

**AICTE –SAGY Initiative Awards 2018**  
“Developed Village-Developed Nation”  
**PROJECT SUMMARY**

**Category:** Setting of Information imparting club for women leading to contribution in social and economic issues.

**Title of the Work done/Project:** Rural Self-employment Campaign for Women at adopted Village Rajura.

**Name of Institute:** Prof Ram Meghe College of Engineering & Management, Badnera – Amravati (MS) 444 701

**AICTE Permanent institute-id:** 1-8266435.

**Address of the institute:** New Express Highway, Badnera – Amravati, Maharashtra 444701.

**State:** Maharashtra

**District:** Amravati

**City:** Amravati

**Pin code:** 444701.

**Name of Single point of contact:** Prof Sarang M. Dhawade

**Designation:** NSS Programme Officer

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**Project Description:**

- Work done carried out at Rajura (Bhiltek), District - Amravati, State-Maharashtra, Parliamentary/Lok Sabha Constituency- Wardha, and Name of Hon'ble Member of Parliament - Mr. Ramdasji Tadas.
- In the adopted village Rajura, peoples are as well with their agricultural set up, some sort of shops and other business. But maximum peoples used to drink alcohol and waste their earning money. NSS unit is executing various activities about 'Batali Aadavi' (Anti Alcoholism) like cultural program, rallies, street play, posters, and painting in internship and during special camp. In next regular program 2017-18, NSS unit initiates rural self-employment campaign for women only. Challenge of campaign is to make Rajura women self- employed and fearless. The opportunity in Rajura women self- employment campaign is that the many Rajura women having knowledge of the sewing machine and sewing methods very accurately. The women's determination is to make Rajura village a center for agriculture and employment generation.
- For Rural self-employment campaign, we called one informal meeting on dated 18<sup>th</sup> November 2017, with needy women's of Rajura to understand the campaign. The meeting was concluded by Mrs Ritika V. Deshmukh (Rajura) with assurance about Rural self-employment and establishment of the center for Rural self-employment at Rajura only. This product is going to sell out in Amravati Market. Some of these materials were available at the campus of the special camp, 2017, from December 23 to December 30. The women's determination is to make Rajura village a center for agriculture and employment generation. In the rural self-employment campaign, women showing hundred percent enthusiasm. Gramin Swayamrojagar Abhiyan is inaugurated by the august hand of Dr Ajayji Deshmukh, Registrar, Sant Gadge Baba Amravati University on dated 9<sup>th</sup> December 2017. In this program, 4 sewing machine were distributed to needy women in Rajura for sewing cotton carry bags and thereby providing the self-employment. In this, Ritika Deshmukh, Yogita Suryavanshi, Sushma Hanwat, Vandana Tiwade, Mayata Deshmukh,


Rajni Indurkar, Ushatai Valde, Pushpateai Niberte, Chhabutai Thakre, Harsha Wagmare, Sunita Niberte, Anita Gulhane, Ashatai Wankhede, Vidya Meshram, Vishakha Kale, Jotsna Bujade, Padmaja Khobragade And Jaya Deshmukh were joined to campaign and earning money from this.

- From inauguration to till date, NSS team sold 800+ cloth bags to Amravati city and earn 38,000/- Rupees, and distributed the women share from earing money. College NSS team is given clothes (outdated or off white market clothes) to Rajura women in every 15 days of duration or on demand. According to demand, Rajura women made cloth bags for selling. It is the no profit – no loss campaign. As college given 5 Rupees sewing charges per bag to Rajura women and sold to market of Rs 10 to 15 Rupees according to size of the bag. NSS team identified the cloth bags customer such as Govind Kasat's NGO, University, 2 Prakrutik Kendra, Amravati. They demands cloth bags in every month at least. The women's determination is to make Rajura village a center for agriculture and employment generation. In the rural self-employment campaign, women showing hundred percent enthusiasm.
- Appreciation letter from Hon'ble Member of Parliament - Yes

**Conclusion/Future Scope to enhancement:**

The women's determination is to make Rajura village a center for agriculture and employment generation. In the rural self-employment campaign, women showing hundred percent enthusiasm. Rajura Women and NSS team is trying to search big consumer rather permanent customer for cloth bags like D mart or shopping mall. As they required cloth bags with print to carry shopping materials.

*Declaration: I hereby declare that all the above information furnished herein is true to the best of my knowledge. I understand and accept that our application for the consent may be cancelled in case the above declaration is found to be false.*



Prof Sarang M. Dhawade  
(NSS Programme Officer)

Date: 28/09/2018

Place: Badnera