

UDYAMINI RWEP CHRONICLES



May's Milestones: Building Skills, Transforming Lives

GTC has initiated a transformative effort in Assam's tea industry by conducting 23 training sessions for RWEs from 25 villages in Karbi Anglong and Nagaon districts of Assam. A team of 12 expert trainers unveiled secrets to **chemical-free tea growing, manufacturing excellence, and savvy business planning.** These inspiring sessions are helping RWEs set up home-based tea processing units, ready to transform their communities and the tea market.

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Grassroots Tea Corporation's Transformative Training and Green Initiatives in Assam

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GTC's team's green initiatives are in full swing with the **creation of 10 NADEP Compost pits.** These pits aren't just holes in the ground—they're the heart of the sustainable agriculture movement! But wait, there's more—20 of their incredible RWEs are **brewing up their own batch of organic pesticide** to fend off pesky pests like Helopeltis and Red Spider.



Get ready to witness a green revolution in tea cultivation! 🌱 GTC hosted four dynamic **Training Sessions led by Dr. Soumen Palit**, an organic tea cultivation guru. Picture this: RWEs learning the **art of creating lush buffer zones for green tea, crafting organic manure** like pros, and even whipping up **homemade bio-pesticides!** But that's not all—light and sticky traps were revealed as the superheroes of pest control, offering a sustainable alternative to harmful chemicals. With 120 RWEs onboard, these sessions were a game-changer for tea farming as we know it.





Digital Empowerment Foundation: Elevating Skills and Safety for Rural Women Entrepreneurs

Exciting news from DEF organization! A whopping 2,500 Rural Women Entrepreneurs were targeted for specialized training sessions across various districts in Assam & West Bengal. Their journey toward becoming digitally savvy entrepreneurs kicked off with intensive modules focusing on **Digital and Financial Literacy, Entrepreneurship Basics, Citizenship Services, and Digital Marketing**. The highlight? The cutting-edge Udyamini Skill Bot and MeraBills app stole the spotlight, empowering women to enhance their business skills and financial management prowess. Both offline and online training sessions were offered via mobile-based applications, The engaging video content made learning a breeze for RWEs, allowing them to revisit modules at their own pace.



Miss Debantika Dutta spearheaded an immersive one-day **Digital Marketing Training session** for West Bengal's District Coordinators, organized by DEF Organization. Participants delved into the **strategic use of Facebook and WhatsApp Business to amplify their online presence**. They gained hands-on insights into crafting compelling Facebook pages and ads, targeting the right audience, and harnessing Facebook Insights for growth. Additionally, they explored the robust features of WhatsApp Business for seamless customer communication. It was an enriching experience that empowered attendees to elevate their digital marketing strategies! 🚀



Digital Empowerment Foundation and the Council for Social and Digital Development, in collaboration with Women in Tech India North East Chapter, conducted a **Workshop on 'Cyber Security and Safety'** for Digitally Enabled SoochnaPreneur Business Mitras (SBMs). 25 SBMs from Kamrup and Darrang Districts of Assam, representing 2,500 Rural Women Entrepreneurs (RWEs), participated. The workshop included role plays, hands-on training, and real-life examples, equipping participants to train RWEs on safe digital practices. This initiative, part of the Udyamini Program, is a crucial step in promoting cyber safety among rural women entrepreneurs. Future workshops are planned to extend this training across all districts.



Breaking Taboos: Menstrual Hygiene Day

On May 28th, 2024 DEF Purulia Team, in collaboration with the Department of Health, hosted an engaging **Menstrual Hygiene Management Day** camp at the Suisa Health Sub-Centre in Purulia, West Bengal. The event broke cultural taboos, discussed access to affordable menstrual products, and emphasized the need for better sanitation facilities in schools. This impactful camp sparked crucial conversations and empowered women with essential menstrual health knowledge.



SwitchON's Empowering Sustainable Practices & Community Engagement



Ever wondered how local entrepreneurs manage their finances and keep their businesses on track? SwitchON has the answer! Their **Hand-Holding training sessions** in Dihipara and Kochdihi, Bankura, delved into the art of **Bookkeeping and Transaction Recording**. These skills are crucial for business management, and the training has empowered RWEs to efficiently monitor their business activities.



In an effort to promote sustainable farming, SwitchON delivered training sessions on **Regenerative Agriculture practices** with RWEs in Sonamukhi, Bankura, and Jhalda-II, Purulia. The training covered essential sustainable practices such as Integrated Pest Management, Integrated Nutrient Management, and residue-free farming techniques. Participants left with actionable insights on how to implement these practices to enhance soil health and crop yields while minimizing environmental impact.



Imagine a vibrant exercise where community members come together to explore and redefine their surroundings. Recently, a dynamic **Participatory Rural Appraisal (PRA)** session in Sonamukhi, Bankura, did just that with RWEs. By creating Resource Maps, Social Maps, and Crop Calendars, participants gained eye-opening perspectives on their community's resources, social structures, and agricultural cycles. This hands-on approach not only highlighted the importance of strategic planning but also enabled the community to uncover and tackle their own challenges.



Lively and insightful **Focus Group Discussions (FGDs)** with RWEs in Hanskhali, Nadia. The RWEs shared their thoughts and perspectives, creating a collaborative environment where their voices shaped the program.



The Goat Trust's Comprehensive Training and Health Initiatives Transform Livelihoods

A dynamic 10-day **Refresher Training** for four Livestock Business Managers (LBMs) from Assam was held. This immersive program delved into **identifying diverse goat breeds, organizing community awareness camps, and promoting goat farming as a viable income source.** Key highlights included advanced techniques in deworming and vaccination to reduce goat mortality rates. The training significantly enhanced the LBMs' skills and knowledge, preparing them for improved community service and effective goat management.

Discover the transformative impact of TGT's **Bakri Palak Pathshala (BPP)**, where local goat farmers received comprehensive training on essential practices for goat health and productivity. Through sessions on nutrition, deworming, and disease detection, farmers gained valuable insights and practical skills to ensure healthier goats and increased productivity. This proactive approach not only empowers farmers with knowledge but also promises sustainable improvements in goat farming practices.

Explore how TGT's innovative approach to **deworming and health camps** in Balijana and Chamaria clusters is revolutionizing goat health and productivity. These camps have shown promising results in enhancing well-being and reducing disease rates.

Empowering LBCs: A Two-Day Journey into Advanced Livestock Management

TGT organized a two-day **Exposure Visit for Livestock Business Counselors (LBCs).** They toured the College of Veterinary Science in Khanapara and the Goat Research Centre in Burnihat, learning about modern animal handling, tagging, and advanced slaughtering procedures. At the Goat Research Centre, the team saw scientific goat sheds, pure breeds, and learned about AI and green fodder. They also visited a commercial goat farm in Khetri and a women-led Farmer Producer Company (FPC) in Baghara, Morigaon, gaining practical insights and inspiration to enhance their livestock management strategies.





Centre for Education and Communication: Transforming Lives Through Entrepreneurship and Production Development Programs

Discover how CEC's **Entrepreneurship Development Program** is transforming the lives of Rural Women Entrepreneurs (RWEs)! This month, 75 more women were empowered. What's the secret tool making a difference? Workbooks! These simple yet powerful tools are revolutionizing how RWEs budget, track income, and plan production. Curious about real-world impact? RWE leaders acknowledged that adopting workbooks in their daily lives has provided clear visibility over their finances, highlighting deficits or surpluses. This practice is helping them understand planning and budgeting concepts, fostering meticulous financial record-keeping habits.



Delve into the transformative journey of 210 Rural Women Entrepreneurs with CEC's **Production Development Program (PDP)**. This initiative enhanced production capacities, and fostered collective organization and leadership among RWE's. In Jiakur village, post the PDP efforts saw RWEs pooling resources to buy high-quality yarn and prepare for a SIDBI-hosted exhibition, showcasing their unique products and collective success. The synergy and shared goals among these women have driven them towards greater achievements.



SELCO Empowering Women with Eri Spinning Skills

SELCO, in collaboration with peer organization SANJOG, conducted two impactful **Eri Spinning** machine training sessions in Tupulia and Agchiya villages of Baksa District. These sessions, held in early and mid-May, introduced 63 tribal women to the benefits of Eri spinning. Expert trainers Damayanti Boro and Bimala Ramchiary demonstrated how using spinning machines can enhance productivity, reduce labor, and provide additional income. Participants learned the entire process from cocoon boiling to spinning, with hands-on practice using the Abha machine.





Crafting Connections: Building Market Linkages for RWEs

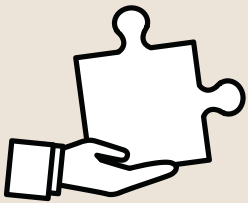
DEF has partnered with the Indian Weavers Association, a farmer producer company under Assam's Agribusiness and Rural Transformation Project (APART), to secure orders for handloom sector RWEs.



DEF established a partnership with the OJU Welfare Association. This collaboration is designed to support RWE clusters by providing necessary resources and market connections.



DEF's SBM, Dipandita Patar, secured a significant order worth Rs 3.18 lakhs from TRIFED in Morigaon District. This substantial order was distributed among 22 RWEs, significantly boosting their income and market exposure.



Navigating Challenges: Insights from the Udyamini Program

In the month of May, certain challenges persisted and hindered the progress of the Udyamini Program. These are discussed below.

In some areas of Assam Cyclone effects caused significant disruptions in field activities and production phases. Excessive rain and wind halted weavers' work and impacted scheduled field visits. Similarly, extreme heatwave conditions in Bankura and Purulia made afternoon activities challenging. To ensure participation, important activities were shifted to early evenings.

Nature's Fury

GTC has been facing challenges in Karbi Anglong, where leaf agents are spreading misinformation about the project, suggesting potential fraud and threatening RWEs who process green tea at home. Due to these threats, some RWEs have withdrawn from the project, delaying GTC's efforts to establish household industries. GTC will continue holding regular, transparent meetings with village leaders and community members to build trust and clarify the project's benefits.

Battling Misinformation

Lok Sabha elections created barriers to conducting large meetings. Instead, smaller meetings with 4-5 people were held at women's houses.

Election Hurdles



Udyamini Buzz: Trending Posts, Engaging Podcasts & News Highlights

Discover inspiring stories, insightful podcasts, and engaging videos from the Udyamini Program, highlighting the journeys of rural women entrepreneurs. Follow us across social media platforms to witness how these women are transforming their communities and achieving remarkable success. Stay tuned and be inspired!



Video

[Click Here: Assam- Why Karbi women turned from tea pluckers to tea producers](#)

PODCASTS

[Click Here: Focal Point of any development work is women, Osama Manzar, DEF](#)

[Click Here: Women have a natural ability to learn, Sneha Gokhale, SELCO Foundation](#)

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