

THE HINDU

Date:26/08/2006 URL:

<http://www.thehindu.com/2006/08/26/stories/2006082615940100.htm>

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Sixteen Hosur SHGs tie up with Titan

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 - *Payments are directly made to the group members' accounts*
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Hosur: A few self-help groups (SHGs) in Hosur will soon be the "time-keepers" of the nation. Sixteen self-help groups (SHGs) attached to Myrada, an NGO, have entered into a tie-up with Titan Industries Limited (TIL), Hosur, for assembly of metal watchstraps (bracelets) and Tanishq jewelry. A group of women have formed an organization called MEADOW and they are its owners and managers.

According to M.C. Shivarudrappa, project director, Myrada, "Meadow (Management of Enterprises and Development of Women) with a total of 250 women is involved in a range of works, including bracelet link assembly, final assembly, inspection and packing of bracelets and table clocks, silver and gold rope making, precious stone

fixing, strapping of watches and clasp fixing of bracelets."

Titan trained the women in its factory outlet for six months to three years depending on the nature of work assigned to them. On successful completion of the training they were absorbed in Meadow.

Payments are directly made to the group members' accounts based on the job executed by them. The members earn a minimum of Rs. 3,000 a month after deduction of ESI and PF. The company's profits are equally shared among the employees with a significant amount allotted for expansion of activities.

Multi-skilled

All workers are multi-skilled and are trained to work under different units, including assembling unit, pre-polishing, gold plating and packing unit and dispatch.

If raw materials don't arrive on time the members are shifted to other units to continue the production. The group members share responsibility and supervise operations in different units in rotation.

Quality checks

Stringent quality measures and timely production of the products are ensured before despatch to the factory. On an average more than 7,000 watches are packed and despatched to Titan's factory outlet.

Titan has created a software to monitor stocks and inventories, excise registers, challan and vouchers in the concerned operational units.

Transformed

"Meadow has transformed our social and economic status. Besides internal lending the members meet family obligations and educational expenses of their children," says Lakshmi, a group member.