

IMPACT DUE TO THE INTERVENTION PROGRAMMES OF NATIONAL JUTE BOARD (NJB) UNDER JUTE TECHNOLOGY MISSION IN EMPOWERING OF RURAL WOMEN IN DIFFERENT PARTS OF THE COUNTRY – A BRIEF NOTE

GUJARAT

The area of Junagadh and Porbandar Districts are unknown area for Jute and Jute Diversified products. The development of Women Self Help Groups over the past of four of years has been extensive and remarkable. The Jute Played significant role in uplifting the socio economic status of WSHGs in the area. Before more than 48 months NJB has appointed our NGO as Cluster Development Agency for development of WSHGs through JDPs under Jute Technology Mission. Our aim always focused on how empower and the WSHGs and increasing demand of JDPs in the region for the development process and empowerment of WSHGs. The strategy of implementation as we started visiting in the rural area of Junagadh and Porbandar Districts and emphasis on to understand the need of poor people in rural area. To understand priority of economically backward people. To build JDPs activities for poor people to see themselves as positive contribution to the economy. To understand need for building people's groups and have skills to do same. Initiated economic activities and understand the various stages involve in the program. Understood regular field work and follow-up. As we all know that political upheaved and poverty have been at its peak for a long time in almost every sphere of Junagadh and Porbandar Districts and there are that we visited regarding our activities were not cases of exception. All the problems that a person might come across while working in rural areas of India, are not only widely and intensely present in this region but also hold some additional critical features that makes barrier higher for a worker. Its immense poverty, serious chooses in the political domain regarding their development, distant location of the villages, wide spread literacy, and massive unawareness makes your communication far more problematic and challenging. After living in the midst of all these difficulties for a long time these people seem to have given up their hope for any kind of improvement of life. We realized that our journey to motivate the people of Junagadh and Porbandar districts for healthier life start from zero. Therefore, our introduction and interaction was more focused on inspiring these people to fight to thrive, to face hardship, and dig deep inside for hope while it seems nothing is left. Our next steps were to promote peoples to formation of WSHG, knowledge of Government plans, support for development and welfare activities. After all we are proud to say that we have overcome every hurdle to inspire these people toward a self development and optimistic life. We are also thankful to the WSHGs of Junagadh and Porbandar districts.

NGO has emphasized on following skills for successful implementation. To develop skills for production of qualitative JDPs. Behaviors skills like confidence building, group building, leadership, dealing with officials etc. Managerial skills like raw material and machinery procurement, marketing budgeting and accounts etc.

NGO has emphasized to increase demand of JDPs in life style of society. People also accepted positively the JDPs are eco-friendly and cheaper than other same. In the region merchants have started the Jute bags for customer facility for carry bag. The products are new in the region and fashionable so young generation accepted easily and impressed.

We have developed 74 WSHGs in program 56 in Junagadh district and 16 in Porbandar district. 18 WSHGs have availed basic and advance training, 9 has availed machinery assistance from NJB. 6 have procured handlooms. All the members of WSHGs are started to overcome their dreams. Each of them has contributed for better tomorrow and together initiated milestone in the history of successful SHGs. It's amazing that they now run huge production and have acquired a couple of fixed markets for their production for business through out the year. We have success to encourage and development of WSHGs through Jute Diversified Products. We also thankful of D.D.M, NABARD, DRDA Junagadh and Porbandar, and Bankers who motivated the WSHGs.

DRDA and NABARD have commendation to association with JDPs in the SGSY program during the visit of director DRDA. NABARD D.D.M. impressed and commendation for skill development program of NABARD.

NGO regularly emphasis to awareness about JDPs and development of WSHGs by to motivate to participate in district level and State level marketing fair and exhibition with help of NJB and Index-c NGO also arranged exhibition at Sasangir Lion Sanctuary and Somnath. NGO has published catalogue and pamphlets for about JDPs.

WSHGs have participated in National Level and International level fair at Kolkata, New Delhi, Mumbai and Surat supported by NJB. WSHGs have received lots of order and inquiries and got national level and international marketing.

After successfully implementation State Govt. and other NGO interested to development of WSHGs in rural area through JDPs. NJB also interested to increase JDPs activities in Gujarat State and covered more districts. State Govt. department are using JDPs instead of other products like bags distributing aganvadi workers, school bags, file covers, pen stands, doormats and folio bags regularly from WSHGs.

In the area by efforts of NJB and NGO increased demand of raw materials like Jute Yarn, Jute Fibers and Jute Fabrics. NJB has sanctioned Jute Raw Material Bank (JRMB). At time of starting of program the demand was nil, but after successful implementation in present average monthly demand reach up to 2000 Kg. Jute Yarn, 1500 Kg. Raw Jute and 8000 Mtrs Jute Fabrics.

Before 48 months average monthly income of WSHGs' members was negligible in family income but in recent be countable. We emphases to bring SHGs' members in at visible platform and motivated to empower by income generation activity through JDPs.



Manager Lead Bank Mr. A. V. Upadhyay visited venue and Examined Products



Jute Diversified products selling in sales outlet



WSHGs' Members Participate in Exhibition



Handloom products developed by WSHGs



WSHG Members engaged in production of Jute bags



WSHG Members developed Jute Handicraft Products



WSHGs' members engaged in production of Jute Jewellery



NGO Participate in Textrends India 2011 at New Delhi



NGO Participate in Textrends India2012 at New Delhi



NGO arranged Exhibition of JDPs



NGO Participate in Giftex at Mumbai



Scheme Manager Mr. A.K. Ghosh addressing WSHG Members

Jute Handloom

Cluster: - Navapara
Village: - Navapara
Block: - Veraval
District: - Junagadh
PIN: - 362 266 (Gujarat)

Name of WSHGs

- 1) Jay Chamunda SHG
- 2) Rama Bai SHG
- 3) Jay Khodiyar SHG

Bank: State Bank of India, Adri Branch

The NGO is strongly presented in the village so decided to implement the program. All the 3 SHGs are formed by NGO in year 2003-04. The village on costal area of Junagadh district. The people are depending on agriculture fully. The area is fully affected by saline water so totally depending on rain season. People are migrating mostly part of year for livelihood. The members of SHGs are agriculture labors. In year 2006 NGO has motivated for production of handloom fabrics for income but they not earning sufficient for livelihood due to lake of technique.

After the basic training under JTM there were improved the skill of members using Jute with cotton. They have started production of towels and mates. In starting product 4-5 towels and 5 meters Juco. Towels are selling in open market and Juco to WSHGs who product Jute Bags and they earning increased and published as success SHGs in region many officials have visited the unit and working as motivator to SHGs in the region. During the visit of D.G.M

NABAR he impressed and sanctioned a sales outlet for sustainable marketing. During the year 2009-10 all three SHGs has turnover Rs. 10, 60, 0000/- before the development of cluster they were earning Rs. 1000/- per month in recent every member earning nearly 2000/- per month. Every SHG has more than 1 lakh their own fund for thrift and credit.

Navapara Handloom cluster became famous in the region as success so many SHGs are commendation for their development through handloom activity in the cluster. DRDA Junagadh has sent the exposure tour of SHGs and staff to Navapara cluster. Bankers also suggest to SHGs to work as Navapara cluster.

Due production of Juco in the cluster the raw materials for Jute bags are easily available; otherwise it's available at Kolkata. During the training of Jute bag master trainer also emphasis to use Juco fabrics for instant production like side bags, file folders.

So, Navapara Handloom Cluster helps to develop other JDP cluster.

After all the Jute Handloom activity becoming regular job for individual weavers also and became livelihood action for poor people for expecting the dreams.

DRDA Junagadh has also published success story in the Sakhi Mandal project.



Exposure Visit of other WSHGs with CDPO Miss Harsha C. Siyat examining the products



Opening of marketing sales outlet by Mrs. Posham with D.D.M NABARD and CDPO Miss Harsha C. Siyat



Exposure visit of other WSHGS



WSHG member producing Juco fabric

Jute Bag

Cluster: - Mangrol

Village: - Khirasara

Block: - Keshod

District: - Junagadh

Name of WSHGs

- 1) Anjali Sakhi Mandal
- 2) Pragati Sakhi Mandal
- 3) Tamana Sakhi Mandal

Bank: State Bank of India, Khirasara Branch

Khirasara village is unlikely interior village of Keshod Block in Junagadh District. All three WSHGs are important in Mangrol Cluster. Most of members of all three SHGs are from all cast belonging SC, OBC, Minority and other poor. The village is nearly 100 K.M. away from Junagadh. Agriculture is main activity for employment generation, due to saline water completely depending on monsoon season. About 30% people have migrated for earning the population of village is 5500. SBI is located at village covering other six villages. There is no other activity developed for income generation.

We have selected the village due to economic condition of village. The WSHG took basic training 18/11 to 8/12/08 and advance training 4/9 to 18/09/09 on Jute Bag. We have motivated the WSHGs for production of Jute bags on commercial basis and self development. Villagers are not interesting in the activity, the family members of WSHGs also not agree to join in the activity. After the successfully completion of basic training all villagers admired the efforts of NGO. After the completion of basic training the production of follow –up material they sells in Handicraft fair at Rajkot and get unbelievable response from market they promoted for production commercial basis starting every SHG has two second hand machine and started production from laminated Jute fabrics 500 shopping bags for publicity of jewelry merchant. In starting they not getting more but trade was developing and confidence of members of all three SHGs built after the completion of 500 bags. They have product 150 file folders for WASMO seminars recommended by DRDA. They also sales their products in outlet of Navapara Cluster. They have purchased nearly 500

meters juco fabrics from handloom cluster and supported to JDP activity. Due to success of three SHGs in village in present 25 new SHGs formed and people promoted for other income generation activity.

After the completion of advance training the skill of members upgraded and they have started fully on commercial basis from September 09 to January 10 utilized 250 meters juco fabrics and 650 meters jute laminated fabrics for production of various bags.

Lead bank recommended purchasing folio bags from Khirasara for the customers. 9 banks have purchased folio bags.

After all the WSHGs of Khirasara village become success to achieve their dreams through JDPs. Before the earning was negligible and count in family income in present every member earn nearly Rs.1000/- per month. NCJD has assistant two sewing machines to each SHG and other five machines from PMRY by DIC to each SHG



CDPO Mrs. Jana Ben Visited at training venue and examining the products



Members of WSHGs engaged in training of Jute



Visiting of ICDS Staff at Production unit



WSHG members engaged in production of Jute Bags

Jute Handicraft

Cluster: - Gosa

Village: - Gosa

Block: - Porbandar

District: - Porbandar

Name of WSHGs

- 1) Jay Vishat Ma Sakhi Mandal
- 2) Jay Vidhyavasini Sakhi Mandal
- 3) Jay Momai Ma Sakhi Mandal

Bank: Bank of Baroda Gosa Branch

Gosa village is located in costal in Porbandar district. Most of members of all three WSHGs from OBC. People of village fully depending on agriculture. Due to effect of under ground saline water fully depending on monsoon season. After the completion of monsoon crop harvesting about 30% are migrating for employment toward Rajkot or Surat. During the selection of WSHGs some members not motivated and they not confidence in JDPs activity. Villagers also not responding in the training of Handicraft, Some member's families also not responding. The WSHG took basic training 19/12/08 to 8/01/09 and advance training 1/12 to 15/12/09. in starting of basic training some members also not took training confidently but after 3 to 4 days all members built confidence to product Jute Handicraft articles. DRDA representative the district consultant Sakhi Mandal Project has motivated to all members by example of other SHGs working in handicraft trade, Bank manager also motivated to. After the completion of basic training all members were motivated and confidential to product JDPs. Villagers also admired the effort of NGO and SHGs They have sent three members each from one for selling product in market fair at Porbandar during Holly Mela product developed from follow-up material. They get unexpected response from people's demand in Jute handicraft products. From the income of selling they purchased raw jute and Net fabric for production of ladies bags, caps, door hanger, and bottle bags. They have contact to sellers of Handicraft articles in Junagadh and Porbandar for selling of m products.

After the completion of Advance training the skill upgraded all the members and now they product qualitative articles. DRDA Porbandar has constructed Gram Hat at sea shore for sustainable marketing of Jute Handicraft articles and other production of artisans.

After all the WSHGs of Gosa village have success to achieve their motive by JDPs activity and set example in the region the SHG is medium for empowerment women socially and economically through Jute Diversified Products. The members of SHGs are working confidently and attitude changed of other artisans engaged in same sources and trends to JDPs. After the success of three SHGs in achieve their dreams the nearby villagers and also in Gosa WSHGs other 56 SHGs formed by our NGO. We feel proud to develop as success in the region.



District Consultant Sakhi Mandal Miss Anila pipaliya Visited



Product Developed By WSHGs



Product Developed By WSHGs



Jute handicraft Production during Training





Other Product Developed by WSHG members

PALAKHADA VILLAGE

Cluster: - Madhavpur

Village: -Palakhada

Block: - Porbandar

District: - Porbandar

Name of WSHGs

- 1) Kinnari Sakhi Mandal
- 2) Randal Sakhi Mandal
- 3) Saheli Sakhi Mandal

Bank: Dena Bank, Visavada

Palakhada village is located at costal area of Porbandar district 36 K.M. away from Porbandar. Village is completely affected by under ground sea water. There is no other source for employment in the village. The population of village is 3542 on census 2001, for employment men are going to Porbandar city in building construction. Women are getting employment in post monsoon harvesting.

NGO has selected village on this condition. During the selection of WSHGs some members not motivated and they not confidence in JDPs activity. Villagers also not responding in the training of Handicraft, Some member's families also not responding. The WSHG took basic training 2009 and advance training 2010. After the completion of Basic Training maximum members developed confidence for starting up Jute bag production. First production of Jute Bag from follow up materials they sold at ruler mart at Porbandar and get unexpected response from society. All members built confidence to product Jute Bags. Villagers also admired the effort of NGO and SHGs They have sent three members each from one for selling product in market fair at Porbandar during Janmashtmi Mela product developed by WSHGs'. They get unexpected response from people's demand in Jute Bag products. From the income of selling they purchased raw Jute and Juco fabric for production of various bags. They have contact to merchant of bag in Junagadh and Porbandar for selling of products.

After the completion of Advance training the skill upgraded all the members and now they product qualitative articles. DRDA Porbandar has constructed Gram Hat at sea shore for sustainable marketing of JDPs and other production of artisans.

After all the WSHGs of Palakhada village have success to achieve their motive by JDPs activity and set example in the region the SHG is medium for empowerment women socially and economically through Jute Diversified Products. The members of SHGs are working confidently and attitude changed of other artisans engaged in same sources and trends to JDPs. After the success of three SHGs in achieve their dreams the nearby villagers and also in Palakhada WSHGs other 56 SHGs formed by our NGO. We feel proud to develop as success in the region.



KEVADRA VILLAGE

Cluster: - Mangrol

Village: - Kevadra

Block: - Keshod

District: - Junagadh

Name of WSHGs

1) Radhe Krishna Sakhi Mandal

2) Jai Chamunda Sakhi Mandal

3) Looli Ma Sakhi Mandal

Bank: Saurashtra Gramin Bank

Kevadra village is unlikely interior village of Keshod Block in Junagadh District. All three WSHGs are important in Mangrol Cluster. Most of members of all three SHGs are from all cast belonging SC, OBC, other poor. The village is nearly 80 K.M. away from Junagadh. Agriculture is main activity for employment generation, due to saline water completely depending on monsoon season. About 30% people have migrated, for earning the population of village is 5348. SGB is located at village covering other six villages. There is no other activity developed for income generation.

We have selected the village due to economic condition of village. The WSHGs took basic training 2009 and advance training 2010 on Jute Bag. We have motivated the WSHGs for production of Jute bags on commercial basis and self development. Villagers are not interesting in the activity, the family members of WSHGs also not agree to join in the activity. After the successfully completion of basic training all villagers admired the efforts of NGO. After the completion of basic training the production of follow –up material they sells in Handicraft fair at Rajkot and get unbelievable response from market they promoted for production commercial basis starting every SHG has two second hand machine and started production from laminated Jute fabrics 300 packaging bags for publicity of cloth merchant. In starting them not getting more but trade was developing and confidence of members of all three SHGs built after the completion of 300 bags. They have product 150 file folders for seminars recommended by DRDA. They have soled their products in fair arranged by DRDA at Gir Sanctuary in December- 2010 for support to JDPs activity in the area. WSHGs have purchased nearly 100 meters juco fabrics from handloom cluster and 500 meters laminated Jute Fabric from JRMB. Due to success of three SHGs in village in present 25 new SHGs formed and people promoted for other income generation activity.

After the completion of advance training the skill of members upgraded and they have stared fully on commercial basis from September 10 to January 11 utilized 1100 meters fabric and 650 for production of various bags.

After all the WSHGs of Kevadra village become success to achieve their dreams through JDPs. Before the earning was negligibile and not count in family income in present every member earn nearly Rs.18,00/- per month. WSHGs have parch aged five second hand sewing machines for production of JDPs.

