

CLX WIGS

SHIFTING FROM BEEDI (TOBACCO) ROLLING TO HEALTHIER LIVELIHOODS

A PATH TO SUSTAINABLE CHANGE

FROM BEEDI TO WIG

TO A COMFORTABLE WORK PLACE



ABOUT CANCER INSTITUTE (WIA) , ADYAR

- ***Cancer Institute was established as a voluntary, charitable institution in 1954, under the Societies Act of 1860 by the Women's India Association (WIA) Cancer Relief Fund of Madras.***
- ***It was initiated under the leadership of Dr. Muthulakshmi Reddy, as a cottage hospital with 12 beds.***
- **Today it is a comprehensive cancer centre with 675 beds providing state-of-the-art facilities for both diagnosis and treatment to any cancer patient irrespective of their socio-economic status**
- **Includes a research division, teaching programs in medical & para-medical fields, a psycho-oncology division, preventive oncology division & palliative care services**
- **The institute treats about 20 – 25% totally free and another 25% subsidized by governmental & non-governmental welfare organisations.**
- **The institute does not confine its work within the walls of the hospital, but also expands its horizon to the area of cancer prevention, like mobile cancer screening programs, awareness campaigns in the communities and much more.**

ABOUT THE PROJECT

TRANSFORMING LIVES

The Cancer Institute (WIA) has been at the forefront of transforming the lives of beedi rollers by initiating a series of activities aimed at shifting them to healthier, sustainable livelihoods.

Recognizing the occupational health hazards associated with beedi rolling, we embarked on this mission in 2015 with support from HCL Foundation, focusing on two districts Tirunelveli and Vellore where the proportion of beedi rollers is notably high.

A NEW BEGINNING

The Government of India is keen to eradicate this industry, and offers their support to transform more and more women and bringing them out of the industry to a safer and secure job

Cancer institute (WIA) in association with Exodus Exports (P) Ltd., provide an alternative livelihood opportunity for women working in the Tobacco industry (beedi rollers) by training these women for making Cancer Wigs

EMPOWERING WOMEN

At present we have trained more than 160 women and about 80+ are permanently employed with Exodus Exports (P) Ltd.

Today with the continuous support of Cancer Institute WIA, Adyar and other Government agencies like NABARD & SKILL INDIA, we are working in 5 different villages in the southern tip of India where the tobacco Industry hub is situated.



MOBALISING BEEDI WORKERS IN THE FIELD



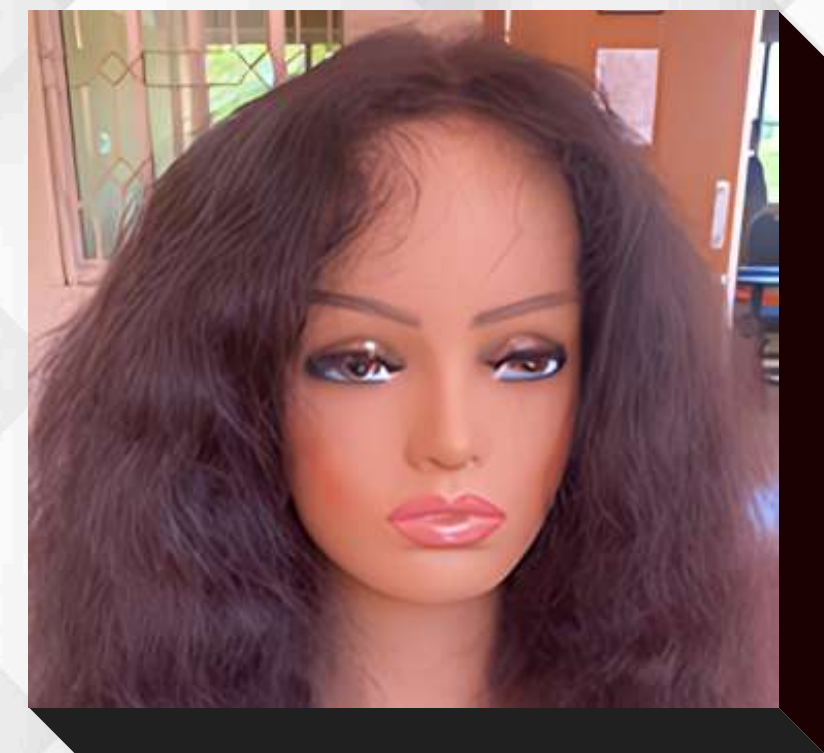
MASS AWARENESS



BEEDI ROOLING

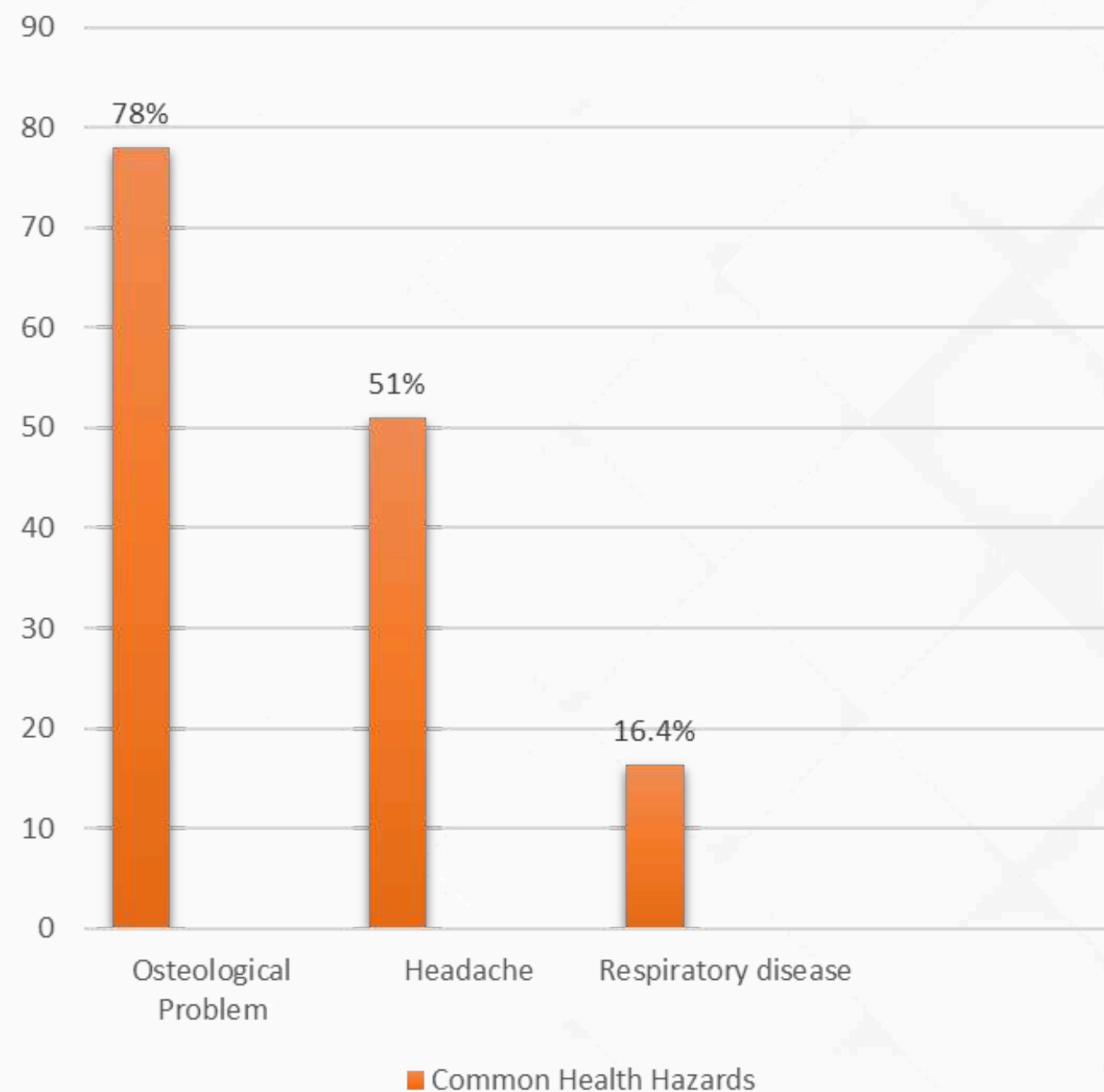


FROM BEEDI ROOLING TO WIG MAKING TRAINING



FINAL OUTPUT

Health Hazards Identified during Survey



Almost 61.4% of the workers were aware of the health hazards associated with their job and were willing to opt for an alternative livelihoods

AWARENESS

- Our journey began with extensive awareness campaigns aimed to educate beedi rollers on the occupational health hazards and benefits of shifting.
- Through these efforts, nearly 2000 beedi rollers were sensitized to the health risks they face daily.



SKILL DEVELOPMENT INITIATIVES

- To provide viable alternatives, we introduced several skill development programs at the Central Beedi Hospital in Mukkudal, Tirunelveli, free of cost to the beneficiaries.
- Our first initiative, in collaboration with the Coir Board of India, was a 60-day coir handicraft training program that empowered 20 participants with new skills.
- Building on this success, we launched a tailoring training program designed as a 60-day course.
- To date, 148 women have been trained, with 98 of them having permanently shifted from beedi rolling.



WIG MAKING: A SUSTAINABLE EMPLOYMENT OPPORTUNITY

- ▶ To ensure sustained employment for those trained in tailoring, we established a wig-making unit in Tirunelveli with support from Exodus Exports Pvt Ltd.
- ▶ 160 women were provided with training and employment opportunities under this, with 80+ currently employed. This initiative not only offers a stable income but also opens doors to new opportunities, breaking the cycle of unhealthy livelihood practices.
- ▶ We are working to establish connections between these groups and potential employers, including manufacturers, banks, industries, and export companies.
- ▶ Cancer Institute (WIA) and Exodus Exports remains committed to supporting these women in their transition, providing them with the skills, opportunities, and support needed to build a better, healthier future.



OUR BRAND LOGO **CIX**WIGS

WIG UNIT

AN EFFORT TO SALVAGE THE SOCIETY

KNOTTING SECTION



HACKLING SECTION



MACHINE SECTION



ABOUT EXODUS EXPORTS P LTD

- ◆ Exodus Exports (P) Ltd., is an exports and manufacturing company which produces Indian human hair extensions & Wigs over the last 23 years. It is a 100% women run enterprise. With the passion to help the underprivileged women in rural areas, we have always worked toward developing skill to the uneducated sector and have witnessed their lives getting transformed.
- ◆ In 2007 we started a manufacturing unit to generate employment for destitute women initiated by the Church of South India. Later in the year 2018 we started another factory to support the tribal women in a hill town initiated by the Salesians Don Bosco Congregation.
- ◆ At present we have undertaken the project with Cancer Institute WIA to transform the women working in the beedi industry.
- ◆ SWR TV made a documentary and telecast in Germany and followed by several other productions from various countries since 2008.
- ◆ Our interviews were published as news report in SÜDDEUTSCHE ZEITUNG
- ◆ California Institute of Integral Studies, USA conducted an interview on the hair industry.
- ◆ We have supplied to leading brands in the International market and exported to about 50+ countries.

CONTACT US

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