

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

JHARKHAND

BUILDING A MEANINGFUL LIFE

(A Success story of 3 SHGs of village – Raghubahiyar, Block- Paterwar, District – Bokaro)

Raghubahiyar is a remote village of Paterwar Bokaro district, Jharkhand. The village is distance of 20 kms. from block headquarters inaccessible due to poor road condition and transport system. Villagers of the village live deprived life. Majority of villagers belongs to schedule tribe community and population are from Other Backward Caste.



block of situated at and nearly lack of public bound to (about 75%) rest of

Agriculture mainly paddy cultivation and NTFP collection was the major source of livelihood. Women of tribal community used to collect Mahua from forest and were involved in illicit liquor (Chulliya) making. Whereas women from OBC community were involved in indigenous poultry rearing, goaterly & tailoring in sporadic manner, as their source of livelihood. As illicit liquor (Chulliya) making was common in the village and easily available on cheaper price hence liquor consumption was also very common and causing many social problems. The women involved in illicit liquor making were also not happy with the work as they had to come across the abusive words of customers & frequent police raids, as well as community consider the activity unacceptable. Despite of doing all these the household income level was insufficient to maintain the basic needs of the family be it education, health or else.

In this background Chotanagpur Craft Development Society, with kind support of National Jute Board, Ministry of Textiles, Govt. of India, initiated Cluster Development Programme. The programme was designed to promote dignified source of livelihood for community women through promotion of jute based income generating activity. In the beginning organization had to face indifferent attitude and non-

responsive behaviour of community women. After several round of meeting with village heads, panchayat & elderly people the programme was started with group formation of willing women. As a result thirty women shown their interest and three group was formed and later on bank account was opened on the name of WSHGs. These groups, ***Karmali Mahila Samuh, Sarna Mahila Samuh & Saraswati Mahila Samuh*** were provided training on SHGs concept, its management and aspects of book-keeping. Considering the effectiveness of SHG concept in their socio-eco-politico well being they gave their sincere effort to establish active Self help group. They started regular meetings, savings etc on time.

In the meantime, these groups were provided Basic training on Jute Bag manufacturing. At the completion of training they started jute bag manufacturing from their own fund. For raw material they were linked to Chotanagpur Craft Development Society run "Jute Raw Material Bank" where they were provided raw material at factory gate price. In the beginning CCDS extended its marketing support to the groups till they developed their own link and network of marketing. With time they became apt in jute bag manufacturing. Seeing the demand of jute bags in local market as well as in Bokaro city they planned to expand their units. For the purpose they procured two machines each for meeting the product demand in market.

At present, after getting Advance Training on Jute Bag these SHGs are producing quality jute bags with proper finishing and by incorporating other embellishing materials producing attractive as well as diversified jute bags. These SHGs are supplying their product to Bokaro based shops and have also developed well knit relationship with Bank, District Rural Development Authority and NABARD for support. These SHGs are given opportunity to participate in marketing events organized by CCDS, NABARD, DRDA, etc.

As far as income of the members are concerned, their income is improved by 35% where they are getting about Rs. 12,000.00 annually. Though the amount is insufficient to maintain their entire need yet they can contribute to their family income by utilizing their free time in productive work. Mrs. Kamli Devi, Secretary of Sarna Mahila Samiti says that "Paisa to hum log samay ke sath kama lengay per izzat ke sath paisa kamana badi baat hai. Ab hum longo ko polic ka dar nahi hai, azadi ke sath and samaj ke sath nazar mila kar hum apna baiwasai kar saktey hain" (with time we can earn money but with dignity and respect, earning money is big thing. Now, we need not to fear police raids, we can do our business independently which is socially accepted)

POVERTY TO PROSPERITY



Members of Srijan Mahila Samiti Displaying her skills

opportunities are available in Jamshedpur, hence very few people avail the opportunity. Due to limited livelihood option community has to migrate in search of livelihood. Status of women in the community was very poor as they had no option of income generation. Though few women were involved in tailoring job yet it was negligible and earning was insignificant.

During year 2009, in Bagbera village of Jamshedpur Block of E. Singhbhum district, SHGs formation drive was initiated by District Rural Development Authority. Considering the effectiveness of SHGs in rural development the drive was initiated in Bagbera but in vain. More than 15 SHGs were formed but with time got dormant due to lack of hand holding support and regular follow-up.

In the year 2010, Chotanagpur Craft Development Society, with kind support of National Jute Board, Ministry of Textiles, Govt. of India, initiated its "Cluster Development Programme". Under the programme study was conducted, revealed that in the proposed cluster 15 SHGs are already been formed but are in dormant state. for identification of SHG to start with participant selection committee. The selection committee based on SHG member's attitude, willingness and past performance selected "Srijan Mahila Samit, Bagbera" to start with. As first step the SHG members were imparted Basic Training on "Jute Handicraft". The logic behind initiating jute handicraft is, it requires less resources and labour intensive. Since the women of the group had ample leisure time hence getting involved in the activity they can utilize the time and earn their livelihood. CCDS from its raw material bank supported the group. The group member, in no time became apt in Jute Handicraft manufacturing. There product line includes coasters, decorative items, jute jhoola etc.

Village Bagbera is one of the remote village of Jamshedpur Block and considered as backward village. Agriculture is major source of livelihood followed by daily wage earning. Cultivation practise is mono-crop in nature. Due to poor soil fertility and absence of irrigation facility, farmers of the community largely depend upon monsoon. During post harvesting season they remain idle. Daily wage earning is another major source of livelihood but

At present member of SHGs are very happy with the initiative. On one hand they are utilizing idle time on the other gaining significantly from marketing of their product. Out of 15 members of the group 13 members remain involve in product manufacturing whereas 2 members is involved in product marketing. In marketing of their product CCDS has also extended its support. The group has establish its market tie-up with "Craft Creation" (Ranchi Based handicraft emporium) which buy their coasters and jute jhoola regular.

The group is happy that each member on an average getting about Rs. 1600.00 per month, in proportion to their work. Secretary of SHG Smt. Kanta Sarkar Says that " Aei dhronay support jadi amra agey petam taholey amader ke taka-poisar jonno kosto kortay hoto na, chaley-mey ke bhalo sikha detai partam, ekhhon amra khub khushi ke baritey bosay- bosay rojgar kortey parchi"

(If such support would have been provided to us earlier, we didn't have to suffer lot for money, even we could have been able to educate our children. Now we are very happy that even setting at home we have employment opportunity.)

Success Story of Menon Khalkho

Name	Father's / Husband Name	Address	Age	Sex	Education
Menon Khalkho	Late Laoukiras Khalkho	Daru Toli, Lohardaga Road, Gumla	34	F	Matric

Menon Khalkho is unmarried lady, living with her younger brother's family was suffering from ill effects of poverty. Her father who had official lost his job due to excessive liquor consumption even during time. His father die due to liver failure caused due to excessive consumption. When his father died Menon was of 31 years old. money, the family had was exhausted for treatment of her father. her father, family left with empty handed, even the family had to



house. The been govt. the office liquor Whatever After death of sell out their

house to repay the borrowed money. The family was in vulnerable condition. Menon was very much depressed to maintain her family as onus was on Menon to maintain the family expensed. But she had no option to do some thing for her family due to social bindings. She was informed by one of her relative about the Jute awareness Programme which was organized by CCDS Gumla. She along with some of her relatives attended the awareness programme and finally attended both the basic and advance training on Jute Bag. The life style of Menon Khalkho has changed now. She used to earn Rs. 2500 to 3000/- every month and all her sister-in-law also share hand to earn more. In the last year they have reconstruct their

house in which Menon has contribute from her own income. Menon has recognized her talent and she also trained her sister-in-law to prepare of jute made articles. She believes that it is a good source of income for the women folk of weaker section. She has also applied for bank loan and expected to receive it with in a month or two. She has planed to store more raw materials and to purchase another sewing machine as her daughter also learnt the skill.

Success Story of Sayeeda Khatoon

Name	Father's / Husband Name	Address	Age	Sex	Education
Sayeeda Khatoon	Md. Parvez Alam	Islam Pur, Thana Road, Gumla	34	F	Matric

Sayeeda Khatoon is divorced woman and leading her life with minor children. She was involved in tailoring as her source of But her earning was insufficient to maintain the household expenditure. She was unhappy as her economic conditions never bear the expenditure of their children education. Mrs. Sayeeda opportunity to attend the basic and advance training programme craft organised by Chotanagpur Craft Development Society. She keep regular contact with the CCDS sells centre at Gumla. She is successful artisans to provide regular supply of Jute product to the centre as per the order. It has been found at the time of discussion with her that she earn profit in the range of Rs. 2200 to 2500 every month besides her other house-hold work. Mrs. Sayeeda thinks it a great success in her life since all her sons & daughters are continuing their study in local school and she is maintaining their expenditure. Besides that she also contribute substantial amount for maintaining their family expenditure from her own income. She has applied for bank loan and expected to expand her business. She also planed to purchase one separate sewing machine after getting bank loan.



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