

# 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

## UTTAR PRADESH

### Bhartiya Sewa Sansthan, C D A Lucknow/Barabanki SUCCESS STORY

**Name of successful Artisan-** Smt. Sunita Verma W/o Sri Ram, Age 32 yrs.

**Name of Group-** Suraj Mahila SHG, Vill. Bhitauli Kalan, Block Banki, Barabanki



I, Sunita Verma, having a BPL Card, remember that auspicious day of 10<sup>th</sup> August 2008, when I got the opportunity to attend the Awareness workshop, organized by Bhartiya Sewa Sansthan, the Cluster Development Agency of NCJD(Now NJB). This became a turning point event of my life. I was selected as trainee for 21 days Basic Training and 15 days Advance Training program followed by allotment of two K-31 make Sewing machines to our Suraj Mahila Jute Self Help Group under my President ship.



All the 15 members of my Group remained united, maintained all norms of SHGs, getting good rating from their banker Bank of India, Safedabad Branch.

I am presently engaged in production activities, getting purchase orders from our Federation known as Jute Artisans Guild Association, to which our Cluster is a member. Our CDA also allowed me to join a 6 day

Design Workshop held at Lucknow, which raised my design oriented knowledge and capacity to produce quality stuff with innovative designs and color patterns.



Participating in exhibitions and fairs with the assistance of CDA, is an important feature of the NJB Scheme, which has helped us to get good prices to our products. I have gone to New Delhi, Kanpur and Lucknow to sell our produce through the stalls setup by CDA or WSHG federation. The experience of interacting with consumers/ buyers, bargaining for our hand made items , was very interesting and helped us to know the taste of public interested in our goods, resulting in evolving new designs and patterns.



Over all I am thankful to National Jute Board and its CDA, which is instrumental in raising our family income and ultimately our living standard. My husband has purchased a old Hero motor bike out of my earnings. My kids are now going to good schools in nearby township for better schooling.. My group members are associated with me having almost similar experiences to tell.

Our future strategy is to increase number of machineries to 8 and have a common working centre.

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