



TATA STEEL FOUNDATION

**WOMEN
EMPOWERMENT &
ENTREPRENEURSHIP
PROJECT**

**QUARTERLY PROGRESS
NEWSLETTER**

**(APRIL TO
JUNE 2023)**

IMPLEMENTED BY:



UPDATE ON PROJECT ACTIVITIES

1. Inclusion of new members in the Cooperative

From this quarter, the project focus lies incorporating only individuals who have a keen interest in entrepreneurial endeavors, who strive to explore a range of enterprises that augment both personal and family income. Seven members have enrolled into the cooperative this quarter and they have contributed a total of Rs 1400 towards the members' share, along with Rs 350 designated for administration fees.

Consequently, by the end of this quarter, Rs 4,05,800 has been collected as members' share and Rs 1,01,450 as administration fees.

2. New entrepreneur promotion

The WEE Project has a primary focus on promoting new entrepreneurs. One of the key deliverables of this project is to identify and support potential entrepreneurs for different farm and off farm enterprises.

Through various activities and initiatives, the project has successfully identified 15 individuals this quarter who have the potential and interest to venture into broiler poultry, backyard poultry and mushroom farming. These aspiring entrepreneurs have been recognized as having the necessary skills, motivation, and dedication to establish successful businesses in broiler poultry farming, backyard poultry farming, or mushroom farming.

The project aims to provide comprehensive support to these identified individuals. This support includes training and capacity-building programs specific to each enterprise, providing technical assistance and guidance on best practices, required input support and market linkages, and offering mentorship to ensure the entrepreneurs have a strong foundation to start and sustain their businesses.

3. SHG Bank Linkage

Bank linkage for SHGs is instrumental in promoting women's enterprise by providing access to financial resources, building financial literacy, offering entrepreneurial support, enhancing credibility, and empowering women economically. It creates an enabling environment for women entrepreneurs to thrive, fostering inclusive economic growth and empowering women in society.

During this quarter, eleven SHGs have been linked with various banks for loan. The month-wise bank linkage has been provided in table 2.



Table 1: List of new entrepreneurs who have started new ventures

S.NO	Name of Member	SHG	Village	Panchayat	Enterprise
1	Kausalya Nayaka	Shakti Maa Mahalakhmi	Sanjapada	Sanjapada	Backyard Poultry Farming
2	Kumari Nayak	Shakti Maa Mahalakhmi	Sanjapada	Sanjapada	Backyard Poultry Farming
3	Runu Nayaka	Maa Mahima	Sanjapada	Sanjapada	Backyard Poultry Farming
4	Priyatama Gadnayaka	Budhithakurani	Sanjapada	Sanjapada	Backyard Poultry Farming

5	Silarani Mohaptra	Dasadevi	Khadagprasad	Khadagprasad	Backyard Poultry Farming
6	Jhari Behera	Maa Biraja	Sanjapada	Sanjapada	Broiler Poultry Farming
7	Shrimati Rout	Cooperative Member	Manpur	Mangalpur	Broiler Poultry Farming
8	Golapa Rout	Cooperative Member	Manpur	Mangalpur	Broiler Poultry Farming
9	Lili Behera	Brahmani Devi	Manpur	Mangalpur	Mushroom Farming
10	Sujatarani Rout	Cooperative Member	Manpur	Mangalpur	Mushroom Farming
11	Hirabati Rout	Cooperative Member	Manpur	Mangalpur	Mushroom Farming
12	Laxmi Priya Sahu	Jay Jagannath	Sanjapada	Sanjapada	Mushroom Farming
13	Moti Gadnayak	Maa Mangala	Nuagaon	Nuagaon	Mushroom Farming
14	Annapurna Barik	Lakhmi Narayan	Nuagaon	Nuagaon	Mushroom Farming
15	Jyotshna Sahu	Maa Tarini	Nuagaon	Nuagaon	Mushroom Farming

Table 2: Details of SHGs availed loans in Q4

Month	SHG	Village	No. of Members	Bank	Loan Amount (in Rs. Lakhs)
Apr-23	MAA MANGALA	ASANABANI	SBI, NARENDRAPUR	10	5
Apr-23	LAXMINARAYAN	KURUNTI	SBI, NARENDRAPUR	12	4
Apr-23	SHAKTI MAA LAXMI	KURUNTI	SBI, NARENDRAPUR	12	5
May-23	SHAKTI MAA HINGULA	SANJAPADA	SBI, NIMABAHALI	12	5
May-23	MAA SAMLESWARI	TALBAHAL	AUCCB, BANAHARPAL	10	5
May-23	MAA TULASI	TALBAHAL	AUCCB, BANAHARPAL	15	5
May-23	SHAKTI MAA DURGA	SANJAPADA	SBI, NIMABAHALI	10	5
May-23	SHAKTI NARAYANI SHG	SANJAPADA	SBI, NIMABAHALI	11	5
Jun-23	MAA KALIJAYEE	KURUNTI	SBI, NARENDRAPUR	12	3
Jun-23	SHAKTI MAA MAHAMAYEE	KURUNTI	UCO, KHADAGAPRASAD	10	5
Jun-23	SIDHESWARA	KURUNTI	SBI, NARENDRAPUR	10	5
Grand Total				124	52

4. Inputs support to the Dairy Farmers

Gruhalaxmi continues to supply essential dairy feeds such as maize feed, chokada, badam pidua, calcium and mineral mixture to dairy farmers. The availability of these inputs through Cooperative has supported the dairy farmers to optimize their farming operations,

improve milk production, enhance milk quality, maintain animal health, and maximize their overall profitability. During this quarter, Cooperative has supplied to 134 dairy farmers, through this activity Cooperative has played a vital role in supporting the success and sustainability of their dairy farming endeavors.

Table 3: Village wise dairy input support to members

	Maize Feed Qty (Kg)	Chokora Qty (Kg)	Badam Pidua Qty (Kg)	Calcium Qty (Ltr)	Mineral Mixture Qty (Pkt)
Amna	2400	950	140	1	3
Asanabani	50	25	-	-	-
Basubahal	50	25	-	-	-
Khaliberana	1800	375	-	6	6
Kurunti	2050	600	-	-	-
Kusupanga	1100	300	150	-	-
Mangalpur	700	175	45	-	-
Nuagaon	1150	500	60	-	-
Raghunathpur	1695	675	100	-	-
Sanjapada	1050	550	100	3	3
Sarapa	1350	625	-	-	-
Grand Total	13395	4800	595	10	12

5. Inputs support to the Backyard poultry Farmers

The Cooperative has actively engaged in poultry farming by consistently providing supplies to both broiler and backyard poultry farmers, including items such as day-old chicks, feed, vaccines, medicines, and Feeder & Drinker.

Starting this quarter, Gruhalaxmi Cooperative has expanded its operations by introducing a new service of supplying fully-grown broiler birds to chicken cutting centers. In addition to supplying inputs to poultry farmers, the cooperative also acquires mature broiler birds from farmers and directly sells them to chicken cutting centers. This means that the Cooperative now oversees the entire poultry farming value chain, serving as a

comprehensive solution provider in the poultry farming ecosystem.

Farmers are supplied with the necessary inputs, assists them throughout the rearing process, and facilitate the sale of mature birds to chicken cutting centers. This approach simplifies the poultry farming process and establishes a seamless flow of products from chick rearing's initial stages to the final bird processing phase.

This integrated approach benefits all stakeholders involved and enhances the overall efficiency and success of the poultry farming ecosystem supported by the Cooperative and also demonstrates their commitment to the industry and their ability to cater to the diverse needs of the entrepreneurs.

Table 4 : Input supply to poultry farmers and chicken cutting centres in Q1

Village	Chicks Amount (Rs.)	Pre Starter Feed Amount (Rs.)	Starter Feed Amount (Rs.)	Starter Feed -2 - Phase 2 Amount (Rs.)	Ready Bird Amount (Rs.)	Starter Feed -2 - Phase 2
Basubahal	-	-	-	-	20,496	20,496
Birbahapur	10,200	3,555	33,600	-	-	47,355

Khaliberana	-	-	-	10,200	-	10,200
Kuchilamunda	21,000	1,185	70,540	-	-	92,725
Kurunti	9,850	4,148	30,470	-	4,529	48,996
Kusupanga	24,200	2,370	24,640	-	8,226	59,436
Mangalpur	-	-	14,980	-	-	14,980
Manpur	-	-	11,200	-	-	11,200
Nuagaon	25,500	2,370	4,480	1,700		34,050
Raghunathpur	-	-	-	3,400	-	3,400
Sanjapada	-	-	-	-	23,442	23,442
Sarapa	-	-	-	-	11,616	11,616
Sibapur	11,850	4,740	43,830	6,800	-	67,220
Talbahal	5,700	2,370	28,470	-	-	36,540
Grand Total	1,08,300	20,738	2,62,210	22,100	68,309	4,81,656



7. Entitlement Linkage program

Under the entitlement linkage initiative, the project team provides support in the form of information about the benefits, eligibility criteria, required documents, and application process of the different government schemes to the members of the cooperative as well as the village at large.

This initiative started with the objective of increasing awareness about different entitlements that community struggles to apply for due to lack of information and assistance.

his doorstep facility that helps villagers overcome the struggles they faced earlier in applying for schemes, has been well received. Initially, it was offered only to the members of the Cooperative but due to high demand for such service, this initiative eventually covered all villagers.

During this quarter, we have linked 251 members with different Govt. entitlements

**Table 5 - Month wise Entitlement linkage**

Month	Entitlement Linkage
Apr-23	73
May-23	91
Jun-23	87
Total	251

Table 6 - GP wise member cover under entitlement linkage (Cumulative)

GP	Member Cover
KUSUPANGA	1589
MANGALPUR	144
NUAGAON	1020
NUAHATA	268
PP KOTE	3
SANJAPADA	184
Grand Total	3208

8. Convergence meeting with APICOL

A convergence meeting, on 23rd June 2023, was held between WEE project and Mukhya Mantri Krushi Udyog Yojana under Agricultural Promotion and Investment Corporation of Odisha Limited (APICOL). The agenda of the meeting was to explore collaboration opportunities and to discuss how beneficiaries of WEE project can benefit from the MKUY scheme's initiative. The district Coordinator of APICOL was the resource person for the meeting sharing the objectives and functioning of the MKUY scheme, its various components and how it benefits women farmers.

Discussion on how the cooperative members can leverage the scheme was discussed which led to active active discussions and experience sharing with the female farmers present in the meeting. Going forward, we plan to follow up on the outcomes of the meeting and initiate discussions with relevant stakeholders to explore concrete actions for collaboration. We will maintain close communication with the MKUY scheme team and continue to engage our cooperative members in leveraging the opportunities offered by the scheme.

BUSINESS UPDATE OF THE COOPERATIVE

Table 7: Product wised Sale and profit amount during the quarter

Product	Sale (Rs.)	Profit (Rs.)
Phenyle	10,082	4,320
Agarbati	5,929	5,896
Mixture	12,469	11,467
Catering Services	85,100	34,789
Poultry	5,12,547	35,602
Mushroom	3,400	400
Dairy	5,28,803	46,504
Grocery	7,05,853	1,63,576
TOTAL	18,64,183	3,02,554

Table 8: Production and sale quantity of phenyle, Agarbati, Mixture, Feeds, Chicks and Mask

Month	Phenyle (in Ltr)		Agarbati (in Pkt)		Mixture (in Pkt)		Feeds (in Kg)		Chicken (in Nos)	
	Prod.	Sale	Prod.	Sale	Prod.	Sale	Pur.	Sale	Pur.	Sale
Apr - 23	800	244	300	34	500	65	13000	9193.9	1050	1050
May - 23	0	83	0	10	0	11	6975	10413.9	1750	1750
Jun - 23	0	96	0	56	0	597	9100	6651.5	550	550
Total	800	423	300	100	500	673	29075	26259.3	3350	3350

ENTERPRISE AND INCOME TRACKING

Income of the members' enterprises is being tracked on a monthly basis since August 2021. Field animators feed in data by conducting real time enterprise visits, post which the data is analysed. Those who have not earned/ generated any income out of the enterprise,

have not been considered for calculating the total income or average income. Some of the members who are running multiple enterprises, the income from all the enterprises have been taken into consideration while calculating their monthly income.

Table 9: Average monthly income all Entrepreneurs

No of Entrepreneurs	No of Enterprise	Aggregate Monthly Income of all Entrepreneur	Avg Monthly Income of Entrepreneur
743	864	2,063,530	2,778

Table 10: Income category wise no. entrepreneurs

Category	Income Range	Count of Entrepreneur
Category A	More than Rs 10000	20
Category B	Rs 7501 to Rs 10000	33
Category C	Rs 5001 to Rs 7500	65
Category D	Rs 2501 to Rs 5000	154
Category E	Less Than Rs 2500	471
TOTAL	-	743

Table 11: GP wise Entrepreneurs and Their Enterprises

GP	Entrepreneur	Enterprise
Khadaprasad	1	1
Kusupanga	284	334
Mangalpur	28	29
Nuagaon	243	293
Nuahata	30	39
PP Kote	1	1
Sanjpada	58	66
Sibapur	98	101
TOTAL	743	864

Table 12: Total no. of entrepreneurs- enterprise category wise

Enterprise Category	Enterprise
Agriculture and Allied	209
Animal Husbandry	364
Non Farm	169
Services	122
TOTAL	864