



# ANNUAL REPORT

## 2023-24

**Sripur Swami Vivekananda  
Welfare Society**







**“Arise! Awake! and do not stop until the goal is reached.”**

**Swami Vivekananda**



If you first fortify yourself with the true knowledge of the Universal Self, and then live in the midst of wealth and worldliness, surely they will in no way affect you.

**Sri Ramkrishna**



One should not hurt others even by words.  
One must not speak an unpleasant truth unnecessarily.

**Maa Sarada**



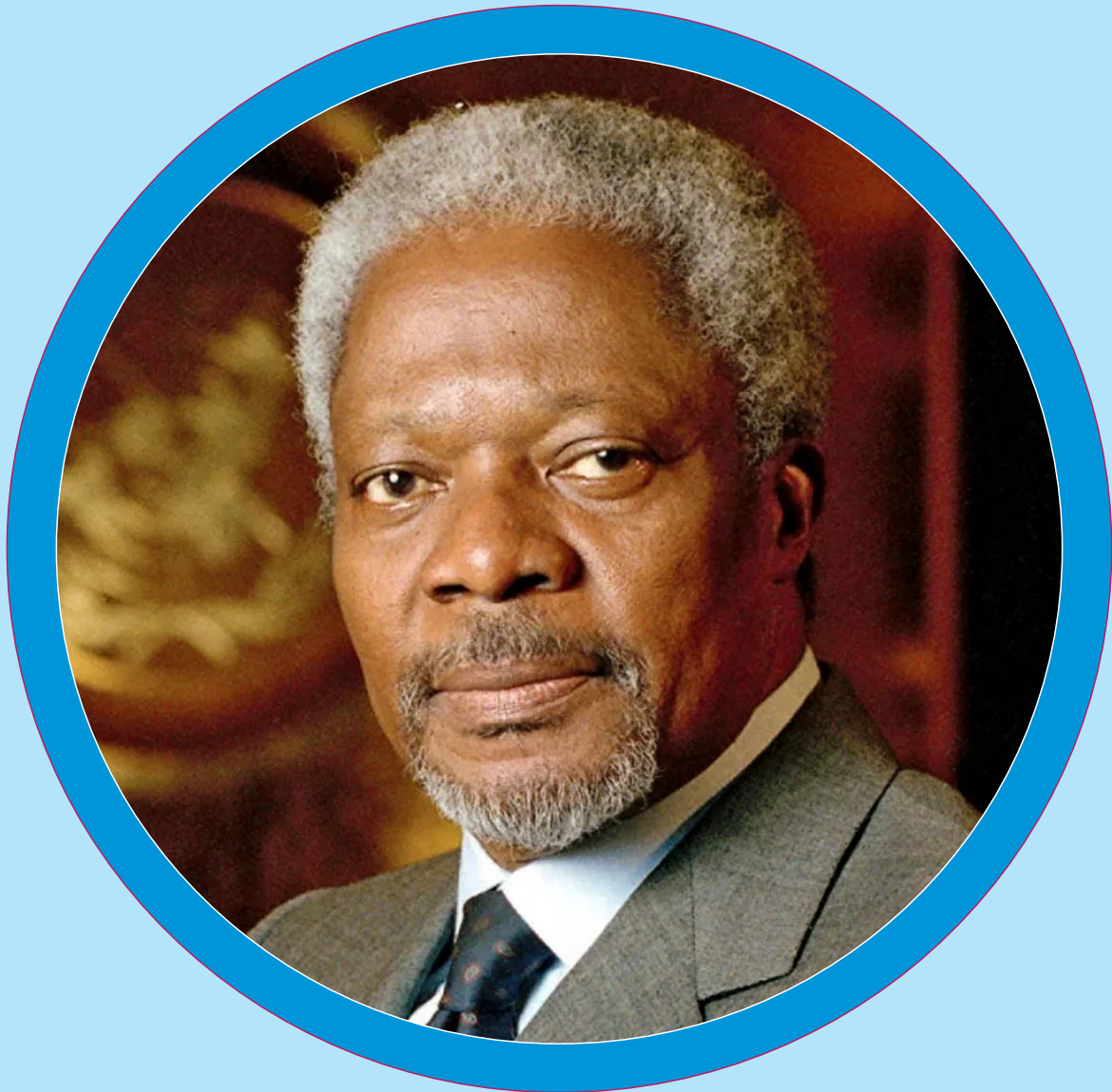
# Driving Growth





# Contents

1	From the Desk of Secretary	01
2	About SSVWS	02
3	Organisation's Legal Status	03
4	Vision, Mission & Values	04
5	Organisational Structure	05
6	Board Members	07
7	Managing Committee	08
8	Glimpses of SSVWS	09
9	New Branch Opening	13
10	Our Core Activities	15
11	Micro Finance Activities & Case Study	17
12	Case Study	19
13	Vocational Training Activities	25
14	Health Initiatives	32
15	Education initiatives	34
16	Agriculture allied initiatives	36
17	Days Celebration	37
18	Awards & Recognition	39
19	Head Office Team	43
20	Employee Speaks	44
21	Our Partners	45
22	Our Branches	46



**Microfinance recognizes that poor people are remarkable reservoirs of energy and knowledge, posing an untapped opportunity to create markets, bring people in from the margins and give them the tools with which to help themselves.**

**Kofi Annan**



## From the Desk of Secretary



**Dear Shareholders,**

The year 2023-24 was a milestone period as SSVWS turned 20 ! And to say that each of those 20 years was a challenging and learning phase of our journey. Each and every member of the SSVWS family stands wiser and richer with this experience and eagerly looking forward to the new height,

- SSVWS now serves 80000+ active customers and, in turn, households across 12 Districts of West Bengal through a network of 42 branches, 250+ people, a cumulative disbursement of 280 crore as of March 2023.
- SSVWS's relentless focus on putting customer first and building complete transparency in dealings/offering has been an integral part of our value system.

- SSVWS today is a collective reflection of its people. Our growth story is a collection of individual success stories.

I would like to express my sincere gratitude to NABARD my Board Members, Managing Committee, for their commitment in paving SSVWS's long-term path. My deep appreciation to all our loyal and valuable shareholders viz- State Bank of India, Union Bank of India, Indian Overseas Bank, Bangiya Gramin Vikash Bank, Bank of India, RMK, Samunnati lenders, Auditor and other well wishers, our employees, Govt of West Bengal, for their continued confidence and support. My thanks to our financial partners, who continue to partner us in our journey, and to our management team and all staff members for their ongoing dedication in

Thank you all once again for being part of this wonderful journey of SSVWS.

**Manab Ghosh**  
Secretary

## About SSVWS

SRIPUR SWAMI VIVEKANANDA WELFARE SOCIETY (SSVWS) is a microfinance institution Registered under the West Bengal Societies Registration Act [XXVI] of 1961. SSVWS having been established in the year 2006 and registered in the year 2005-06 have been working in the field of socio-economic up gradation of rural poor through Microfinance, Skill Development Training and many more activities. SSVWS is currently working in 11 districts of West Bengal. SSVWS embarked on the 20th year of progressive operation in the microfinance industry this year. SSVWS conducted various welfare activities for the development of underprivileged section of our society through Healthcare, Sanitation, Adult Education. SSVWS has taken water harvesting Program in collaboration with the Sundarban Development Board, Govt of W.B. Formation of Self-Help-Group and Micro Credit Support for economic empowerment of rural poor under the support from State Bank of India, Bangiya Grameen Vikash Bank, Union Bank of India, UCO Bank, Indian Overseas Bank and Bank of India, Rastriya Mohila Kosh (RMK), Samunnati Financial Intermediation & Services Pvt. Ltd. Vocational Training, formal and non-formal Education, Integrated Rural Development, Women and Childcare, etc. are the main ongoing activities of our organization.





## Organisation's legal Status

Name	Sripur Swami Vivekananda Welfare Society (SSVWS)
Legal form	Registered under the West Bengal Societies Registration Act [XXVI] of 1961. Regn. No - S / 1L / 33969 dated on 2 <sup>nd</sup> January 2006
CEO	Mr. Manab Ghosh
Date of Incorporation	2 <sup>nd</sup> January 2006
Registration No.	S0133969 of 2005-2006
FCRA Registration No.	147110924 Dated 5 <sup>th</sup> Feb 2010.
12A Registration No.	AACAS9087LE20221
80G Registration No.	AACAS9087LF20221
PAN No.	AACAS9087L
Unique ID	WB/2015/0092317
Registered & Administrative Office	Sripur, Kashimpur , South 24 Pgs, West Bengal, Pin 743372 Phone +91 99339 60347 / 9093734057 E mail: ssvws.bengal@gmail.com



## Vision, Mission & Values



Our vision is to upgrade the life style of the back ward poor rural families with special attention of improvement of socio economic status of the poor women.



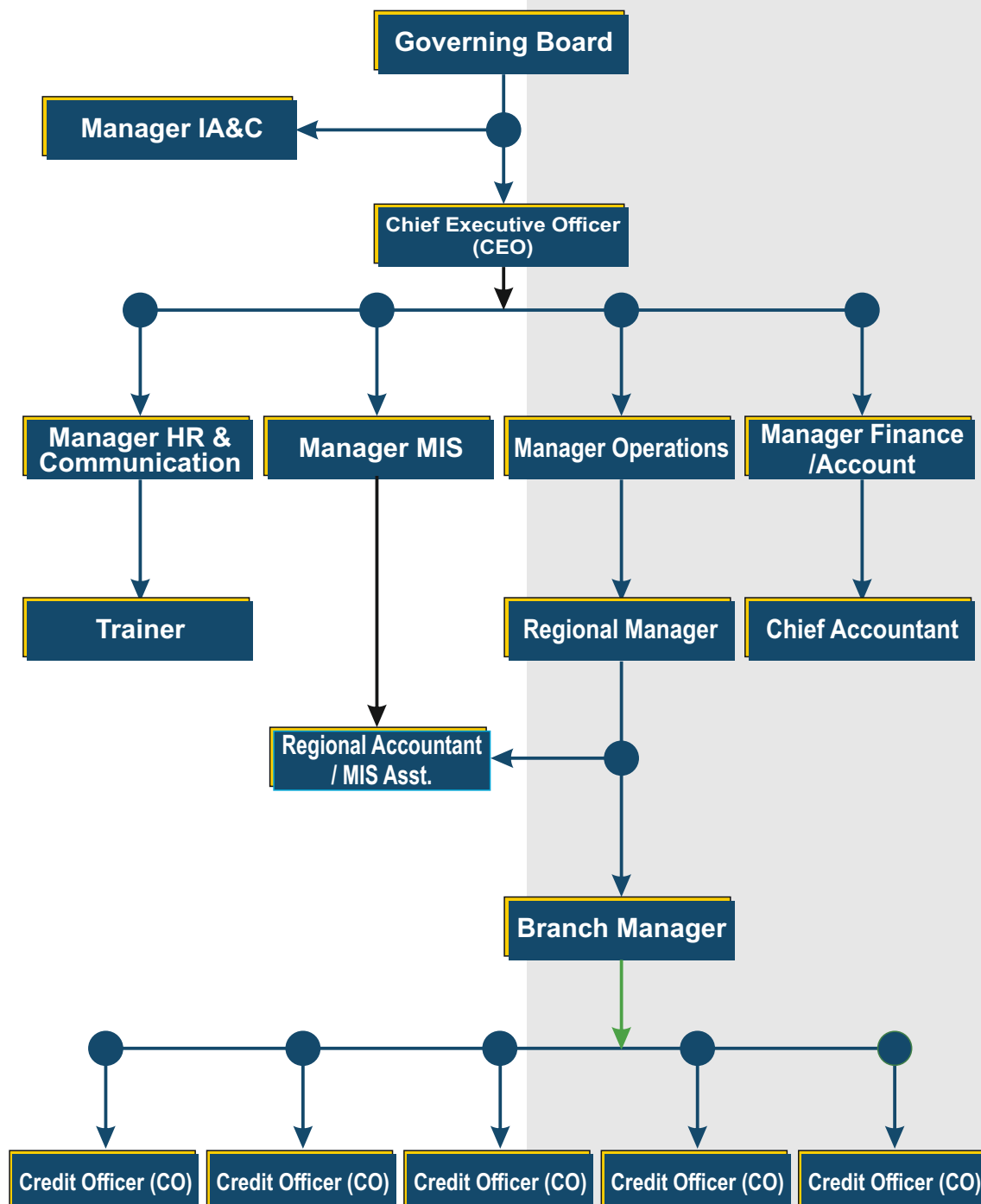
To bring about socio economic development of the poor under privileged section of the society in the district of south 24 parganas and other adjacent district in the state West Bengal specially for the poor rural women belong in to back ward communities through optimum utilization of local recourses and supply of financial support, training and expertise.

## VALUES

<b>Good Governance</b>	Participatory decision making, accountable management structure and responsive board
<b>Respect for All</b>	Concern for client dignity, amicable staff responses and lively culture
<b>Economic and Cost Effective</b>	Prudence in expenses and delivering services at minimum possible cost
<b>Active Team-Work and Integrity</b>	Ownership and responsibility shared among all, attachment to designated work and feeling of togetherness
<b>Transparency and Professionalism</b>	Honest and clear communication with focus on efficacy and effectiveness.



# Organisational Structure

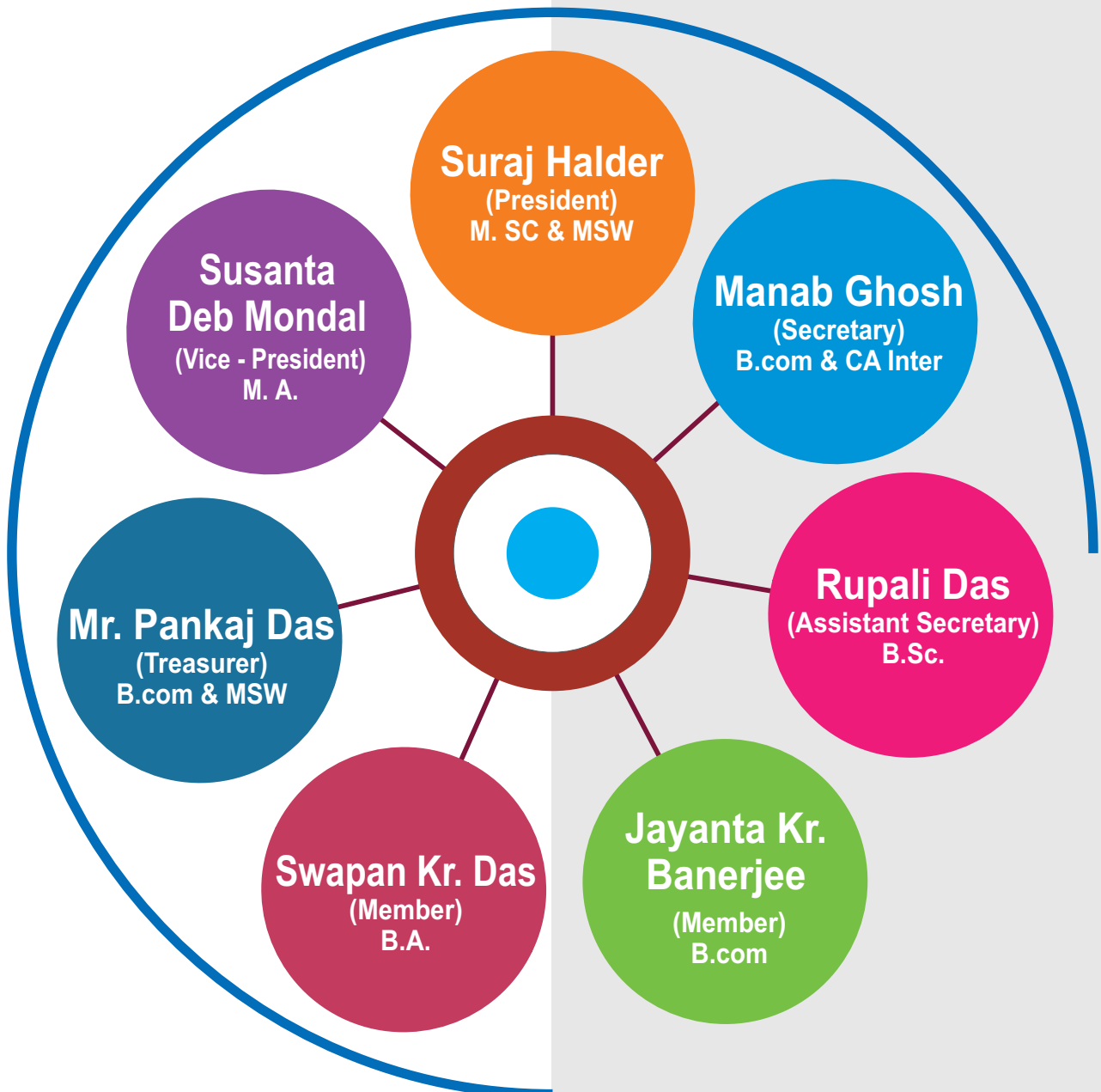


# Skill Development

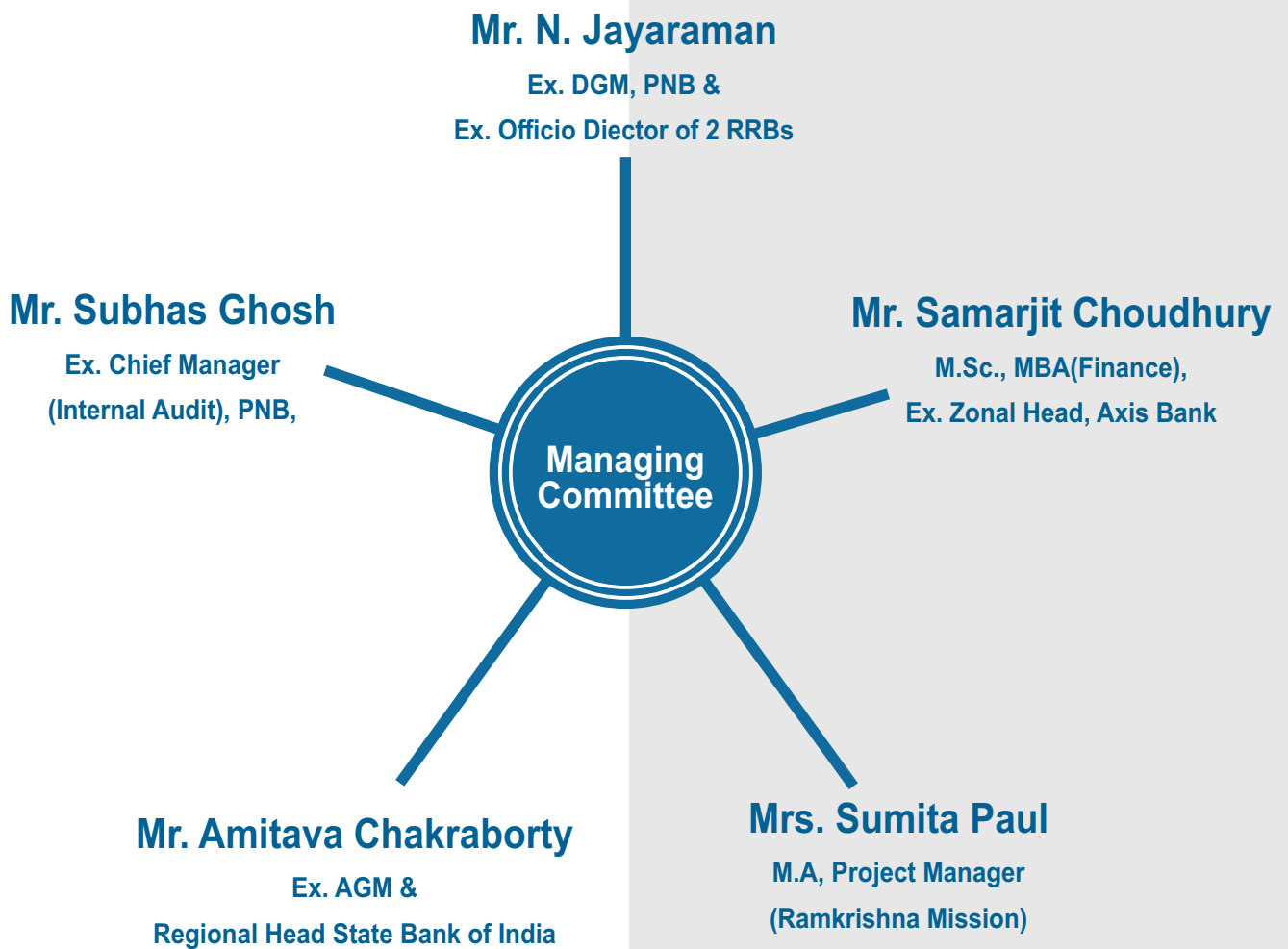




## Board Members



## Managing Committee





# Glimpses of SSVWS





# Glimpses of SSVWS



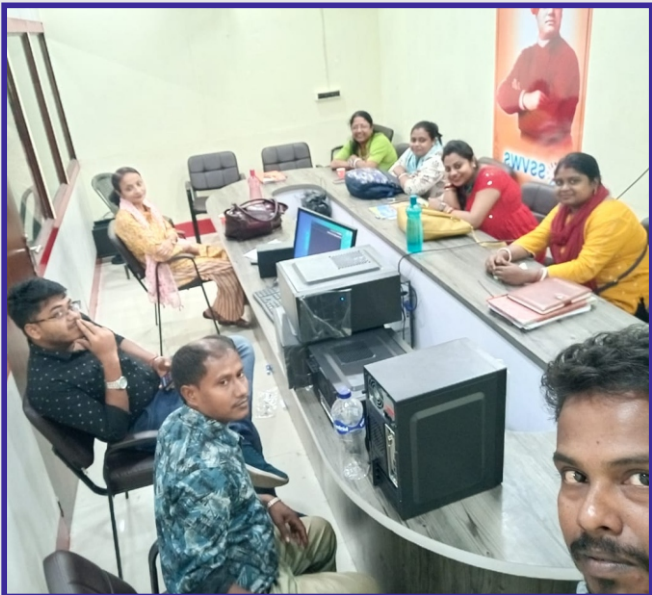


## Glimpses of SSVWS





# Glimpses of SSVWS



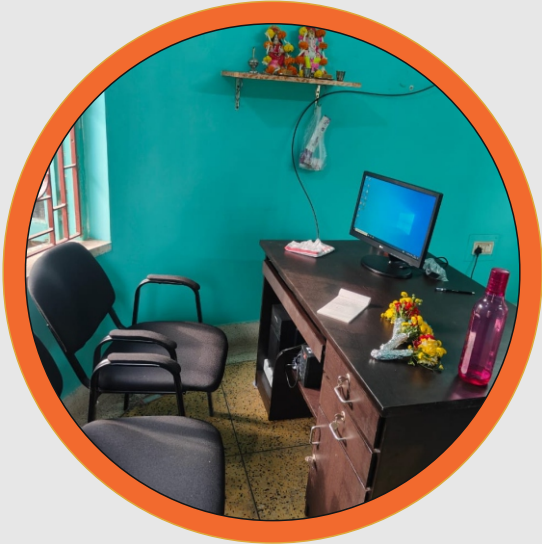


# New Branch Opening





# New Branch Opening



## Our Core Activities



# Skill Development





## Micro Finance Activities

Microfinance envisaged an inclusive India where access to credit was not discriminated on the grounds of having the wherewithal for it. With this thought, the sector offered collateral-free credit and started a movement towards a financially inclusive India. In empowering the woman of the household as the decision maker, it created a more gender inclusive society where equal opportunities resulted in a surge of rural women entrepreneurs. Access to credit increased opportunities of income generation leading to upliftment of the marginalized. In addition, the sector employed local youth throughout the country and built their capacities. These opportunities for decent work coupled with new skills, reduced inequalities, and poverty, resulting in greater social inclusion. And now with the harmonised framework, even the entities are on an equal, level playing field, well positioned to address the credit demand. Our Micro-finance activity started from the last one and half decade with the own fund of the society contributed by the board members and unsecured loan from friends & relatives.





New Year Celebration@H.O.





## Case Study

**Mrs Mangala Naskar** of Milan Group belongs to a very poor family at Nabin Chandra Road, Baruipur. Her husband was engaged in natural flowers trading business. Their family had 5 members and the small income from the flower business was not adequate to make both ends meet. She knew about our SHG programme from a neighbor who was already our member. She approaches us to become a member of SHG and applied for a loan to crease the flower business. She was disbursed a loan of Rs 5,000 at the first cycle. She was very particular about the utilization of money and repayment of the weekly EMI. After the full repayment of the loan she was disabused Rs 8,000 in view of her excellent repayment and good behavior. She diversified her business with the increase loan amount and was able to run the family and also create some surplus which she utilized for

**Mrs Swapna Das**, of Prajapati Group was tortured and neglected in her in-laws house as she could not bring dowry from her poor parents' house. She was very unhappy and decided to do something for earning money. She heart about our SHG programme and joined in Prajapati Group. She was provided a loan of Rs 7,000 and started making spectacle glass after taking some training from a whole sale supplier of this commodity at Dakshin Barasat. She supplied the glasses to the same wholesaler. Gradually she increased the production and our organization made higher financial support to the extent of Rs 15,000 in view of her good repayment and the business capacity. At present she has employed three poor women to help her in the making of the



the education of her children and also for medicine and other health care purposes. She was an example of prudent small business women with tenacity of growth and development. She was sanctioned Rs 15,000 at the highest level and could crease of her own fund to the same extent. Her business turnover at present is around Rs 1.00 lac per month with a surplus of Rs 15,000 per month.

spectacle glasses. The socio economic position of Ms. SwapnaDas has undergone a diametric change in her family and the society. The most important thing to mention here that she engaged her husband in her unit and husband was highly supportive in the changed scenario. It is a model of woman emancipation and empowerment.



## Case Study

**Mrs Subala Paul**, of Kushal group lost her husband and became helpless to support her family with two children. She had the expertise of making earthen pots, utensils and images but has no capital for making the same. She approached our Credit Officer and became a member of Kushal group. She was disbursed a loan of Rs 8,000 which she purchased the necessary raw materials and started making the earthen items and trading the same in the local shops. Soon the dexterity of her handicraft attracted many customers and different NGOs and even Banks. She was deputed by the State Bank of India and Govt. of W.B to participate in Milan Mela, Sabala Mela, Swaras Mela organized by the state Govt. with her articles. She has availed our loan of Rs 15,000 at the highest level and her handicrafts are now collected by the exporters in Kolkata for exporting the same to different countries. We are very proud of having such a highly qualified and expert artisan in our SHG Group and being able to financial help to her.



**Smt. Shima Mukharjee** of Sonali Group pursue a very unusual business of making nontraditional export item with the rejected articles viz dry flower, dried up branches of leaves of old trees flowers of palm tree etc. She approaches us for loan to increase her business and was provided the first time loan of Rs. 10,000. She engaged five poor women and three men to collect the materials. The items were made in her residential house and after packaging the same was sent to exporters Kolkata, Delhi etc. In this case also we had the opportunity to provide financial help in creation of employment and increase the export volume of the Country.







REDMI K20 PRO  
AI TRIPLE CAMERA



Our Happy Clients







Our Happy Clients











## Vocational Training Activities

Vocational training is the instructional program that prepares you for an occupation that requires a specialised skill. SSVWS observed that during the dispensation of microcredit, many of the SHG members have no training or idea of any income generating activity which she can take up with our loan. They very often request us to provide some training on the vocational activities so that they can successfully utilized microcredit loan for earning their livelihood. During this year we conducted training in some popular vocational activities viz. tailoring and readymade garments, Artificial flower making, Agriculture and allied activities, goatery, fishery, food processing, Computer and Beautification course.

### ◆ Jari Work

We conducted 7 no of specialization training in Jori work for value addition and getting export market. Around 500+ members trained by us are engaged in this activity. As it is major activity under taken by our SHG's members, We want to take up skill up gradation training program for diversifying the jori work and for setting up clusters for jori workers with the support from NABARD, State Govt. and other agencies. On the marketing side we will organize contacts with the business men in the Kolkata and other important towns for widening the market network for jori items. In the meantime we have supported for seting up a commercial jori unit in our block jaynagar for manufacturing value added jori item which are being sold in different parts of the country and also out side the country. we have linked our SHG members with this unite after giving training for necessary job work and marketing of products .this unit we help us in conducting of up-gradation of skill training and setting up of cluster of Jori work production.





# Skill Development



## ◆ Artificial Flower Making Training Programme at Baly Jaygacha

The artificial flower making training programme under Micro Enterprise Development Programme sanctioned by NABARD was conducted in Howrah district at Ramrajtala from 11-9-2023 to 30-9-2023. The programme was inaugurated by Ms. Kakali Ghosh, Branch Manager, SSVWS (Ranihati, Howrah), In her brief introductory speech She explained to the trainees the significance of the programme. She also requested the trainees to utilize the full potential of the training to start a new venture or enrich the existing activities.

Thereafter, guest invited for inauguration appraised the trainees the demand for artificial flower with change in life style and aesthetic preferences. The rising urban population with nuclear families aspiring for a small apartment always likes to decorate their flats with affordable decorative items. It is also becoming popular as a gift item at wedding's or social occasion.

The training was conducted for 15 days in two batches by Mrs. Rina Mukherjee a senior and experienced trainer.

After completion of the training Programme on 2 Nov. 2023 Mr. Avinash Lahane, DDM NABARD, Howrah, visited , meet to the more than 50 participants of the training Programme and also give their valuable suggestions to the participants.





## ◆ Artificial Flower Making Training Programme at Baly Jaygacha





## ◆ Artificial Flower Making Training Programme at Tarkeswar





## Success Story

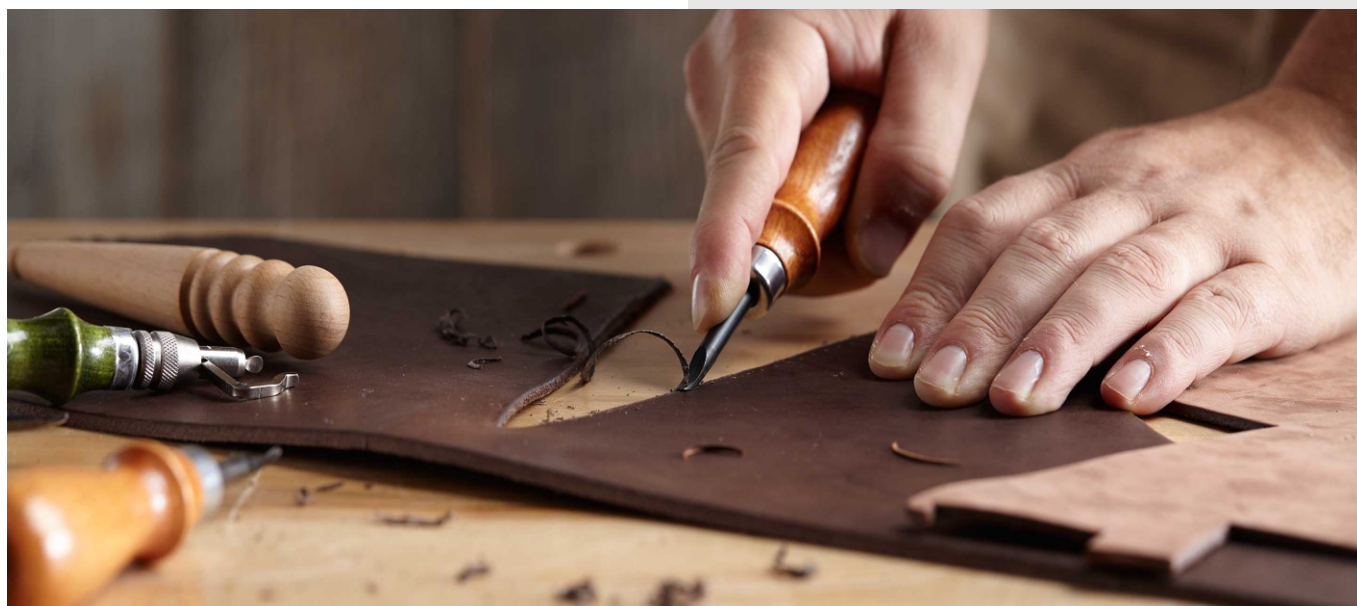
**Smt. Annapurna Deb,  
(Subhas Nagar, Howrah)**

Annapurna Deb, 55 years old women who living in Arupara, Subhas Nagar in Howrah District. Her husband is a carpenter, which is traditional job of her family. She has one child below 14 years. She is a graduate from West Bengal Board and also gives tuition to her nearby children to support her family. Despite this, she feel difficult to manage the household expenses. Meanwhile, in September 2023, she came to know about Artificial Flower making training organized by SSVWS's with support of NABAD, so she immediately got ready to join 15 days training programe. After training she started making it self with small investment and sell the product in near by area. And gradually her flower business is growing day by day and she is able to more financially support to her family. For this change in her life, she wholeheartedly thanks all the people and organizations who are associate with it.



### ◆ Leather Work

Leather industry is a sector where in producing a broad range of goods such as leather footwear, leather bags, leather garments takes place. The Leather industry in India is an employment-focused industry, providing jobs to about 4.42 million people. Leather bags are one of the most popular and stylish fashion accessories. Leather bags can be used for work, travel, leisure etc. Leather bag manufacturing is a complex process and It requires skilled artisans with the expertise to create quality products. We conducted training program with this support of the local expert in manufacturing of leather bags and other leather products where 150 members of SHG participated many of them have taken up this activity by availing micro finance from our ENGO. This is a profitable business activity and we want to conduct for the skill development training program to cover more SHG members and also to diversify the product range with value addition and market potential.



### ◆ Candle Making

In the developed world today, candles are used mainly for their aesthetic value and scent, particularly to set a soft, warm, or romantic ambiance, for emergency lighting during electrical power failures, and for used as an article of prayer and decoration purposes. In the 21st century, there has been a huge spike in sales of scented candles in recent years. The COVID-19 pandemic and the ensuing lockdowns led to a dramatic increase in the sales of scented candles, diffusers and room sprays.

SSVWS conducted 3 training programs for Candle making with the support from some expert. About 60 SHG members have avail the training and have started units of candle making with our microfinance support. They are during good business as the expert who conducted the training id helping them in procurement of raw materials and marketing of finished goods. There also selling the products in the local shops hence there is very good scope for expending this activity among the SHG member. We plan for providing further skill development training for making specialized candle items. To the SHG members for grating value addition an sped of marketing network.



## Health Initiatives



### ◆ Medical Checkup Camp

We organized 2 health camps where qualified doctor examined the patients in situ and prescribed medicines / remedial measures. Some of the patients suffering from critical diseases viz- kidney, pthysis, dengue and cancer diagnosed by the doctor were referring to specialist/hospital in Kolkata. About 160+ SHG/JLG members were benefitted by the health checkup camps during the current year.

### ◆ Blood Donation Camp

SSVWS held blood donation camp where more than 60 persons donated bloods in collaboration with national blood bank in Kolkata.

### ◆ Eye-Checkup Camp

We held one eye camp in a very remote village of South 24 Parganas where more than 50+ patients took advantage of checkup by expert specialist and were provided spectacle free of cost. The eye camp was organized with the Rotary eye foundation.

### ◆ Financial Help for Medical Treatment

As usual SSVWS provided financial help to poor SHG/JLG members and their family as donation for purchasing of medicine, Tests and small operation in hospital.

### ◆ Health Checkup Camp

We make a door to door survey of the SHGs members regarding their health status and suggested for the remedies from diseases. We also supplied primary medicines at low price from the wholesale and retail medicines store maintained by the organization. In our last health checkup camp about 200 SHG members and their family members took part. Many of them were refer to the local primary health centers and hospitals for necessary checking and treatment.



Our Happy Clients





## Education Initiatives



We believe that education is one of the most important tools to change one's life. It elevates a person as an individual with knowledge, skill and personality. Education makes a person eligible to secure a job and give his family a better life. To help the underprivileged Indian in rural areas move towards a better tomorrow, SSVWS works towards spread of education. We have lined up various initiatives to educate and uplift the youth. Right from the inception of our society we were conscious about this major issues of Education, unemployment . We have taken the following initiatives for promoting education in the area.

### Distribution of study materials to poor student

For selected poor school children we distribute study materials including books, exercise books etc to 100 poor students to different school every year. During the year under review 125 number of poor student received our help under this programme.

### Child Education Centre

We are running a pre-primary school cum crèche for the children of poor families where both the parents have to go out for working for earning their livelihood. At present 50 no. of poor children with the age of 3 to 6 years are studying in the school. Apart from giving formal training these children are given lesson on Yoga and Pranayam and also are taught about environment, nature, human behavior and process happening the World. They are also given lesson on Art and Drawing, Music and other Cultural activities.





# Driving Growth





## Agriculture Allied Initiatives



### ► Rainwater harvesting & Land improvement Project

SSVWS implemented the programme name as Rainwater harvesting & Land improvement Project sponsored by Sundarban Development Board. We covered more than 170 beneficiaries under this Microcredit for Agriculture and fish cultivation activities programme. This is a very ideal programme in the Sundarban area to make the farming economically profitable from the income of cultivation, fishery and plantation activities. Here the mono-crop land is being turned to multi-crop with additional activity of fish cultivation and horticulture crop.

### ► Awareness Creating Programme

SSVWS organized awareness camp on Advance agriculture practices viz. Culture by power-tiller / tractor, use of organic fertilizer, use of insecticide, pesticide and nutrients for increasing the productivity of loan. They were also made aware of the need for minor irrigation and making of organic manure in the own houses by vermin-compost processing using cow-dung, rejected garbage, vegetable parts. Our one of the Board Member is an agriculture scientist and he takes the special initiatives for conducting the agriculture programme in the area.



## Days Celebration





# Credit Outreach Program





# Award & Recognition



**SSVWS got special Award from Sa-Dhan  
for working on poor & Financial Backwardness Families  
through JLG Promotion**



# Award & Recognition



**SSVWS received Award  
From Microsave sponsored by Royal Bank of Scotland  
for outstanding work on SHG & JLG Activities.**



# Award & Recognition



**SSVWS Awarded by 1<sup>st</sup> Position in South 24 Parganas and Kolkata For JLG Promotion Programme in the year 2021-2022 by Union Bank of India**



**SSVWS Awarded by 1<sup>st</sup> Position in South Parganas and Kolkata for JLG Promotion Programme in the year 2022-2023 by Union Bank of India**



# Award & Recognition



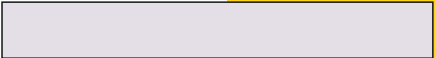
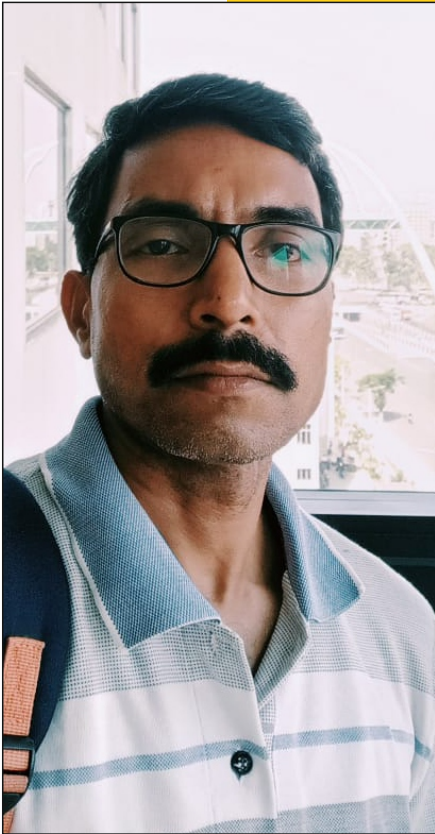
State Bank of India awarded SSVWS  
for working on JLG and SHG for a Long Time



SSVWS Got Award from Rastriya Mahila Kosh For Outstanding Contribution  
and Financial Support to Backward & Poor Families through JLG and SHG



# Head Office Team





## Employees Speaks

*My journey with SSVWS in 2006 as Accountant and Manager Operations. Since inception I have enjoyed my work together with my Team Members. My journey through different responsibilities has been extremely fulfilling and enriching SSVWS has provided the space to put my innovative ideas forward, take up challenging tasks have a solution-oriented mind set which in turn lots and employee emerge as winner. SSVWS has friendly and positive work environment. I feel my self privileged to be a part of this company.*



**Sukhendu Kaval**  
Chief Accountant

*My journey with SSVWS commenced as being appointed as the Branch Manager in mid 2021. I am thankful to SSVWS for giving me a chance of Microfinance Sector. I perceive that It was the right decision to enter the organisation and start my Microfinance journey with SSVWS. Based on my experience with the organisation I can say that SSVWS is one of the best places to work. When I look around, I realize that people who were there with the company for a long time have also achieved remarkable growth. As we grow together, I am happy to part of SSVWS Family.*



**Babai Ghosh**  
Branch Manager - Sonarpur

*I have been working with SSVWS from the May 2023 as a HR & Communication Manager. Initially, I faced some difficulties due to not knowing Bengali language but now I have managed and doing my daily work well. It is a nice place to work. This is a place where talent and hard work are recognized. SSVWS has provided us a culture where employees take ownership of their work and learn in many ways. I have always believed to put all my efforts to accomplish the task I've been assigned and achieve maximum perfection in my work. I have received the fairly deserved appreciation and timely acknowledgement for my efforts. I am thankful to Management team, who give me support to work freely here.*



**Ajay Kumar**  
HR & Communication Manager

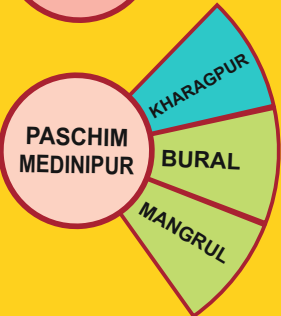
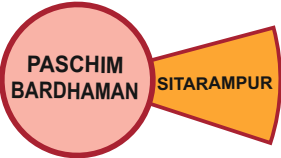
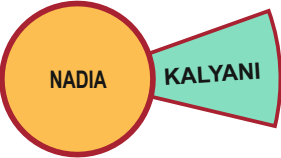
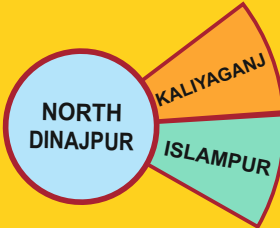
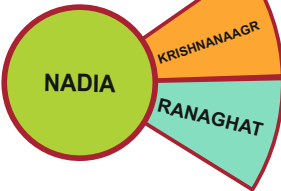
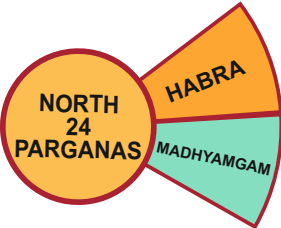
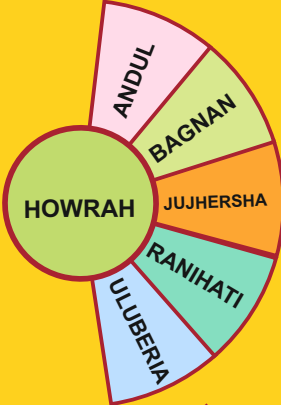
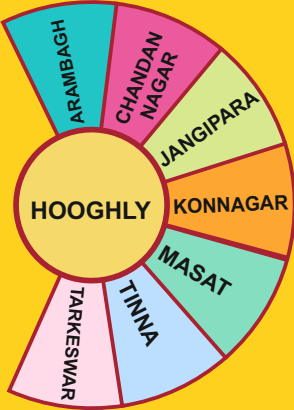


## Our Supporter & Partners





# Our Branches



State West Bengal	Districts 11	Branches 38	Members 70,000 +	Employee 300+
----------------------	-----------------	----------------	---------------------	------------------













**Registered and Head office**

**Sripur Swami Vivekananda Welfare Society**

Village: Sripur, PO-Kashimpur

Dist- South 24 Parganas, West Bengal -743372

Phone: +91 9933960347 / +91 9093734057

Help line No.: +91 6290486130

Email: [ssvws.bengal@gmail.com](mailto:ssvws.bengal@gmail.com)

Website: [www.ssvws.org](http://www.ssvws.org)