



***Developing Women Led Economy,
Started through SHG- 'Dreams of
Rural Women Became True'***

Rural Women of Ratakhurd Gram Panchayat, established themselves only depending on their will power...

The beginning.....

In the **year 2011** SPECTRA Organization formed 30 SHGs in the areas of Ratakhurd Gram Panchayet of Kishangarh Bass of Alwar district,Rajasthan. Women in these areas were suppressed under the orthodox traditional practices. Economic condition of their family was very poor; and due to lack of food, they often suffered from malnourishment and different other health problems. Domestic Violence against women was widely prevalent during that time, and therefore these women often became the victims.

When Team SPECTRA visited to the villages to form SHGs; it worked as an excellent opportunity for those women and all village dwellers. This opportunity did not only provide them with a way to overcome the adversities, moreover it ensured to make them capable and self-dependent. Depending upon the SHGs, women developed and improved their livelihood based on traditional work in farming and non-farming sector.

Within the SHGs women were provided different trainings on- Livelihood enhancement, Animal Management, training on gender equality, Cornerstone, and financial literacy.



Moving towards empowerment.....

Initially, when the women of this area were introduced to the SHGs, they were not accustomed to saving money. However, they learnt to save after joining SHG, which enabled them to meet their needs. Thus, gradually the SHG women of this area took the courage to dream about moving ahead in their lives. To make their dreams a reality, along **with traditional work on agriculture they started to enhance their income through dairy development, selling of spices and solar products, animal husbandry etc.** But from these entire activities **goat rearing practices** under animal husbandry became much profitable, results into 40000-50000/- profit for the SHGs.



Entrepreneurship development....

Thereupon, after getting **well trained on goat rearing by SPECTRA**, all SHGs women decided to develop their community based entrepreneurship along with the mentioned activities and chosen goat rearing as a base of the entrepreneurship. **With the support of 30 SHG women and SPECTRA organization- SPECTRA Adarsh Utpadaka Mahila Producer Company Limited** established in the year 2016. This entrepreneurship worked as a helping hand for this SHG women community, in breaking the gender stereotypes by taking a leading role in goat rearing business model, availing internal loan from their savings group and generating household income.



Improved Goat Shade



Within the entrepreneurship women earned remarkable profit from goat rearing business.

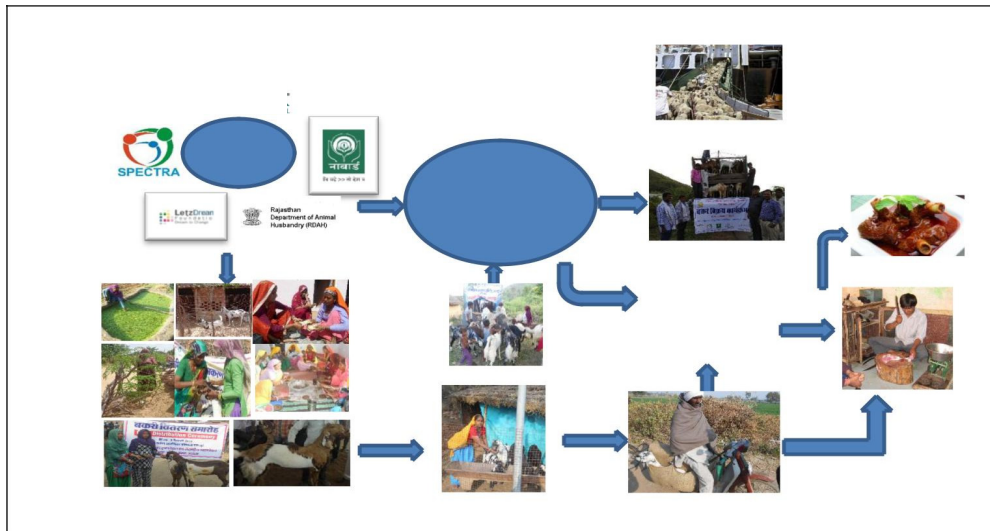
*** But, one woman namely Mrs. Sariphan from SPECTRA ANISHA SHG of Baylabass village, achieved remarkable profit from the entrepreneurship and set herself as an inspiration for others. So far she has made 22,49000/- profit from this goat rearing business.**



Buck selling programme by SPECTRA Adarsh Utpadak Mahila Producer Company Limited

Components under the goat rearing business.....

- CEO of FPO/Company contacted potential buyers, the potential buyers made field visit and conducted business meeting, and after which a contract was signed between the buyers and enterprise for goat business. After the contract, FPO collected bucks from Self Help Group women, Kisan club, JLGs groups, and Cadres including non SHG families also.



Goat Rearing Business Model

As compared to 2011, now, women of Ratakhurd Gram Panchayet and nearby villages are empowered enough and are an epitome of inspiration for other women. **Currently the company have 10 BOD (Board of Director) and almost 250 shareholders; which runs and led by these women successfully.**



बदलने की इच्छा रखना एक ताकत है और
हमने वो ताकत दिखाई थी

THANK YOU