNDP).
- The employment rate in Myanmar's garment industry drops 24.3 percent with a total of 157,000 jobs lost since the start of the pandemic, as per the Myanmar Garment Manufacturers Association.



# ***Sisters 2 Sisters Myanmar: Inspiration behind the Project***

- *Sisters 2 Sisters Myanmar* is a campaign platform that raises global awareness about violence against women in Myanmar.
- They organized a solidarity campaign in mid-2021, highlighting the oppression and discrimination against garment workers in the workplace.



# Tailoring Project for Female Garment Workers

- There has been an increased demand for locally-made products in the market, apparel being one of the highest.



# A Four-Step Apparel Making Project

**Step 1:** A three-month training on sewing and tailoring skills trained by the trainer

**Step 2:** Giving women a sewing machine each as initial funding

**Step 3:** Introducing sample products to local humanitarian groups and NGOs

**Step 4:** Selling the products on E-commerce platforms

# Vocational Training Period

- Training period is expected to last for three months.
- An experienced, qualified trainer (social worker, vocational trainer, etc.) will conduct an intrusive training to a group of five women near Hlaing Thar Yar or Shwe Pyi Thar township in Yangon.
- After the training period, two out of five women will receive a sewing machine each as initial funding. (based on Grameen Microfinance Model)
- Sample products will be sent to humanitarian groups and non-government organizations as a marketing technique.
- Once the two women meet the expected quality of products, the remaining three women will be given a machine each.
- Products will then be sold on E-commerce platforms and 25% will be taken as profit.

# Financial Section of the Project

- The cost for sewing machines will be provided by funds and grants raised through groups and organizations who are interested in the project.
- The cost of the expenses such as fabrics needed for the training will be covered by myself.
- The cost for trainer fees is expected to be reduced by using a social worker, vocational trainer.

# Outcomes from the Project

I believe that this project will help support the livelihoods of garment workers by

- ✓ Helping them create a more disposable income
- ✓ Promoting a safe and secure work environment and
- ✓ Giving access to basic necessities.