

**(KVK Mandkola)**

**Success story under RKVY project**

**Jute Products: A Boon for Rural Women**

**Category:** Rural Women Empowerment.

**Challenges:** Nuh district of Haryana state is predominated by rural area with a few small towns. The percentage of rural households living below poverty line in the district is almost double to that of all other districts of the state. The literacy rate in Mewat in general is appallingly low, specifically in case of females. Women in Mewat are among the most deprived groups in the state living in abject poverty and ignorance. They are mainly involved in agriculture, dairy production and household chores. Other problems include low literacy, unequal sex ratio, high infant mortality rate, poor maternal health with large families and lack of basic services such as potable drinking water, proper roads, hospitals and schools etc.

Although, agriculture is the main source of income of this area, productivity of agriculture sector is low due to water scarcity and small size of land holding. The women of this social and economical backward region are dependent on men hence their control on resources and decision making ability is limited.

Mrs. Pista Devi W/o late Sh. Sube Singh, resident of Village Akbarpur Natol of Hathin block belong to schedule caste. She is facing hardship for survival of her family as her husband is died and there is no earning hand in her family. She belongs to nuclear family having five children (Two boys and three girls) without any agricultural land. In this situation she has no means of earnings other than the labour.

**Initiatives:** During the identification of target groups for training under RKVY project, she was contacted by KVK Mandkola and motivated for training of Diversified Jute products for income generation as there is great demand of these products in market. She was trained for making different types of jute bags, bottle covers, mats, magazine holder, fashion jewellery during the 5 days vocational training programme. After identification of technical gap skills were imparted by conducting do it yourself session with technical inputs of designing, painting, embellishment, colour combination, finishing, trimming of different products. A trip was arranged for the trainees at Delhi Hatt, INA, New Delhi. Adequate exposure was given during the visits. The benefits of trip was very well reflected in feedback provided by her in term of confidence building and readiness to change for self and family

On last day of training the technical input were invited from the participant for mobilization, display their products along with the distribution of incentives to every participant. The distribution of the incentives in form of tools and accessories required for development of skill based products of jute like sewing machine, scissor, iron, jute bags, bottle covers etc. So these incentives acted as source of critical input for helping the rural women to carry out these activities at their own household level to sharpen their skill and minimise the limitation of non availability of resources to them.

During the process of training the target beneficiaries were mobilised to form SHG to undertake these activities. They were imparted information regarding the benefits and limitations of SHG working. Mrs. Pista Devi W/o Late Sh. Sube Singh has form the Self help group and worked as group leader and started producing the products of Jutes.

**Key results/insight/interesting facts:**

She got the training in the year 2016-17 and started the manufacturing of jute products after forming the self help group recently.



Cutting of Jute bags with her SHG Group



Receiving honour from Director Extension, CCSHAU Hisar on International women day

**Impact:**

She improved her status in the society and developed the leadership/managerial quality. The impact of the activity will be assessed after some time.

**Lesson learned:**

She developed self confidence which would help in her financial independence and argumentation of house hold income.

**Details of contact person of the story:**

Name : Mrs. Pista Devi  
Husband name : Late Sh. Sube Singh  
Age : 44 years  
Qualification : Illiterate  
Phone No. : 9992257952 (PP)  
Address : Village Akbarpur Natol, Teh. Hathin, Distt. Palwal (Haryana)