

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

ODISHA

IMPACT OF NJB'S INTERVENTION IN THE STATE OF ODISHA

Intervention initiated with establishment of Training – cum – Production Center [TCPC] on Jute Diversified Products since 2003. The scheme was implemented through RURAL ORGANISATION FOR SOCIAL ACTION [ROSA], a State level registered women based organization .At present ROSA has been implementing various promotional schemes of National Jute Board (NJB) under Jute Technology Mission of Govt. of India since 2007-08.

JUTE SERVICE CENTRE [JSC], Cuttack

For the year 2007-08 to 2011-12 ROSA has successfully implemented Jute Service Centre at 12nos. of Block in 3nos. of District of Odisha. Total 579 nos. of WSHG members were taken Basic Training on Jute Bags / Jute Handicrafts under our Jute Service Center. These members also completed Advance / Technical Demonstration Training on Screen Printing / Design Dissemination Training Programme. Out of 579 nos. of WSHG members, 252 nos. of WSHG member are regularly working on Jute Diversified Products under their JDP unit. Some Training photographs is enclosed in herewith.





JUTE RAW MATERIAL BANK

For the year 2008-09 ROSA has been operating the JUTE RAW MATERIAL BANK [JRMB] at Cuttack in Odisha. The beneficiaries which has already working on Jute Diversified Products in different JDPs Unit are easily procure the Jute Fabrics, Jute Yarn, Jute Fiber & all types of accessories for development of the Jute Diversified Products. At present there are about 1200 artisans who are procuring jute raw materials at a mill gate price in the state itself.



CLUSTER DEVELOPMENT AGENCY

For the year 2010-11 to 2011-12 ROSA has successfully implemented the CLUSTER DEVELOPMENT AGENCY [CDA] at 5 nos. of Block in Jagatsinghpur District & 3 nos. of Block in Khurda District. Total 630 nos. of members including 51 nos of WSHGs were taken Basic & Advance Training on Jute Bags / Jute Handicrafts Jute Handlooms under our Cluster Development Agency [CDA]. Out of 630 nos. of WSHG members, 245 nos. of WSHG member are regularly working on Jute Diversified Products under their JDP units.

DURING TRAINING PHOTOGRAPHS:



[TRAINING ON JUTE BAGS]



[TRAINING ON JUTE HANDICRAFTS]



[TRAINING ON JUTE HANDLOOMS]

MACHINERY EQUIPMENT SUPPORT FROM NJB

Till date 19nos. of 31K Singer Merritt Krafts Man machines to 10 nos of WSHG has been provided by National Jute Board under Jute Technology Mission.

DEVELOPMENT OF MICRO ENTERPRISES

Now ROSA has already developed 20 nos. of JDP unit under our Jute Service Center & 18 nos. of JDP unit under our Cluster Development Agency in 5nos. of Districts i. e. Cuttack, Puri, Keonjhar, Khurdha & Jagatsinghpur in Odisha. Total 497 nos. of WSHGs member are regularly working under in this JDP Units. The member of SAGARAKANYA JUTE BAGS UNIT, Puri & SATHI, Brahman Sailo has

been incoming Rs. 1,000/- to Rs. 2,000/- [one thousand to two thousand] per month. Other JDP units member were also income Rs. 500 /- to Rs.750/- per month.



MARKETING FACILITIES / FAIR ATTENDED

ROSA has not only facilitate to beneficiaries on Training activities but also facilitate to beneficiaries for marketing on Jute Products. In this point of view ROSA has organized 10nos. of BUYER SELLER MEET PROGRAMME under our JUTE SERVICE CENTRE with financial support from NJB, Ministry of Textiles, Govt. of India in collaboration with National / State level Exhibition which has implemented by ORMAS, Deptt. Of Panchaya Raj, Govt. of Odisha. Except this type of exhibition ROSA also guide to JDP Units for participate to Tex-trend India-2012 at Pragati Maidan, New Delhi ; Giftex Summery Show -2012 at Mumbai under our NJB banner.

CHANGE IN LIFE STYLE OF THE BENEFICIARIES

The member of the WSHGs which have been working on JDPs after the including of various training programme under our JSC & CDA they have live with a systematically as well as periodically like develop in their unit, punctuality, sincerity & also time bound. They also income some money which has helpful for manage in their family & also proper care in their children.



କୃଷିକ୍ଷେତ୍ରରେ ଝୋଟ ଏକଦା
ଥିଲା ଚଷମାପୁଅର ସୁନା ବିଡ଼ା ।
ସେହି ସୁନାବିଡ଼ା ବୋଝର
ଦାୟିତ୍ୱକୁ ନିଜ ମୁଣ୍ଡକୁ ନେଇଛନ୍ତି
ମିହିଳାମାନେ । ଝୋଟରୁ
ହାତଡିଆରି ସାମଗ୍ରୀର ବିପଣି
ଖୋଲିଥିବା ପୁରୀ ଅଠରନଳାର
ସାଗର କନ୍ୟା ସ୍ୱୟଂ ସହାୟକ
ଗୋଷ୍ଠୀ ଓ ମହାମାୟା ସ୍ୱୟଂ
ସହାୟିକା ଗୋଷ୍ଠୀର ତିରିଶ ଜଣ
ସଭ୍ୟା ଆଜି ନିଜ ଗୋଡ଼ରେ ଛିଡ଼ା
ହେବାର ସାମର୍ଥ୍ୟ ରଖିପାରିଛନ୍ତି ।

ସଭାନେତ୍ରୀ ପ୍ରଭାତୀ ଦେବୀ, ସମ୍ପାଦିକା ଶ୍ୟାମଳା ଦାସ, ଲକ୍ଷ୍ମୀପ୍ରିୟା ସେଠୀ ଓ ଅମିତା ପ୍ରଧାନ ନିଜର
ପରିବାରରେ ଖୁସି ବାଣ୍ଟିପାରିଥିବାରୁ ନିଜକୁ ଗୌରବାନ୍ୱିତ ମନେକରନ୍ତି । ଘରେ ଲୋକେ ଏବେ
ବିଶ୍ୱାସ କରିପାରିଛନ୍ତି ବୁଲିବରୁ ବାଦ ଆମେମାନେ ବି କିଛି କରିପାରିବୁ, ପଇସା ରୋଜଗାର କରି
ବେଶ ଦି'ପଇସାର ସାମର୍ଥ୍ୟ ରଖିପାରିବୁ ବୋଲି ଉଲ୍ଲସିତ ସ୍ୱରରେ କୁହନ୍ତି ଅମିତା ।

ସାଗରକନ୍ୟା ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀ, ଅଠରନଳା, ପୁରୀ

OTHER ACHIEVMENT

At instance of NJB ,ROSA has undertaken rigorous campaign against the use of polythene in the millennium city named Cuttack with with active support and cooperation of Collector & District Magistrate. In this regards series of Awareness workshops and Press Conferences were organized at Cuttack, Bhubaneswar, Puri in collaboration with District Administration, Municipality Corporation & ORMAS. As a result The Collector & Dist. Magistrate prohibited the use of polythene bags & stationery items in its office. It has issued instructions for switching plastic files & folders with Jute for official use. Not only office / market but also the Hon'ble Collector & District Magistrate has declared that no one polythene bag has used in BALIYATRA STALL since 2010 where 10laks visitors has visit to this Mela in per day.

COMING UP, EXCLUSIVE STALLS FOR JUTE PRODUCTS AT CUTTACK

Express News Service

Cuttack: The campaign against polythene in the millennium city is all set to get a shot in the arm with the district administration seeking to open exclusive stalls for selling jute bags and products at the Subhas Chandra Bose Arcade housing the Big Bazaar mall here. The objective is to promote jute as an alternative to polythene and make the products within the reach of common customers.

Collector KK Mohanty has written to the authorities of the shopping complex for allocation of two stalls in the vicinity of the Big Bazaar to capitalise on the huge volume of customer inflow into the mall. The deal is set to materialise within a month and the stalls would be functional with immediate effect.

The stalls would promote jute bags of various shapes and sizes from common everyday shopping bags to decorative ones of style value besides showcasing an array of other products. They would include furnishings, covers, office sta-

tionery, wall hangings and other decorative items.

The products are being manufactured by the SHG clusters that have come up in the district at Kesharpur in Cuttack city, Kantapada,



Badamba, Narsinghpur, Athgarh and Tangi-Choudwar. Over 200 rural women specially trained by the Jute Service Centre of the Union Government and Roja organisation are engaged in making jute products.

"The present sale of jute bags and products is around Rs 3 lakh in the district. But there is a huge potential for improvement as people are still

not aware of the availability of alternatives to polythene. Having space at the most visited shopping mall of the city would help us spread awareness as well as expand the market for the products," chief executive of Orissa Rural Development and Marketing Society (ORMAS), Cuttack, Bipin Behari Rout said.

The district administration has strictly prohibited use of polythene bags and stationery items in its offices. It has issued instructions for switching plastic files and folders with jute or textile ones for official use.

"Apart from the Government offices and institutions, shops and commercial organisations are also seeking alternatives to replace polythene and plastic. By opening a stall in a central location, we would be reaching out to these segments in a big way," Rout said.

The stalls would also strive to popularise the traditional Kantha embroidery work of women in the city. The stalls would showcase sarees, dresses, bedsheets and covers as well as home furnishings.

POLYTHENE BAN 2

THE NEW INDIAN EXPRESS
FRIDAY, JUNE 4 | 2010 | BHUBANESWAR

SGH cluster set up in Cuttack to promote jute products

Express News Service
Cuttack, June 3

IN a move that could give a tremendous boost to the polythene ban initiatives in Cuttack city, a jute cluster involving self-help groups has been established to provide eco-friendly alternatives to replace the hazardous plastic products.

About four SHGs in the Kesharpur and Saintra Sahi area have been tagged into the cluster to churn out products ranging from bags, folders, utility items to handicrafts and designer textiles. The cluster is being developed by the Orissa Rural Development and Marketing Society (ORMAS) in association with the Jute Service Centre, Cuttack, with Collector KK Mohanty at the helm.

The Jute Service Centre, a unit of the Union Ministry of Textiles, would provide jute through its raw material bank to the SHGs. It would also provide training to the members who would be engaged in production. The infrastructure and equipment like sewing machines, dyeing and painting materials and embroidery units would be facilitated through ORMAS.

The basic objective is to make alternatives to the polythene and plastic products readily available to not only the people but also the shops and commercial establishments. They would also cater to the offices and Government institutions, departments and bodies in replacing plastic stationery like files and folders, etc.

More than 30 woman members of the four SHGs have been trained and engaged in jute products making in the first phase. The focus, in the first phase, would basically be on bag making. From simple jute bags for ordinary daily use to designer ones

for high value aesthetic usages, they would manufacture products for every section. With Cuttack Municipal Corporation and the district administration going full steam on enforcement of the polythene ban, the promotion of the eco-friendly products would be intensified. "ORMAS with JSC would create awareness on jute as substitute to plastic bags and promote the products while providing marketing facilities. The products would be displayed at the Annapurna sale outlet of the SHGs near the district collectorate here. From single items to bulk orders all would be entertained," chief executive of ORMAS, Cuttack, Bipin Behari Rout said.



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Bhartiya Sewa Sansthan, C D A Lucknow/Barabanki

SUCCESS STORY

Name of successful Artisan- Km. Rangita Verma D/o Daya Ram, Age 26 yrs.

Name of Group- Vaishnavi Mahila Jute SHG, Vill. Kamta Block Chinhat, Lucknow



As per my father, success of my daughter Rangita in Jute Bag venture, has facilitated his problem of settling her marriage. I belong to a very poor family with Agriculture background. The skill of Jute bag making was acquired through National Jute Board's scheme of promoting Jute Diversified Products through Women Self Help Groups through CDA Bhartiya Sewa Sansthan working in Barabanki and Lucknow. Firstly I got in their touch on 14/12/2008 in an Awareness workshop organized in my village by CDA workers. For

the first in my life I saw such beautiful colorful and printed jute fabric made fancy and useful bags. As I was already knowing to work on pedal run sewing machine, I was selected for 21 days basic training for Jute bags making.



After successful completion of basic training, CDA organized one 15 days Advance Training for Jute Bags through Mrs Sunela Chhaterjee, the Empenalled Master Trainer of Kolkata.

With this training, I got the capability to have my own production Unit with the help of Group artisans. Our Group purchased 4 Sewing machines with the financial assistance of NJB. The support of our Federation (Jute Artisans Guild Association) enabled us to go for Quality and timely production against orders procured by them. The monthly income raised from Rs. 60-65 per day to Rs. 185/- to 200/-. The majority of group members got the facility to produce bags at their homes by developing a network. The raw material supply and collection of finished goods is being done by Federation.. Besides job work income, the group members also managed funds from their group savings and produced stocks of variety of Jute Bags and folders. The facilities of Holding Exhibition and Fairs were utilized by me as well as other members of the Group. I as sales Counter incharge in many exhibitions sold the goods and learned the tricks to bargain to get good returns for our produce. I also participated in Expo Mart at Greater Noida, besides Exhibition at Kanpur, Lucknow and New Delhi and got success in fetching the orders for our cluster.

With these many achievements, now I am capable enough to run my own production unit, taking cooperation of fallow artisans and managing the business independently. Thanks to NJB for the successful interventions under the scheme to change the social and economic status of rural artisans. I am also hopeful to get better match without dowry as my earning capabilities will compensate the situation.

