



A Monthly Newsletter from NeevJivan Foundation

JUNE 2024

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Note from Our Founder

With the summer at its peak the last 3 months of summer has been very tough...it has perhaps been the hottest over the last many years. This has obviously led to scarcity of water in general, drinking water in particular. Sights of women walking long distances for a few pots of water has become very common in Jawhar and Dahanu.

Thankfully, the tough summer is coming to an end and all of us are looking forward to the monsoons.... the only season that helps the farmers complete one full crop cycle. All the farmers are now preparing their land to sow paddy.



Proteek Kundu



No. of Farmers, Women & Youth trained

On Vocations of choice

1,875

On Entrepreneurship Skills

2,025

No. of Entrepreneurship projects successfully running

35

(Add. 10 New Projects in pipeline)

No. of Entrepreneurship projects supported by NeevJivan Foundation / Other Organizations

45

Market Connect

A very important aspect of a livelihood project

It is said that the most important element for a livelihood project is market connect, i.e., our ability to help the entrepreneurs connect with potential customers and sell their products.

This financial year we have adopted a combined strategy of have a physical distribution channel and also sell the products made by our entrepreneurs through e-commerce platforms.

In that context, we launched our first physical store (shop-in-shop) in Jawhar. We have associated with M/s. Happy Shop who will not only sell these products, but also work as our logistics partner backbone for delivery of the products across India when we launch our e-commerce platform.

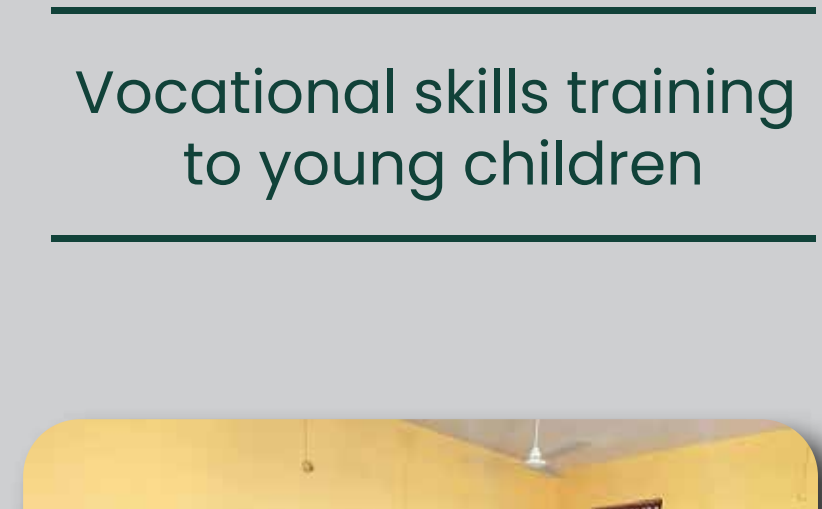
MOU to that effect was signed by us in the month of May. This is a significant step towards ensuring the products made by our entrepreneurs reach the market and are sold to customers.

Another significant step in context of Market Connect is that Mr. Nagesh Kumar Sinha has joined us this month as Manager – Sales and will be responsible to set up distribution channels in Mumbai, Navi Mumbai & Thane to sell the products made by our emerging entrepreneurs.



NeevJivan counter at Happy Store in Jawhar

New Program Launched "Catch Them Young"



Vocational skills training to young children



Vocational skills training to young children

We have launched the "Catch them Young" program with M/s. Balnandanvan Nisarg Dahanu, a school based in Jamshet village in Dahanu taluka in order to teach vocational skills to young children of the school – the whole idea is to bring about experiential learning into the curriculum of the school.

We plan to teach tailoring, poultry farming, mushroom cultivation, vermi-composting, bee keeping and vegetable cultivation to the students and set up live project for the above vocations.

After the training, each class / section of students will be made responsible to run to the projects on their own, i.e. in case of poultry farm, the class will be responsible for taking care of the chicks, their vaccination, food, cleaning of the shed, etc.

We believe that this will incur life skills like Leadership, Problem Solving, Team work, Entrepreneurship, etc among them and also help them learn the practical elements of the vocation which can be used by them later in their lives to earn their livelihood.

In short, the whole idea is to prepare them for practical challenges in life and give them the confidence to start similar projects / micro businesses and earn their livelihood in the long run.

Getting ready to start their micro businesses!

11 new microbusinesses that we have been working on over the last 2 months across multiple villages in Jawhar and Nashik are now ready for launch. On receipt of funds from the CSR partners, we have helped the SHGs procure the machinery, raw materials and in some cases we have also helped them acquire the food license, deigned their packaging and also the brand.



Ready for training on agarbathi making



Here is the first lot of kulhads

Micro Business	SHG Name	Location
Poultry Farm (Desi)	Durga Mahila Bachat Gath Bhumika Mahila Bachat Gath	Vill. Medha & Aina, Tal. Jawhar, Dist. Palghar
Clay Cup Making (Kulhad)	Sanjivani Mahila Bachat Gath Pragati Mahila Bachat Gath	Vill. Jhaap, Tal. Jawhar, Dist. Palghar
Vermi-compost	Gauravi Mahila Bachat Gath	Vill. Jhaap, Tal. Jawhar, Dist. Palghar
Brick Making	Mahima Mahila Bachat Gath	Vill. Aina, Tal. Jawhar, Dist. Palghar
Masala Making	Eklavya Mahila Bachat Gath	Vill. Samangaon, Dist. Nashik
Agarbathi Making	Budh Kirti Mahila Bachat Gath	Vill. Samangaon, Dist. Nashik
Kurdai & Papad Making	Tulsi Mahila Bachat Gath	Vill. Samangaon, Dist. Nashik
Pani Puri Making	Gauri Mahila Bachat Gath	Vill. Samangaon, Dist. Nashik



The chicks arrived at the poultry farm recently



The vermi-compost pits are being readied for the first lot of production



1st batch of 25,000 bricks ready for baking



Stakeholder Speaks



"We make chiku based products like chiku chips, powder, biscuits and pickles... and NeevJivan Foundation has helped us a lot in terms of procurement of the machines, packaging and branding...they also help us in selling these products in the market. We thank them for all the support that we have received so far and wish to continue our engagement with them"

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If you wish to know more about our work, you can write to or call our founder & Director, Proteek Kundu

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