



Nedumpana Apparel Park Tailoring route to success

Nedumpana Apparel Park is established in the Nedumpana gram panchayath in Kollam district, where a high end semi automated tailoring facility is set up. The unit was set up in 2008 and started in 2010. Apparel Park is run by Smt. Girija Kumari, unit convener and Smt. Jayalakshmi, unit manager along with 29 women who knew stitching, embroidery works, button hole works etc. Shirts, house coats, uniform and frocks are stitched based on orders.

The park involved the setting up of a cluster centre for apparel manufacturing mainly readymade garments, kids wears, uniforms, textile carpets etc. The cluster centre has a facility to engage a minimum of 50 skilled entrepreneurs with modern automatic electric sewing, cutting, packing machineries and technologies. The infrastructure was provided by Nedumpana Grama panchayat in the First phase. Machineries, tools and other movable assets were installed with the help of Kudumbashree Mission. Training and capacity building components were executed by Kudumbashree.

The Nedumpana Grama Panchayath identified and selected 50 beneficiaries within the age group of 20-40 suited for the project with tailoring skill and artistic talents. The grama panchayat provided land and building free of cost. Generator, sanitation facilities and other tools and furniture, machineries and fittings, electrical fittings, tools and furniture was made available by Kudumbashree where 10 per cent through bank finance and 90 per cent by grant from Kudumbashree mission. Most of the beneficiaries opined that apparel park had succeeded in empowering rural women.

Members of apparel unit work from 9:30 AM to 5:30 PM. If bulk orders are there to be completed, unit members stay accordingly and work as a team to finish their assigned work. Apparel park has a turnover of Rs. 5 lakh per year and earning a profit of Rs. 30,000 per month for each employee.

Reasons for your success?

We consider receiving bulk order for stitching as our reason for success. Completing bulk orders in time help us to get fame and earnings. Successful completion of Cochin Metro order helped us in getting publicity for our apparel park. Both Kollam District Mission and State Mission have helped us receive bulk orders. First order received was to stitch coats for 'Café Kudumbashree'.

Challenges faced?

The most challenge we faced was the difficulty in marketing shirts. Even though we manufactured shirts under the brand name NAPSTAR, we could not sell through shops as there was delay up to 6 months in getting the payment. Mainly delay in payment and marketing strategies to receive bulk order was the challenges we faced.

Turning point in business?

Receiving Cochin Metro and Lottery department order for stitching uniform coats was the main turning point in our business. This helped us gain more fame and income to the unit. Other than this, Karunya, Hantex and more Hospital uniform orders helped us earn a stable income of More than Rs. 20,000 per month.

Future plans or ambitions?

Though interested to stitch shirts and market it, we also wish to do kids wear especially frocks. We wish to make own kids wears and market it. We are also willing to take it to the next step so that the unit will gain more income and publicity.

Most happy moment?

In these eight years, we felt most happy when we received orders from Kochi Metro and Lottery department. After delivering finished products to Cochin Metro, we became well known to all in the industry and more industry approached us for work. It helped in gaining confidence to our workers who fully depend on this income for their livelihood. After finishing Lottery department order, we received a huge amount for their work which made them stable financially.

Message to aspiring women?

Believe in yourself, understand your industry, deliver more than expected and build the right team.

“Nedumpana Apparel Park is the tailoring route to success to more than 30 people working in the unit. It helped gain confidence to working women to enhance their livelihood”.

Pavitha K.