

Success Story-1
Transforming individual lives and building community self esteem

Ms. Heerakumara Jangubai of Mothiramguda village, Beersaipet Gram Panchayat was one of three single women who received support for establishing "Grocery, Fruit cum Vegetable Shop". Jangubai (age 52 years) become nostalgic, while speaking about her shop; my husband was a marginal farmer who died 4 years ago, I was all alone with 4 very young children (one girl and 3 boys), I was the only bread winner from wage labour which was not enough to even to feed my children, as a consequence my 2 children dropped from school and started working to support the family. Now children are growing and sons are studying 2nd and degree 7th classes.

In the month of April 2012, I have received a weighing machine and rupees two thousand rupees worth materials from NABARD/CPF "maathota programme" for opening of the first ever shop in Gond Gudem of Mothiramguda village;



the locally available wood. Before starting the shop we had listed out the items which in general will be in demand, later on based on the demand and need of the customers we are bringing the stock from a whole sale shop from Utnoor on rotation basis (receive stock in advance and in next round they will pay the previous bill and get fresh stock on lending basis). After observing the success again in the month of August'12 we have received support for another two thousand rupees worth materials for expanding the business from NABARD/CPF. In the beginning stage the business per day was minimal, gradually it has increased, now it varies between rupees 350 to 400 per day; per

month the average turnover is around twelve thousand rupees. We are able to earn rupees one hundred to one hundred fifty profit per day based on business.

After opening of this shop we are totally engaged throughout the month. Earlier we had the wage work for 15 days and the rest of the 15 days we used to stay at home without work, sometimes migrated to nearby towns. Mr.Satish, elder son of Jangubai emphasis that "Before initiation of this shop we had to face several financial difficulties; the meager

earnings from the daily wage labour and the yield from the agriculture land were not enough to meet the both ends of life, future was in dilemma. NABARD/CPF has shown us a way of livelihood we will put all efforts to run it successfully forever.

The remarks by Mr.Gangadhar, ex-sarpanch of the Beersaipet are quite interesting and revealing "Earlier there were no shop in this Gond Gudem; all the shops were in the mothiramguda main village belonging to other communities, during the evening hours it was very



difficult for us to go to shops and get the groceries or vegetables as there no street lights in the village. Now this shop is in the heart of the Gond Gudem, adjacent to village common meeting place and temple which is easily accessible to all of us; even nearby villages Balangpur(B&J) also depending upon this shop”.

Now, Ms. Heerakumara Jangubai is planning to educate her two sons higher studies and to expand the shop further to get more profits.

WOMEN DEVELOPMENT

With the funding support of NABARD TDF project is implemented by Centre for People’s Forestry in Utnoor mandal of Adilabad district. In the year 2011 Maathota programme was started which exclusively focuses on the development of Gond/Kollam and Naikpod who are poorest of the poor among the ST population in the district.

One of the project components is Women Development to support widow women for ensuring sustained income surety to single women led families. Village development committee listed all the eligible single women in the village and discussed their family condition, whether the family needs the support or not the ability of the family to run the shop successfully, and after through discussions with the family they recommended their names to Utnoor Maa Wadi Committee. After careful examination of the feasibility and viability of the shop in the village and assurance from the family to expand and continue the activity members along with CPF staff shortlisted all the eligible women and they had under gone a training at KVK (Krishi Vignana Kendram) Adilabad, on nutritional aspects of fruit and vegetables, storing techniques and running the petty business successfully, in addition to that project staff regularly provided them hand holding support in maintaining the records/bills, calculating and fixing the prices with a margin of profit.