

## Case study 1

### Group who flourished in the heat of difficulties..

This story is about 20 rural women living in the village Dhordia of block Chanderiya in the historical city Chittorgarh. Agricultural labor was the only means of livelihood for women in the village. Due to traditional beliefs, the women were limited to cooperate in agricultural work by staying in a long Ghunghat. In such a situation, the matter of economic empowerment and social awareness of women was also implausible. But in the year 2018, under the CSR activities of Birla Corporation Limited Chanderia, an initiative was taken for the economic and social empowerment of these women. The women accepted the opportunity as a ray of change in their dark lives and the amazing courage of the women made their life as a success story.



With the objective of women empowerment, the work was started by Priyanshi Educational, Cultural and Social Society in the year 2018 under BCL CSR activities. PECSS organized FGDs with women, based on systematic study of their interests, regional needs and market demand. This journey of self-sufficiency of women also brought obstacles like family restrictions and mutual estrangement, but women overcome many such obstacles coming in the way of their dreams. After the training, BCL was the first provided an order of making 100 school bags. Thus began their professional journey. The organization linked the women group to the State Livelihoods Mission Department, after which the department gave the women an opportunity to participate in various fairs, thereby providing a market for the products. In the year 2019, the skills of women were upgraded and they were taught about various products made through attractive embroidery and stitching. Women made a pleasant change in life from here.

It is said that skill and ability come out in difficult times. Just as Sona fires in the fire, similarly the new hope group came out in the COVID-19 era. During the period of Kovid-19, where all the work was stopped and all were destitute and demoralized due to the lockdown, the women of the group did not let their spirits down and made more than 1500 masks and distributed them free of cost in the surrounding villages. The masks of this act of women were reported and distributed masks reached Birla Corporation Limited and after that orders were made by Birla Group to make more than 50000 masks to women groups at various stages. Women made more than 120000 masks from Birla Group, Hindustan Zinc and other institutions during the entire 2020-21 and earned more than 1500000 masks from manufacturing masks, in which their net

profit was more than 800000. During this time, the women came to know Chittorgarh, the stories of the successes of the group were published in the newspapers and the chairman and secretary of the group were invited by the District Collector to his office.



#### **Other Impact Made by the group**

- o More than 50 products were made by women such as bags, saree covers, decorative items, decorative diyas, purses, suits, frocks, kurtas, roti covers, pen holders, attractive ports etc.
- o In the past year, women have participated in more than 20 fairs and sold their products.
- o Exhibited its products to more than 100,000 people.
- o The women of the group received various orders.
- o The women of the group became self-sufficient and could mold themselves as a disciplined professional.
- o Registered in departments like Livelihood Mission, DIC, Panchayat and Labor Department and established themselves as a registered artisan.

Every member of this group has played an important role in the success of this group. However, a wonderful and lively life has been introduced by its Chairman Smt. Brajlata Kanwar. The path of change for her group was created by Mrs Brijlata and other members of the group such as Sugna Kanwar, Sangeeta, etc. through participating in fairs in different parts of the country by cutting their traditional shackles. Today, by breaking the wall of restrictions and traditions of their community, these women are selling their products on forums like Amazon and Flipkart. Today these women are getting economic benefits as well as respect in the society. These women have not only given a wonderful shape to the definition of women empowerment but have also shown its way.