

UNDER JUTE TECHNOLOGY MISSION IN EMPOWERING OF RURAL WOMEN IN DIFFERENT PARTS OF THE COUNTRY – A BRIEF NOTE

ASSAM

Bagulamari Jute Cluster of Dhubri District in Assam

Bagulamari is a small village located in the Western side of Dhubri town. 70% of total population of the village is outsider. They migrated from different chars (River island). Their landed property had been eroded by the mighty river Brahmaputra. They do not have cultivable land. Economic condition of the people was very poor. Most of the male members work in Dhubri town on daily wage basis. Some of them work as rickshaw puller and thelawala. They could hardly afford for their food, cloth, shelter and education of their children. Female members of the families were idle. They could not go out in search of job.

During promotional work Bagulamari village had been found most suitable for jute activities. We conducted Awareness Workshop in the village and explained various schemes of National Jute Board in details. Immediately after Awareness Workshop, Basic Training had been conducted on Jute Handicrafts which had been followed by Advance Training, Design Dissemination Training, Skill Up gradation Training and Technical Demonstration on Dyeing and Bleaching. On completion of Training Programmes the beneficiaries were assisted to obtain registration number from District Industries and Commerce Centre, Dhubri and helped them to form Women Self Help Group in the village. We arrange for continuous supply of required raw materials from Jute Raw Material Bank, Dhubri. The trained women beneficiaries started production of various jute products in their own houses. It may be mentioned here that majority of the beneficiaries did not have money to buy raw jute and other materials to start and continue their production. In those cases we had to supply raw materials to them on credit so that they could continue production. In many cases we used to buy the unsold products from the beneficiaries and sell them from our show room at Dhubri and Guwahati. Now we continuously supervise the production of beneficiaries so that they maintain quality. For good quality of products the beneficiaries have created high demand for their products.

In respect of marketing of jute products we would like to mention that the beneficiaries do not face any problem in selling their products. They always participate in the District level and State level Trade Fairs. They also participate in the India International Trade Fair (IITF) at PragatiMaidan, New Delhi. Buyers from different places buy jute products from Bagulamari Jute Cluster.

Jute work has become a household activity in Bagulamari now. All members of family work on jute during their leisure time. Before joining our training programmes the income of beneficiaries of Bagulamari were almost nil. But now average income of each beneficiary has gone up to Rs2,500 to Rs3,000 per month per person. Jute work has changed the economic and social life of the beneficiaries of Bagulamari. Now the people of Bagulamari Jute Cluster can think of better food, cloth, shelter and education for their children.

We have developed a good number of Master Trainers on Jute Handicrafts in Bagulamari Jute Cluster and out of them 10 beneficiaries have been empanelled by National Jute Board for their good works. Besides maintaining their own production units they have been imparting Training of National Jute Board and other Govt and Non Govt departments. **Bagulamari Jute Cluster has become a Model Cluster of Jute Products not only in the district but in**

the state of Assam. The beneficiaries of the cluster have developed a number of unique jute products like jute Hat, Jute Japi, Jute Floor Mat and some ladies Jute Bags. Photographs of some products are given below:

Seeing the success of WSHGs of Bagulamari Jute Cluster the unemployed women of Bhasani Char, Airanjangla, Islampur and the adjacent villages have been requesting us to conduct training on Jute Handicrafts in their villages. On the basis of their demand we requested NJB several times to increase the number of training programmes but our request has not been considered till date. At present there is high demand for training on jute in Dhubri District.



Floor Mat



Jute Hat



Ladies Bag



Cricket Cap

Khudimari Jute Cluster of Dhubri District in Assam

Khudimari village is 6 KM away from Gauripur town. 80% of total population belong to Rajbongshi Community (OBC). Economic condition of the people was very poor. The people do not have sufficient land for cultivation. People work in the agricultural land of others and get hajira (wage). Some people work in Gauripur town.

On completion of promotional work in Khudimari village we found the area most suitable for developing Jute Cluster. We conducted Awareness Workshop in the village and explained various developmental schemes of National Jute Board in details. Like Bagulamari Jute Cluster here also we conducted Basic Training on weaving which had been followed by Advance Training, Design Dissemination Training, Skill Up gradation Training and Technical Demonstration on Dyeing and Bleaching. On completion of Training Programmes we extended post training support to all the beneficiaries. We assisted them to obtain registration number from District Industries and Commerce Centre, Dhubri and helped them to form Women Self Help Group in the village. We also helped them to buy and

install looms and arranged for continuous supply of required raw materials from Jute Raw Material Bank, Dhubri at mill-gate price. The trained women beneficiaries started production of various jute handloom products in their own houses. In Khudimari village also majority of the beneficiaries did not have money to buy jute yarn and other materials to start and continue production. In those cases we had to supply raw materials to them on credit so that they can continue production. In many occasions we had to buy the unsold products from the beneficiaries and sell them from our show room at Dhubri and Guwahati. We closely supervise the production of beneficiaries so that they can maintain quality.

Among WSHGs formed in the cluster area Khudimari WSHG has been found most promising. The Secretary of the group is Ms Prodipa Roy. Before joining our programme she worked in a cotton weaving unit at Gauripur on daily wage basis. On completion of our training programmes she started her weaving unit with two looms provided by us from NJB. She and other members of the WSHG have been found very hard working. Within two years they installed another 8 looms. At present they have 10 looms. They have been running the weaving unit very successfully. They produce Door Mat, Floor Mat, Puja Ashan, Durry and Dining Mat. These items have high demand in the local market. They do not have marketing problem. This WSHG always participate in the Trade Fair in Guwahati and Silchar.

Besides managing the weaving unit, Ms Prodipa Roy has been imparting training on Jute Weaving in Brahmaputra and Borak Valley of Assam. Her Name has been empanelled by NJB as Master Trainer (Grade A)

Before joining our programme the income of women of Khudimari village were almost nil. Some women used to work in the agricultural field of other people on daily wage basis. After joining our programme the women of Khudimari village have got an opportunity to become self-employed and their average income has gone up to Rs 3,000 to Rs 3,500 per month.

Seeing the success of WSHGs of Khudimari Jute Cluster the unemployed women of the adjacent villages have started pressing us for conducting training in their villages. On the basis of their demand we requested NJB several times to increase the number of training programmes but our request has not been considered till date. There is high demand for training in the district.



Jute Weaving Unit of Khudimari WSHG

Jon Jonali SHG, Kaimari, Chayagaon developed under Jute Technology Mission in the district of Assam

1. **Introduction & Background:** Jon Jonali SHG was formed by NEFSED, Guwahati, in June 2008 with 10 female Members to work for the benefit of the members and accordingly a savings Bank A/C was opened in June 2008. NEFSED, Cluster Development Agent, Guwahati, invited us to join in the Awareness Workshop promoted by National Centre for Jute Diversification, Govt of India, Kolkata for promotion of Jute Diversified Products through WSGH. After joining the Workshop, held at Chayagaon in June 2008, we have impressed on the activity specially the motivational activities of NEFSED, we have decided to involve our SHG members in JDP activities for generation of income of the SHG. First we are convinced about the jute which is available in Assam and also eco friendly to the society. After constantly follow up by officials of NEFSED, we have decided to take training provided by National Centre for Jute diversification (NCJD), Kolkata.
2. **Training :** Our member were trained first with 21 days Basic Training on Jute Handloom in September,2008 as per the course curriculum designed by National Centre for Jute diversification (NCJD) Kolkata by experience Master trainer and after that 15 days Advance Training was also given to us in December 2009 by the Trainers from Kolkata. During training we have analyzed the multipurpose use of Jute for preparation of Jute Diversified Products and learned many diversified products of jute.
3. **Raw Material Support:** Since some of the materials are available in our place and some of the value added items to be purchased from Guwahati It has encouraged us to make the beautiful items of Handloom. For continuous production of JDPs, NEFSED official constantly touch with us for any problems of Raw materials and other value added items. Most of the time they supply to us the requisite materials for continuous productions.
4. **Products Produced:** With the full support of NEFSED and the Master Trainer, Assistant Trainer of Kolkata and Assam, we have learnt many item like Ashan, Namazi, Wall Hanging, Floor Cover, Dinning Mat and door mat , Mixed jute cotton fabric for bag, curtain cloth and cousion cover etc.
5. **Infrastructure :** Presently we have five looms installed in our premises of WSHGs member from which we are continuing our production. In this connection it may be stated we had 3 loom of our own but for more production of JDPs we have purchased another 2 numbers of looms which was reimbursed by NCJD, Kolkata under Assistance to SHG.
6. **Market:** Initially we have some problems of design but after joining different exhibition the value addition of the products have increased and started attraction of the local people and demand of the products have gone up. Till June 2011 our products were easily sold in local market, local melas, local festival and other exhibitions . After that we also we contacted few trader at Guwahati and now producing JDPs as per their requirement.
7. **Participation in Fair/Exhibitions:** NEFSED always motivated us to participate in different fair and exhibition to show the performance of our SHG and the products produced by for the common mass. Accordingly our SHG participated in local and state level exhibitions. Some of the Exhibition participated by us given as details below:

Sl.No	Name of SHG	Place	Period	Products
1.	Jon Junali SHG, Kaimari, Kamrup, Assam	Itanagar, Arunachal	20-2-09 To 22-2-09	Handloom
2.	Jon Jonali SHG, Kaimari Kamrup, Assam	Maniram Dewan Trade Centre, Ghy	29-01-10 To 14-2-10	Handloom
3.	Jon Jonali SHG, Kaimari, Kamrup, Assam	Central Library, Shillong	30-06-10 To 05-07-10	Handloom
4.	Jon Jonali SHG, Kaimari, Kamrup, Assam	Nalbari, Assam	19-03-11 To 26-03-11	Handloom
5.	Jon Jonali SHG, Kaimari, Kamrup, Assam	Maniram Dewan Trade Centre, Ghy.	29-12-11 To 10-01-11	Handloom

So in exhibition and fair we tried to bring to the notice of the visitors/clients that the jute products are soft, washable, and having long life. It is eco-friendly not like plastic products, which is not bio-degradable.

Newspapers and electronic media also played an important role to encourage society to utilized jute products because it is eco-friendly and income generation activity for the upliftment of rural poor

- 8. Participation in Design cum Buyer Seller Meet:** We have attended the Design cum Buyer Seller meet held at Kolkata from 8-11-11 to 9-11-11, where we got very new ideas about design and market.
- 9. Present Status:** Presently, as per the demand in the market our members are producing mainly Ashan, Namazi, Wall Hanging, Floor Cover, Dining Mat and door mat , Mixed jute cotton fabric for bag, curtain cloth and cushion cover etc.
- 10. Increase of Income:** After, Basic and Advance training we have started productions by producing the above mention products and now we have reached the income level from zero to Rs 6200/ (approx) per month.

Sl. No	Name & Address of SHG	Product	Income before Trg. (Appox)	Income after Trg.(Appox) Per month
1.	Jon Jonali SHG, Kaimari, Chaygaon, Kamrup (Assam)	Handloom	Nil	6200.00

- 11. Conclusion:** Our member are grateful to National jute Board, Govt. of India, Kolkata for the sponsorship of such programme for the benefit of the WSHG and for the development of rural economy specially from women. We also thankful to NEFSED, Guwahati, for the constant touch and encouragement provided to us.



(Lakhima Das)
President

(Nilima Das)
Secretary

Seuji SHG, Borkola Bagishai, Chintagaon Jute Cluster Darrang district in Assam

- 1. Introduction & Background:** Seuji SHG was formed by NEFSED; Guwahati in August, 2008 with 10 female Members to work for the benefit of the members and accordingly a savings Bank A/C was opened in September, 2008. NEFSED, Cluster Development Agent, Guwahati, invited us to join in the Awareness Workshop promoted by National Centre for Jute Diversification, Govt of India, Kolkata for promotion of Jute Diversified Products through WSGH. After joining the Workshop, held at Mangaldoi, Darrang in June 2008, we have impressed on the activity specially the motivation of NEFSED, we have decided to involve our SHG members in JDP activities for generation of income of the SHG. First we are convinced about the jute which is available in Assam and also eco friendly to the society. After constantly follow up by officials of NEFSED, we have decided to take training provided by National Centre for Jute diversification (NCJD) Kolkata.
- 2. Training :** our member were trained first with 21 days Basic Training in May, 2010 on Jute Handloom in May, 2010 as per the course curriculum designed by National Centre for Jute diversification (NCJD) Kolkata by experience Master trainer and after that 15 days Advance Training was also given to us in Sept'2010 by the Trainers from Kolkata. During training we have analyzed the multi purpose use of Jute for preparation of Jute Diversified Products and learned many diversified products of jute.
- 3. Raw material Support:** Since some of the materials are available in our place and some of the value added items to be purchased from Mangaldoi & Guwahati It has encouraged us to make the beautiful items of Handloom. For continuous production of JDPs, NEFSED official constantly touch with us for any problems of Raw materials and other value added items. Sometimes NEFSED also supply to us the requisite materials as per our request for continuous productions.
- 4. Products Produced:** With the full support of NEFSED and the Master Trainer, Assistant Trainer of Kolkata and Assam, we have learnt many item like Ashan, Namazi, Wall Hanging, Floor Cover, Dining Mat and door mat , Mixed jute cotton fabric for bag, curtain cloth and cousion cover etc.
- 5. Infrastructure :** Presently we have 4(four) looms installed in our premises of WSHGs member from which we are continuing our production.
- 6. Market:** Initially we have some problems of design but after joining different exhibition the value addition of the products have increased and started attraction of the local people and demand of the products have gone up. Till June 2011 our products were easily sold in local market, local melas, local festival and other exhibitions. After that we also we contacted few trader at Mangaldoi & Guwahati and now producing JDPs as per their requirement.
- 7. Participation in Fair/Exhibitions:** NEFSED always motivated us to participate in different fair and exhibition to show the performance of our SHG and the products produced by for the common mass. Accordingly our SHG participated in local and state level exhibitions. Some of the Exhibition participated by us given as details below.

Sl.No	Name of SHG	Place	Periof	Products
1..	Seuji SHG, Borkola Bagisha, Darrang	Nalbari, Assam	19-03-11 To 26-03-11	Handloom
2.	Seuji SHG, Borkola Bagisha, Darrang	Shillong, Meghalaya	17-09-11 To 26-09-11	Handloom

So in exhibition and fair we tried to bring to the notice of the visitors/clients that the jute products are soft, washable, and having long life. It is eco-friendly not like plastic products, which is not bio-degradable.

Newspapers and electronic media also played an important role to encourage society to utilized jute products because it is eco-friendly and income generation activity for the upliftment of rural poor.

- 8. Present Status:** Presently, as per the demand in the market our members are producing mainly Ashan, Namazi, Wall Hanging, Floor Cover, Dining Mat and door mat , Mixed jute cotton fabric for bag, curtain cloth and cusion cover etc.
- 9. Increase of Income:** After, Basic and Advance training we have started productions by producing the above mention products and now we have reached the income level from zero to Rs 5,600/ (appox) per month.

Sl. No	Name & Address of SHG	Product	Income before Trg. (Appox)	Income after Trg.(Appox) Per month
1.	Seuji SHG, Borkola Bagisha, Darrang)	Handloom	Nil	5600.00

- 10 Conclusion:** Our member are grateful to National jute Board, Govt. of India, Kolkata for the sponsorship of such programme for the benefit of the WSHG and for the development of rural economy specially from women. We also thankful to NEFSED, Guwahati, for the constant touch and encouragement provided to us.



(Anu Das)

President

(Bharoti Kalita)

Secretary