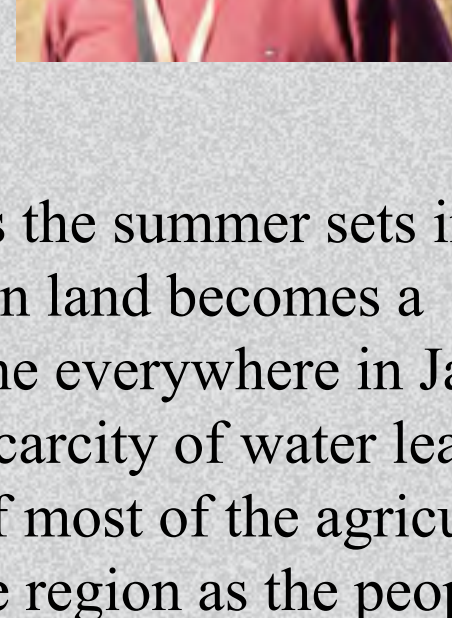


### Note from our founder

NeevJivan Foundation is a Section 8 Company as per Company's Act 2013 (an NGO) working in the area of Skill Development & Vocational Training for our fellow citizens in rural India. It is our endeavor to create opportunities for sustainable livelihood for women and youth living here.



Proteek Kundu

Every year as the summer sets in, the dry and barren land becomes a common scene everywhere in Jawhar & Dahanu. Scarcity of water leads to suspension of most of the agricultural activity in the region as the people prepare their land for the only major crop during the monsoon.

It is said that every situation comes with an opportunity... In other words, this is also the opportune time to train them on alternate sources of livelihood and Entrepreneurship... And that is what we have done in April and will continue to do in the next two months.



### Impact of our work so far..

No. of farmers, women & youth trained-

Last month **155 215**

on Vocations of choice

Last month **102 182**

on Entrepreneurship skills

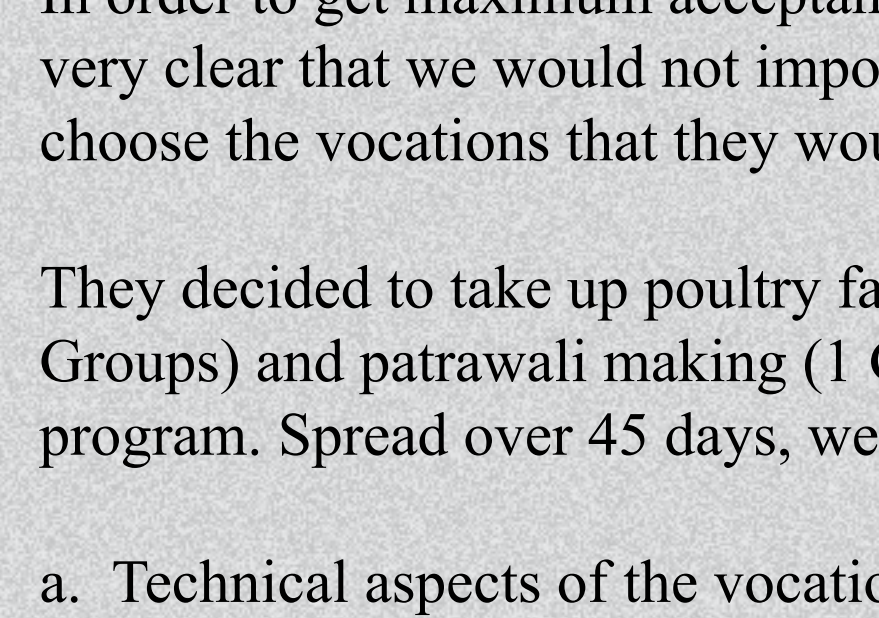
Last month **27 45**

by us who started their Business

No. of Entrepreneurship Projects funded by NeevJivan Foundation / Other Organizations

Last month **22 42**

### Entrepreneurship Drive in Modgaon Village



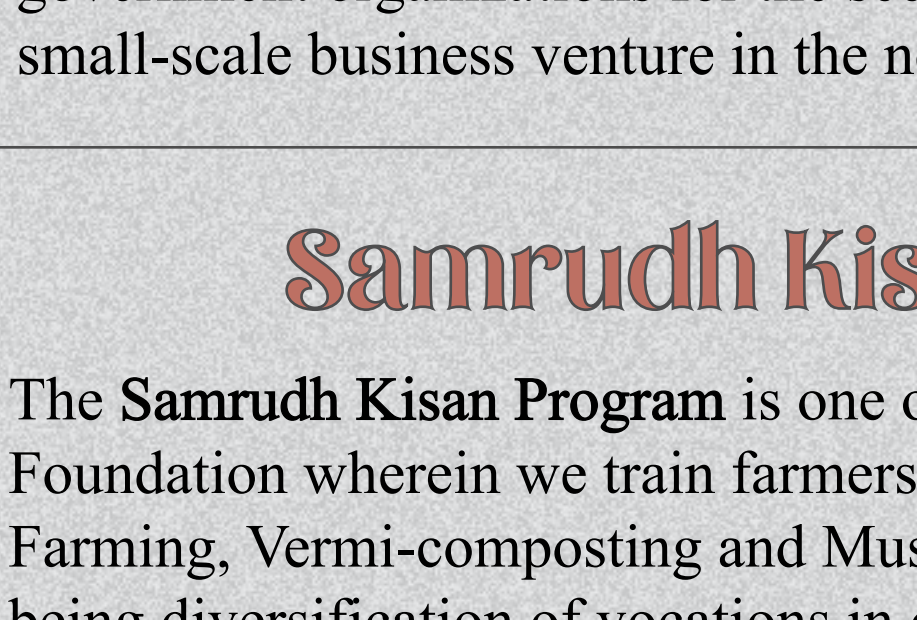
Modgaon is a sleepy hamlet in the interiors of Dahanu taluka, approximately 30 Kms from Dahanu town... We were introduced to the women in this village by officials of Mahila Arthik Vikas Mahamandal (MAVIM) and the Integrated Tribal Development Project (ITDP) and there was no looking back after that.

Having understood each other over the initial few days, we zeroed in on 13 Self Help Groups (SHG) comprising of approximately 100 tribal women...

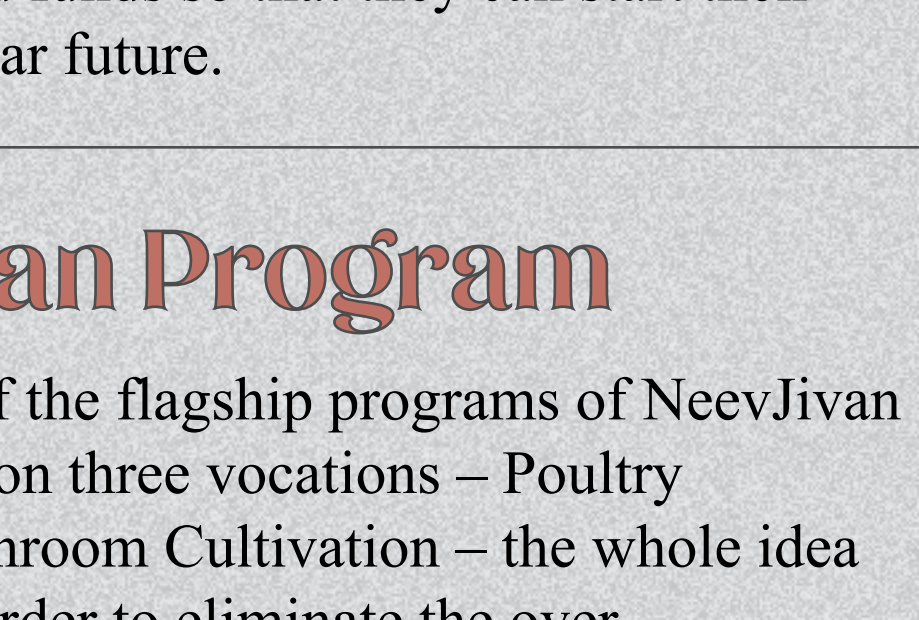
In order to get maximum acceptance from the SHG's, from day 1, we were very clear that we would not impose any vocations on them and let them choose the vocations that they would like get involved in.

They decided to take up poultry farming (9 Groups), goat rearing (3 Groups) and patrawali making (1 Group) and then we began the training program. Spread over 45 days, we covered the following -

- a. Technical aspects of the vocations which was taken up by our Knowledge partners – M/s. Krishi Vigyan Kendra, Kosbad Hills, Dahanu
- b. Entrepreneurship skills where we taught complex topics like demand-supply-pricing, 4P's of marketing, Value proposition, Customer needs, Marketing, Accounting and Book Keeping and much more... all through fun and games, customer interactions, case studies, etc.



A typical day in the classroom



Dr. Vilas Jadav, Head – KVK, Dahanu training the women on goat rearing

Having completed the training, we will be applying to the relevant government organizations for the seed funds so that they can start their small-scale business venture in the near future.

### Samrudh Kisan Program

The Samrudh Kisan Program is one of the flagship programs of NeevJivan Foundation wherein we train farmers on three vocations – Poultry Farming, Vermi-composting and Mushroom Cultivation – the whole idea being diversification of vocations in order to eliminate the over dependence on agriculture as their only source of income.

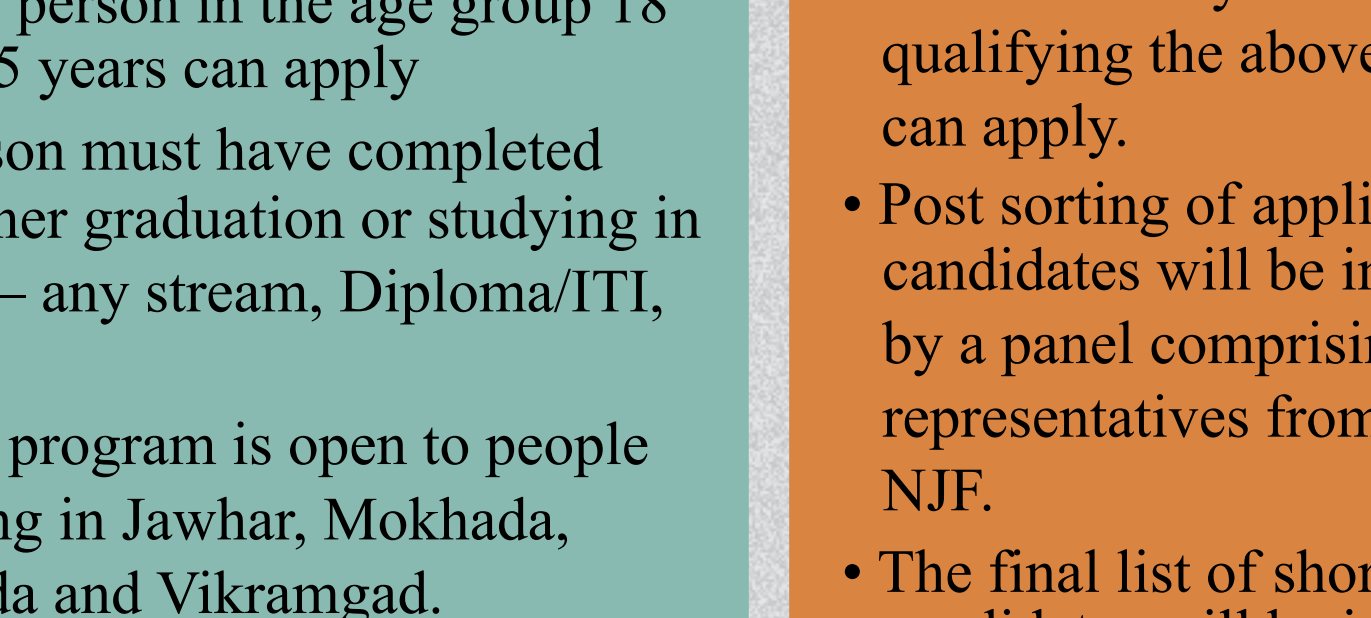
The fifth edition of the program was launched in the Kogda village, almost 25 Kms from Jawhar taluka.



A typical session in the Kogda village being conducted by our programme manager.

### Launching the 2nd edition of Entrepreneurship@Jawhar

After the successful completion of the first edition of our #Entrepreneurship@Jawhar Program, wherein eight of our students received seed funds from ITDP, Jawhar, Local Bank (Mudra loan) and Rang De to start their business venture, the second edition of the program was launched by Smt. Ayushi Singh, Asst. Collector and Project Head, ITDP, Jawhar



The program, slated to start from the 2nd week of May'22 is being promoted by ITDP and NeevJivan Foundation in various forums in Jawhar, Mokhada, Wada & Vikramgad....

#### Eligibility to Apply for the program

- Any person in the age group 18 to 35 years can apply
- Person must have completed his/her graduation or studying in TY – any stream, Diploma/ITI, etc.
- The program is open to people living in Jawhar, Mokhada, Wada and Vikramgad.
- The business idea can pertain to any product or service which is workable and executable.
- Basic business acumen (previous experience not necessary)
- Batch size will be 20.

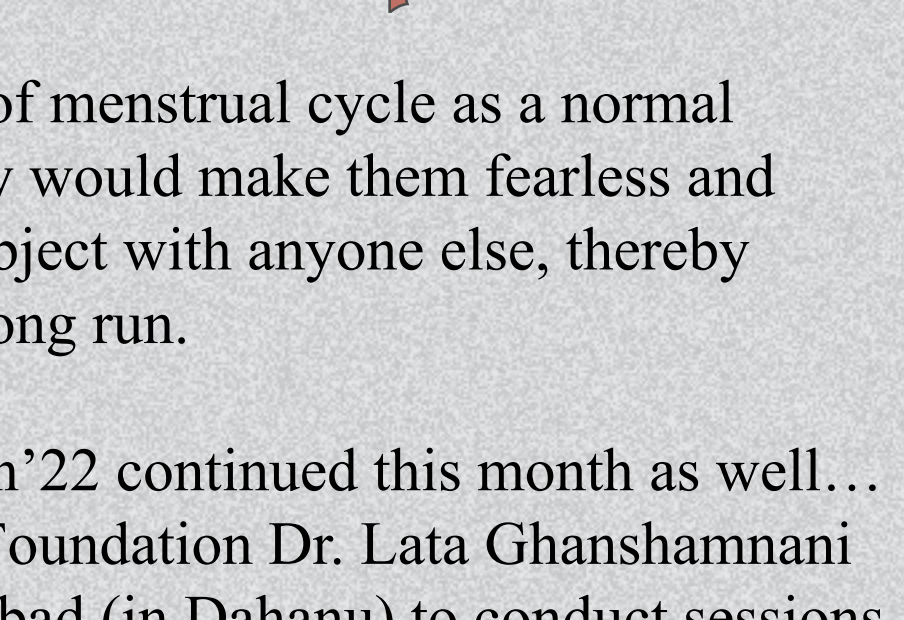
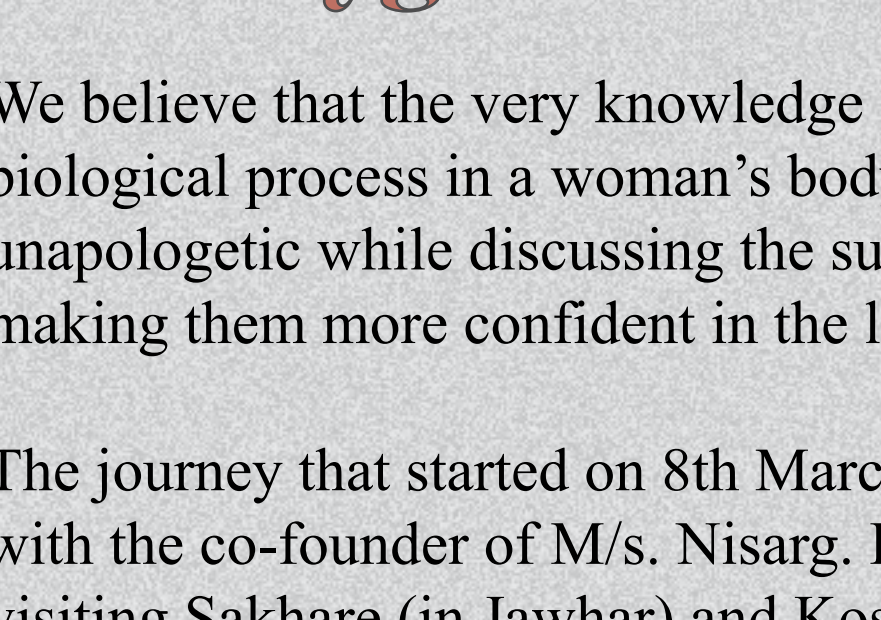
#### Application Process

- The application process will be online and any candidate qualifying the above criteria can apply.
- Post sorting of applications, the candidates will be interviewed by a panel comprising of representatives from ITDP & NJF.
- The final list of shortlisted candidates will be invited to join the program.
- Last day for application is 10 May 2022
- Interviews start from 11 MAY 2022

Venue: ITDP Prakalp Office, Jawhar.

Starting date: 16 MAY 2022

A workshop was held with the students of ITI, Jawhar to explain the benefits of the #Entrepreneurship@Jawhar Program.



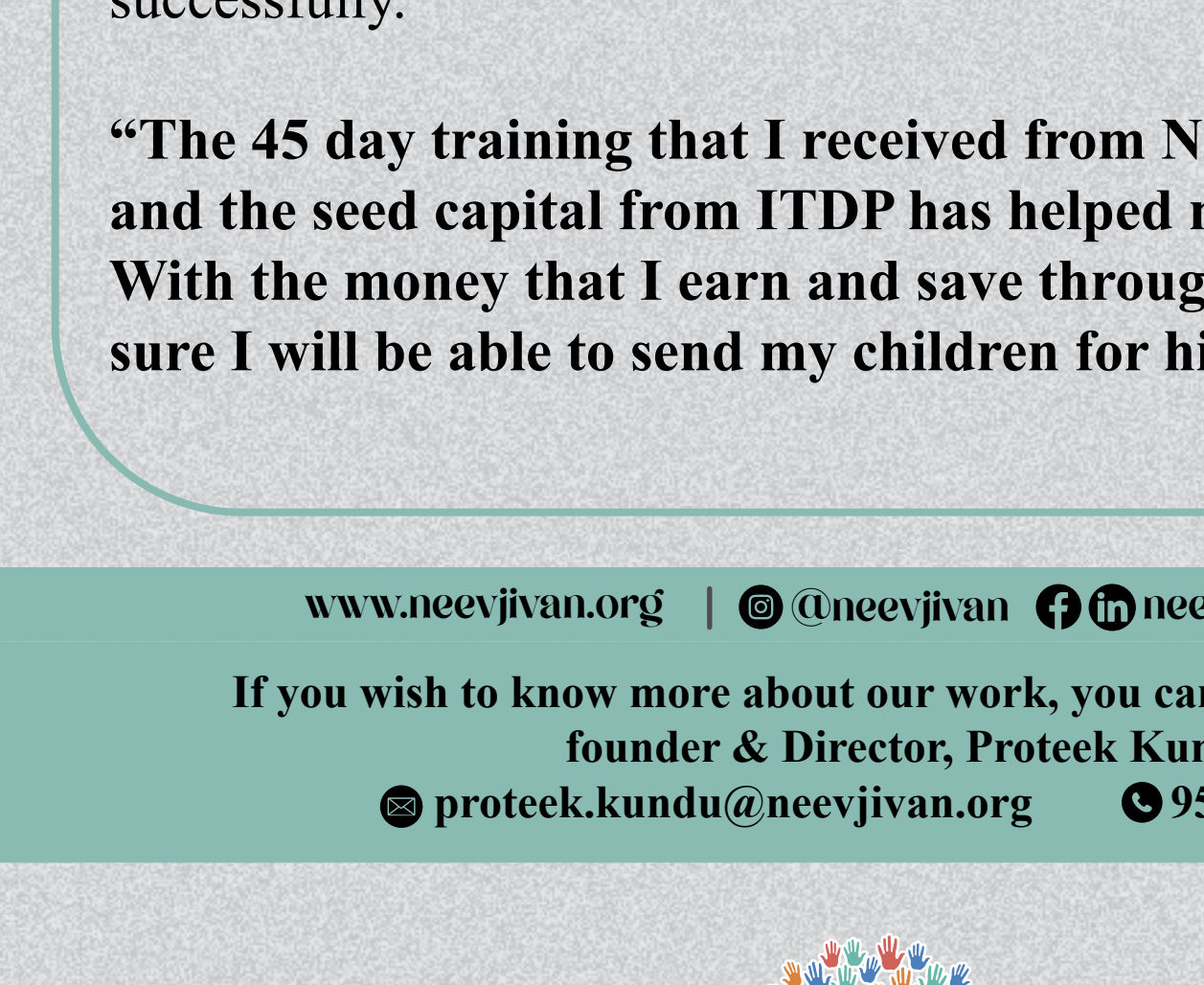
### Driving awareness of menstrual hygiene and safe disposal

We believe that the very knowledge of menstrual cycle as a normal biological process in a woman's body would make them fearless and unapologetic while discussing the subject with anyone else, thereby making them more confident in the long run.

The journey that started on 8th March'22 continued this month as well... with the co-founder of M/s. Nisarg. Foundation Dr. Lata Ghanshamani visiting Sakhare (in Jawhar) and Kosbad (in Dahanu) to conduct sessions on Menstrual hygiene and safe disposal. The session was followed by distribution of menstrual cups to the women



At Sakhare village, Jawhar



At Kosbad village, Dahanu

### Beneficiary Speaks



A trained beautician, Jana Bai Pawar underwent our training program on Entrepreneurship skills and subsequently received seed capital from ITDP, Jawhar. Today, she runs a Beauty Parlor from her home successfully.

**“The 45 day training that I received from NeevJivan Foundation and the seed capital from ITDP has helped me start my business. With the money that I earn and save through this business, I am sure I will be able to send my children for higher education.”**