

Success Story - 2

Transforming individual lives and building community self esteem

Pre project status/environment:

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” she said.

Support provided:

In the month of April 2012, the project provided a weighing machine and rupees two thousand worth materials from NABARD/CPF “*maathota programme*” for opening of the first ever kirana shop in Gond Gudem of Mothiramguda village; her sons prepared two cupboards with the locally available wood. Before starting the shop they had listed out the items which in general will be in demand, later on based on the demand and need of the customers the project facilitated procurement of the stock from a wholesale shop from Utnoor on a rotation basis (receive stock in advance and in next round they will pay the previous bill and get fresh stock on lending basis).

Methodology adopted in the project:

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.

Outcome of the project:

The single woman family income is increased by 4000/- every month through the “Fruit cum Vegetable Shop”.

Post project status (Financial, Social and Environmental):

In the beginning stage the business per day was minimal; gradually it has increased; now it varies between rupees 350 to 400 per day. And she is earning



rupees one hundred to one hundred fifty profit per day based on business excluding all the expenditure. So she is earning Rs. 4000/- additional income through this shop every month.

Comments from satisfied stakeholders:

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 meagre 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 were 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”.