

Women Empowerment through Entrepreneurship development under Udyogini project in Jhajjar, Haryana.

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Jhajjar Power Limited

•**Jhajjar Power Station:** One of India's largest supercritical coal-fired power plants, completed in 2012, with two 660MW units. The use of supercritical technology increases energy efficiency and reduces carbon intensity. Flue gas desulphurization equipment is installed to reduce environmental impact.

•**Ownership:** CLP has a 50% indirect equity ownership in Jhajjar Power Station through APRAAVA Energy. The remaining 50% is indirectly owned by CDPQ through its equity stake in APRAAVA Energy.

•**Purpose:** The company is committed to socially responsible corporate growth, participating actively in the social and economic development of its operational communities while meeting stakeholders' interests.

•**Vision:** The company aims to engage in development initiatives in its service communities to ensure every child, young person, and adult has hope for a better future.



APRAAVA Energy



- **Apraava Energy:** Provides energy solutions and is jointly owned by CLP Group (a large power company in Asia) and Caisse de dépôt et placement du Québec (CDPQ, a global investment group).
- **JPL (subsidiary of Apraava Energy):** Operates one of India's first supercritical coal-fired plants, a 1320 MW power project in Jhajjar, Haryana, operational since 2012.
- **Output:** Supplies 90% of its output to the state of Haryana and the remaining capacity to TATA Power Trading Company Limited.
- **Purpose:** Empowering lives sustainably for a happy planet.
- **Vision:** To partner in India's energy transition by being the most trusted, inclusive, and integrated energy solutions provider.
- **Mission:** To provide reliable and affordable energy solutions to the nation with a focus on innovation and sustainability.

Humana People to People India



Introduction: -

- HPPI is a non-profit organization established in 1998. It focus on helping underprivileged and marginalized people in both rural and urban areas of India. Their work covers various aspects of development, including:
- Education
 - Livelihood improvement
 - Health
 - Women empowerment

Mission:-

To unite with the people of India to create development in the broadest sense through the implementation of projects aiming at transferring knowledge, skills and capacity to individuals and communities who need assistance to come out of poverty and other de humanizing condition.

Areas they work: -

HPPI is currently working in 109 districts across 15 states in India, including Rajasthan, Haryana, Uttar Pradesh, Madhya Pradesh, Bihar, Maharashtra, Karnataka, Odisha, Uttarakhand, West Bengal, Jharkhand, Chhattisgarh, Telangana, Assam and Delhi, reaching out to more than 2.8 million people annually.

Humana People to People India



Udyogini Project:-

Humana People to People India (HPPI), along with Jhajjar Power Limited (JPL), implemented the Udyogini project from March 25, 2020, to March 24, 2023. The project aimed to empower 3,000 women in Jhajjar district by providing Life Skill Training (LST), Social Protection, and Entrepreneurship Development Program (EDP). The project has been further extended for another two years .

Village: Jharli, Jhamri, Khanpur kalan, Khanpur khurd, Bazidpur, Sasroli, Sundreti, Ladain, Amadal Shahpur, Akeri madanpur, Dhilanwas, Sehlanga.

Objectives:-

- Provide Life Skills Training (LST) covering areas like Health, Nutrition, Financial Literacy, Rights and Protection, Resilience, and Communication Skills to 3,000 women.
- Establish 3,000 Nutri-gardens with mentoring support.
- Offer Entrepreneurship Development Trainings and Business Development support to 1,500 women who completed LST.
- Create and expand new and existing enterprises.
- Train 12 Extension Volunteers to support project implementation.
- Strengthening 350 enterprises for enhancing their income

Survey report

- 1) Structured questionnaire
- 2) Interaction with Udyogini



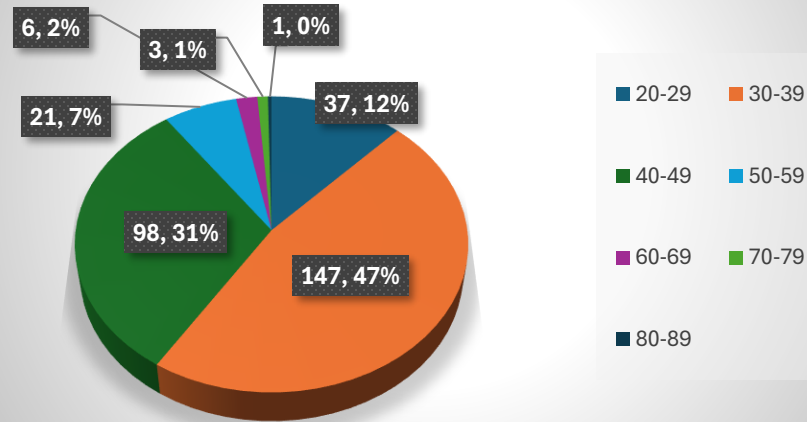
Questionnaire.

1. Respondents Profile
2. Udyogini Project
3. Business Information
4. Income savings and other expenditures
5. Market
6. Future plan
7. Nutri garden

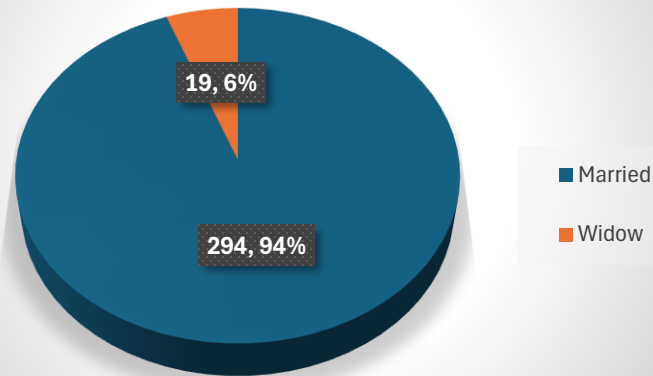
Total 313 women entrepreneurs (WE) were interacted covered in 12 surrounding villages of Jhajjar Power Limited.

Respondents Profile.

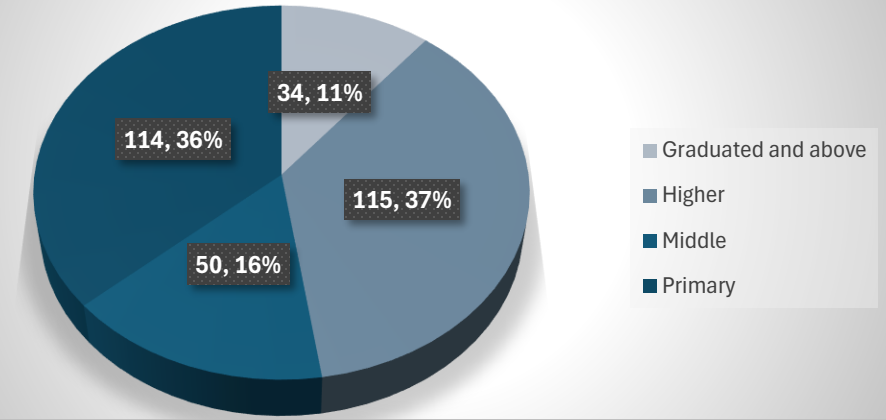
Age



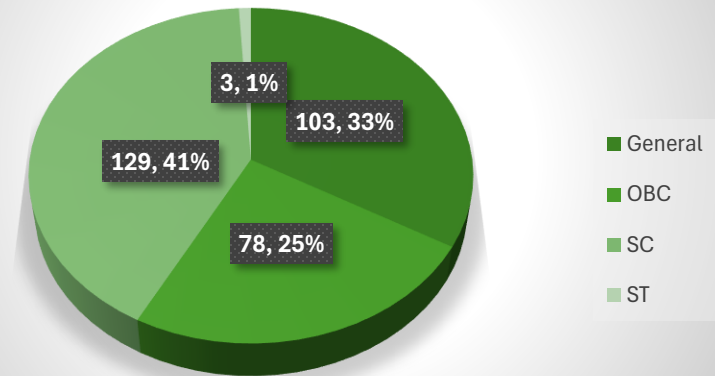
Marital Status



Qualification of the women.

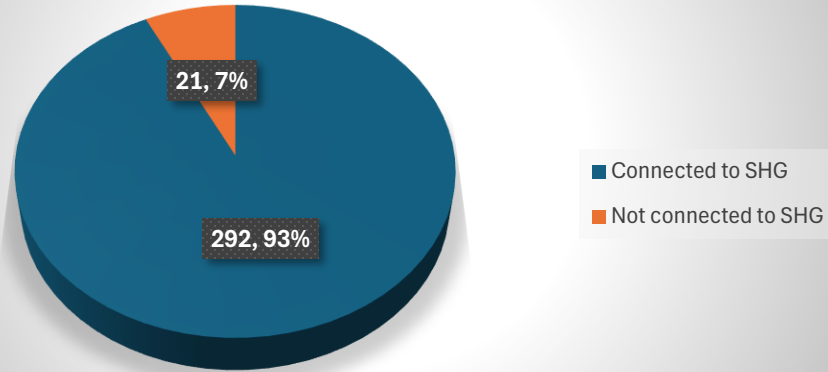


Cast on the women in percentage.

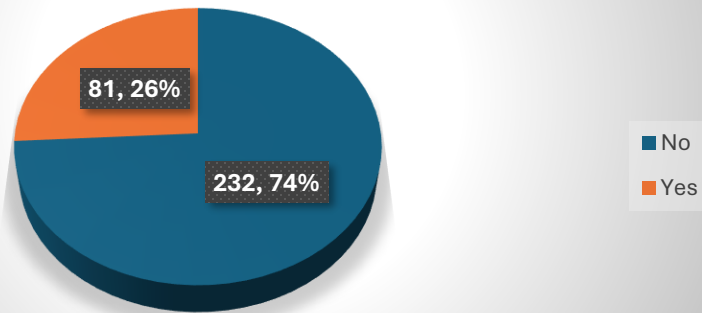


The role of SHGs in fostering and supporting WE.

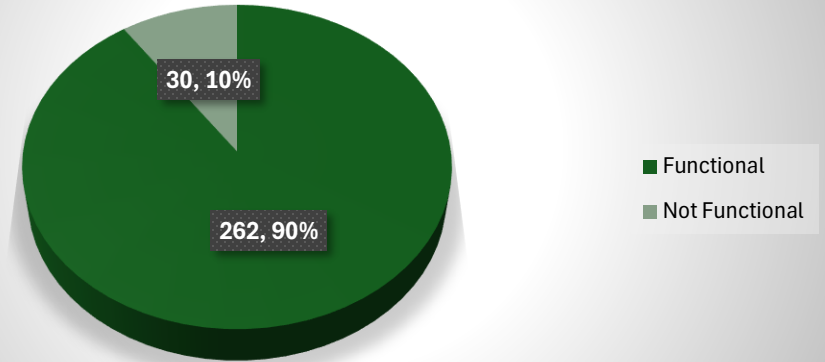
Connection to SHGs.



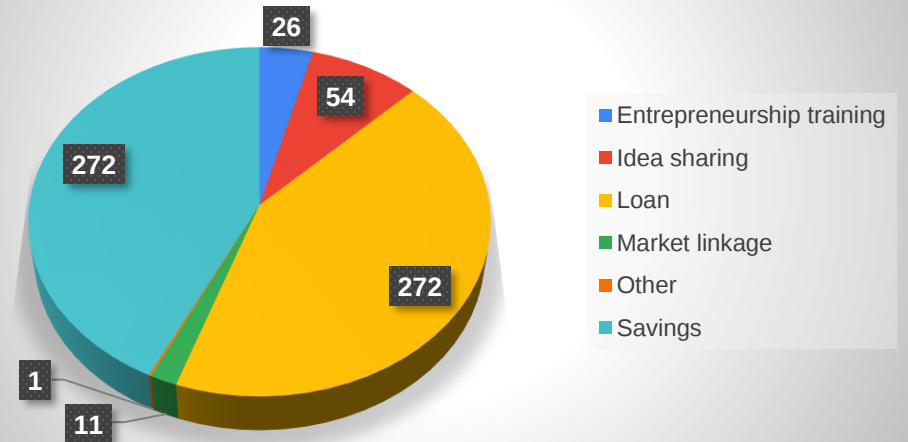
Awareness about financial status of SHG.



Functional of SHGs

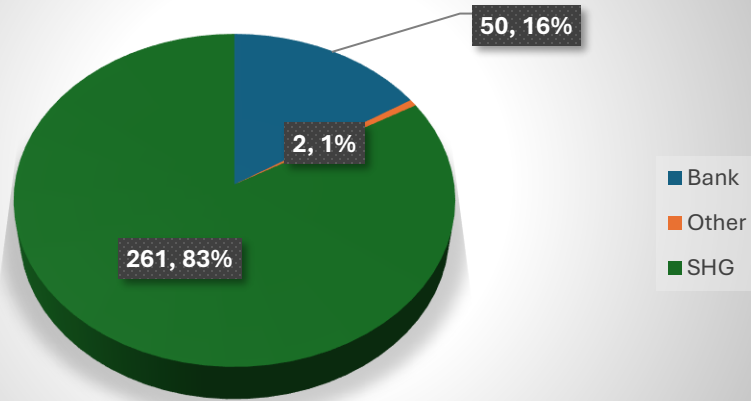


Benifits from SHGs

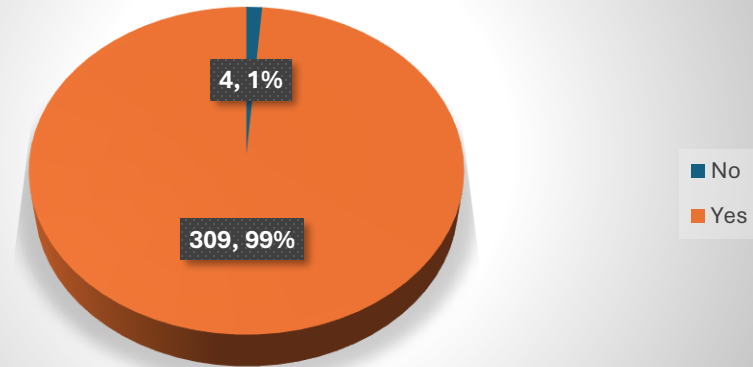


The role of SHGs in fostering and supporting WE.

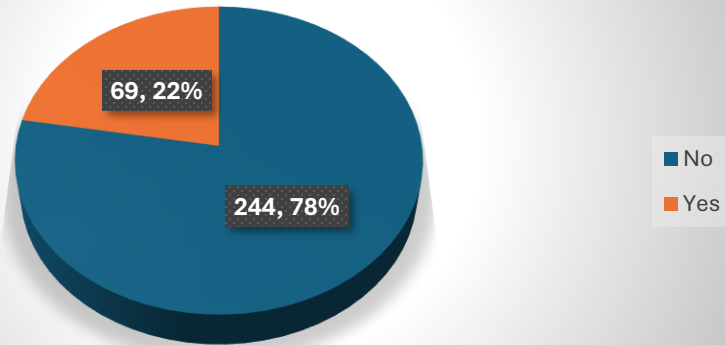
Save money.



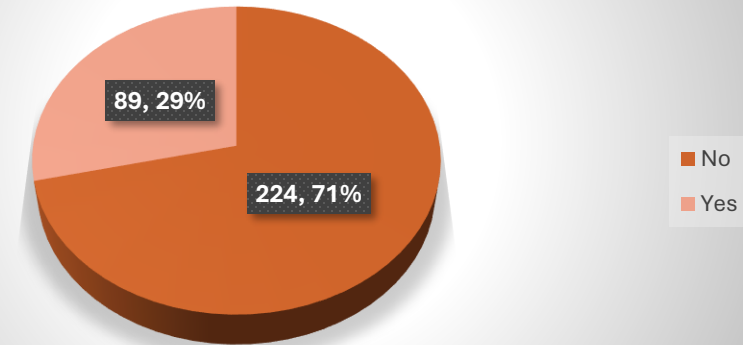
Bank Account



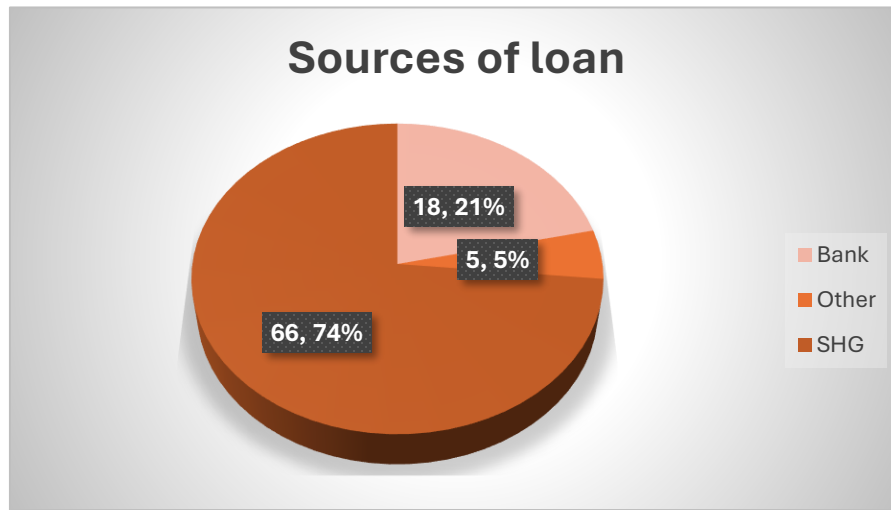
Online transaction used by WE



Loan taken for business.



The role of SHGs in fostering and supporting WE.

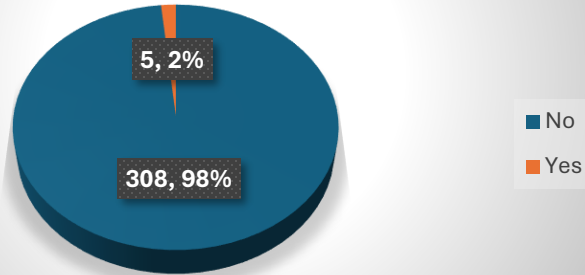


Amount	Bank	SHG	Other	Total
₹10,000 - ₹50,000	10	16	3	29
₹50,000 - ₹100,000	3	18	1	22
₹100,000 - ₹150,000	1	11	0	12
₹150,000 - ₹200,000	6	5	0	11
₹200,000 - ₹250,000	3	8	0	11
₹250,000 - ₹300,000	1	3	0	4
₹300,000 - ₹350,000	0	0	0	0
₹350,000 - ₹400,000	0	0	0	0
	24	61	4	89

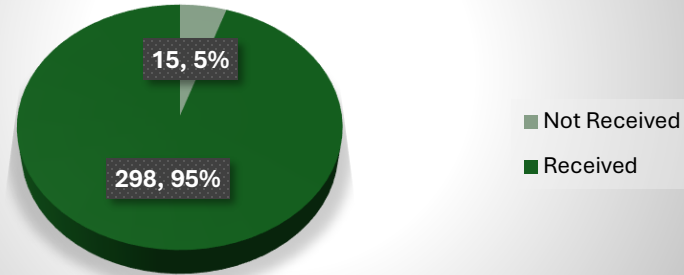
- The total number of women have taken loan is 89.
- Out of 89 WE 24 women have taken loan from banks.
- 61 WE have taken loan from SHG.
- 4 WE have taken from other sources which includes relatives.
- More no. of WE have taken loan from the SHGs.

Awareness among WE about the Udyogini project

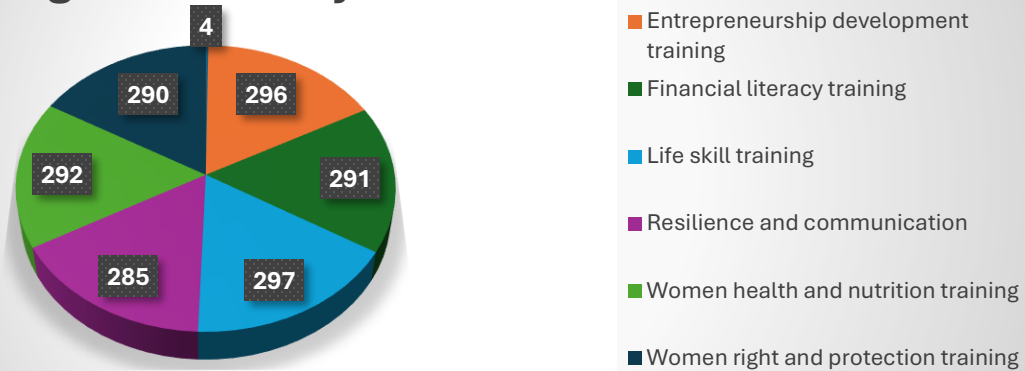
Awareness about the Project.



Training by the Udyogini Project

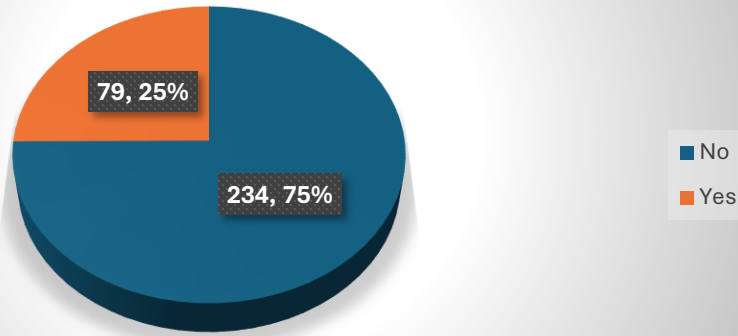


Trainings received by the WE



Awareness among WE about the Udyogini project

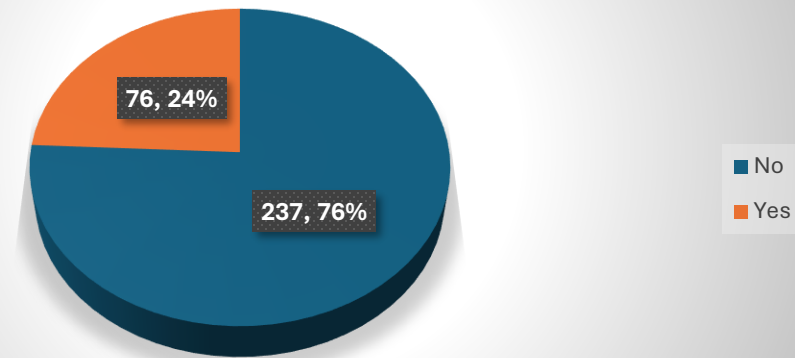
Aware about the NGO.



- The WE awareness about the organization was 25%.
- 234 WE were not aware about the organization which runs the Udyogini project.

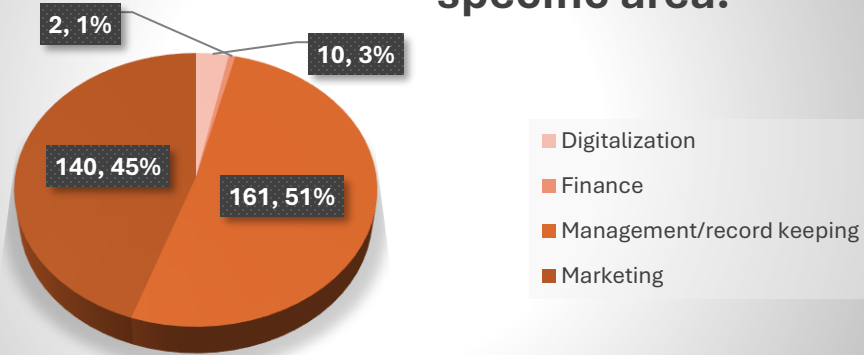
- The WE were also asked about the company which is funding the organization for the Udyogini project.
- 24% knew about the company.
- 237 were not aware about the company.

Aware about the Company.

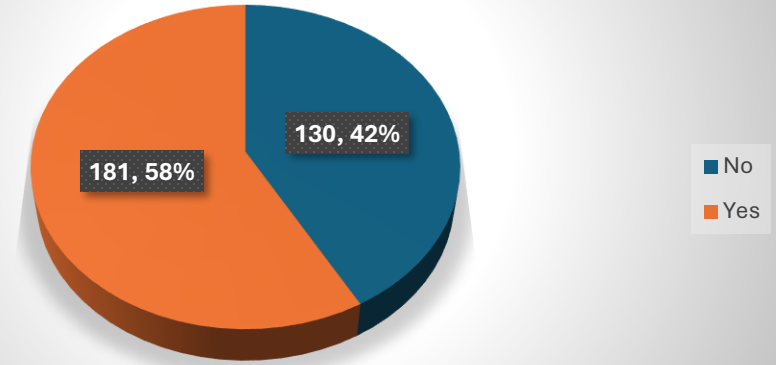


The impact of Udyogini project on the lives of WE.

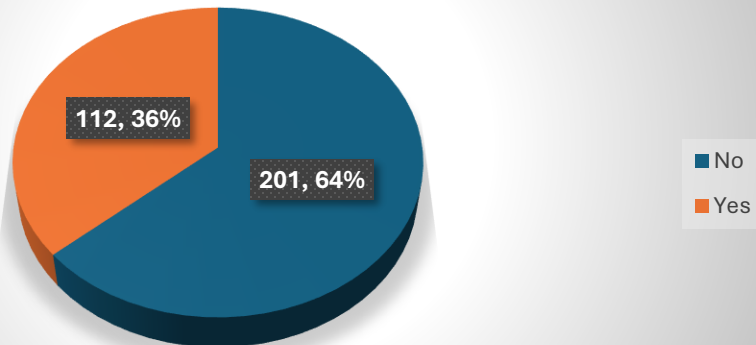
Udyogini helped in specific area.



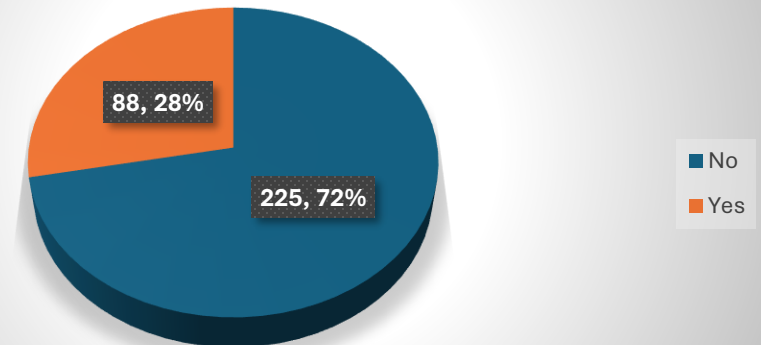
Improvement in business.



Business Upgradation

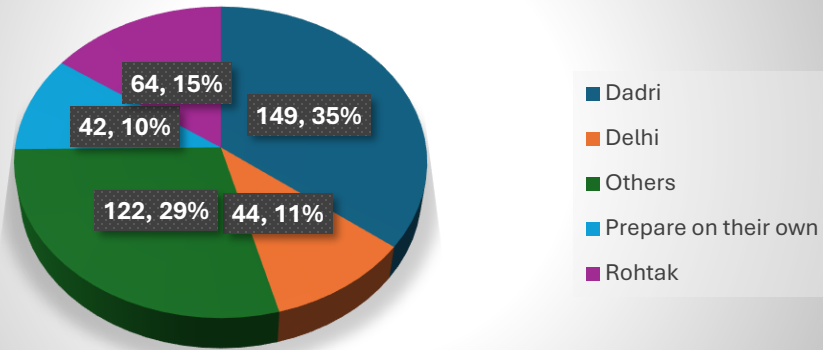


Book Keeping

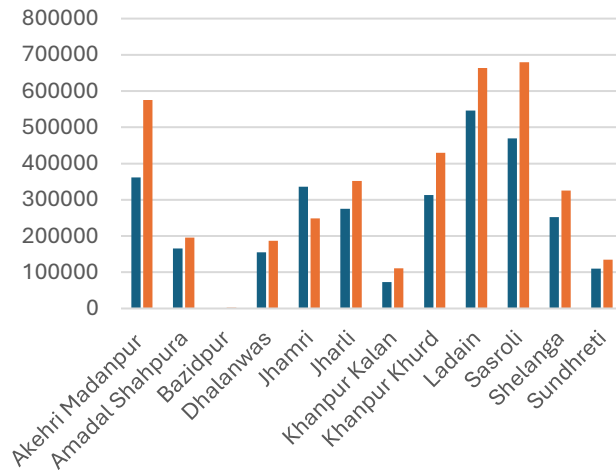
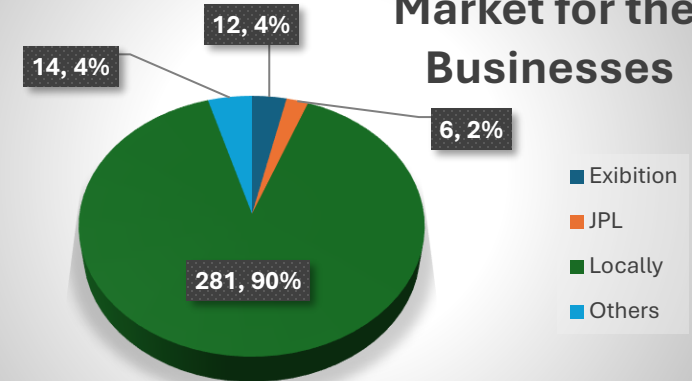


The impact of Udyogini project on the lives of WE.

Market for Raw material



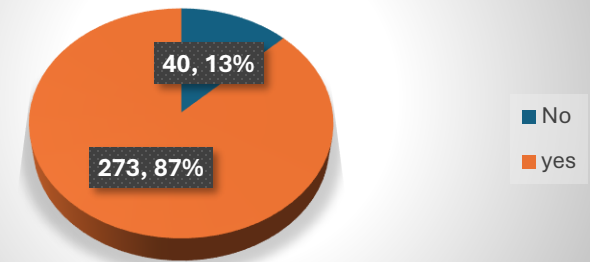
Market for the Businesses



Raw material comparison

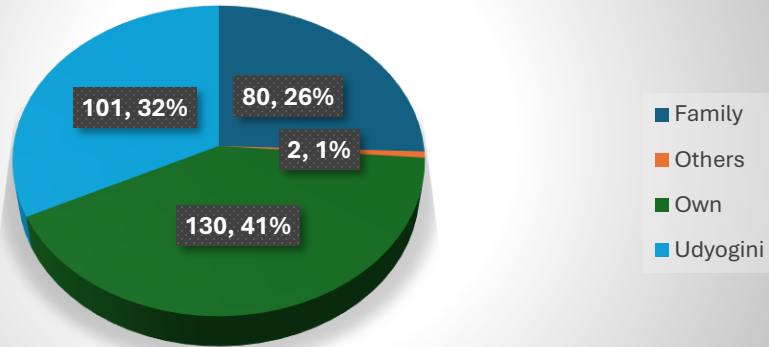
■ Sum of Beginning
■ Sum of Currently

Independent

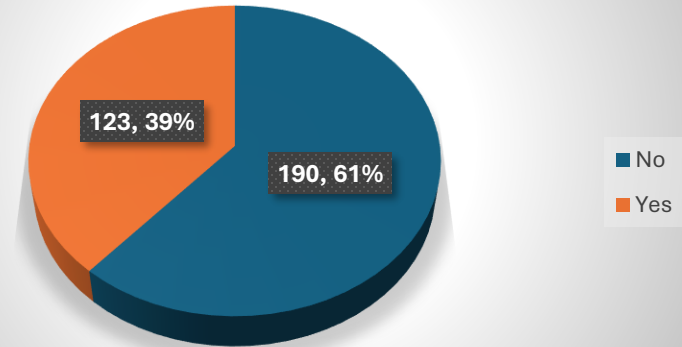


The impact of Udyogini project on the lives of WE.

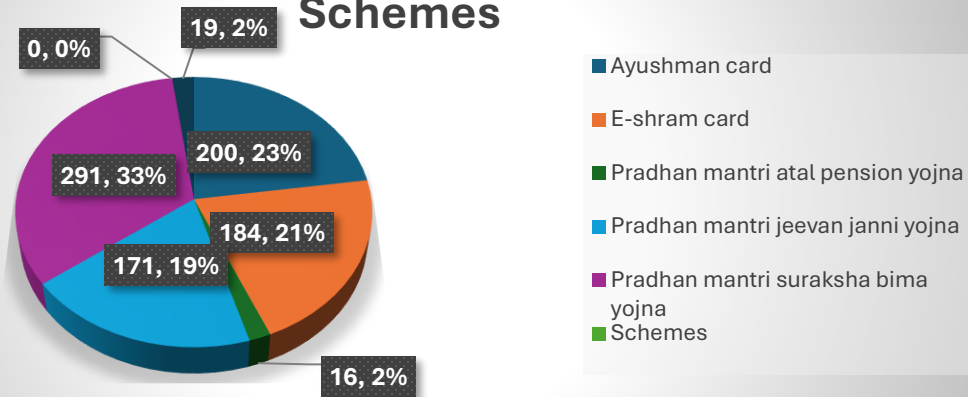
support in managing the business.



Exposure Visit

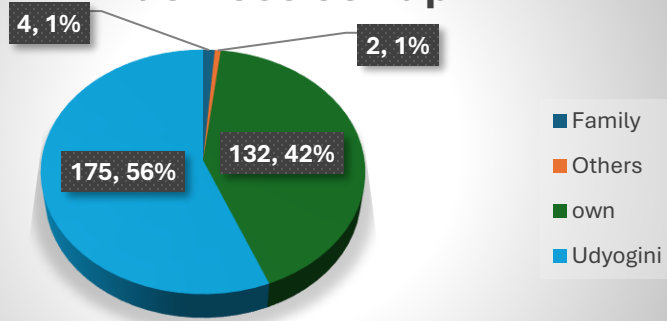


Schemes

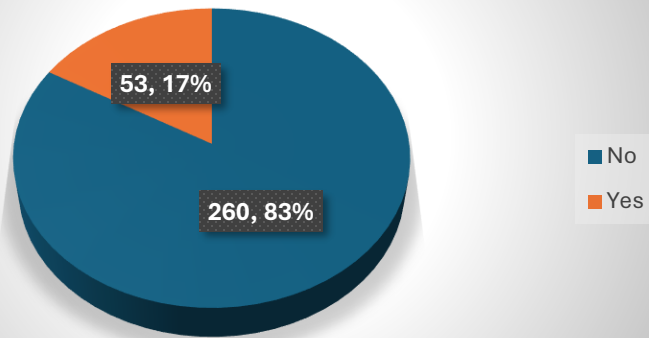


Business Information.

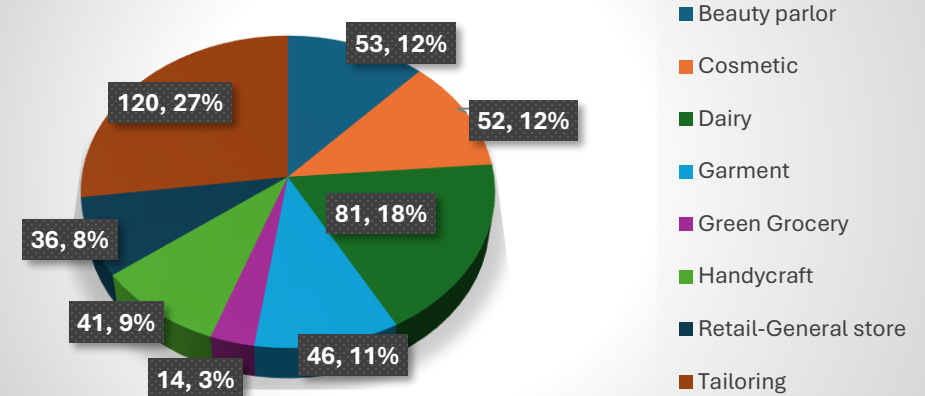
Business set-up



Name of the Business



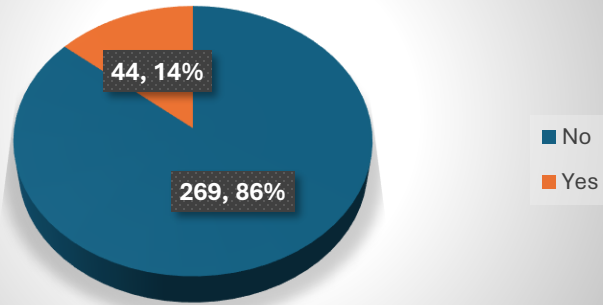
Businesses of WE



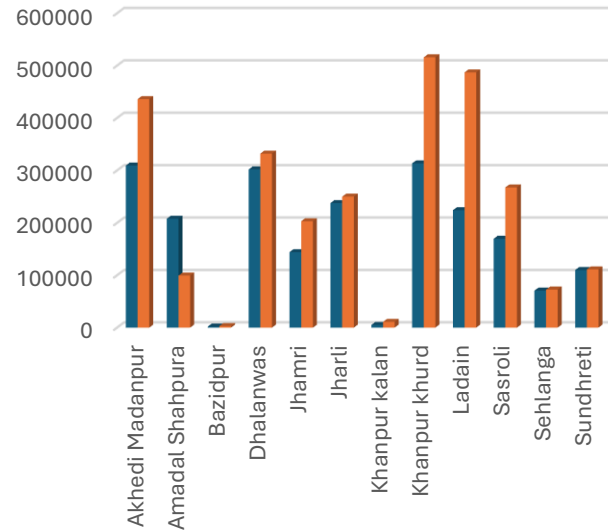
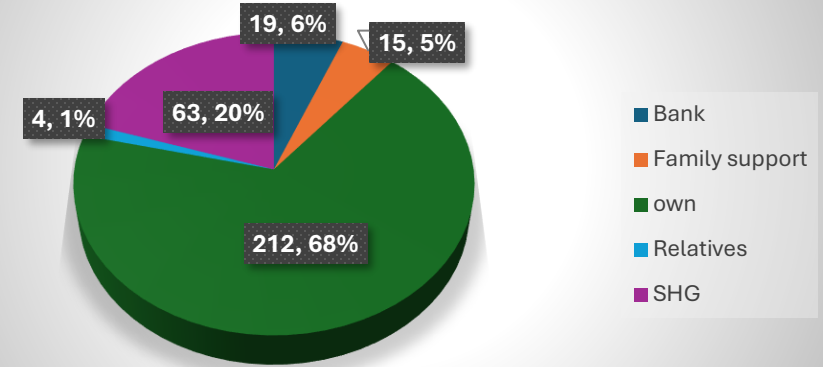
No. of business	No. of WE
One	244
Two	48
Three	17
Four	4
Total	313

Business Information.

Identification Board



Funding for the business.



Income comparison

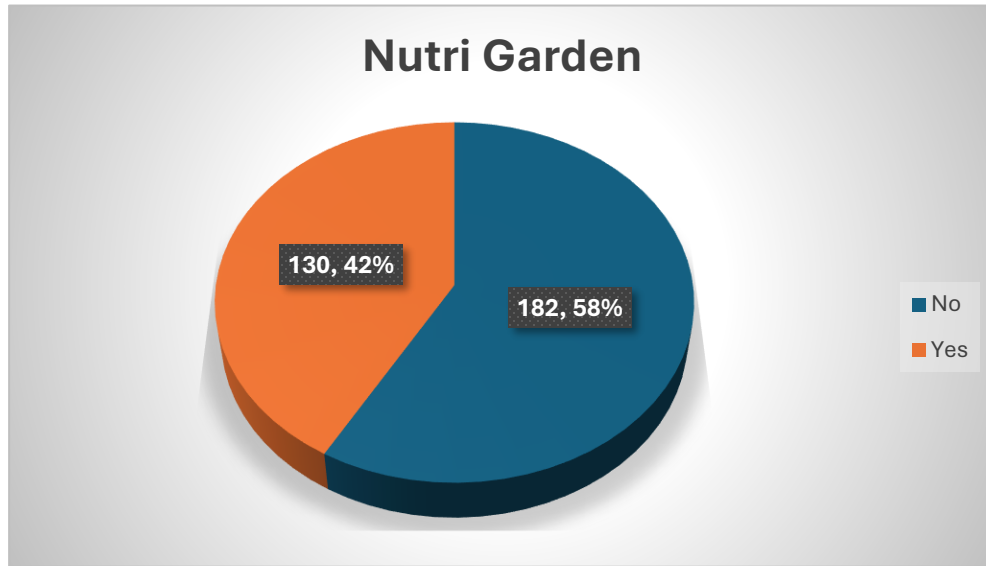
■ Sum of Monthly income at the beginning
■ Sum of Monthly income currently

Distribution of income

No. of W

Household activity	216
Maintenance of business	300
Raw material	302
Education of children	42

Contribution of Udyogini project to Nutri Garden.



- Nutri-garden is advanced form of kitchen garden in which fruits and vegetables are grown as a source of food and income. For small and marginal farmers, Nutri-gardens can contribute towards diversified family diet and provide several other benefits, particularly for women.

- Nutri Gardens were grown by the 3000 women under the Udyogini Project.
- The Udyogini project has distributed some seeds for the 3000 women.
- According to the survey 58% of WE are currently not growing any Nutri Garden.
- 42% of the WE are continue growing the Nutri Garden.

Udyogini's

- Manju parlor and cosmetics, Jhamri.
- She is running her business with full confidence.
- She is grateful to Udyogini for changing her life.



- Jagwanti, Sasroli.
- Machine provided by Udyogini Project.
- She is grateful to the staff for bringing brightness in her house.



- Neeraj, Dairy, Dhalanwas.
- She is a graduate, and that knowledge helps in her business.



- Sanju, garments, Sehlanga.
- She is very happy with her business.
- It is enough for her family.

Udyogini's

- She is Deepa from dhalanwas. She has a garments and retail shop.
- Which is run by her and her sister in law.
- Her mother in law also helps her in business.



- Kela Devi, retail shop in Jhamri.
- She is too old to sit in the shop, she is unable to walk.
- But still she tries to earn for herself.

- Sarita, Ladain. (Sarita Cosmetics)
- She has cosmetic shop in her house on first floor.
- She is not much happy with her business.



- Sanju, Sasroli.
- She has a cosmetic shop.
- Her shop is not running quite well and she is planning to close it due to increase in debts from customers.



Challenges faced by WE:-

- The biggest challenge for the women entrepreneurs is that the handicraft business are not getting proper market for their product.
 - Due to the high price of the product the locals are unable to buy it, as the making charges is very high.
- Some women entrepreneurs are not interested in their business.
 - The businesses were established after seeing the potential in the women but the women's were not ready for it.
- WE are not that financially capable of growing their business.
 - Some women's are not connected to the SHGs, due to which they are unable to take loans for their business.
- Some of the WE are not running their business on their own.
 - As their family is getting more involved in it.
- Some women entrepreneurs were not able to take trainings due to several issues like sickness or out of the village.
- After interview some women conveyed that they are not allowed to go out from the house.
- The staff has come out with a solution that the meeting can be held in their house itself.

Positive impact:-

- Income increment
- Self dependent
- Confident
- Opportunity to learn something new
- Opportunity to go out.

Support: -

- Encourage
- Income support
- Sharing ideas
- Training
- Market linkage





Major findings:-

- The project has made a great impact on the lives of the womens in the 12 village of Jhajjar.
- Helped establish and scale micro and home-based enterprises.
- The womens are now confident in their life and can take part in the decision making of the house.
- Women entrepreneurs are gaining more knowledge through the project.
- Linked the WE with several schemes.
- Provide entrepreneurial training which has changed their life.

Conclusion:-

- In conclusion the Udyogini project in Jhajjar has successfully demonstrated the transformative power of women's entrepreneurship.
- It serves as a model for similar initiatives across the country, highlighting the importance of economic and social upliftment of women.





My Experience:-

- The field staff were responding on behalf of WE.
 - Despite some of the women entrepreneurs were not aware of their finances, yet the staff were answering on their behalf.
- While going to the house of WE they were very welcoming.
- The women entrepreneurs were very happy to share their experience with us.



Thank You