



STORIES OF CHANGE

CASE STUDY

AUGMENTING ASPIRATIONS





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Executive Summary

Agriculture and allied sectors are the largest source of livelihoods in Odisha. In a district like Jajpur more than seventy percent of population depends on these sources for their livelihood. However, these sources are generally taken up for consumption and not as an income generating model. Tata Power Community Development Trust (TPCDT) and Industrial Energy Limited (IEL) as part of its CSR initiatives focused on these aspects. On the one hand the focus has been given on making the households consumption level better and on the other supporting the beneficiaries to earn income through the agriculture and allied activities.

With the above-mentioned focus, we have supported National Association of Man for Mankind (NAMM) to work in Danagadi block of Jajpur district. With the support of TPCDT and IEL, NAMM has been quite successful in promoting various agriculture and allied activities like mushroom farming, goat rearing, poultry, plate making units, vegetable farming, honey bee farming etc. with farmers. While taking up this initiative, a strategy has been adopted to work with women farmers and women self help groups. Entrepreneurship model has been adopted to build a sustained income from these sources.

I am extremely happy to see and read the stories of these women, their families, and women self help groups. Their struggle, aspirations and achievements are quite inspiring. I wish them more success in future. I too wish NAMM for their tireless efforts and contribution of making this happen.



Mr. Binaya Kumar Sahoo
Director, NAMM

Foreword

Each one of us have aspirations. We aspire to be better than what we are today. The aspirations vary from person to person, depends on their situation and how they perceive to be. These aspirations are for a positive change in our lives. At NAMM, we work with the people and communities to help them to achieve what they are aspiring for. We work with them to build their capacities, support them to be strong and capable enough so that their aspiration to change their economic and social situation is made possible and achieved.

With this principle, NAMM has been working with the communities in the district of Jajpur with the support of Tata Power Community Development Trust. As a strategy we worked with the women and women self help groups to identify their need and provided them required support for a sustainable livelihood and income source. We had conducted series of meetings with village development committees to identify such households and self-help groups who are in need and interested to take up various livelihood initiatives. After need and capacity assessment, required trainings were provided. Post trainings, households and self-help groups are supported with seed money and bank linkages. Technical and market inputs were provided time to time to strengthen them. Various activities like mushroom farming, goat rearing, poultry, plate making units, vegetable farming, honeybee farming etc. are being promoted.

This booklet “Augmenting Aspirations” covers 12 stories of women and women self help groups who have decided to change their situations and taken up different livelihood initiatives. These are stories of change and NAMM will continue its work to build such real-life stories.

Binaya Kumar Sahoo

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Raising Poultry for Profit



Raising Poultry for Profit

Change is possible when there is strong conviction and will power. Ten not so educated women from Dasamania village have proved this by their action. They became financially independent, contributing members of their families and have empowered themselves both socially and economically. Their journey to financial independence however small is worth narrating and inspiring.

Dasamania is a small village in Manitira GP of Dangadi block in Jajpur district of Odisha. The idyllic village has two hundred households with an approximate population of one thousand. Almost sixty percent of the village population live below the poverty line. Most of the people work as agricultural labourer during the monsoon season and rest of the time in the year they work as manual labourers.

Dasamania village has its own village development committee which meets regularly to discuss various issues present in the village and how to redress them. In one such meeting various alternative livelihood activities that can be adopted and practiced and is worth following by the SHGs was discussed.

Jhunu Patra and Reena Patra from Dasamania, who were present in the meeting decided to start a SHG in the village and with ten other women of the village founded Maa Santoshi self help group in 2017. Jhunu and Reena became president and secretary of the group respectively. In the initial years, the SHG limited itself to saving and loan activity.

Raising Poultry for Profit

NAMM with the support of Tata Power Community Development Trust (TPCDT) has been engaging itself with the VDCs and SHGs for promoting alternative livelihood activities. In 2018 after through discussion and motivation by NAMM, Maa Santoshi SHG started poultry farming.

The SHG had a suitable land to develop the structure for poultry farming and some of the members also had previous experience of carrying out poultry farming. The SHG was provided with a seed money of thirty thousand rupees by NAMM to start the work.

The market value off the Banraj varieties of chicken is high and in demand in the local market of chicken. The SHG purchased fifty Banraj chicks at different stages of development from veterinary department. The Veterinary department also supplied all the tools required for the poultry firm and helped in the establishment of the farm. The SHG started its poultry farm in April 2018. The farm was established in 10 X 20 square feet area in the backyard of one of the SHG members. The place is very clean and arable hence it remains cool during summer season and is the perfect set up for poultry farm.



The SHG members divided duties among themselves for different works needed for the poultry farm. The division of work was done by mutual decision among SHG members and the entire process of work distribution was facilitated by NAMM community worker. The members decided to follow a strict principle of no work no pay among themselves.

The SHG was introduced to market by NAMM. Couple of poultry shops are linked for regular purchase. They are keeping the price of the chicken around 350 rupees per kilo which varies depending on the in-purchase cost demands and supply. Most of the full grown birds are sold in a price range of Rs 450 to Rs 750 . Now the group is making a profit of Rs 9,000/- to Rs 10,000/- per week by selling birds in the market. The Profits are equally divided among all the members of the SHG. The SHG members narrated that it was worth risk that they have taken and the activity has brought financial independence for them.



**Aspiring for a stable
livelihood
through
goat
rearing**



Aspiring for a stable livelihood through goat rearing

Goat rearing has been done by the rural farmers since ages but it has rarely considered as a focused livelihood generation activity. It can be a source of alternative income generation if followed properly and with proper guidance.

Jayanti Purti of Jamuposi village has proved this. Jayanti's story is a story of hope for everyone, like her who belongs to poor households with an aspiration to change the situation.

Jayanti Purti lives in Jamuposi village of Nadiabhanga Gram Panchayat of Jajpur district. Jayanti lives in the village with her husband Lenka Purty and two children. The family doesn't have enough farm land and neither husband nor the wife has any regular income to support their family. The family lives in a thatched house in the village.

Both the husband and wife does as agriculture to during the seasons and once the agriculture season gets over both of them engage themselves as daily wage labourers. The income from all the sources together even could not meet the household requirement and it has always been a matter of stress for both of them. Hence the family decided to follow other suitable livelihood methods to supplement their income.

NAMM has created village development committees in each village to facilitate all developmental activities in the villages. In one of the meetings of the village development committees, Jayanti and Lenka came to know about alternative livelihood opportunities. They contacted NAMM community worker to learn more about it. The NAMM community worker explained various livelihood opportunities and the couple found goat rearing as a best fit for them.

NAMM team oriented Jayanti and her husband on goat rearing. They were also taken to other farmers who are into goat rearing.

After having a fair understanding, both husband and wife decided to go for goat rearing. The family arranged 40,000 rupees through loan from a micro finance agency and NAMM provided them a loan of 20,000 rupees. With a total of 60,000 rupees the couple brought twenty kids. They put up a small shed for keeping kids.

In one year time period now Jayanti and Lenka have twenty five full grown goats in their shed. The couple gets Rs 6, 000 to 8,000 per goat. By this the couple earns around 50 to 60 thousand rupees per year. Both Jayanti and Lenka have divided time among themselves to take the goats for grazing . Through goatary the couple are able to raise money for the study of their three children. They have planned that they will increase their activity bit further each year and increase their earnings. Taking inspiration from Jayanti and Lenka other people from nearby villages have also taken up this activity as a livelihood generation.



The mushrooming effect



The mushrooming effect

Sukanti Tudu lives in Barabanki village of Nadiabhanga Gram Panchayat of Danagadi block in Jajpur district. Sukanti lives in the village with her husband Faturam and her son. The family has small piece of land where they grow paddy during the season. Both husband and wife also engage them in daily labour work to meet their livelihood.

NAMM has been working in Nadiabhanga village with the support of Tata Power Community Development Trust with an objective of enhancing livelihood of the households. In one of the community meeting, Sukanti and Faturam participated and came to know about the promotion of alternative livelihoods. Amongst different options shared by NAMM, the couple found mushroom farming as an interesting option.

The interest grown further and finally the couple decided to go for it. They discussed this with the community worker. NAMM arranged a training program for the couple in Odisha University of Agriculture and Technology (OUAT) Bhubaneswar. After the training program, NAMM arranged an exposure visit for the couple to the nearest mushroom farming unit where they learned modalities of mushroom farming.

The family was supported with 30,000 rupees as a seed money by NAMM and they invested their own savings of 10,000 rupees for the mushroom farming. They started mushroom farming unit in a 3200 sq ft area in their own land adjacent to their home. Initially they laid down 50 mushroom beds and growing slowly.

The couple earns a decent amount of money by selling mushrooms produced from these beds. Now they have laid down a total 100 beds in the same area. Each day 20 beds yield and they rearrange these 20 beds for production. They purchase raw agro materials for farming from the local market which were generally facilitated by NAMM.

The cost towards lying down each bed is around 150 rupees and they make a profit of 70 rupees by selling mushrooms from each bed. Both the couple work around two to three hours each day in their mushroom farm.

Sukanti and Faturam are now earning around 12,000 rupees per month by selling these mushrooms in the market. Sukanti's son now goes to an english medium school. With additional income life is changing for both Faturam and Sukanti.



**Vegetable farming
brought
happines**



Vegetable farming brought happiness

Archana Sahoo lives in Janar village of Gobardhanpur panchayat of Danagadi block. She lives there with her husband Ajaya Mahanta. Archana and Ajaya have two sons and one daughter. Agriculture is the primary source of livelihood for the family.

As part of livelihood enhancement programme in the area, NAMM team convinced both Archana and Ajaya to go for vegetable production and marketing in a more strategic manner. It was suggested to them after assessing their experience in farming as well as the land they have possessed.

NAMM community worker took the couple to the horticulture department where they discussed this with the horticulture officer of the block who explained the couple regarding the vegetable farming. The couple were also taken to different vegetable farms of the block where they got knowledge regarding the vegetable farming especially on mixed farming, crop planning, organic farming as well as on water uses.



They came to know about techniques like spacing, weeding, heaping frame making, watering and seasonal varieties of vegetable plants, their time of growth and methods of yield and pruning. The couple were further guided regarding different varieties of high yielding seeds. The couple started vegetable farming in the small land they have. They grew Okra, Brinjal, Tomato, Cucumber, Pumpkin, Cumin plant, Pudina in the their farmland.

The couple sold their home grown vegetable in the market by the help of local vendors and started selling the vegetables in the market. With their hard work Ajaya and Archana are able to earn around 10,000 rupees per month through farming. Now they have taken a lease of one acre land for expansion of their farm.



Journey out of difficulties



Journey out of difficulties through goat rearing

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Monalisa Mohanty and her husband Bidyadhar Mohanty live in Mandapada village of Jajpur district. The village comes in Ranagundi Panchayat of Danagadi block. Mandapada village is a small beautiful village filled with natural sceneries. The village is covered by a thick forest and a small spring which has water running in it for six months of the year. Most of the villagers are either farmers or they work as daily wage labourers to support their families.

Monalisa and Bidyadhar lives in the village with three children. They have very little farm land and the produce from this farmland hardly support the family for six months. When the agriculture seasons get's over, Monalisa and Bidyadhar work as daily wage laborers at the construction sites of nearby cities to earn their livelihood. The earning which is not more than 3000 rupees per month from all the sources is not enough to provide two good square meals a day to the family.

“Our children are growing fast and soon they will start schooling. The expenses will increase and it is giving us lot of pressure” shared Monalisa

In one of the meeting of village development committee, Monalisa took part and came to know about various alternative livelihood activities that are supported by NAMM.

Monalisa and Bidyadhar decided to do goat rearing as they felt it is best suited for them. Monalisa approached the community worker of NAMM to understand about goat rearing activity and the community worker explained her about the same. An interactive session with the vet-nary department with Monalisa was arranged where she was given knowledge regarding different diseases that can occur to the goats and how to manage

them. She was also invited by NAMM to join an one day training program arranged in Dhananjaypur village on goat rearing activity. Bidyadhar and NAMM team oriented Jayanti and her husband on goat rearing. They were also taken to other farmers who are into goat rearing. Monalisa joined the training program and interacted with the trainer to know more about the technicalities of goat rearing activity. They also interacted with other people from other villages who are doing the same activity.

Monalisa was supported with 15,000 rupees by NAMM. With this money Monalisa made a shed in her backyard and kept two female and one male goat in the back yard. Soon she has four goat kids. After eight months the goat kids became adults and were sold 5000 rupees each. Now Monalisa has fifteen half grown and five full grown goats in her shed.

Both Monalisa and Bidyadhar Mohanty have made a work division among themselves and they spend around 3 hours each day for working in the farm. The Community worker of NAMM regularly conduct meetings in the VDC to encourage people to adopt different livelihood activities apart from farming. He encourages people to adopt activities like mushroom farming, goatary, Poultry farming and vegetable farming.



Kanhei and Robin Turned their life by Chilly farming



Kanhei and Robin turned their life by chilly farming

People are capable of changing their lives but they need a little support and motivation. Kanhei and Robin proved that with their hard work.

Ranagundi is a small idyllic village in Danagadi block. Kanhei Mandal is a 35 years old lady living in this village with her husband Robin and three children (One daughter and two sons). Robin Mandal is a farmer and he grows paddy in his field. Due to lack of proper irrigation facility in the village the crop is generally grown only once in the year and on the remaining months the field remains barren.

Once the agriculture season is over Robin Mandal works as a labourer to support the needs of the family. The earning from all of these sources are around 4000 rupees in a month and it is not enough to provide a better life to the family members and good education to children.



They were looking for a way to increase their income to support their family expenses. Robin attended one of the meetings of the village development committee of the village. The VDCs are formed in the villages to support the developmental activities.

The Community worker of NAMM regularly conduct out meetings in the VDC to encourage people to adopt different livelihood activities apart from farming. He encourages people to adopt activities like mushroom farming, goatary, Poultry farming and vegetable farming.

Robin and Kanhei contacted NAMM community worker and revealed that they want to do vegetable farming in the village. The NAMM team guided the Mandal family linked them with the horticulture office at the block level.

NAMM supported for a soil testing and based on the results, the family was suggested to take up chilly farming. With training and input support, the couple started growing green chilies in the field. The yield was done after three months.

Now the family is doing chilly farming as a source of their livelihood. The living condition of the family has improved and they are happier than before. Kanhei and Robin are the change agents and are happy for the positive progress in the life.



Farming to overcome paucity



Farming to overcome paucity

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Dambaru Dhar Mohanty is from Dhanajaypur village of Nadiabhanga Panchayat. He is 45 years old and lives in the village with his wife and children. Dambaru is a farmer by profession. He grows paddy in his farm land during the agriculture season. The area doesn't have irrigation facility hence the farm lands of Dambaru remains uncultivated during other seasons. The yield from these farmlands hardly provides sustenance to the family for four to five months in a year.

Due to lack of agriculture work during dry period, Dambaru works as a manual labourer to support the family's requirement. He earns around 5000 rupees per year from this source. The meager amount yield from the farm lands and income from manual daily wage laboring is in-sufficient for the family. Both Dambaru and his wife are in continuous tension to provide a good life to the family members.

Dambaru is a regular participant in the VDC meetings that take place in his village where several issues concerning village developmental activities are discussed. When proposed by NAMM, Dambaru showed interest to start vegetable farming in a planned manner

NAMM community worker took him to the horticulture office where the officer explained him regarding vegetable farming. He is also taken for exposure visit to other farms of a better understanding of the vegetable farming. Dambaru learned techniques for land preparation, sowing, spacing, weeding, pest control, application of manures and fertilizers, watering, pruning, frames for crawlers, heap making and yielding methods. He also learned about preparing manures in the farm land. He came to know about different types of high yielding variety of seeds.

He started farming vegetables on his farmland. Dambaru did cultivation of Okra, brinjal, pumpkins, bitter gourds, tomato, chilly. Dambaru started selling vegetables in the market and earned good revenue from selling

these items in the market. Dambaru is earning a good amount of profit from selling these vegetables in the market. Damabru has now leased more farm lands from other people and carrying out vegetable farming. Now Dambaru earns around 15,000 rupees per month by selling his farm grown vegetables in the local market. Damabru feels now that he can provide better education to his children.



The collective efforts by women SHG



The collective efforts by a women SHG

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Women Self Help Groups are now the vehicle of change in the economic scenario of the village. The women SHG, are now started making micro enterprises in the villages, creating employment for themselves. The new found economic independence has brought a significant change in the social status of women in the village.

Alekhpur is a small village which comes under Danagadi block of Jajpur district. The Maa Grama Devi SHG of Alekhpur village was established by ten women from the village in 2013. After its formation the members are mainly constrained themselves to saving and loaning activities. The women members have a bank account. They are registered in the Odisha Livelihood Mission of Odisha Government but after seven years of their formation the members are still unsure of their future and how to go further.

The VDC (village developmental committee) was formed in Alekhpur village and the community members meet regularly there to discuss the developmental activities going on in the village. The community worker of NAMM regularly comes to the VDC meetings and encourages people to adopt various alternative livelihood activities like Mushroom farming, Vegetable farming, Poultry, Goatary and other micro enterprises like candle making, leaf thali making, and paper product making.

The SHG members sat together and discussed regarding starting a micro enterprise in their village and all of them decided to establish a thali (plate) making unit in the village. The SHG members met the community worker of NAMM and discussed regarding establishing a paper thali production unit in the village. The SHG members then approached the VDC for a loan to start the paper plate production unit. NAMM provided the SHG a loan of Rs 20,000/- to start the same. The SHG with the loan money and from their savings purchased a thali making machine. In first attempt the SHG produced 500 paper thalis and sold them in the market.

The first order of 500 thalis encouraged them to work more. The SHG was helped by NAMM in marketing their product. The SHG with the support of NAMM identified customers locally for regular supply of these products.

With the orders gearing up, the SHG members had to purchase another machine to produce faster. Now the unit is producing 2000 paper thalis per day and selling it in the market. Now each member of the SHG is earning around 3000/- rupees per month from the unit.

The SHG member told us that in few days they will be able to pay back all the loan money to the VDC.



Candle Making by Swagatika SHG



Candle Making by Swagatika SHG

The SHGs are changing the economic landscape of rural India, particularly the women SHGs are coming together to establish micro enterprises, micro production units and earning decent amount of money for the sustenance of their family or to help their spouses in running their family. Many SHGs have come together and doing great jobs and bringing a change to the socio economic conditions of their members.

Here is a story of Swagatika SHG and how it is bringing employment and earning to its own members and others in their village.

Swagatika SHG started in 2017 by ten women of the Manpur village of Dangadi Block. From the initial years the members of the SHG have aimed to form a micro enterprise to be self reliant and finically independent. The women members don't have any specific skill set but they were bound together by strong will power, determination and ability to do hard work and they needed proper guidance.

NAMM committed to bring change in the life of women in the rural India became the mentor for them. NAMM has constituted Village Developmental Committees in villages of Dangadi block of Jajpur district through with it promotes and supports various livelihood initiatives. The community worker of NAMM carry out regular sessions on alternative livelihood activities like mushroom farming, vegetable gardening, poultry, rearing of goats in the VDC meetings. In one such meetings NAMM community worker discussed regarding candle and agarvati making and their relevance in bringing earnings at the village. In one such discussion the president of the SHG group was present. She raised this in the SHG meeting and all the members decided to carry out the activity of candle making as it can be done easily by them.

The SHG group finalized a place in the back yard of a member to establish the workshop of candle making. The NAMM community worker arranged

a loan of Rs 10,000/- through OLM. With this amount they started a candle production unit in the village. The SHG purchased all the required raw materials for candle making with that amount. NAMM made the facilitation of marketing linkage of the SHG to sell candles in stores in Cuttack, Bhubneswar and Jajpur town. The SHG started making candles. In their first attempt the SHG made 500 candles and sold it in the market. The members were motivated by this success.

Now the group is making different candles like aromatic candles, big candles, small candles, Dia candles. The group is making candles as per the order received from the market. They hope that in coming Deeeepavali festival they will able to handle a big order. NAMM is also exploring possibilities of linking these SHGs directly with buyers so that they can sale the products directly and regularly.



Taking up challenges to improve income



Taking up challenges to improve income

Jayanti Mahanta is around forty years old. She lives in the Dhamana Gadia village of the Danagadi block. Jayanti is married to Nirakar. The couple lives in the village with their one son, one daughter and Nirakra's mother and father. The family are inhabited the village eighty years back. The primary occupation of the family is paddy farming. The paddy farming is a seasonal affair for the villagers as there is no irrigation facility present for the village and once the rainy season is over there is no farming activity.

The family has a very little farmland and the crop can only provide sustenance to the family for only few months. Hence once the agriculture seasons are over both Nirakara and Jayanti work as manual daily wage labourers in nearby construction sites. The family earns around Rs 3000/- rupees per month from manual laboring. The family receives PDS rations which helps them in bringing food to the table. Still the earnings from all the sources combined together are not enough to provide good quality of life to the family. So both Jayanti and Nirakar are always in tension for the sustenance of the family.

Nirakar is frequent in the VDC meetings in the village. village developmental committee are formed in each village of the Dangadi block by National Association of Man for Mankind- NAMM to discuss and promote developmental activities in the village. The NAMM community workers regularly discuss different alternative and livelihood methods to bring better economic opportunities to the villagers. As part of this, the focus is also promoting various cash crops.

The maize farming which is not popular in these parts of Odisha as a cash crop has been promoted by NAMM. Although Maize is not main food material but it is still in demand, people eat maize as street food in the cities and township areas. Maize doesn't require much water and can be grown insummer and winter months. So Nirakara and jayanti decided to cultivate maize apart from paddy.

Honey bee farming promotion



Nirakar contacted NAMM community worker and discussed his ideas with him. The community worker accompanied Nirakar to the block agriculture office and discussed this with the Agriculture officer. The officer guided Nirakar regarding Maize cultivation, The Krushaka sathi at the panchayat came to Nirakar and helped Nirakar in understanding maize cultivation. The NAMM community worker took Nirakara to other farmers who do maize farming in the district.

Nirakar did maize cultivation in two acres of land. Within four months the crops yielded and in the first attempt Nirakar had a good yield of Maize. Nirakar sold the maize yield directly and earned a good profit. Now Nirakar is doing Maize cultivation and earning a good amount of profit from the same. Currently Nirakar is in to the third season of Maize and he believes that in this season he will be able to earn a good amount of money from the current yield. Both Jayanti and Nirakar are happy for their achievement. Jayanti shared that in the next year they will make new pakka housing arrangement for their children and themselves.



Honey bee farming promotion

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Madhusudan Pingua lives in the chandia village and belongs to the tribal community. His parent's posses very few farm lands. The farm lands are not much fertile as the area mostly hilly terrain. The village doesn't have proper irrigation facility hence the lands are single cropped. Madhusudan was a good student and wanted to study. He pursued his studies and was enrolled himself in an engineering college.

After passing out from the college he pursued jobs for few years in the city but was not able to achieve success in jobs so he decided to come back to village and pursue farming. With a strong determination he came back to village and helped his father in farming. The paddy farming is back breaking job which he did, although many of his friends from the college look down upon the job.

He didn't get much success in the farming and thought of doing innovative activity from which he will able to earn more. NAMM has been promoting alternative livelihood activities in the villages and through its efforts it has brought significant changes in to the lives of many people of the nearby villages. The village development committee formed by NAMM has became an important platform where village people sit together each month and discuss regarding various developmental activities occurring in the village. In this same platform, NAMM promotes and motivates people to adopt new alternative livelihood activities like mushroom farming, goatery, poultry, vegetable farming , sericulture, fish farming and many more such activities.

The village of Madhusudan is covered by forests and has many different plants growing in the forest hence he decided to do honey bee farming in his farmland. He along with his ten friends approached NAMM community worker to guide them in carrying out honey bee farming. NAMM arranged a training program on the same for Madhusudan and his

friends in April 2019 from OUAT. After receiving training from OUAT, Bhubaneswar Madhusudan started the initiative in his village.

Madhusudan developed a practical experience by carrying out honey bee farming himself. He started his farming with ten boxes of honey bee from his own savings money of Rs 30,000/-. NAMM supported Madhusudan by providing him a loan of 10,000/- rupees. In the next season Madhusudan started collecting honey from the bee hives. He collects honey from the boxes 3 times year. Madhusudan yield around 10 kilograms of honey from each 10 frame box he has. He sells honey in the market in the price range of Rs 350 hundred to Rs 500 hundred.

The adjacent forest to his firm land is infested with brown bears and these can severely damage his firm. As an engineer by profession Madhusudan has devised siren system to drive away the bears from his firm.

Madhusudan hopes that in coming years he will establish himself as a successful honey bee farmer.



Dhaga production Center



Dhaga production Center

In current years the rural India are going through a phase of economic upliftment. With the combined effort of various nongovernment and government agencies the rural men and women are adopting various methods of livelihood generation bringing happiness and prosperity to their families. The rural women have been little sidelined in this process due to lack of education and social stigmas and practices prevalent in the villages which allows them to not to follow certain practices. Their gender status, low educational attainment and patriarchy in controlling resources including money have crippled them to be financially independent.

NAMM as a responsible social organization dedicated to bring change in the social and economic status of marginalized section of the society including women taking up various activities to empower women.

Tailoring has been an activity which has been adopted and practiced by women since ages and the tailoring activity can be a sustainable income generation program if practiced. With this thought NAMM has been promoting tailoring training and production unit with women.

Maa Tarini SHG was formed in the year 2020 by ten enterprising women of the Baragadia village. The enterprising women wanted to pursue an income generation activity to support their families and became financially independent. They approached NAMM to help them in pursuing their objective. After having a discussion with all the members the project Manager of NAMM found that most of the women have undergone basic tailoring training before. So NAMM project manager proposed them to establish a tailoring center. NAMM assured them that it will provide them material and skill building support for the same.

The members of the SHG group decided to start the activity. NAMM provided financial support for the purchase of tailoring machines and establishing the tailoring center. The tailoring center was established in the Baragadia village of Danagadi block. Currently 18 women and adolescent

girls are taking training in the village. The training center not only provides training to the students also engages them in production of different clothing materials like petticoat, blouse, frocks and kurtis. The produced materials are sold in the market to generate revenues.

The students here not only engage themselves in the training they also receive an honorarium from the profits earned from selling of cloths in the market. Currently each trainee is receiving an honorarium of 4500 rupees per month. NAMM has the plan to develop this unit as an independent enterprise in coming days.



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