

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

BIHAR

Jeevika have been started to work with National Jute Board, A statutory Body Ministry of Textile Govt. of india since 2007-08, The main objective of the Jeevika JSC is to bring the assisted poor families above the poverty line. This objective is achieved by organizing the rural poor into Self Help Group (SHGs). The SHG approached helps the poor to build their self-confidence through community action. Interaction in groups meetings and collective decision making enables them in identification and prioritization of their needs and resources. Taking up JDPs as their mode of production and trade.

The JSC activity is operated in four Dist. of Bihar such as :-1.Katihar 2. Bhagalpur 3. Begusarai. 4. khagaria

Relationship with government agency

Jeevika has constant interaction and support from Bihar state government agency through performing various activities in the state. We are link with D.R.D.A, by organizing WSHGs, similarly we are attached with nationalized bank, including NABARD & SIDBI & local administration.

The Chief Minister of Bihar admired jeevika for their development work at grass root level. During vikas yatra in katihar one beneficiary of WSHG present jute bundy (coat) to Chif minster. And that time he was very delightful & obliged to receiving this jute made bundy. At a time he gives instruction to their officials to cope with jeevika in every path of development of poor & needy people.





Market Potentiality of the region For JDPs

Dist. authority issue a letter to all Govt. department of katihar,khagaria wherever need of Jute File, Jute Bag in occasion of election, workshop, MNAREGA, exhibition. To place a order to Jeevika , this demand fulfill by JSC beneficiaries.

Dist. authorities of katihar provide 4000 S.F building, estimated 23 lakh to every block of katihar Dist. for SHG Production center.

Jeevika has contant interaction with street vendor (280) for sailing Jute Made product, this product developed by Beneficiaries.

Jeevika has own potentiality in field of market, not only in Bihar but also nearest state of India.

Marketing network, Table of Buyers & sailor

SI NO	NAME OF THE SAILOR AGENCY	NAME OF THE BUYER AGENCY
1.	Jeevika Katiha	Mufatlal & Co. , Begusarai,Bihar
2.	Jeevika Katihar	Navchaitan enterprises, Kolkata, West Bengal
3.	Jeevika Katihar	Eagal enterprises,Siliguri, West Bengal
4.	Jeevika Katihar	Suresh Store,jamshedpur, Jharkhand.
5.	Jeevika Katihar	Suresh Store, Purnia, Bihar.
6.	Jeevika Katihar	Bunty Store, Katihar, Bihar
7.	Jeevika Katihar	G.R Store, refinery Begusarai,Bihar.

SUCCESS STORY OF BHARTI MAHILA MANDAL SHG

VILL – BARJALA, BLOCK – PRANPUR, DIST. – KATIHAR

BHARTI MAHILA MANDAL SHG :- This Block of katihar dist. is far away form district headquarter (approx 20 km), people of this location mostly depended on agricultural some of engage in making handloom product such as , gamcha, mosquito net, saari, etc, working in an unorganized way & earn 40 to 60 Rs. Per day to the create a problem to their livelihood, and their product is not compete with machine made product, that is why, they were disgusted & hatred with this activity. When JSC visited this place, imparting about scheme of National Jute Board as well as mission of JTM & assistance of NJB, they were ready to work with new hope & new way, jeevika has started to form SHG Taking up Jute handloom as their mode of production and trade.



This SHG group consist 12 members, SHG has passed first & second grading test of DRDA, financial assistance provided by the bank with subsidy, Right now, a common production center building (4000 s.f) allotted to each & every block by DRDA katihar to SHG for production of their product. In a present scenario each and every person of group earn Rs. 250 to 300 per day, this group has placed four members in a group for production of jute handloom at large scale. Because, dist. authority issue a letter to every agency/department of dist. to purchases JDPs product wherever is required. & also fulfill the demand of local shopkeeper, street vendor, sailing their product in local market & hatiya, this group awarded first prize during exhibition of 26th Jan '2012. & Bihar Divas.

Many example of success of SHG not only in katihar dist. but also other dist. where JSC is operated.

SUCCESS STORY OF CDA IN DIFFERENT POCKET OF KHAGARIA & BEGUSARAI DISTRICTS (BIHAR)

Jeevika have been started to work with National Jute Board, A statutory Body Ministry of Textile Govt. of india since 2007-08,the project of CDA is started form 2010 to 2011, The main objective of the Jeevika CDA is to bring the assisted poor families above the poverty line. This objective is achieved by organizing the rural poor into Self Help Group (SHGs). The SHG approached helps the poor to build their self-confidence through community action. Interaction in groups meetings and collective decision making enables them in identification and prioritization of their needs and resources. Taking up JDPs as their mode of production and trade.

The CDA activity is operated in four Dist. of Bihar such as :-1.Begusarai. 2. khagaria

Relationship with government agency

Jeevika has constant interaction and support from Bihar state government agency through performing various activities in the state. We are link with D.R.D.A, by organizing WSHGs, similarly we are attached with nationalized bank, including NABARD & SIDBI & local administration.

As far as Khagaia & Begusarai administration is concern especially DRDA, they always guided in selection of WSHG &their mode of work, & market promotion of product, official of DRDA Khagaria & Begusarai presented in every training programme & workshop organized by Jeevika CDA.



Market Potentiality of the region For JDPs

Dist. authority issue a letter to all Govt. department of khagaria wherever need of Jute File, Jute Bag in occasion of election, workshop, MNAREGA, exhibition. To place a order to Jeevika , this demand fulfill by CDA beneficiaries.

Dist. authorities of Khagaria & Begusarai provide 4000 S.F building, estimated 23 lakh to every block of Dist. for SHG Production center.

Jeevika has contant interaction with street vendor (280) for sailing Jute Made product, this product developed by Beneficiaries.

Jeevika has own potentiality in field of market, not only in Bihar but also nearest state of India.

Marketing network, Table of Buyers & sailor

SI NO	NAME OF THE SAILOR AGENCY	NAME OF THE BUYER AGENCY
1.	Jeevika Katihar	Mufatlal & Co. , Begusarai, Bihar
2.	Jeevika Katihar	Navchaitan enterprises, Kolkata, West Bengal
3.	Jeevika Katihar	Eagal enterprises, Siliguri, West Bengal
4.	Jeevika Katihar	Suresh Store, Jamshedpur, Jharkhand.
5.	Jeevika Katihar	Suresh Store, Purnia, Bihar.
6.	Jeevika Katihar	Bunty Store, Katihar, Bihar
7.	Jeevika Katihar	G.R Store, refinery Begusarai, Bihar.

SUCCESS STORY OF SITA JUTE SHG

VILL – PANCHRUKHI, BLOCK – DANDARI, DIST. – BEGUSARAI

SITA JUTESHG :- This Block of Begusarai dist. is far away from district headquarter (approx 25 km), people of this location mostly depended on agricultural & Daily wages in unorganized sector, working in an unorganized way & earn 60 to 80 Rs. Per day to the create a problem to their livelihood, The village women very shy and living mostly in courtyard of house, mostly women was house wife, in a family, one person was earner & female person was not interest to work out side, When CDA visited this place, imparting about scheme of National Jute Board as well as mission of JTM & assistance of NJB, especially women , they were hesitated to work under CDA, because this is the new thing for her, but gradually understand the matter/project, they were going to ready to work with new hope & new way, jeevika has started to form WSHG Taking up JDPs as their mode of production and trade.



This WSHG group consist 10 members, SHG has passed first & second grading test of DRDA, financial assistance provided by the bank with subsidy, Right now, a common production center building (4000 s.f) allotted to each & every block by DRDA Khagaria to SHG for production of their product. In a present scenario each and every person of group earn Rs. 250 to 300 per day, Due to this activity, a large number of SELF HELP GROUP are in the Process formation, Taking up of, JDPs as mode of their product and Trade. this group has placed four members in a group for production of jute Bag at large scale. Because, dist. authority issue a letter to every agency/department of dist. to purchases JDPs product wherever is required. & also fulfill the demand of local shopkeeper, street vendor, sailing their product in local market & hatiya, as well out side of state like Jharkhand & Bengal.



Many example of pillar of success of WSHG in both dist. of khagria & Begusarai.

SUCCESS STORY OF JEEVIKA JRMB MIRCHAIBARI, KATIHAR (BIHAR)

ABOUT JRMB : Jeevika Jute Raw Material Bank was established in 2008 in campus of cullactariate office. It is a praiseworthy for Jeevika, Dist. authority katihar allotted 2000 S.F building for showroom of JRMB. The objective of JRMB to provide for JDPs Raw material to beneficiaries & all at the mill gate price. Due to JRMB, a large number of JDP Unit & SHG unit setup in Bihar. a large scale of product of JDPs consume in this region,



JEEVIKA JRMB

BEFORE	AFTER
Having trained & skill but unavailability of Jute Raw material, they can't perform their skill in a systematic way.	They produce large number of JDPs product with a new design & Technique, whatever booted during training period.
Order provided by the many agencies to SHG, but due to high price of Raw material in Market, they have minimum margin of profit.	Beneficiaries making a profit in large scale.
People of less aware about this JDPs product.	Since, this showroom exists in campus of collectariate office (Dist. authority) many officials visited in this showroom and some of them place a order of JDPs product. Jeevika JRMB provides this order by beneficiaries.
SHG engaged himself in production of JDPs	Increase human resources for production to fulfill the order.
To purchases a raw material, beneficiaries have to go outside and many difficulties faced by person regarding transportation & Broker.	There are no difficulties & problem occurs till date.