

CSR Stories

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Livestock rearing as an alternate source of income



Trupti Gavit along with her son

Nandurbar, Maharashtra

Trupti Gavit is a single mother who lives with her 12-year-old son who was anemic and suffered from frequent illness. She was making a living from her small piece of farmland, however she was unable to make ends meet. Meagre income meant that medical expenses, doctor's fees, travel and maintaining a rich diet for her son pushed her into a debt cycle.

In the SHG meeting that Trupti was a part of, introduced to livestock rearing as a source of income. She learned about the nutritional and medicinal properties of meat and eggs of the Kadaknath variety of chickens. She decided to breed this variety as it would not only help her earn an additional income but also contribute to improving her son's diet.

Through the first production cycle of the chickens, Trupti was guided and supported with inputs and credit through the SHG. She was also trained on livestock management and health care practices.

Trupti began to include meat and eggs in her son's diet on a regular basis. Within a few months, her son's health improved significantly while she was able to move towards financial security.

Boosting agricultural productivity through organic inputs



Preparation of bio-pesticides demonstration at Nandurbar

Nandurbar, Maharashtra

Manik Mahipat Patil from Asane village, used high doses of chemical fertilizers on his 1-acre onion crop. Acquiring and applying high amounts of fertilizer increased his cost of cultivation while only marginally improving the quality of his produce.

Through the project, Manik was trained to produce organic manure made from locally available resources. Farmyard waste proved to be a readily available raw material to prepare the organic fertilizers. Usage of the organic preparation significantly improved the quality of his crop while boosting soil nutrition and moisture content.

Now, Manik applies organic manure and has been able to harvest a yield of onion crop with 32% reduced input cost. Additionally, Manik used to water his crop 18-19 times through irrigation. With improved soil health, he uses much less water for his crop. He has also observed that using organic fertilizers has reduced pest attacks. Overall there is evident reduced cost of cultivation and improved productivity for Manik.

Unlocking the Entrepreneurial Spirit



Women from the village doing stitching jobs

Nandurbar, Maharashtra

A few women from the village did odd stitching jobs and the wages they earned were nominal and insufficient to meet their family's needs. Recognising the talent and skill of the women, the project encouraged them to start their own tailoring unit.

The women were trained on business management, accounting as well as taken on exposure visits to witness the functioning of other micro-enterprises run by women in nearby villages. They were also supported to acquire 6 high-speed machines that enabled them to stitch 4-5 garments each day. This has established a steady source of income for the women as well as tripled their earnings. As entrepreneurs, the women are also able to manage their household responsibilities better due to flexible work hours. Setting up the micro enterprise has also boosted their confidence and enabled them to become independent.

Over the years, we have seen many rural women break barriers to set up their small businesses. Right from bakeries to rice mills, women in rural communities are using their talents to support their families and have become significant contributors to local economies.
